

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

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BTS Signs Agreement with Global Elevator and Escalator Manufacturer valued at SEK 3.5 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has signed an agreement valued at approximately SEK 3.5 million with a leading global elevator and escalator manufacturing firm. BTS will create high-impact programs targeting the development of the company's current and future superintendent professionals.

"We are pleased that this company chose BTS for this strategic employee development and onboarding initiative," says Henrik Ekelund, President and CEO of BTS Group AB. "This partnership is strong evidence supporting our ability to leverage our assessment capability to accelerate strategy alignment and create value for our customers."

BTS will work closely with the client to deliver a comprehensive assessment program consisting of multi-dimensional surveys, behavioral interviews and simulated interactions. The program will give the company insights into organization-wide development opportunities and uncover critical success factors for the superintendent position. An integral part of the assessment program will be teaching managers and leaders how to effectively leverage the results to drive execution of the corporate strategy.

In addition, BTS will partner with the client to deliver a customized program aimed at increasing the speed and effectiveness of the organization's ability to onboard new superintendent professionals. Assessments will allow the organization to identify some potential development areas for all new hires.

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

Notes to the editor 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.

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