

## P R E S S   R E L E A S E

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### **BTS signs a SEK 20 million initial licensing deal spanning four years with a Major Global Pharma Enterprise**

**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 a four year agreement with a US-based leading global Pharma enterprise. The agreement is initially worth approximately SEK 20 million and will be the base for future successful deliveries and new initiatives. The initial work includes design, license and deliver of a broad curriculum of leadership development programs for over 11.000 front and mid-level managers worldwide. The objective is to build improved leadership and strategy execution capability.

BTS will deliver the curriculum in 10-12 different languages, increasing the relevancy and immediacy of the content. Additionally, the programs have strong involvement from senior leaders, including the executive leadership team, who see this initiative as critical to driving strategy execution.

"We have been working with this particular client delivering their core frontline and mid-level leader programs for over three years. We are excited to expand the relationship and are looking forward to delivering great results over the next four years," says Henrik Ekelund, President and CEO of BTS Group AB. "This contract demonstrates the quality of our global delivery network and the effectiveness of our high impact leadership development programs."

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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.

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