

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

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BTS Group AB Signs New Deal with One of the World's Largest Consumer Goods Companies

Stockholm, Sweden – BTS Group AB continues its success in attracting the world's largest corporate clients. The deal was signed after tough competition with some of the world's leading management consultant firms. "This engagement is further evidence of BTS' leading position when it comes to supporting executive teams in different types of strategic alignment initiatives," says Rommin Adl, President and CEO of BTS Strategic Management Group, part of BTS North America.

The deal which is initially valued at 2.5 MSEK initially targets the company's top 200 executives. The company is a leading global manufacturer of consumer goods and is in the process of implementing its new business strategy. It is facing substantial and extensive changes in its business and the goal is to align its senior leadership to the company's new strategic direction.

BTS will develop a customized business simulation that will give the company's top managers the opportunity to work with the new strategy in a highly realistic business environment using the company's own specific data in the simulation. They will see the effect of different decisions and their impact on the successful realization of their strategic objectives. The ultimate goal is to create sustainable value for the company.

"A world leading company has yet again chosen to cooperate with BTS in connection with extensive strategic change is further evidence of our market leading position within this segment of the corporate- and business training sector," says MR Henrik Ekelund, President and CEO of BTS Group AB. "BTS is today twice the size of our closest competitor within the market of business simulations, something that our often international, industry leading clients appreciate. This has become more or less a prerequisite to be really successful among really big companies, as they require a global reach with high delivery capacity and international competence."

BTS Group largely works with international companies and often directly with the companies' top managers. Examples of companies where BTS lately has been involved in projects are: Coca-Cola, HP, Cisco, DHL, Electrolux, SEB, Honda, Toyota, GAP, Nokia, Sony, Time Warner and other leading global companies.

For more information please contact;

Thomas Ahlerup

Senior Vice President Corporate Communications

BTS Group AB

Phone +46-8-5870 7076

Mobile +46-768-966 300

E-mail thomas.ahlerup@bts.com

Christian Ankarcrona

Vice President Investor Relations

Phone +46-8-5870 7022

Mobile +46-708-150 368

E-mail christian.ankarcrona@bts.com

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