

## P R E S S   R E L E A S E

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# BTS Group signs an agreement with Sodexo in Latin America worth over SEK 7 million

**Stockholm, Sweden – BTS Group AB (publ)**, the global leader in accelerating strategic alignment and execution has signed a contract worth over SEK 7 million with Sodexo Motivation Solutions Americas (headquartered in São Paulo, Brazil), a leading global quality-of-life solution provider.

BTS has been engaged to develop a Sales Academy to help Sodexo Motivation Solutions Latin America on a sales transformation process that involves all levels of the Sales & Marketing organizations.

The target audience includes approximately 500 people, including Directors, Managers, Sales People and Other Professionals within 8 countries of Latin America, Brazil, Mexico, Venezuela, Colombia, Chile, Peru, Argentina and Uruguay. The development and rollout process was initiated during 2011 and will continue through 2012.

“The Sales Academy – Motivation Solutions Americas is the result of the strong and active work of a multidisciplinary team on the conceptualization and design of a project that is focused on reinforcing our commercial process by aligning concepts with our strategic challenges in order to create and develop new business opportunities. At the same time, it’s a chance to strength our teams considering their leadership profile competencies and management skills through the development of objective tools, such as the sales coaching process, oriented to improve the sales performance of our employees.” said Mrs Carol Florez, VP HR Americas, Sodexo Motivation Solutions

“We have the conviction that the Sales Academy – Motivation Solutions Americas project will strongly contribute to achieve our corporate goals, obtaining the best sales performance and also consistency with our Talent Management Policy as a leadership process. We believe that all these premises will take our company to higher levels of efficiency and sustainable engagement in our employees and brand positioning.”

BTS is developing different types of solutions such as board simulations, learning maps, engage maps, e-learning, and others, as well as different curriculums that are designed to give an understanding, create commitment and develop the right skills around Sodexo Motivation Solutions sales process.

“We are proud that such a recognized organization in the world and in Latin America has trusted BTS with this important project.” says Henrik Ekelund, CEO BTS Group. “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 approximately 300 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 27 of the Global Fortune 100 largest corporations in the world. In 2010 BTS revenues was SEK 694 million. Recent selected BTS clients include AT&T, Ericsson, Rio Tinto, BBVA, Standard Chartered Bank, Kimberly-Clark, Sony, Unilever.

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

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

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