



Catalysts for Profitability and Growth

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

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Leading International Consulting firm selects BTS Group for execution capability building program

Stockholm, Sweden – BTS Group AB (publ), the global leader in accelerating strategic alignment and execution is pleased to announce the completion of four-year license deal, valued at approximately SEK 5.6 million, with a leading international consulting firm. The solution is a unique business and financial acumen program developed by BTS, that will build execution capability for several thousand new consultants each year.

The company will be using the latest version of “Why Finance Matters” (WFM), the leading self-study financial acumen course, developed by BTS and already in use by many large, global companies. WFM teaches participants how the financial ramifications of their actions impact success across their company, resulting in better decision-making and greater ability to create shareholder value on a daily basis.

The latest version of WFM incorporates eleven interactive course modules featuring video. Interactive exercises and mastery tests are embedded throughout the course to give participants a chance to gauge their progress and to test their understanding of the linkage between strategic initiatives and value creation.

“Why Finance Matters is an excellent tool to help organizations build foundational financial understanding to support strategic execution priorities,” said Henrik Ekelund, President and CEO, BTS Group AB. “We are proud that we have been selected and entrusted with such an important and wide-reaching initiative,” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our ability to deliver top quality projects based on state of the art technology and our deep capability in area of strategic execution.”

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About BTS Group AB

BTS is the global leader in accelerating strategic alignment and execution, innovating how organizations learn, change and improve. BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership and Sales Force Transformation. The unique BTS process offers fast strategic alignment and rapid capability building through: Business Simulations and experiential solutions, In-depth customization to what is relevant and actionable on the job, a results focused approach that comprehensively and efficiently secures and measures business impact.

BTS has over 300 professionals serving more than 400 clients including 40 of the US Fortune 100 companies and 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, Bangkok, Singapore, Shanghai, 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.

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