

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

Stockholm Wednesday, December 23, 2015

BTS Group has signed an agreement to acquire all businesses from The Synergy Group Pty Ltd.

— *Positions the firm as a market leader in Australia, thus further extending its world-leading sales transformation capabilities.*

Stockholm, Sweden and Sydney Australia — BTS GROUP AB (publ) – announced that it has signed an agreement to acquire all the businesses of The Synergy Group Pty Ltd. a leading Australian provider of sales transformation solutions, assessment, development services, and consulting services.

“The Synergy acquisition marks a natural extension of BTS’s sales transformation and assessment solutions. The acquisition opens new opportunities for both BTS and Synergy clients to accelerate their growth by improving their selling capabilities.” says Henrik Ekelund, President and CEO of BTS Group AB.

The Synergy Group CEO, Katherine Edgar says, “We are delighted to join forces with BTS. Transforming companies into world-class, high performing organizations is Synergy’s reason for being, and we could not have hoped for a better partner than BTS to enable our vision.

The acquisition will significantly contribute to the BTS Australia business and will grow the size of the BTS Australia Sales Practice considerably. The additional resources will allow BTS to significantly increase our penetration of this key market. Synergy’s annual revenues is averaging AUD 3 million.

“BTS’s strategy for acquisitions aims to create a broader base for future organic growth while actively consolidating a highly fragmented market. Through its acquisitions, BTS also seeks to gain the opportunity to serve new and existing customers with innovative services based on next-generation, innovative technologies and processes.” concludes Henrik Ekelund.

Information on the Transaction

About the acquisition, price and financing

BTS will acquire the business and key assets of The Synergy Group Systems Pty Ltd. including talent, technology, intellectual property, brands, and equipment, and assuming some liabilities.

Synergy will be consolidated as of December 1, 2015. The acquisition is estimated to have a positive impact on BTS earnings per share in 2016. No further financial facts are disclosed.

For more 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

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 Stockholm and trades under the symbol BTS B.

For more information, please visit www.bts.com.

About The Synergy Group Pty Ltd.

The Synergy Group, founded in 1998 and headquartered in Sydney, is a premier provider of sales transformation solutions, assessment, development services, and consulting services. The Synergy Group offers a proven and sustainable scientifically based methodology and approach to transform their clients' sales organizations, predict sales potential, and accelerate performance. Synergy was one of the first firms in Australia to offer the use of assessment and benchmarking services to predict the performance of sales professionals and sales leaders.

Synergy has developed a strong Australian market position, with a multi-lingual delivery capability that spans the Asia Pacific region. Key focus areas include banking and finance, professional services, and information technology and telecommunications industries. Their client list includes many of the region's leading businesses.