

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

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Major Pharma Enterprise Selects BTS for an initial MUSD 2.8 Global Leadership Initiative

Stockholm, Sweden and Stamford, USA – BTS Group AB (publ), the world leader in customized business simulations and other discovery-based learning solutions, has been selected for an initial MUSD 2.8 contract, where MUSD 1.5 is licenses, to deliver the first phase of a broad curriculum of business leadership development programs at a leading global pharmaceuticals corporation.

The curriculum's purpose is to build business leadership and execution capability in over 9,000 frontline managers worldwide.

"We are proud to be working with this Global leader in the Pharmaceutical Industry on this strategic initiative with a global rollout and an extremely rapid implementation phase – we believe our innovative process and high impact learning methodologies represent the future of effective learning," says Henrik Ekelund, President and CEO of BTS Group AB.

The strategic project provides a wide range of learning components, including:

- initial assessments
- online communities
- online coursework
- immersive scenario and business simulations

All of the above is intended to be a continuum of learning rather than a single event. The program incorporates BTS' Advantage Way™ process which engages senior leaders in a way that creates a strong "line of sight" from each learner to their organization's goals and strategic priorities.

The BTS methodology begins with mapping the impact of the project, which closely aligns the learning initiative to corporate goals and the process culminates with built-in mechanisms that capture ROI and success cases for replication across the firm.

BTS and the client will deliver the curriculum in 9-10 different languages to thousands of employees, increasing the relevancy and immediacy of the content. BTS global reach secures the ability to deliver localized sessions on demand. The client will also broadly implement a train-the-trainer process to engage leaders in various markets in the delivery of the sessions.

"This innovative program accelerates the time to adoption of new behaviors established by the company's senior leadership, and the integration of the BTS' Advantage Way Process ensures leader engagement on delivering business results." concluded MR Ekelund.

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About BTS Group AB

BTS partners with leading companies to accelerate change and improve business results. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes. BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 500 clients including more than 40 of the US Fortune 100 companies and more than 25 of the Global Fortune 100 largest corporations in the world. In 2008 BTS recorded revenues of SEK 548 millions. Recent selected BTS clients include Accenture, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox. BTS serves its clients from Stockholm, Helsinki, Oslo, London, Madrid, Bilbao, Brussels, Johannesburg, Singapore, Bangkok, Beijing, Tokyo, Sydney, Melbourne, Mexico City, San Francisco, Philadelphia, Stamford, New York, Chicago and Scottsdale.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.