

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

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BTS signs agreements with leading multinational enterprise software corporation, combined value at SEK 79 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 multinational enterprise software corporation to design and deliver a variety of programs as the organization undergoes a major strategic transformation. These solutions, which leverage the BTS Great Framework, are targeted at various groups and areas of the organization, from front line leaders to executives. The value of this order is SEK 79 million.

The absolute majority of the revenue or approximately 80 percent will be recognized during 2016. The remaining has been, and will be, recognized in 2015 and 2017.

This global initiative, developed as the organization began a major strategic transformation from on-premise software to the cloud, involves both leadership and sales development programs. The leadership programs are integrated experiences that include technology-based strategic alignment and business acumen simulations, interwoven with leadership content. The sales programs aim to set up the organization's salesforce for success by giving them the opportunity, within the safe space of a customized business simulation, to practice new selling skills within a variety of industries.

Overall, both leadership development and sales training initiatives aim to drive significant cultural change in the organization. They will disseminate the company's new strategy in an innovative, enjoyable way that energizes participants and encourages them think about their individual role in the execution of the company's strategy.

"We are very proud to have been selected by this leading software company to align their leaders around the new strategy and give them the skills necessary for its successful execution. The partnership is strong evidence supporting our leadership development, sales training, and strategy execution expertise," says Jessica Parisi, Executive Vice President 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 Stockholm and trades under the symbol BTS B. For more information, please visit www.bts.com.