

## P R E S S   R E L E A S E

Stockholm March 12, 2015

### BTS Signs Agreement worth approximately SEK 23 million with Leading Petrochemical Company

STOCKHOLM, SWEDEN and NEW YORK, NY – BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a leading petrochemical company to deliver a senior executive program. The engagement is initially valued at approximately SEK 23 million, but is anticipated to grow further in 2015.

The agreement involves the client's top 200 executives and focuses on accelerating their transition from a leading Middle Eastern company to a leading global company. BTS will customize and deliver business and leadership simulations highlighting the challenges the executives will face in the transition. The program will be delivered through a series of workshops near the company's Middle Eastern headquarters.

"We are thrilled to have the opportunity to support a leading petrochemical company in the Middle East. We are proud to partner with this industry leader, helping them align and equip their leaders around the company's new vision and business transformation. The partnership is strong evidence supporting our strategy execution expertise," says 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: Google, Tencent, Atlas Copco, Chevron, Coca-Cola, Ericsson, HP, 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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