



Catalysts for Profitability and Growth

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

Stockholm November 17, 2014

BTS Signs an Agreement with Global Beverage Company Valued at SEK 3,6 million

STOCKHOLM, SWEDEN and STAMFORD, CT – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a premier global beverage company to customize and deliver a business and leadership development solution valued at SEK 3,6 million. The agreement is focused around accelerating the development of Regional General Managers by expanding their business acumen and leadership capabilities. Additionally, the General Managers will be assessed and provided feedback to ensure ongoing growth and development.

"We are pleased that this leading beverage company has chosen to partner with BTS on this important strategic initiative. The partnership is evidence supporting our differentiated capabilities in developing leaders and enabling effective execution," says Henrik Ekelund, President and CEO of BTS Group AB.

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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 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 Group AB revenues were 697.7 in 2011

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

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