



Strategy made personal

# BTS Group AB (publ)

Q1 2016

Stockholm, May 10, 2016

Henrik Ekelund  
President and CEO

Copyright © 2015 BTS

# Our Vision



The global  
leader in turning  
strategy into  
**action.**

# Market drivers

- High demand for strategy alignment solutions, especially from industries undergoing rapid change
- Demand for global delivery of leadership training, e.g. within pharmaceutical, accounting and software industries. BTS is one of the few global players.
- Trend moving from competence to focus on behavior, where BTS has a strong offer based on its own point-of view of what defines great leadership



# What makes BTS different



**World's Best Simulations**



**Deep Customization**



**Global**



**Business-Centric**



**Practical**



**Impact**

# Q1 2016 summary

## Strong US with Europe affected by oil industry

- Strong growth in North America with improved margins
- Strong growth in Other Markets and extensive recruitment to win more business
- BTS Europe negatively affected by customers in the oil and gas segments
- New product launches and recruitment of new partners in APG to improve performance
- Generally stable markets, except for lower demand in the oil and gas related industries

Q1  
2016  
SOTE

	<u>Jan – Mar 2016</u>	<u>Jan – Mar 2015</u>	<u>Change.</u>
Total Revenue, MSEK	224.1	218.3	+4%*
EBITA	10.2	12.6	-19%
EBIT	9.1	11.5	-20%
Profit before tax	8.8	11.6	-24%
Profit after tax	5.7	7.8	-27%
EPS	0.31	0.42	-27%
EBITA margin	5%	6%	
EBIT margin	4%	5%	

\*FX-adjusted



Strategy made personal

## Revenue per Business Unit

	<u>Jan – Mar 2016</u>	<u>Jan – Mar 2015</u>	<u>Change.*</u>	<u>EBITA Margin</u>
Total Revenue, MSEK	224.1	218.3	+4%	5%(6)
BTS North America	119.2	106.1	+11%	9%(6)
BTS Europe	30.6	34.5	-9%	-3%(11)
BTS Other Markets	45.4	43.9	+13%	2%(4)
APG	28.8	33.8	-16%	-2%(2)

Q1  
2016  
501e

\*FX-adjusted



# BTS digital solutions

- BTS Pulse™ platform – Highly interactive digital events and on-line learning experiences
- BTS Digital Journey™- A digital journey app (pre-during-and post) to drive and secure strong follow-through on commitments and to create expected results
- Continued investments in digital solutions during 2016, approx. 3 MUSD



# Outlook 2016

The result before taxes for 2016 is expected to be better than last year

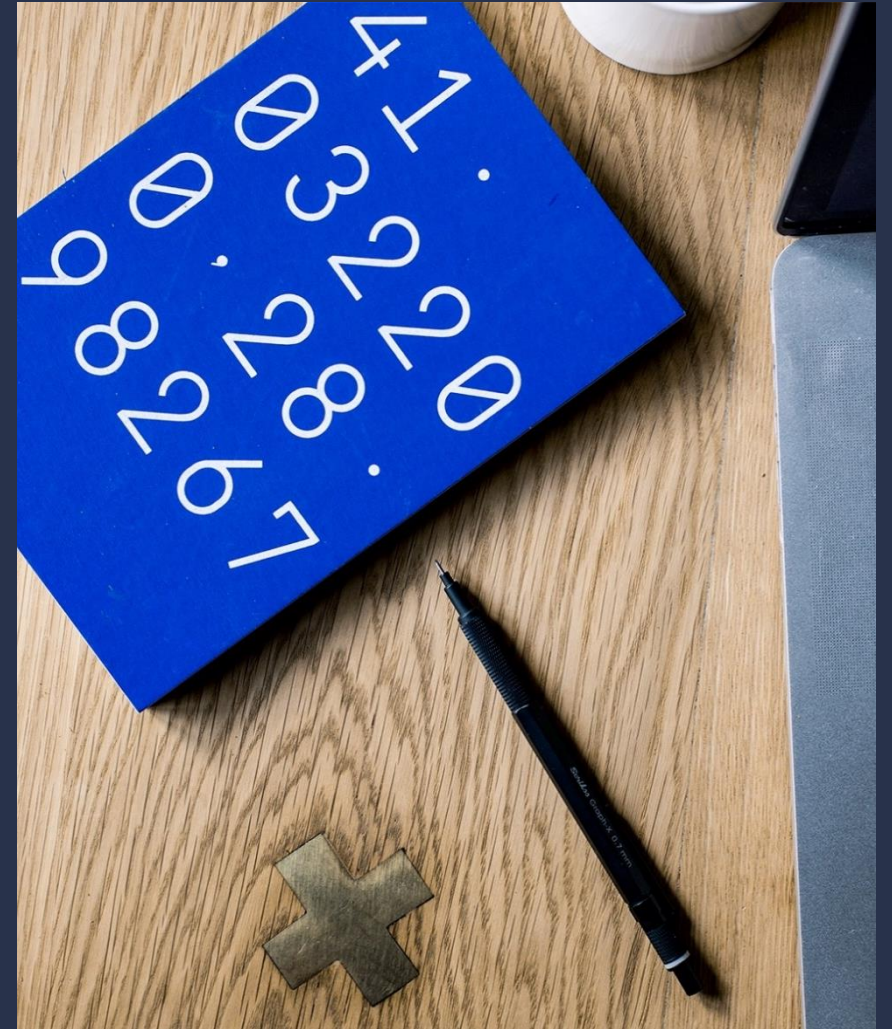


# Financial targets and dividend policy

- Growth, adjusted for changes in exchange rates, of 20%, primarily organic
- An EBITA margin of 15%
- An equity ratio that does not fall below 50% over extended periods

## Dividend policy

- The company's goal is to distribute 40-65% of the profit after tax in the long run



# Thank you!

**Investor Relation Contact:**

Michael Wallin

Head of Information and Investor Relations

[michael.wallin@bts.com](mailto:michael.wallin@bts.com)

Tel: +46-8-587 070 02

Cell: +46-708-78 80 19



Strategy made personal



[www.bts.com](http://www.bts.com)  
Copyright © 2015 BTS