

## P R E S S   R E L E A S E

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### **BTS Group AB receives an orders from BBVA, a leading Spanish bank**

**Stockholm, Sweden and Madrid, Spain – BTS Group AB (publ)**, the world's leading consulting and training company within the segment of business simulations and discovery based learning, has signed agreements with BBVA, a leading Spanish based bank to deliver a program during 2008 for 700 directors worldwide.

BTS will deliver at least 28 workshops in 2008 in Spain and Latin America. The project is called "Managing for Value" and it is directed towards the Director level at the group, especially the business units and the functions of finance and controlling

"After 5 years developing a corporate management model based on value, BBVA is now trying to foster the proper application of the value criterion at different levels of the organization. In this moment, it seemed advisable to have in-company formation for the bank's management, specifically one based on simulation to guarantee practicality. We started the task in 2006, partnering with BTS, and starting with the top 300 managers of the bank. The experience has been a great success. Internal evaluation of participants rated the program as one of the best courses offered by the bank in recent years. As a consequence, the bank decided to extend the formation during 2008 to lower rank management. At BBVA, we are very glad about our decision to count on BTS in our formative endeavour." said MR Gert Pregel Grohmann, Managing for Value Director, BBVA

BTS has developed a customized simulation around the managing for value process and metrics which allowed the target audience to participate in a session experimenting and experiencing the way one can create and destroy value in the financial sense from the operational decisions made on the day to day activities..

"We are proud that this well recognized bank has chosen to engage BTS and entrust us with such an important and wide-reaching initiative," says Dr. Philios Andreou, CEO BTS Iberia and Mexico. "This is strong evidence of our ability to deliver top quality projects to one Europe's leading banks and our deep capability in areas of strategic alignment and business acumen, leadership and management, and sales."

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#### **About BBVA**

BBVA is a multinational financial services group based on people: 95,000 employees, 35 million customers and 1 million shareholders – in 32 countries. It follows an innovative management model that focuses on the customer and that considers society in general. The key features are innovation, growth and the generation of profit. Its cornerstones are people, teamwork, ethical principles and technology.

This is a financial services group that strives to grow stronger through improvements in efficiency, profitability and capital adequacy commensurate with competitive advantage. It is also expanding risk management to the highest possible level. The group's overall goal is to use its strengths to establish lasting relationships with increasingly satisfied customers in Spain, Europe and Mexico, in other American countries and in other places where it has a presence.

#### **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 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2007 BTS revenues exceeded USD 80 millions. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

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

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

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