

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

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BTS Group signs agreement with ARLA Foods amba

Stockholm, Sweden – BTS Group AB (publ), - the global leader in accelerating strategic alignment and execution, has signed an agreement with Nordic dairy company ARLA. The agreement targets top leaders and will start during 2012.

BTS has been engaged to develop and deliver unique and tailored programs for specific top leadership roles to meet the requirements of each of the organizational level.

The leadership development program's purpose is to build business leadership and execution capabilities to align management to company strategy.

“We are honored that this leading, Scandinavian company has trusted BTS to build and manage this important strategic initiative.” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our ability to provide leading skills development programs enabling organizations to accelerate business results by innovating how their leaders learn, change and improve.”

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About BTS Group AB

BTS is a world leading strategy implementation firm. The company accelerates execution by ensuring the workforce is aligned to the strategy, has the right mindset, and has mastered the capabilities needed to deliver business results. BTS leverages customized business simulations and experiential learning initiatives to develop the business acumen, leadership and sales capabilities necessary for superior strategy execution. Partnering with today's leading corporations, BTS consultants bring passion and deep industry expertise to deliver high-impact solutions that help clients achieve better results, faster.

Headquartered in Stockholm, Sweden, BTS has approximately 350 professionals in over 25 offices located on six continents. Partnering with nearly 400 organizations, including more than 30 of the world's largest corporations, BTS's major clients are some of the most respected names in business: Anglo American, AT&T, Chevron, Coca-Cola, Ericsson, HP, Rio Tinto, Sony, Telefonica, and Unilever.

BTS is a public company listed on the NASDAQ-OMX Stockholm trading under the symbol [BTS B](#).

BTS Group AB revenues for 2011 was MSEK 697.7

For more information, please visit www.bts.com.

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