

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

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BTS Signs Agreement with International Oil and Energy Company valued at SEK 2.6 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world-leading strategy implementation firm, has signed an agreement with an international oil, gas and energy company, valued at approximately SEK 2.6 million.

BTS will provide a high impact global and executive leadership program.

“We are honored that this global oil and energy company chose BTS for this strategic initiative aimed at developing core leadership competencies,” says Henrik Ekelund, President and CEO of BTS Group AB. “Partnering with a multi-national company such as this is an achievement for BTS and speaks volumes to the value our clients gain and the positive impact we have on their business.”

BTS will work closely with the client to deliver a customized business simulation aligned with the program’s vision to transform high potential leaders into innovative, strategic executives.

The simulation will identify and close competency gaps while beginning to develop leadership competencies such as cross-functional know-how, execution acumen, leadership credibility, and innovation mindset. The customized program will be delivered during the client’s global and executive leadership program.

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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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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.