

## P R E S S   R E L E A S E

April 02, 2008

### BTS receives initial SEK 20 million in orders from leading US-based global Telecom Company

**Stockholm, Sweden and New York, USA – BTS Group AB (publ)**, the world's leading consulting and training company within the segment of business simulations and discovery based learning, has signed agreements with a leading global telecoms company to launch several projects initially worth SEK 20 million.

The American-based telecommunications service provider, with revenues exceeding USD 90 billion and an employee base numbering more than 200,000, has engaged BTS to develop and deliver a multifaceted strategic alignment, leadership and management development initiative for all levels of the company's management. The objective of the initiative is to align management behind the common strategies, goals and execution capabilities of the company while building its leadership and management bench strength.

The multi-tiered initiative includes the following:

- Strategic alignment, leadership and business acumen initiatives cascading to three target audiences – high-potential vice presidents (top 20%), high-potential directors (top 10%), and the general population of vice presidents and directors – using a customized business simulation and other knowledge sessions.
- Foundational management development curriculum for new and experienced managers, employing a customized version of the *BTS Performance Mastery* system, including the one-day *Symphony, Conductor, Applause, Composer, Tempo* and *Audition* modules; and
- Leadership, coaching and team effectiveness initiative for sales managers, using a customized version of the *BTS Sales Mastery* solution *Driving Business Results* and a customized sales effectiveness simulation.

*“We are proud that this long-time partner has chosen once again to engage BTS and entrust us with such an important and wide-reaching initiative,”* says Henrik Ekelund, President and CEO of BTS Group AB. *“This is strong evidence of our ability to deliver top quality projects to one the world's leading telecom companies and our deep capability in areas of strategic alignment and business acumen, leadership and management, and sales.”*

**For more information, please contact;**

**Thomas Ahlerup**

Senior Vice President

Investor and Corporate Communications

BTS Group AB

Phone +46-8-5870 7002

Mobile +46-768-966 300

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



*Catalysts for Profitability and Growth*

## **About BTS Group AB**

BTS partners with leading companies to accelerate change and improve business results. 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. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2007 BTS revenues exceeded USD 80 millions. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, New York, London, Singapore, San Francisco, Johannesburg, Philadelphia, Melbourne, Stamford, Brussels, Chicago, Scottsdale, Helsinki, Sydney, Beijing, Madrid, Bilbao, and Oslo.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit [www.bts.com](http://www.bts.com).