

## P R E S S   R E L E A S E

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### BTS Signs Agreement worth SEK 1.9 million with Leading US Humanitarian Organization

**STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ)**, - BTS, the world's leading strategy implementation company, has signed an agreement with a major US based humanitarian organization worth SEK 1.9 million. BTS will provide strategic business solutions for the purpose of developing the client's leaders.

The initiative is aimed at providing a global perspective of leadership, enhancing leaders' ability to build and leverage effective partnerships across the organization, and developing the leadership skills critical to meeting current and future demands. Through interviews with key executives and managers, BTS will create a customized, high-impact solution tailored to meet the client's needs. The program design will ensure skill development, application on the job and measureable business impact.

"We are delighted that this new client chose BTS as its strategic partner in creating a valuable program to help drive their leaders success," says Henrik Ekelund, President and CEO of BTS Group AB. "This partnership is strong evidence supporting of our ability to accelerate strategy execution and improve 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](http://www.bts.com).

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