



Strategy made personal

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

Stockholm, March 23, 2017

### **Signs 8 MUSD agreements with multinational enterprise software company**

STOCKHOLM, SWEDEN and NEW YORK, NY - BTS GROUP AB (publ), a world leading strategy implementation firm, has been engaged by a leading multinational enterprise software corporation to continue the design and delivery of a variety of programs as the organization undergoes a major strategic transformation. These solutions are targeted at a range of groups within the organization and cover the areas of leadership development, strategy alignment and sales training. The combined value of these program orders exceeds 8 MUSD (approx. 70 MSEK) and will be delivered in 2017.

The 2017 leadership portion of this global initiative focuses on the development of new flagship programs for approximately 10,000 leaders at all levels. These programs are designed to equip all leaders with the mindset, alignment and capabilities needed to accelerate execution of the strategy and the cloud transformation, and to lead and engage employees through the change. The programs will leverage the BTS [Great Framework](#), [business simulations](#) and other experiences. In addition, BTS will continue the rollout of prior programs to employees who had not yet participated in 2015 or 2016.

The sales training initiatives for 2017 target 12,000 salespeople, using a one-day [digital-enabled](#) program to facilitate the alignment to and practice of a new customer engagement methodology. Overall, both leadership development and sales training initiatives aim to drive business results and significant, lasting cultural change in the organization.

"We are very pleased and honored to continue our partnership with this leading software company as they undergo such a major transformation. This partnership is a testament to our leadership development, sales training and strategy execution expertise, and shows the true impact of making strategy personal," says Jessica Parisi, President & CEO of BTS USA.

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## **About BTS Group AB**

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 500 professionals in 35 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 client needs, including:

- Assessment centers for talent selection and development
- Strategy alignment and execution
- Business acumen, leadership and sales training programs
- 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 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](http://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 is information that BTS Group AB is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 08:00 CET on March 23, 2017.***