



Strategy made personal

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

Stockholm, October 23rd, 2017

BTS acquires Coach in a Box to further strengthen its client service offering

STOCKHOLM, SWEDEN - BTS GROUP AB (publ), a leading global strategy implementation firm, has agreed to acquire Coach in a Box, a consultancy group offering innovative coaching services on a global scale.

Coach in a Box' consolidated revenues amounted to approximately 9 MGBP in its latest fiscal year, 12 months ending June 30th, 2017, with an operating margin (EBIT) of 15 percent. The company has been growing by over 25 percent on average per year for the past five years. It is UK based and employs 70 people in five offices, including Chicago, Sydney and Singapore. In addition, it is working alongside 200 licensed coaches from 37 countries operating in 27 languages.

Coach in a Box was established 2005 to help leaders, at all levels, improve and change using an approach that is virtual, affordable, scalable and fast. This approach successfully disrupted the market by changing coaching from being a service for senior leaders into a practical tool to turn strategy into action across the organization. The pioneering research and data driven approach established by Coach in a Box allows for mindset shifts at scale in clients.

"We are really excited to welcome Coach in a Box to BTS. As the first mover and today's global leader in scalable coaching, they create impressive results for their clients. Our combined services will make us an even stronger partner in the market place and accelerate our growth," says Henrik Ekelund, Founder & CEO of BTS.

The founding partners of Coach in a Box, Sue Stokely, Jerry Connor, and Lee Sears have all agreed to stay on for a minimum period of three years to help propel continued growth.

"We are delighted to join the BTS family and hugely confident that this strategic move will accelerate our purpose. By bringing the best of both our businesses together we will offer the market something disruptive and unique. Along with measurable impact that delivers amazing experiences and results for our clients," says Sue Stokely.

BTS acquires the shares in Coach in a Box Holdings Ltd. and its subsidiaries, all operations including talent, technology, intellectual property, brands and equipment. Of the initial purchase price, approximately 25 percent is paid in new BTS shares. The exact initial price will be adjusted for Coach in a Box' net cash position. An additional payment, which can partly be paid in new BTS shares, will be paid out in 2020 provided the acquired business meets specific targets 2017-2020.

The transaction is effective as soon as the completion procedures have been finalized, which is expected during the coming days. Once completed, the acquisition is estimated to have a positive impact on BTS's earnings per share during 2018.

BTS's strategy for acquisitions aims to create a broader base for future organic growth while actively consolidating a highly fragmented market. Through its acquisitions, BTS also seeks to serve new and existing customers with innovative services based on next generation, digital technologies.



Strategy made personal

For more information, please contact:

Henrik Ekelund, CEO

Tel +46 8 587 070 00

Joel Sigrist, EVP Europe

Tel +44 20 7368 4180

Mobile +44 7717 292329

About BTS Group AB

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 500 professionals in 35 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 client needs, including:

- Assessment centers for talent selection and development
- Strategy alignment and execution
- Business acumen, leadership and sales training programs
- 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 such as Chevron, Citigroup, Coca-Cola, Microsoft, Novartis, Salesforce, SAP, Tencent and Volvo Group.

BTS is a public company listed on the Nasdaq Stockholm and trades under the symbol BTS B.

For more information, please visit 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 is information that BTS Group AB is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 08:00 CET on October 23, 2017.