

## P R E S S   R E L E A S E

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### **BTS Signs Pulse™ Technology Platform agreement with leading diversified public Canadian communications and media company valued at MSEK 13,0**

STOCKHOLM, SWEDEN and NEW YORK, CA – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a leading Canadian telecommunications and media company to deliver a multi-year program leveraging BTS and its Pulse™ Technology Platform. The guaranteed customization and recurring license revenues are MSEK 6,3 and the balance will be in the form of sessions delivered over the term of the agreement.

The agreement is for a Leadership Development Program for up to 2,300 frontline managers/supervisors across Canada over three calendar years. The main purpose of the program is to build deep alignment to the company's new strategy and develop the frontline manager/supervisor capabilities needed to execute this strategy. The company's leadership recognizes that frontline managers are highly strategic and critical for the successful execution of the company strategy.

The program will:

- Align managers to changes and initiatives that are part of the new strategy
- Energize people around what it means to lead at the company and encourage the behaviors necessary to elevate engagement and performance across the business
- Bolster understanding of the business and decision-making capabilities needed to execute the business plan
- Embed a "customer mindset" and increase understanding of what it means to win the hearts and minds of customers
- Help managers connect their team to the new strategy.

"We are proud to have been selected by this leading Telecommunications and Media Company to help them to align and equip their leaders around the company's new strategy. The partnership is strong evidence supporting our strategy execution expertise," says Rommin Adl, Executive Vice President of BTS USA.

The BTS Pulse™ Technology Platform will be heavily leveraged throughout the program to engage and develop the business acumen and leadership capabilities most critical for the execution of the company's new strategy.

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**About BTS Group AB**

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 450 professionals in 33 offices located on six continents. We focus on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences that have a profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

We serve a wide range of strategy execution and talent development needs. Our services span the employee lifecycle from assessment centers for talent selection and development to strategy alignment and execution initiatives, and from business acumen, leadership and sales training programs to on-the-job business simulations and application tools. We partner with nearly 450 organizations, including over 30 of the world's 100 largest global corporations. Our major clients are some of the most respected names in business: AT&T, Chevron, Coca-Cola, Ericsson, Google, GSK, HP, HSBC, Salesforce.com, Telstra, and Unilever.

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](http://www.bts.com).

*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. This information has been disclosed according to the Financial Instruments Trading Act and/or Securities Trading Act.*