

## P R E S S   R E L E A S E

Stockholm November 17, 2015

### **BTS Signs agreement with one of the largest US Telecom Companies valued at approx. SEK 4,0 million**

STOCKHOLM, SWEDEN and NEW YORK, NY - BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by one of the largest telecommunications companies in the US to deliver a multi-year leadership development program targeted toward the company's top 500 executives and directors. The initial customization and delivery revenues are approximately MSEK 4,0 with an initial contract running through 2016.

The agreement is for a two-phased Leadership Development Program that includes a Transformations Leadership four-day experience and Business Leadership three-day workshop for VPs and above, as well as a two-day workshop for Directors. Each session will include customized leadership and business simulations and supporting materials.

"We are pleased to have been selected by this leading telecommunications company. This is the first time that they have done any development of this nature for their senior leaders. We are pleased to see that they have gone with a high impact, experiential learning approach," says Rommin Adl, Executive Vice President of BTS USA, Inc.

**For further information please contact:**

**Thomas Ahlerup**  
Senior Vice President  
Financial Communications and Investor Relations  
BTS Group AB  
Phone +46-8-5870 7002  
Mobile +46-768-966 300  
E-mail [thomas.ahlerup@bts.com](mailto:thomas.ahlerup@bts.com)

**About BTS Group AB**

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 450 professionals in 33 offices located on six continents. We focus on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences that have a profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

We serve a wide range of strategy execution and talent development needs. Our services span the employee lifecycle from assessment centers for talent selection and development to strategy alignment and execution initiatives, and from business acumen, leadership and sales training programs to on-the-job business simulations and application tools. We partner with nearly 450 organizations, including over 30 of the world's 100 largest global corporations. Our major clients are some of the most respected names in business: AT&T, Chevron, Coca-Cola, Ericsson, Google, GSK, HP, HSBC, Salesforce.com, Telstra, and Unilever.

BTS is a public company listed on the Nasdaq OMX Stockholm exchange and trades under the symbol BTS B.

For more information, please visit [www.bts.com](http://www.bts.com).