

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

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BTS Signs Agreement worth at least 9 MSEK with a Leading Sensor and Connectivity company

STOCKHOLM, SWEDEN and SAN FRANCISCO, CA – BTS GROUP AB (publ), – BTS, a world leading strategy implementation firm, has recently been engaged by a leading sensor and connectivity company to deliver a unique customer experience to address the challenges of shifting to a more customer-centric culture. The assignment is the latest commitment from a customer partnership that was initiated in 2013.

BTS has created a solution called “Customer Loyalty Boot Camp” where senior leaders are forced to ‘walk a mile in the customer’s shoes’, to increase understanding for customer execution challenges and become better long-term partners to their customers.

The program, which is delivered during the first half of 2015, involves 800 top leaders in mainly Europe, China and the US.

"We are proud of the fact that an existing client continuous to invest in BTS and the value we bring, helping them align and equip leaders around the company’s new vision and business culture." 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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