



△ BTS

Catalysts for Profitability and Growth

BTS Group AB (publ)
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President & CEO

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When training really has to work!



Commercial Flight Simulator



Advanced Surgical Simulator



Heathrow Control Simulator



Nuclear Power Plant Simulator

When training really has to work!



Business Simulations

- **Simulations and experiential** solutions
 - the most effective way to help organizations understand, align and execute on strategies and business initiatives.
- **In-depth customization** to what is relevant and actionable.
- **A results-focused approach** that comprehensively and efficiently secures and measures business impact.

BTS Value Proposition

“Making execution happen”



– *We deliver better results, faster.*

The unique BTS process offers fast strategic alignment and rapid capability building.

Customer Case



Repsol YPF

“How can we improve the understanding of strategic decisions and the alignment of employees?”



“ I’m convinced that this initiative will help us to unite, align and commit the management team to the current and future challenges of the company.

Customer Case

Coca-Cola



Coca Cola Enterprise

“How do you create an on-boarding process that improves time-to-productivity while not taking employees out of the workplace for lengthy training sessions?”

“This program has allowed CCE to cost effectively deploy the solution and significantly reduce the time –to productivity for new employees.”

Sample BTS customers




2009 – one of our best years ever!



BTS maintained revenue and profit levels, despite a very difficult 2009.

- Most of BTS competitors revenues declined 20-40% during 2009
- BTS total revenues grew 9%
- Currency adjusted – growth was -3%
- BTS has continued to gain market share
- EBITA development -2%
- Profit before tax +1 %

BTS Recession Strategy

- 
- Reallocate resources to customers and prospects with growth potential
 - Adapt our offering to market demand
 - Maintain cost efficiency
 - Build for long-term success

