

## P R E S S   R E L E A S E

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### BTS Group signs agreement with UCB

**Stockholm, Sweden and Brussels, Belgium – BTS Group AB (publ)**, – the global leader in accelerating strategic alignment and execution, has signed an agreement with UCB. The agreement spans initially for one year and BTS has been engaged to develop and deliver an innovative business leadership curriculum.

The leadership development program's purpose is to build business leadership and execution capability in front-line leaders worldwide.

“We are honored that UCB has chosen BTS to build and manage this important strategic initiative, which is focused on building business leadership and execution capability across the globe.” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our ability to provide a systematic process to help global organizations accelerate business results by innovating how their leaders learn, change and improve.”

This curriculum has strong involvement and is supported by the executive leadership team, who see this initiative as critical to transforming the organization and driving execution of their strategic priorities.

The initiative provides a wide range of learning components, including initial assessments, online communities, online coursework, and immersive scenario and business simulations. These experiential learning tools will be combined to deliver a comprehensive continuum of learning.

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**About BTS Group AB**

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 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 is a public company listed on the NASDAQ-OMX Stockholm trading under the symbol [BTS B](#).

BTS Group AB revenues for 2011 was MSEK 697.7

For more information, please visit [www.bts.com](http://www.bts.com).



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**About UCB**

UCB, Brussels, Belgium ([www.ucb.com](http://www.ucb.com)) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 8 500 people in about 40 countries, the company generated revenue of EUR 3.2 billion in 2011. UCB is listed on Euronext Brussels.

**Disclaimer**

*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*