



Catalysts for Profitability and Growth

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

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BTS Signs Agreement with Leading Global Hotel & Resort Chain Valued at SEK 3.3 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a leading global hotel and resort chain to design and deliver an execution journey customized to the company's major brand groups. Valued at SEK 3.3 million, the agreement targets the organization's sales leaders and is specifically focused around embedding key learnings into the business through a series of web-based modules. Up to 1,200 leaders will participate in the digital journey each year.

"We are pleased that this leading full service hotel and resort chain has chosen to partner with BTS on this important strategic initiative. The partnership is strong evidence supporting our strategy execution expertise and innovative digital capabilities," reflects Henrik Ekelund, President and CEO of BTS Group AB.

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About BTS Group

BTS is a world leading strategy implementation and execution 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 31 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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