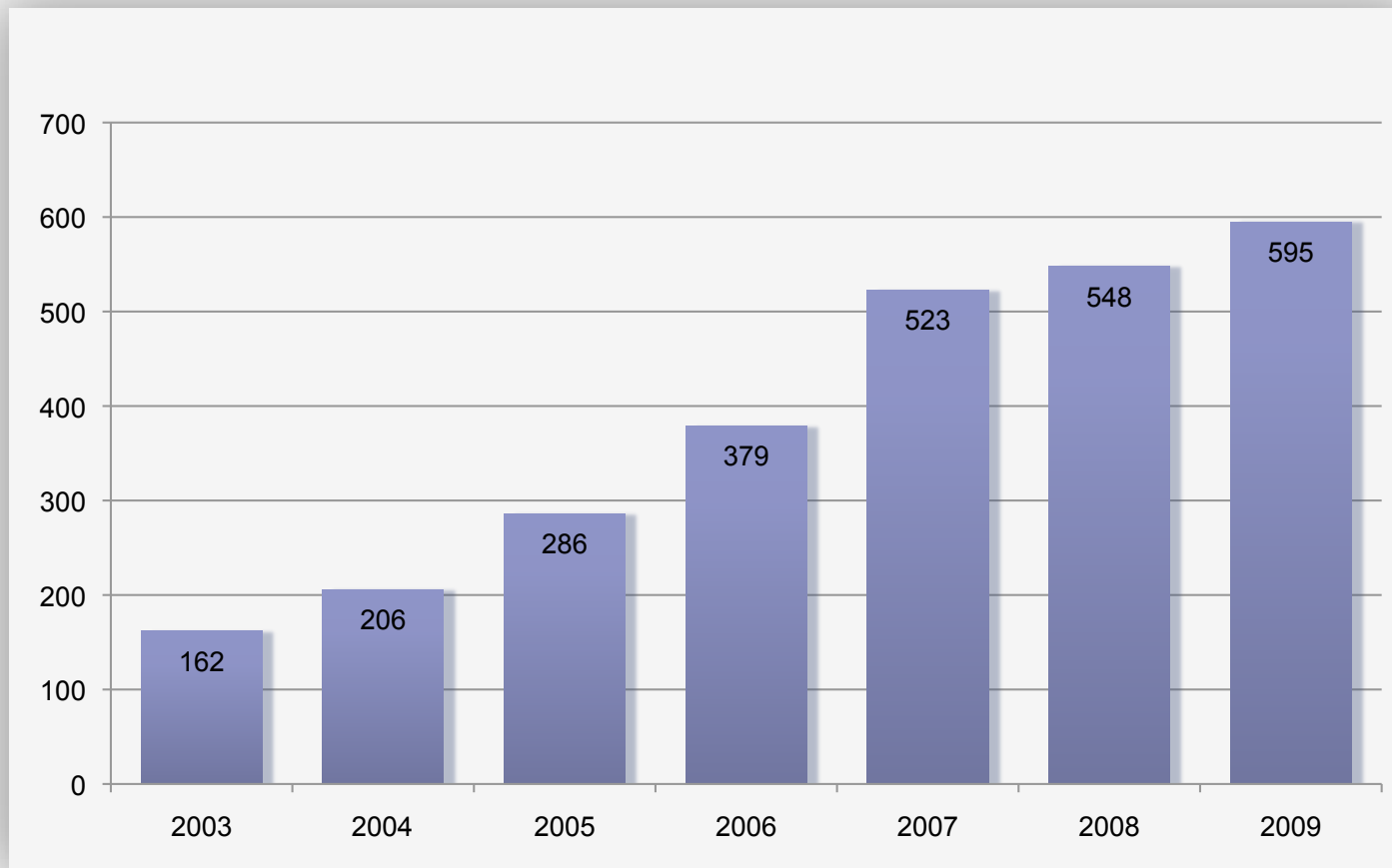
2009 – a year of achievements



BTS achieved strategic progress in key areas; creating a strong foundation for growth starting 2010, and onwards.

