

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

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BTS Group AB Signs Agreement worth SEK 12 million with a Global leader in Power Management Solutions

STOCKHOLM, SWEDEN – BTS GROUP AB (publ) a world leading strategy implementation firm, has recently been engaged by a global technology leader in power management solutions. The engagement is worth in excess of SEK 12 million over the three coming years. BTS has been engaged to design and deliver a complete sales transformation solution targeting 1.250 of the company's customer facing organization from top sales leaders and to the rest of the sales organization. The project will run over three years and will be rolled out across the company's EMEA region.

"We are proud that this leading supplier of critical solutions in the power management sector has chosen to partner with BTS on this important strategic initiative. The partnership is strong evidence supporting our sales transformation expertise and our strong sales practice know-how," 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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