



Catalysts for Profitability and Growth

Stockholm March 31, 2005

BTS signs new programs for Telstra Corporation - Australians leading Telecom Company

BTS has extended their relationship with Telstra Corporation to incorporate two new management development programs using custom-built business simulations.

The existing 3-day Business Acumen Program that is delivered for Infrastructure Services division since 2003 is complemented with a 3-day Leading for Results program for senior management and a 1-day Financial Basics program for entry to middle level managers. The new programs are expected to have 300 – 400 participants in 2005 and add additional 3 MSEK of revenues.

Both of the new initiatives utilise customised business simulations, tailored to Telstra's business objectives and capturing latest changes in the communications market.

The new program goals are to further develop participants' business acumen, leadership skills, focusing on "value-based management" concepts and the levers that will drive Telstra's objectives of profitable growth.

"We are delighted with the feedback from the first programs. BTS has a strong presence in the global communications markets and we are passing this experience to Telstra. The latest addition of programs covers all levels of leadership pipeline at Telstra Corporation", says Ted Fawle, Managing Director of BTS Australia.

Telstra is Australia's leading telecommunications and information services company, with one of the best-known brands in the country. Telstra offers a full range of services and compete in all telecommunications markets throughout Australia. Telstra's revenues exceeded 100 billion SEK in 2004. Additional information on Telstra is available at www.telstra.com.

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BTS Group AB is an international training and consultancy company in the field of business acumen. BTS uses tailor-made business simulations to support company managers in implementing change and improving profitability. BTS train the entire organisation to analyse and to take decisions centred on the factors that promote growth and profitability. This generates increased emphasis on profitability and market focus, and supports day-to-day decision-making, which in turn leads to tangible, sustainable improvements in profits. BTS customers are often multinational companies. In 2004, BTS generated a turnover of SEK 206 million and has today 145 employees. BTS is listed on the Stockholm Stock Exchange since the 6 June 2001.