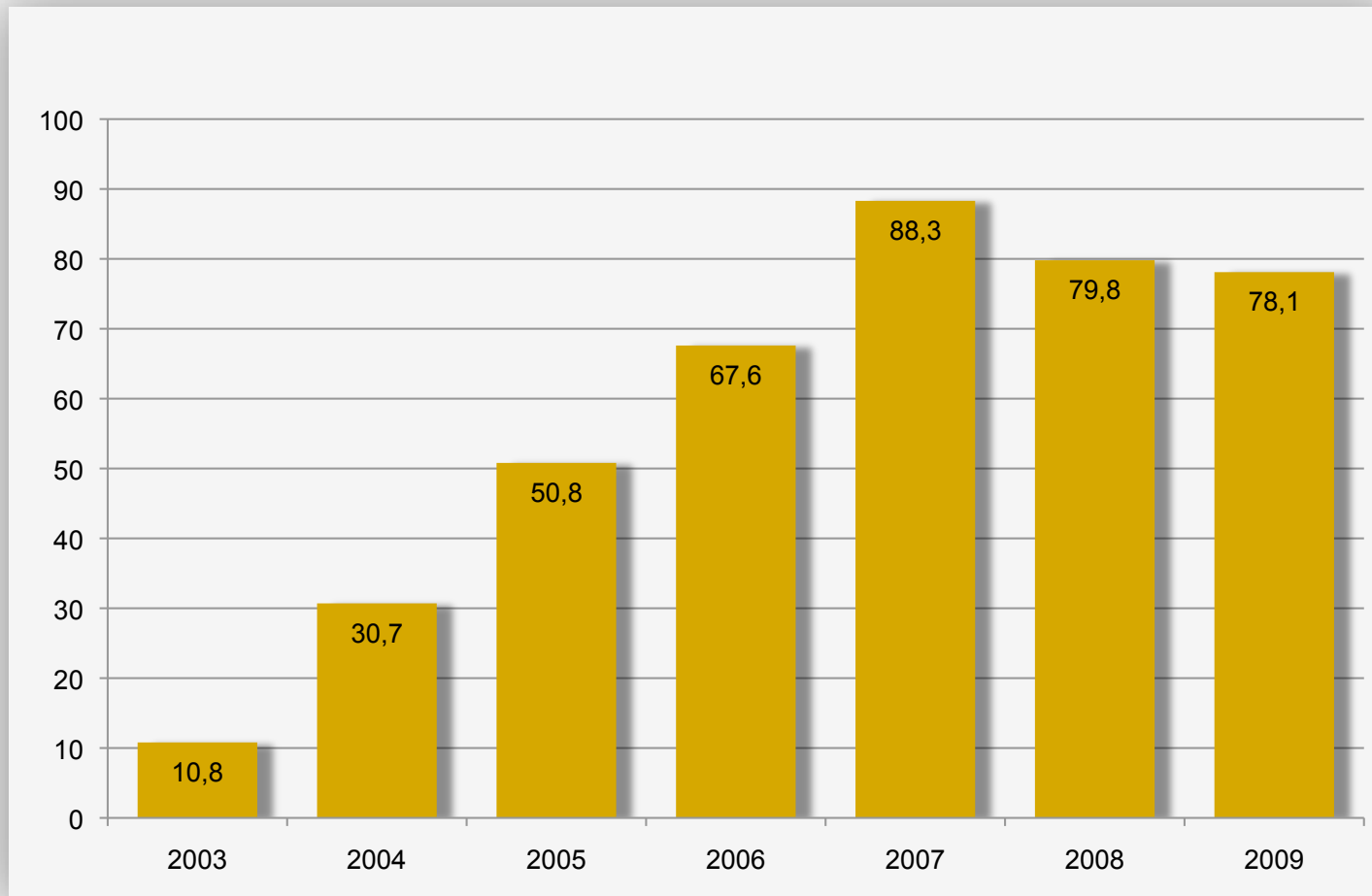
- 40 new customers
- Product development
- New markets
- Stronger workforce
- Systems & processes

