

## P R E S S   R E L E A S E

Stockholm 8 March, 2007

### **BTS receives a 4.2 MSEK order from a global provider of mobile multimedia devices**

Stockholm, Sweden– BTS Group AB (publ), the world's leading consulting and training company within the segment of business simulations, has signed a contract with a global provider of mobile multimedia devices to develop and deliver a strategic business skills program. The contract is worth a minimum of 4.2 MSEK over 3 years.

The current program is targeting a global audience of managers and key people and aims to support the company on its way into an even more successful and profitable future.

Participants will work in a realistic computer simulated solution, based on BTS leading simulation technology which will be designed, developed and customized to reflect a realistic business environment in the mobile handset industry.

"That BTS once more has been given the confidence from one of the world's leading companies to cooperate around a larger strategic change is clear proof of our strong position within this sector," says Jonas Stalder, Vice President BTS Nordic. "BTS is today the world leader within the area of discovery based learning, something our customers see as an advantage for cooperation on this level, as one of the requirements is that we can act globally, with high delivery capacity and international competence".

BTS Group works almost exclusively with large, international companies. Some recent examples of strategic projects on which BTS has worked include: Coca-Cola, Weyerhaeuser, General Motors, Vodafone, Boeing, Telstra, Adobe, Hewlett Packard, Cisco, DHL, Honda, Toyota, Gap, Scania and Sony.

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#### **About BTS Group AB**

BTS Group AB is the world's largest and most successful consulting and training company within the segment of business simulations. BTS supports executive management in corporate change processes and the implementation of new strategies with the objective to create a more successful and profitable company. BTS delivers this through real life, tailor made business simulations.

BTS educates and trains not only executive and top managers but also the entire organization so that they understand and have the ability to analyze the key factors most important to the company in terms of supporting growth and profitability.

All projects are managed as tailor-made business simulations delivered as e-learning solutions or as interactive seminars. In each case, individual participants and teams are given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real live corporate data and conditions apply.

All of this creates a highly efficient education process where business strategies and objectives are transformed into action, which in turn leads to a higher awareness of which day-to-day business decisions affect corporate profitability and success. The overall result is measurable and sustainable profit improvements.

BTS customers are leading global corporations. Currently BTS customer list includes more than 25 of the world's 100 largest companies. During 2006 BTS recorded revenues of MSEK 379.1 (286.1) and earnings after tax of MSEK 38.6 (36.8). BTS has approximately 200 employees in Sweden, Finland, UK, Spain, Holland, Switzerland, US, Australia, China and South Africa.

BTS is a publicly traded company on the Stockholm Stock Exchange and trades under the symbol BTS B

For more information on BTS go to [www.bts.com](http://www.bts.com)