

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

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VMware Signs Agreement with BTS Group Valued at Approximately SEK 7 Million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), the world leading strategy implementation firm, is proud to announce that it has signed a new agreement with VMware, the global leader in virtualization and cloud infrastructure. The agreement is valued at approximately SEK 7 Million and was executed in March of 2012.

BTS was engaged to work closely with VMware's CEO and Board of Directors to develop a customized simulation to support the company's strategic objectives along with their evolving expectations for the leaders within the organization. The target audience included 400 top executives who gained a better understanding of the CEO and Board of Directors' values and expectations. The simulation allowed leaders to focus on the culture shift and garner new leader behaviors while also providing and receiving immediate feedback.

VMware CEO, Paul Maritz, was very pleased with the outcome and noted, "BTS is unique in the investment they make in getting to really understand your situation and challenges and in seeking to enable your organization to develop its own responses, as opposed to providing simplistic answers that will have short half-lives. The culture that BTS brings to the table is one of humility and learning. As the proverb says, BTS, through their unique simulation-based approach, is in the business of enabling people to better fish for themselves as opposed to providing a fish that will only last a day."

"We are proud that VMware continues to partner with BTS on their strategic initiatives," Henrik Ekelund, President and CEO BTS Group AB commented. "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

BTS is a world leading strategy implementation consulting 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 targeted experiential learning initiatives to develop the leadership, business acumen and sales skills necessary for superior strategy execution. Partnering with today's leading corporations, BTS consultants bring passion and deep industry insight 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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