



Catalysts for Profitability and Growth

## P R E S S   R E L E A S E

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### BTS signs agreement with Thule Group - a world leader in solutions for an active life

**Stockholm, Sweden BTS Group AB (publ.)**, the global leader in accelerating strategic alignment and execution is proud to announce that it has signed an agreement with the Thule Group, world leader in products and brands that make it easy for people to transport their equipment securely, safely and in style, with its headquarters in southern Sweden. The agreement is worth approximately 3 MSEK and will be delivered during 2010 and 2011.

BTS has been asked to develop and implement a program that will support a transformation of the Thule Groups sales organization.

"The Thule Group has moved very in recent years in the transition from being linked mostly to the automotive industry to become more of a consumer and retail focused organization. With the addition of several strong consumer product segments and brands over the last few years and with new retail sales channels now accounting for the dominant share of our sales, we saw a need to further develop the competence and skills of our sales organization. We chose to do this together with BTS because of their strong track record in similar projects with other global leading companies." says MR. Magnus Welander, CEO Thule Group.

"We are proud that Thule has given BTS the opportunity to assist them in the development and implementation of such an important initiative." says MR. Henrik Ekelund, VD BTS Group AB. "We are world leaders in discovery based training and have the capability to support our customers with substantial delivery resources and international competence on a global basis, something highly appreciated by our customers."

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#### About Thule Group

Thule Group is a world leader in products and brands that make it easy for people to transport their equipment securely, safely and in style. Under the motto *Active Life, Simplified*, Thule Group offers products within four business areas: **Carry Solutions** (laptop and camera bags, backpacks etc), **Vehicle Solutions** (roof racks, bike racks, ski boxes, snow chains etc), **Work Solutions** (ladder racks, tool boxes etc) and **Towing Solutions** (towbars and trailers). The Thule Group has about 3,500 employees at more than 50 production facilities and sales offices worldwide. In 2009 sales amounted to SEK 5.8 billion.

Find out more at [www.thule.com](http://www.thule.com)

#### 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.



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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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