

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

Stockholm December 30, 2015

BTS Signs Agreement to transform the sales organization of leading US local marketing solutions provider worth SEK 18,2 million

STOCKHOLM, SWEDEN and NEW YORK, NY - BTS GROUP AB (publ), – a world leading strategy implementation firm, announced that they have been engaged by a large US Marketing Solutions Company to customize and deliver solutions targeted toward all levels of their sales organization. The initial engagement is valued at MSEK 18,2.

“Like many other organizations with large sales forces looking to make major changes in the way they sell, this leading marketing company has chosen to partner with BTS on this important sales force transformation initiative.” says Lou Schachter, Global Head of the BTS Sales Practice.

BTS will design and deploy a series of tools and experiences that will:

- Create consistency in sales management and seller processes
- Redefine “how we sell” and provide a clear path for sellers to develop, prove mastery at their craft.
- Leverage existing platforms like Salesforce.com, knowledge management assets and other sales tools as daily, useful resource for sellers and managers.

The initiative will be comprised of multiple integrated, phased development tracks, and performance support in the field.

For more information, please contact:

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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.