



*Catalysts for Profitability and Growth*

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

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## BTS signs agreement with Maersk Line, a world leading Danish shipping company

**Stockholm, Sweden– BTS Group AB (publ)**, the world leader in customized business simulations and other discovery learning solutions announces that it has signed an agreement with Maersk Line. The initial target group for the agreement is approximately 1 200 executives and other key people..

"We are proud that yet another leading global corporation has chosen BTS as their partner" says MR Henrik Ekelund, VD BTS Group AB. "BTS are world leaders in discovery based training and have the capability to support our customers with substantial delivery resources and international competence on a global basis, something highly appreciated by our customers."

### **For further information please contact**

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### **About Maersk Group**

Maersk Group is a worldwide organization with about 110,000 employees and offices in around 130 countries – with global headquarters in Copenhagen, Denmark. In addition to owning one of the world's largest shipping companies, we are also involved in a wide range of activities within the energy, shipbuilding, retail and manufacturing industries

### **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, BBVA, Ericsson, Kimberly-Clark, Telefonica, Sony, Toyota, Unilever and Xerox.

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

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)