

## P R E S S   R E L E A S E

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### **BTS Signs Agreement with a Global Professional Services Firm valued at SEK 4.0 million**

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has signed an agreement valued at approximately SEK 4.0 million with a global professional services firm. BTS will accelerate the development of the firm’s global partners through a structured development journey.

Working closely with the client, BTS will create a discovery-based program designed to equip global partners with a broad perspective of the client, industry and member firm capabilities. Understanding that long term success is dependent on client focus, quality assurance, and deep relationships, the program will allow participants to better engage clients, leverage industry knowledge and develop more effective account strategies.

The interactive learning journey will include a customized strategy simulation, online modules, and a live workshop to ensure the application of skills back on the job.

“We are delighted that this professional services firm continues to choose BTS for its strategic initiatives, focused on the growth and development of global partners,” says Henrik Ekelund, President and CEO of BTS Group AB. “This high impact simulation experience is sure to yield tangible business results for the firm as it moves forward.”

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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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