

## P R E S S   R E L E A S E

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### BTS Signs Agreement with a Global Entertainment and News Company Valued at SEK 2.0 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently signed an agreement with a global entertainment and news company valued at approximately SEK 2.0 million. BTS will provide a strategic leader development program to accelerate the growth of executives who lead or will be leading complex businesses.

BTS will work closely with the client to create a high-impact program that includes a custom business simulation and an application workshop to ensure on the job application and results. The experience will expand leaders' understanding of the drivers of shareholder value and profitability at the enterprise level; appreciation of key business interdependencies; and build the general management capabilities necessary for leading at the next level of the organization.

"We are delighted that this leading entertainment and news company chose BTS for this strategic initiative, focused on expanding the capabilities of its top leaders," says Henrik Ekelund, President and CEO of BTS Group AB. "This partnership is strong evidence of our executive development capability and our unique ability to develop a program that will accelerate execution of the company's strategy."

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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 29 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 MSEK 770.7 in 2012

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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