

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

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BTS signs agreement with leading North American regional bank valued at SEK 3,2 million

STOCKHOLM, SWEDEN and NEW YORK, NY - BTS GROUP AB (publ), - BTS, a world leading strategy implementation firm, has recently been engaged by a leading North American regional bank to customize and deliver a CEO sponsored strategy alignment and execution solutions valued at MSEK 3,2.

The agreement is initially focused on aligning senior leadership around the firm's new strategy and developing the mindset and capabilities needed for successful strategy execution.

"We are pleased that this leading regional bank has chosen to partner with BTS on this important strategic initiative. The partnership is evidence supporting our growing presence in the financial services industry and differentiated capabilities in developing leadership capabilities and enabling effective execution," says Jonas Åkerman, President and CEO of BTS USA, Inc.

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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.

Every care has been taken in the translation of this press release. In the event of discrepancies, however, the Swedish original will supersede the English translation. This information has been disclosed according to the Financial Instruments Trading Act and/or Securities Trading Act.