

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

Stockholm September 27, 2012

BTS Signs Agreement worth approximately SEK 6.5 million with Leading Global Semiconductor Company

Stockholm, Sweden and Stamford, Ct. - BTS Group AB (publ.), the global leader in accelerating strategic alignment and execution is proud to announce that it has signed an agreement with a US-based leading global semiconductor company. This agreement includes the customization and delivery of a strategy alignment initiative targeted toward the company's senior leaders, and is valued at approximately SEK 6.5 million.

"BTS has deep domain knowledge in the semiconductor industry, with many leading semiconductor companies as clients. We are thrilled that this company is partnering with us and using our unique, custom business simulation capability to lead a strategy transformation." says Dan Parisi, Executive Vice President of BTS USA.

The main focus of the project is to increase alignment and accelerate execution around the company's new strategic direction. The simulation experience, which launches in 2012, is a co-creation between the client and BTS. It models the company's rapidly evolving business portfolio and market dynamics. The over-arching objective is for the senior leaders to emerge from the experience and focus on a few high-leverage behaviours that will take the corporate strategy further, faster.

"I am proud to see that BTS yet again has secured an agreement with one of the worlds really large and important companies." Comments Henrik Ekelund, President and CEO, BTS Group AB.

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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 SEK 697.7 million 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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Every care has been taken in the translation of this press release. In the event of discrepancies, however, the Swedish original will supersede the English translation