

## P R E S S   R E L E A S E

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# BTS Signs Agreement worth approximately 10 MSEK with a Leading Global Bank

**STOCKHOLM, SWEDEN – BTS GROUP AB (publ)**, – a world-leading strategy implementation firm, has recently been engaged by a Leading Global Bank to accelerate execution of their new strategy by working closely with their global top 250 leaders. The programme, built around a bespoke simulation, brings together the fundamental pillars of the bank's strategy as well as the global behaviors and values that senior leaders need to display in order to be successful.

The programme, which is fully aligned with the bank's strategic priorities, has been designed to strengthen alignment, develop the right mindset, and build the necessary capabilities required for successful execution. Delivery of the programme has commenced and will continue to take place in locations around the world during 2015. The roll out has also included the bank's future leaders through sessions for a select group of young participants in the talent development group.

"We are proud to gain continuous trust from this valued partner with whom we have collaborated for several years. Combining Business Acumen and Leadership & Management into one simulation is an exciting challenge for BTS. I am convinced that our unique tools and methods will help leaders align and equip them with necessary skills to deliver desired business results," 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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