

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

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## BTS signs a SEK 4 million strategic agreement with a leading US-based Utility Company

**Stockholm, Sweden and New York, USA – BTS Group AB (publ)**, the world's leading learning and developing company within the segment of business simulations and discovery based learning, has signed an agreement with one of the leading Utility companies in the US. The assignment is worth about USD 540 000 or SEK 4 million and includes both development and delivery.

This new assignment is targeting 2 700 key people in all parts of the company and spans 4 years from 2009.

The objective of the initiative is to align key people behind common strategies, goals and execution capabilities and to implement an understanding of what drives revenues and profitability in a company. Furthermore management has identified a need to create awareness of how the individual's behavior impacts the business and its results

"We are proud that this important and leading company within the US utilities sector turned to BTS and entrusts us with such an important and wide-reaching initiative," says Henrik Ekelund, President and CEO of BTS Group AB. "This is strong evidence of our ability to deliver top quality projects to one of the world's leading companies and our deep capability in areas of strategic alignment, business acumen, leadership and management."

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### About BTS Group AB

BTS partners with leading companies to accelerate change and improve business results. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes. BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 450 clients including 50 of the US Fortune 100 companies and 27 of the Global Fortune 100 largest corporations in the world. In 2008 BTS recorded revenues of SEK 540 millions. Recent selected BTS clients include Accenture, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, Helsinki, Oslo, London, Madrid, Bilbao, Brussels, Johannesburg, Singapore, Beijing, Bangkok, Sydney, Melbourne, Mexico City, San Francisco, Philadelphia, Stamford, New York, Chicago and Scottsdale.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

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