

## P R E S S   R E L E A S E

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### BTS signs retainer agreement with leading professional services firm valued at more than SEK 18 million in 2011

**Stockholm, Sweden and New York, USA – BTS Group AB (publ)**, the global leader in strategy execution and alignment acceleration, has signed a retainer agreement with a leading professional services firm that has agreed to purchase an array of BTS services over two years with a minimum annual commitment of orders exceeding SEK 18 million in 2011.

The American-based firm, with revenues exceeding USD 10 billion and a professional talent base numbering more than 40,000, brings world-class capabilities and deep local expertise to help clients succeed wherever they operate.

The retainer investment demonstrates an expanded level of trust the firm has placed in BTS. The agreement makes BTS a preferred partner providing an integrated portfolio of strategic initiatives using business simulations in areas of customer understanding, sales transformation, business acumen, and leadership development. Through the retainer agreement, BTS will deliver high-caliber talent development programs in the US utilizing the more than twenty highly customized simulation and other experiential solutions it has developed with the firm over the past three years.

“With this agreement, one of the world’s leading professional services firms has made a big vote of confidence in the BTS team and the value of our work,” says Henrik Ekelund, CEO of BTS Group AB. “As a professional services firm ourselves, we deeply appreciate the high level of quality this client expects. We are grateful for their commitment to BTS and genuinely value their partnership.”

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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. Re-cent 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](http://www.bts.com).