

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

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BTS strengthens its position within the Financial Services industry with three new Client Agreements, Combined Total Value of over US\$2 Million

STOCKHOLM, SWEDEN and NEW YORK, NY - BTS GROUP AB (publ.), - BTS, a world leading strategy implementation firm, has recently been engaged by three prominent banking and financial services companies to deliver strategy alignment and leadership development programs with a combined total valuation at US\$2.08 million. (Approx. SEK 17 million)

"With BTS's global footprint, we can deliver, strategic alignment and capability development programs across many countries and cultures with the same quality standards. We are able to leverage a broad variety of approaches and digital technologies to make deploying and administering these programs even easier. These new agreements further build on BTS' long-standing track record in the banking and financial services sector," says Jonas Akerman, CEO and President of BTS USA.

The first agreement features a Moments that Matter™ leadership simulation that will be deployed for a large multinational financial services firm. This program will be delivered for 38,000 leaders, leveraging digital platforms.

In another agreement, BTS will be developing leadership capabilities for front-line and mid-level leaders for a large American regional bank. Targeting 1,800 leaders, this program will be the most recent in a series of strategy alignment and leadership, business acumen, and sales development solutions designed by the firm and BTS.

Third, for another global banking company, BTS will be designing and developing a strategic alignment, business acumen and leadership development solution focused on transforming the company culture and accelerating implementation of the strategy. This blended program will utilize various offerings from BTS' different practice areas, including computer-based business simulations, map-based simulations, and the digital Changr™ tool.

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About BTS Group AB

BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 500 professionals in 34 offices located on six continents. We focus on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences™ that have a profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.

We serve a wide range of strategy execution and talent development needs. Our services span the employee lifecycle from assessment centers for talent selection and development to strategy alignment and execution initiatives, and from business acumen, leadership and sales training programs to on-the-job business simulations and application tools. We partner with nearly 450 organizations, including over 30 of the world's 100 largest global corporations. Our major clients are some of the most respected names in business: AT&T, Chevron, Coca-Cola, Ericsson, Google, GSK, HP, HSBC, Salesforce.com and Unilever.

BTS is a public company listed on the NASDAQ Stockholm and trades under the symbol BTS B.

For more information, please visit www.bts.com

Every care has been taken in the translation of this press release. In the event of discrepancies, however, the Swedish original will supersede the English translation. This information has been disclosed according to the Financial Instruments Trading Act and/or Securities Trading Act.