



Catalysts for Profitability and Growth

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

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BTS Signs Agreement worth SEK 10 million with a leading Global Technology company

STOCKHOLM, SWEDEN – BTS GROUP AB (publ), – BTS, a world leading strategy implementation firm, has recently been engaged by a leading Global Technology Company to deliver a multi-year program. The initial engagement is worth in excess of SEK 10 million and will be delivered during 2015.

BTS has been engaged to design and deliver a complete sales transformation solution. Starting with 500 customer-facing employees in EMEA, it will target top sales executives and leaders as well as the rest of the sales organization.

"We are proud that this leading Global Technology Company 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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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: AT&T, Chevron, Coca-Cola, Ericsson, Google, H.J. Heinz Company, Microsoft, HP, Sony, Twitter, and Unilever.

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

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

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