

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

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BTS Signs Initial Agreement with a Leading Global Biopharmaceutical Company Valued at SEK 1.6 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently signed an agreement with a leading global biopharmaceutical company valued at approximately SEK. BTS will provide a simulation experience with the purpose of driving alignment, mindset, and capabilities across the company's senior leadership to execute its go-forward strategy.

The experience will encourage new ways of thinking, help preserve the company's highly successful culture, and give leaders the skills needed to deliver growth in an increasingly complex environment. BTS will work closely with the client to create a high-impact program that includes a custom business simulation to ensure on the job application and results.

"We are delighted that this global biopharmaceutical 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 capability development and our unique ability to develop a program that will accelerate execution of a 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 more than 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, Telefonica, and Unilever.

BTS is a public company listed on the NASDAQ-OMX Stockholm exchange and trades under the symbol BTS b. BTS Group AB revenues were MSEK 770.7 in 2012.

For more information, please visit www.bts.com.

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