

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

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BTS Signs Agreement worth SEK 3,2 million with Leading Consumer Goods Company Valued

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - the world's leading strategy implementation company, has signed an agreement worth SEK 3,2 million with a major consumer goods firm. BTS will provide strategic business solutions for the purpose of developing the client's sales executives and management.

The partnership leverages BTS's core strategy execution framework: E=AMC (Execution = Alignment + Mindset + Capabilities). The main objectives are for sales executives and managers to adopt a common approach to strategic planning as it applies to their customer accounts and to build the alignment, mindset and capabilities around executing go-to-market strategies that will benefit the company, its customers and consumers. BTS will create a solution tailored to the client's business based on research and interviews with key stakeholders and launch the initiative at a meeting of 200 sales executives and managers.

"We are proud that this leading global consumer goods firm has chosen BTS to drive this important strategic initiative, focused on building alignment, mindset and strengthening execution capability," commented Henrik Ekelund, President and CEO of BTS Group AB. "This continued partnership is strong evidence supporting our ability to accelerate strategy implementation and achieve business results."

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About BTS Group

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 Group AB revenues were 697.7 in 2011

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.

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