

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

Stockholm October 11, 2013

BTS Group Signs Agreement worth SEK 2.6 million with Global Consumer Electronics Company

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently signed an agreement with a global consumer electronics company valued at approximately SEK 2.6 million. BTS will provide a high impact, alignment program focused on the company's new go-to-market strategy.

The client selected BTS because of its unique experiential learning approach which will leverage the newly acquired Wizer® interactive event platform. The program will be a competitive experience that reflects the industry's primary business issues, market changes, and terminology, ultimately building the alignment, mindset and capabilities needed to execute the new company strategy.

"We are pleased that this global consumer electronics company chose BTS for this strategic initiative aimed at transforming its organization," says Henrik Ekelund, President and CEO of BTS Group AB. "This partnership is strong evidence of the value the Wizer® Platform brings to BTS and our unique ability to develop programs that will accelerate execution of our client's strategic priorities."

For more information, please contact:

Thomas Ahlerup

Senior Vice President

Corporate Communications and Investor Relations

BTS Group AB

Phone +46-8-5870 7002

Mobile +46-768-966 300

E-mail thomas.ahlerup@bts.com

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.