

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

Stockholm 4 October, 2005

BTS Group AB signs a new deal with GM Holden, Australia's leading automotive company

Stockholm, Sweden and Sydney, Australia – BTS Group AB (publ) the world's largest and most successful consultant- and training company within the segment of business simulations has signed a contract with GM Holden to develop and deliver a strategic business skills simulation project which will support GM Holden to implement value driven business decisions within its Australian dealership network.

The project is based on a 2 and 2.5 day program where the objective is to further develop participants' business knowledge, decision making skills, focusing on customer satisfaction and profitability drivers in the dealership environment. Participants will work in a realistic, computer simulated solution, based on BTS leading simulation technology, which has been designed, developed and customized to reflect the local business environment for GM Holden dealerships in the region.

The target audience are 300 GM Holden dealerships across Australia and New Zealand.

"We are delighted with the outstanding feedback from the first pilot programs. BTS has a strong presence in the global automotive market and we are sharing this experience with GM Holden. This project confirms our commitment to the highest quality programs to all our customers, it is also a major win for our new Melbourne office", says Jonas Butautis, State Manager Victoria at BTS Australasia.

BTS Group works with large international companies. These are examples of companies where BTS recently has been involved in strategic projects: GM, Vodafone, Boeing, Telstra, Adobe, HP, Cisco, DHL, Honda, Toyota, GAP, SonyEricsson, Nokia, Scania, Volvo and Sony.

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Read more about BTS Group AB (publ) on www.bts.com



Catalysts for Profitability and Growth

About GM Holden

GM Holden is Australia's leading automotive company, manufacturing vehicles, engines, components and parts. Holden is one of the best-known brands in the country, manufacturing more than 165 thousand vehicles in 2004. Additional information on GM Holden is available at www.holden.com.au

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 six months 2005 ending June 30 BTS recorded record revenues of SEK 137,5 millions (108,1) an 27 percent increase and earnings after tax improved 60 percent to SEK 20,4 millions (12,8). BTS has 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