

## P R E S S   R E L E A S E

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### BTS Group Signs Agreement with Leading Audit, Tax and Advisory Firm Valued at Approximately SEK 5 million

**STOCKHOLM, SWEDEN, and STAMFORD, CT – BTS GROUP AB (publ)**, - BTS, the world's leading strategy implementation company, has signed an agreement with a major audit, tax and advisory firm valued at approximately SEK 5 million. BTS will partner with the client in executing its strategy by providing managers with knowledge, skills and practice to support achievement of business objectives.

The engagement includes a customized learning journey targeted at developing experienced senior managers by focusing on expanding knowledge, developing skills and building capabilities that enable client relationship building, team leadership and personal effectiveness. Participants will take part in discovery-based learning solutions, role play and several computer-based behavioral simulations.

"We are proud that this leading audit, tax and advisory firm has chosen BTS to drive this important strategic initiative, focused on providing managers with the knowledge, skills and capabilities required to drive business priorities," commented Henrik Ekelund, 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](http://www.bts.com).

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