

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

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BTS Wins Gold in the 2017 Asia-Pacific Stevie® Awards for App That Ensures Employee Action

STOCKHOLM, SWEDEN and SINGAPORE - BTS GROUP AB (publ), a world leading strategy implementation firm, has won Gold in the prestigious Asia-Pacific Stevie® Awards for their Changr app. Changr is a comprehensive platform designed to help employees take actions in alignment with the business strategy. Whether it is after a strategic business initiative or a training program, Changr enables employees to stay accountable for actions, get input from peers, and have their learning become individualized.

“Winning the category ‘Innovation in Education or Training Apps’ is very exciting for us and a strong testament to the success we’re seeing with Changr in Asia and across the world. Changr makes it easy to hold employees accountable to take the right actions, while the tracking and measurement features clearly show the impact these actions have on the organization,” says Patrick Fei, Managing Director, BTS Asia.

Changr is built to bring together the four key stakeholder teams that are involved in people development: Executives, HR, Managers, and Employees. The app accelerates the rate of change in a business by digitally connecting each of these stakeholders to the overall learning journey.

“The new version of Changr is extremely straightforward to customize to fit a company’s strategy and people development approach. The interactive and easy-to-use interface is designed to minimize time spent on navigating the app so more time can be spent on the activities that matter the most for employee and business success,” explains Jamie Dunbar-Smyth, Head of Product.

There are various tools in the Changr app. For example, Action Planning is where users create their goals, link them to the corporate strategy, and set due dates, which the app will use to send push notifications and ask for status updates. These updates can be shared with peers who can like and comment on them and link via email. In the Forum area, employees can post topics, add pictures and documents, and create polls. Private conversations can be held by using tags that then notify only the selected users. Finally, the actions are measured to understand how they impact the strategy.

Changr is currently available in 19 interface languages and content can be launched in any language.

This award marks the fourth that BTS has won so far in 2017.

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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

About the Stevie® Awards

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

Sponsors and partners of the 2017 Asia-Pacific Stevie Awards include PR Newswire Asia and the Korea Business Communicators Association.