

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

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BTS Group appoints Jonathan Hodge as APG's new CEO

STOCKHOLM, SWEDEN – BTS GROUP AB (publ), – a world leading strategy implementation firm, has appointed Jonathan Hodge as new president and CEO of APG, Advantage Performance Group, a fully owned subsidiary to BTS. Annika McCrea who is currently leading APG is taking on a senior role within BTS Europe.

“Jonathan Hodge, currently serving as a Senior Vice President within BTS USA has a deep understanding of the APG business model and its people. He also has a strong knowledge of the APG product portfolio, alliance partners and APG's current Sales & Talent Optimization strategy. I am really pleased to welcome Jonathan to his new challenge,” says MR Henrik Ekelund, President and CEO in a comment.

Jonathan Hodge will assume his new responsibilities as of April 1, 2014.

For more information, please contact:

Thomas Ahlerup

Senior Vice President
Corporate Communications and Investor Relations
BTS Group AB
Phone +46-8-5870 7002
Mobile +46-768-966 300
E-mail thomas.ahlerup@bts.com

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 688 in 2013.

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

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About APG

Advantage Performance Group (APG) specializes in helping their clients accelerate business results, increase, optimize their sales organizations and create an engaged and effective talent pool. APG is a fully owned subsidiary of BTS Group.

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