

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

Stockholm October 22, 2013

BTS Signs Agreement worth approximately SEK 18.5 million with Global Media and Information Company

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has signed an agreement valued at approximately SEK 18.5 million with a leading global media and information company. The engagement is 24 months where SEK 17.0 million is guaranteed and of which SEK 9.0 million represents license fees.

“We are delighted that this leading media and information company has chosen BTS for this strategic initiative as we continue to support clients in large multi-year, global engagements,” says Henrik Ekelund, President and CEO of BTS Group AB.

BTS will work with the company’s 2500+ directors and vice presidents around the globe to develop the leadership skills and business acumen necessary for the execution of the firm’s transformative strategy.

The program will feature a highly customized simulation-based journey that will equip business leaders with the tools, techniques and mindset necessary to command the strategic direction of the company and accelerate business results.

The experience will help leaders translate and communicate strategy, collaborate more effectively, and lead and develop their teams to ensure they are aligned and have the mindset and capabilities for effective strategy execution.

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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 Group AB revenues were MSEK 770.7 in 2012.

BTS is a public company listed on the NASDAQ-OMX Stockholm exchange and trades under the symbol BTS b.

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

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.