

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

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BTS extends partnership with a Global Pharmaceutical Company, signs agreement valued at more than SEK 15 million

STOCKHOLM, SWEDEN – BTS GROUP AB (publ), – a world leading strategy implementation firm, has recently signed an agreement that extends the partnership with a leading global pharmaceutical company. The engagement is valued at more than SEK 15 million. The engagement will last up to four years and will be deployed globally.

"We are delighted that this leading pharmaceutical company has chosen to remain partnering with BTS for this high profile initiative. Our on-going partnership is strong evidence of our capability to develop and consistently deliver world-class leadership development programs," says Henrik Ekelund, President and CEO of BTS Group AB.

BTS will work with the company's 3,500+ senior level leaders around the globe to help embed a new behavioral framework and further develop the leadership skills necessary for the execution of the firm's strategy.

The envisioned leadership journey will leverage a range of contemporary mediums that will help leaders translate and communicate strategy, drive performance, and lead and develop their teams. Brought together, these experiences will ensure leaders are aligned, have the mindset and capabilities to command the strategic direction of the company, the people they lead and accelerate business results.

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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 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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