



*Catalysts for Profitability and Growth*

# P R E S S   R E L E A S E

Wednesday August 10, 2011

## BTS Group signs agreement with a major Pharma company worth up to \$4.485m over three years

**Stockholm, Sweden and Stamford, USA – BTS Group AB (publ)**, - the global leader in accelerating strategic alignment and execution, has signed an agreement worth up to US\$4.485m. The agreement spans three years and BTS has been engaged to develop and deliver an innovative business leadership development program at an existing global pharmaceuticals client.

The leadership development program's purpose is to build business leadership and execution capability in up to 5,000 middle level leaders worldwide.

“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 follows an initial deal to provide a broad curriculum of business leadership development programs for frontline leaders around the globe. This curriculum is up and running and has the objective of building 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.

Both initiatives provide 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.

They also incorporate 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 middle level manager initiative in 12 different languages at client locations across the globe.

**For more information, please contact;**

**Thomas Ahlerup**

Senior Vice President

Corporate Communications and Investor Relations

BTS Group AB

Phone +46-8-5870 7002

Mobile +46-768-966 300

E-mail [thomas.ahlerup@bts.com](mailto:thomas.ahlerup@bts.com)



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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.

BTS has approximately 300 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 27 of the Global Fortune 100 largest corporations in the world. In 2010 BTS revenues was SEK 694 million.

Recent selected BTS clients include AT&T, Ericsson, Rio Tinto, BBVA, Standard Chartered Bank, Kimberly-Clark, Sony, Unilever.

BTS serves its clients from Stockholm, Helsinki, Amsterdam, Brussels, London, Madrid, Bilbao, New York, Stamford, Philadelphia, Scottsdale, Los Angeles, San Francisco, Chicago, Mexico City, Sao Paolo, Johannesburg, Sydney, Melbourne, Singapore, Mumbai, 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](http://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*