



Catalysts for Profitability and Growth

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

Friday May 7, 2010

BTS Group signs Delivery Agreement worth USD 1.7 million with Major Pharmaceutical Company

Stockholm, Sweden and New York, USA – BTS Group AB (publ), the global leader in accelerating strategic alignment and execution, today announced it has signed agreements worth approximately USD 1.7 million with a leading global pharmaceuticals corporation.

“We are honored that this existing partner has chosen BTS to build and manage this important strategic initiative which is focused on building business leadership and execution capability across the globe.” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our ability to provide a systematic process to help global organizations accelerate business results by innovating how their leaders learn, change and improve.”

The contract is to deliver the first phase of a broad curriculum of business leadership development programs. The purpose of the curriculum is to build business leadership and execution capability in over 9,000 frontline managers worldwide. The initiative has strong involvement and is supported by the executive leadership team, who see this initiative as critical to transforming the organization and driving execution of their strategic priorities.

The curriculum provides a wide range of learning components, including initial assessments, online communities, online coursework, and immersive scenario and business simulations. These experiential learning tools will be combined to deliver a comprehensive continuum of learning.

The program also incorporates the BTS' Advantage Way™ process, which engages senior leaders in a way that creates strong "line of sight" from each learner to their organization's goals and strategic priorities. The process includes built-in mechanisms that capture outcomes, ROI, and anecdotal success cases for replication across the firm.

BTS will develop and deliver the custom curriculum in 12 different languages at client locations across the globe. In addition, the pharmaceutical company will also broadly implement a train-the-trainer process in order to engage leaders in various markets in the delivery of the sessions.

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About BTS Group AB

BTS partners with leading companies to accelerate strategy alignment and execution, innovating how organizations learn, grow and improve. 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 Force Transformation. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.



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BTS has more than 250 highly talented employees 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 2009 BTS revenues was SEK 595 million. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, Oslo, Helsinki, Brussels, London, Madrid, Bilbao, New York, Stamford, Philadelphia, Scottsdale, San Francisco, Chicago, Mexico City, Johannesburg, Sydney, Melbourne, Singapore, Bangkok, Seoul, Shanghai, Taipei and Tokyo.

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS B.

For more information please visit www.bts.com.

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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