

# P R E S S   R E L E A S E

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## BTS Signs two major agreements with a leading Telecommunications Company valued at approx. SEK 20 million for 2012

**STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ)**, - the world leading strategy implementation company, has signed two major agreements with a major US based telecommunications company. The combined agreements are valued at approximately SEK 20 million that will be recognized during 2012 and consist of the customization and delivery of two distinct solutions.

The first solution is an interactive experience aimed at gaining General Manager's alignment to the company's strategic focus including how to achieve leveraged growth and improve the end-to-end customer experience. This initiative represents the continuation of a phased, 4-year Strategy Execution Journey that has supported the senior leadership teams strategic transformation initiative.

The second program is focused on accelerating the proficiency of the company's media group sales force through interactive and experiential learning initiatives. BTS will collaborate closely with the client to create an innovative and customized program aimed at engaging their sales organization and transforming the way they sell.

"We are proud that one of the world's leading telecommunications company has continued to leverage BTS as its transformation partner both at the enterprise level and within the sales organization," says Henrik Ekelund, President and CEO of BTS Group AB. "This continued partnership is strong evidence supporting our ability to accelerate strategy implementation and achieve business results."

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**About BTS Group**

BTS is a world leading strategy implementation consulting 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 targeted experiential learning initiatives to develop the leadership, business acumen and sales skills necessary for superior strategy execution. Partnering with today's leading corporations, BTS consultants bring passion and deep industry insight to deliver high-impact solutions that help clients achieve better results, faster.

Headquartered in Stockholm, Sweden, BTS has approximately 350 professionals in over 25 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, Sony, Telefonica, and Unilever. BTS Group AB revenues were 697.7 in 2011

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS b.

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