

P R E S S R E L E A S E

Stockholm Tuesday May 10, 2011

BTS Group signs SEK 3.5 million agreement with Lenovo

Stockholm, Sweden – BTS Group AB (publ), the global leader in accelerating strategic alignment and execution has signed an initial contract with Lenovo, a leading global computer manufacturer, worth approximately SEK 3.5 million.

BTS has been engaged to develop Business Acumen IT simulations as well as board simulations to support Lenovo executing strategic objectives for 2011 including a better ability to collaborate globally and across functions, to lead teams by following a 4 step analysis and goal setting exercise.

The target audience includes 350 Executives and 500 Managers. In addition, Lenovo partnered with BTS to build bench strength and core leadership skills in its global manager population. The expected outcome of the project included a better alignment to strategy and improved execution of strategy.

The custom IT simulation was developed and launched in the first half of 2011. The rollout of the program and launch to the manager population will occur throughout the 2011.

“We are proud that one of the leading computer manufacturers in the world has trusted BTS with this important project.” Says MR. Henrik Ekelund, President and CEO BTS Group AB. “The fact that BTS was selected is yet another proof of our ability to support leading companies in strategic important processes.”

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About BTS Group AB

BTS partners with leading companies to accelerate strategy alignment and execution, innovating how organizations learn, grow and improve. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales Force Transformation. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 300 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2010 BTS revenues was SEK 695 million. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Rio Tinto, Sony, Standard Bank, Unilever and Xerox.

BTS serves its clients from Stockholm, Helsinki, Amsterdam, Brussels, Paris, London, Madrid, Bilbao, Austin, New York, Stamford, Philadelphia, Scottsdale, San Francisco, Chicago, Sao Paulo, Mexico City, Johannesburg, Sydney, Melbourne, Singapore, Bangkok, Seoul, Shanghai, Taipei and Tokyo.

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS B.

For more information please visit www.bts.com.