

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

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BTS Group AB Acquires The Finnish Company– Business Game Factory Ltd.

Stockholm, Sweden – BTS Group AB (publ), BTS, the world's largest and most successful consultant- and training company within the segment of business simulations, has acquired the Finnish company Business Game Factory Ltd.

Business Game Factory Ltd. is based in Helsinki and develops, sells, and delivers web based business simulations, which help companies strengthen and develop their business skills. This is achieved by companies allocating teams that participate in web based business tournaments. Business Game Factory (BGF) was founded in 2002, has 10 employees today, and is estimated to have a turnover for 2005 of 1,2 M EURO. The founder, Taavi Thiel and all other employees will continue to work within the company after the acquisition.

"The acquisition of BGF is a part of a conscious effort to widen BTS' presence within all parts of the business simulations market. The acquisition creates a possibility for BTS to grow within a new niche of the market for business simulations," says Henrik Ekelund, President and CEO of BTS. "BGF is the market leader within the area of web based tournaments and shows good profitability. With BTS' resources and network, we can grow the operations on the Nordic market and spread BGF's business model internationally."

BGF has a business model that complements BTS current range of services and products very well, and brings highly qualified employees, a strong client base and a professional sales organisation. BGF's business model is tangibly scaleable.

"Through the merger with BTS, Business Game Factory will have the unique possibility within the frame of a world leading consultant- and training company to realise our ambitions to globally establish web based tournaments as a tool that international companies can use to increase the business acumen within their organisation," says Taavi Thiel, CEO and founder, Business Game Factory Ltd. "All employees within BGF are happy with the arrangement and look forward to being an important part of BTS' global organisation".

The purchase sum amounts to 300 000 EURO and a performance based supplementary sum. The supplementary sum may be paid in the form of cash or shares in BTS.

The acquisition of BGF is estimated to contribute positively to both turnover and results within BTS as well as increasing the profit per share.



Catalysts for Profitability and Growth

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About Business Game Factory

Business Game Factory Ltd. is a global provider of business game training services, with clients all over the world. The learning objective of the Internet-based training program is improvement of general business understanding and related skills. BGF emphasizes business relevance, simplicity and ease of use in the service concept, aiming to offer clients maximum value for minimal time and no hassle.

For more information on BGF go to www.businessgamefactory.com

About BTS Group AB

BTS Group AB is the world's largest and most successful consultant- and training company within the segment of business simulations.

BTS supports executive management in corporate change processes and the implementation of new strategies with the objective to create a more successful and profitable company. BTS delivers this through real life, tailor made business simulations.

BTS educates and trains not only executive and top managers but also educates the entire organization so that they understands and are given the ability to analyze the key factors most important to the company in terms of supporting growth and profitability.

All projects are managed as tailor-made business simulations delivered as e-learning solutions, software solutions or as interactive seminars. Regardless of the delivery method each participant is given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real live corporate data and conditions apply.

All of this creates a highly efficient education process where business strategies and objectives are transformed into action which in turn leads to a higher awareness of which decisions in the day to day business effects corporate profitability and success. The overall result is measurable and sustainable profit improvements

BTS customers are leading global corporations. Currently BTS customer list includes some 20 of the worlds 100 largest companies. During the first nine months 2005 ending June 30 BTS recorded record revenues of SEK 205,8 millions (154,1) an 34 percent increase and earnings after tax improved 67 percent to SEK 26,1 millions (15,6). BTS has approximatley 145 employees in US, Sweden, Finland, UK, Spain, Australia, China, South Africa and Switzerland.

BTS is a publicly traded company on the Stockholm Stock Exchange and trades under the symbol BTS B

For more information on BTS go to www.bts.com