

## P R E S S   R E L E A S E

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### BTS Group scores success in Mexico, signs two agreements worth more than SEK 3.5 million

**Stockholm, Sweden and Mexico City, Mexico – BTS Group AB (publ)**, the global leader in accelerating strategic alignment and execution, today announced it has signed two new agreements worth more than SEK 3.5 million with two leading Latin American companies, Banamex a leading bank and financial institution and Coca Cola FEMSA one of the largest and leading consumer goods corporations in the region.

The Banamex project focuses on a change initiative for the integration of the different banking groups. The project is called “Cultura de Relación Integral” (Integral Relationship Culture). The project focuses on helping Banamex to solidify a consistent, service-oriented approach to the customer among sales representatives from different banking groups. “

The Coca Cola FEMSA assignment is a blended approach where Engage Maps and Online solutions are used to support a change initiative in the organization of Coca-Cola FEMSA Latam in Brazil and Mexico. It focuses on a new way of managing the company’s operations.

“We are honored that two leading, Latin American companies have entrusted BTS with these important initiatives” says Henrik Ekelund, President and CEO of BTS Group AB. “This is strong evidence of our commitment to grow in these markets and our ability to help global organizations to accelerate business results by innovating how they learn, change and improve.”

"Our global reach and expertise in the discovery based learning has been very appreciated by companies in the region, The office in Mexico City that was opened in May 2008 with two employees has shown good and steady growth and now employs six people. The growth of our local business in the region has been good reflecting a strong demand for our services in the area" said Dr. Philios Andreou, CEO BTS Spain and Mexico.

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**About FEMSA**

FEMSA is a leading consumer company in Latin America serving over 215 million customers. In 2009 the company reported revenues of US \$15,090 million, and it provides direct jobs to more than 100,000 people. It was founded in 1890 in Monterrey, Mexico.

FEMSA is comprised of two complementary business units: Coca-Cola FEMSA and FEMSA Comercio. An area of common services named Strategic Procurement, Business Processes and Information Technology, specially designed to drive the business units, supports these units. Together they accomplished the FEMSA innovation commitment, from differentiated brands to containers designed to meet consumer needs, convenient points of sale and efficient distribution systems.

FEMSA operates in nine Latin American countries (Mexico, Guatemala, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Brazil and Argentina). FEMSA sells its products through well-known brands in soft drinks, juices, bottled water and



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energetic drinks such as: Coca-Cola, Sprite, Jugos del Valle, Ciel, and Powerade among others. FEMSA's strategy is designed to satisfy customers and consumers, create value for shareholders, and responsibly serve local communities.

#### **About Banamex**

Grupo Financiero Banamex is one of the largest financial services groups in Mexico, and it offers personal and corporate banking through such services as deposit accounts, mortgages, consumer loans, mutual funds and credit cards. It was formed in August 2001 when Citigroup bought Grupo Financiero Banamex-Accival in one of the largest-ever US-Mexico corporate mergers.

The incorporation of Banamex into Citigroup has allowed them to offer an extensive range of financial services through its subsidiary companies, both in Mexico and worldwide. Flagship subsidiary Banco Nacional de México (aka Banmex) operates more than 1200 branches and some 4500 ATMs. The company's Accival (or Acciones y Valores) subsidiary is among Mexico's top securities brokerage houses. Grupo Financiero Banamex also offers insurance (Seguros Banamex) and pension services (Afore Banamex).

As a Citigroup subsidiary, Banamex today is part of the biggest financial services company in the world, with 200 million account holders in over 100 countries.

#### **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.

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.

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