

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

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BTS Group signs agreement worth more than SEK 3,0 million with Global Biopharmaceutical Company

STOCKHOLM, SWEDEN and BRUSSELS, BELGIUM – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has signed an agreement with a global Biopharmaceutical company worth more than SEK 3,0 million. The agreement is for work that will be carried out until 2014.

“We are pleased that this leading global Biopharma Company chose BTS to support the implementation of its new transformational go to market strategy,” says Henrik Ekelund, President and CEO of BTS Group AB. “This partnership is strong evidence of the value BTS brings and our unique ability to develop programs that accelerate execution of our client’s strategic priorities.”

A key component of the new strategy is new go to market strategy. BTS has been chosen to ensure the successful implementation of this strategy to all new employees around the globe who have customer-facing responsibilities. The objective is to build deep alignment to the new strategy and develop the skills and capabilities needed for its successful 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 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.