

## P R E S S   R E L E A S E

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# BTS Signs Agreement with Leading Global Software Provider initially valued at a minimum of SEK 35 million

STOCKHOLM, SWEDEN and SAN FRANCISCO, CA – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a leading global software provider to deliver a multi-year program. The initial committed delivery is worth in excess of SEK 35 million over the coming 12 months. As the agreement spans several years until 2017 it can be worth an additional SEK 90 million if all the indented and agreed services are requested by the customer and delivered by BTS.

The agreement involves the customer's key employees globally, and includes Executives, Mid-level, Front-Line and Aspiring Leaders.

"We are extremely proud to have partnered with this global leader helping them to align and equip their leaders around the company's new vision and business transformation. The partnership is strong evidence supporting our strategy execution expertise on a global scale," says Henrik Ekelund, President and CEO of BTS Group AB.

BTS has been engaged to deliver highly innovative solutions and leadership tools aimed to build leaders capabilities most critical to their vision and evolving business model.

To successfully meet the customer's expectations on business results BTS will utilize world-leading expertise in the area of customized business simulations and innovative digital, mobile solutions.

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### **Notes to the editor about BTS Group AB**

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 400 professionals in 32 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: Google, Tencent, Atlas Copco, Chevron, Coca-Cola, Ericsson, HP, and Unilever.

BTS Group AB revenues were MSEK 781,5 in 2014.



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

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Please also visit our newsroom at <http://www.mynewsdesk.com/se/bts>

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