BTS Revenue Growth 2003 – 2009

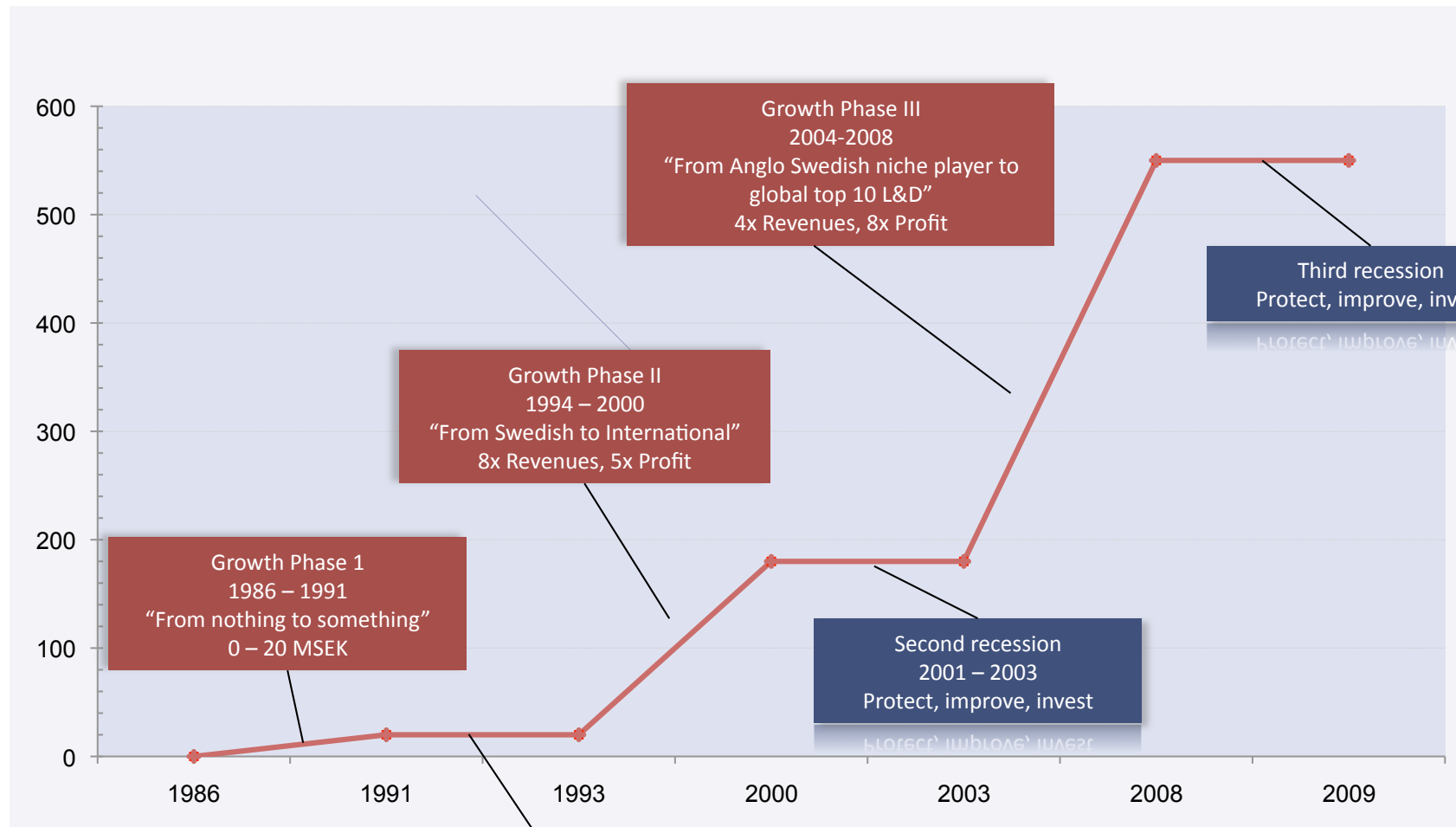


MSEK

EBITA development 2003 – 2009



BTS Growth History



First recession
1992 – 1993
Protect, improve, invest

Second recession
2001 – 2003
Protect, improve, invest


Third recession
Protect, improve, invest

Growth Phase I
1986 – 1991
“From nothing to something”
0 – 20 MSEK

Growth Phase II
1994 – 2000
“From Swedish to International”
8x Revenues, 5x Profit

Growth Phase III
2004-2008
“From Anglo Swedish niche player to
global top 10 L&D”
4x Revenues, 8x Profit

The Fourth Growth Phase

- 
1. Strengthen our core!
 2. Serve our clients wider & higher
— deliver more value !
 3. Expand into selected new markets !

Q1 2010 Summary



Continued growth, foreign exchange effects weigh on earnings

- Net revenue was MSEK 137.5 (137.4). Growth was, adjusted for changes in exchange rates, 12 percent
- Profit before tax decreased 8 percent to MSEK 10.0 (10.9). Currency changes had a MSEK 2.9 negative impact
- Continued positive market development in the US
- APG turnaround
- Examples of new customers are Rio Tinto, Salesforce.com and Schindler Elevator

Q1, 2010



	Jan – Mar 2010 190 – 199 5010	Jan – Mar 2009 190 – 199 5009	Change Change
Net Revenue	137.5	137.4	+12%*
EBITA	11.0	14.1	-22%
EBIT	10.2	11.3	-10%
Profit Before Tax	10.0	10.9	-8%
Net Profit	6.4	7.2	-11%
EPS	0.36	0.40	-11%
EBITA Margin	8%	10%	
EBIT Margin	7%	8%	

(MSEK)

* Adjusted for changes in exchanges rates

BTS in Perspective



Last 10 years

- 18% average growth per year, of which
- 13% has been organic

Growth drivers

- We are operating in a growing market
- Our offering has strong competitive advantages
- We invest in growth
- Our people are the best in the industry

The DNA of Organic Growth



- Growing the Customer Base
- Growing the relationship and revenue with each customer
- Continuous development of new products and solutions
- Expansion of existing offices
- Geographical expansion through new offices

Outlook for 2010



The result before tax is expected to be better than last year



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