

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

Stockholm Tuesday July 23, 2013

BTS Group has finalized the acquisition of all businesses from Wizerize A/S

Stockholm, SWEDEN and Stamford, CT. USA - BTS Group AB (publ.) - a world leading strategy implementation firm, announced today that it has finalized the acquisition of all businesses from Wizerize A/S, according to a previous press release of July 9, 2013.

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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.

About Wizerize

Based in Copenhagen, Wizerize A/S is an independent and innovative company born out of a strong change management background with experiences from leading global corporations. Using state-of-the-art technology and innovative methodologies, the Wizerize technology enables the creation and delivery of highly customized learning experiences combining individual and team exercises and large group social collaboration via mobile devices, tablets and computers.

Since 2005 Wizerize has invested in building its own Web 2.0 platform: Wizer®. It is the most advanced and flexible technology platform of its kind that exists today.

Wizerize also works in close cooperation with leading academics, including Professor Albert Angehrn, Director of CALT (Centre of Advanced Learning Technologies) at INSEAD, with whom the company has had a close collaboration for over three years. Wizerize generated revenue in excess MSEK 2.6 per employee in 2012.

Acquisition Price and Financing

BTS will acquire all of Wizerize business including talent, technology, intellectual property, customers, brands, and equipment.

BTS will complete the transaction through its U.S. subsidiary, BTS USA, Inc. The purchase price includes:

- Upfront cash payment of USD 0.9 million
- USD 0.1 million in the form of a new share issue to the sellers of 12.000 B shares at SEK 56.81 using the mandate given at the last Annual General Meeting.
- A maximum earn-out of USD 0.8 million, which will be paid out if the purchased businesses meet specific targets during 2013 to 2017.

The acquisition is estimated to have a positive impact on BTS earnings per share in 2014. No further financial facts are disclosed.

Disclaimer

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.