



**BTS Group AB (publ)**

**2012 Annual General Meeting**

Stockholm

Friday April, 27

**Henrik Ekelund**

President and CEO

**Δ BTS**

*Catalysts for Profitability and Growth*

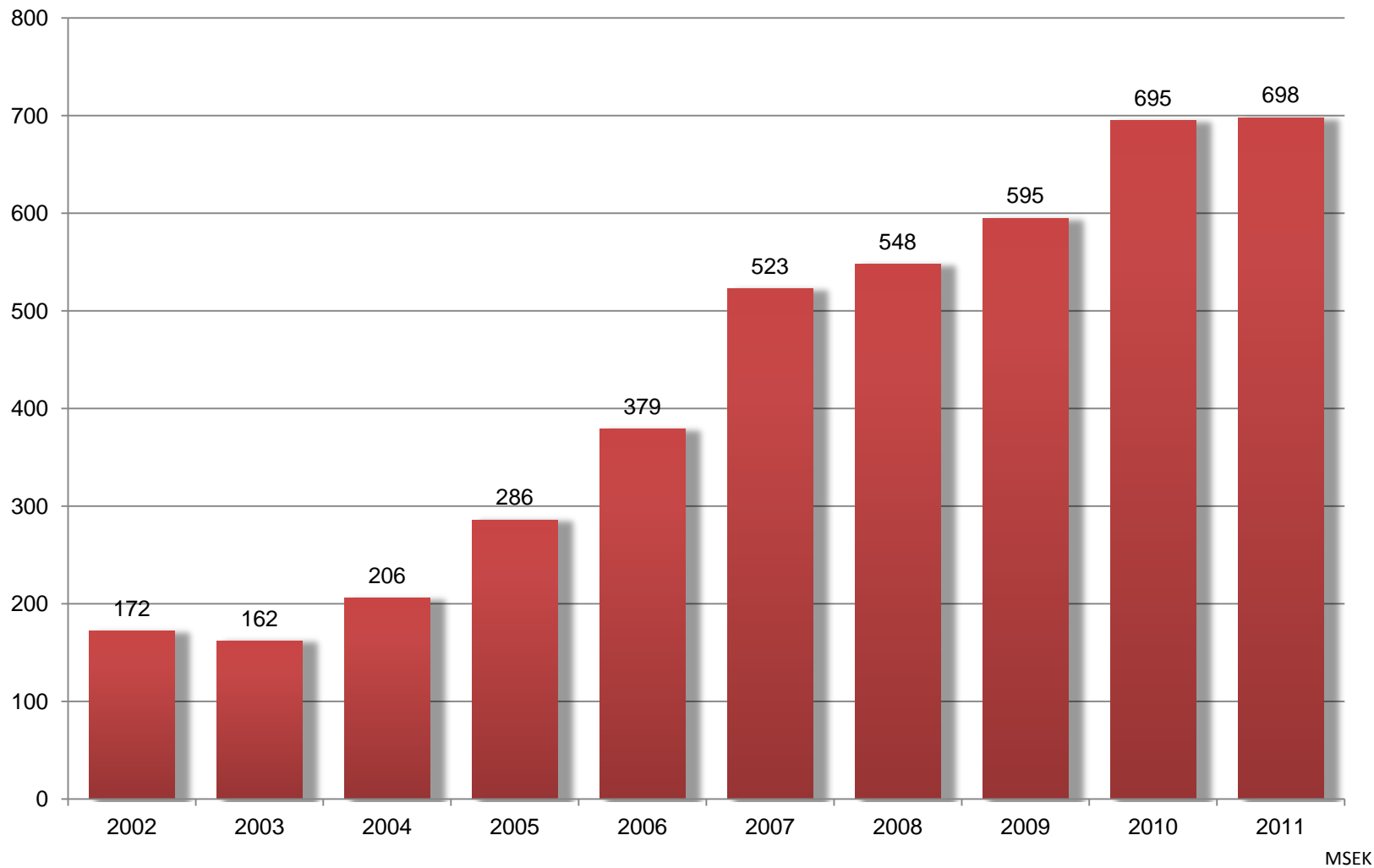


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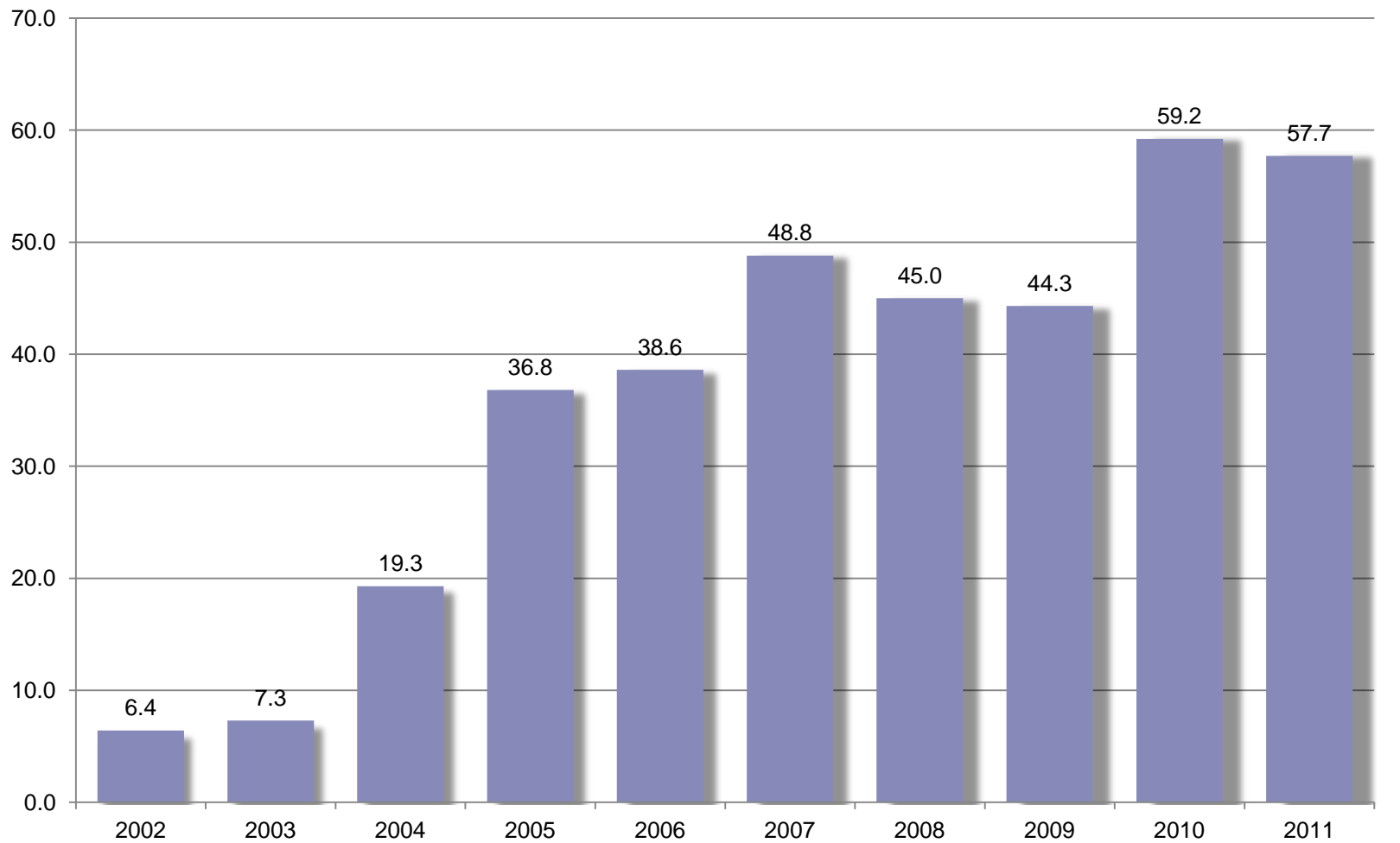


June 6, 2001 BTS Group AB lists at Stockholmsbörsen

# BTS Revenues 2002 - 2011



# Profit after Tax 2002 – 2011



MSEK

# 10 years as a Public Company

- 5 x Revenues\*
- 10 x Profit after Tax\*
- 18 % growth per year where
  - 13% was organic growth
- Share price + 200 %
- Average Annual Returns 11 %
  - including dividend

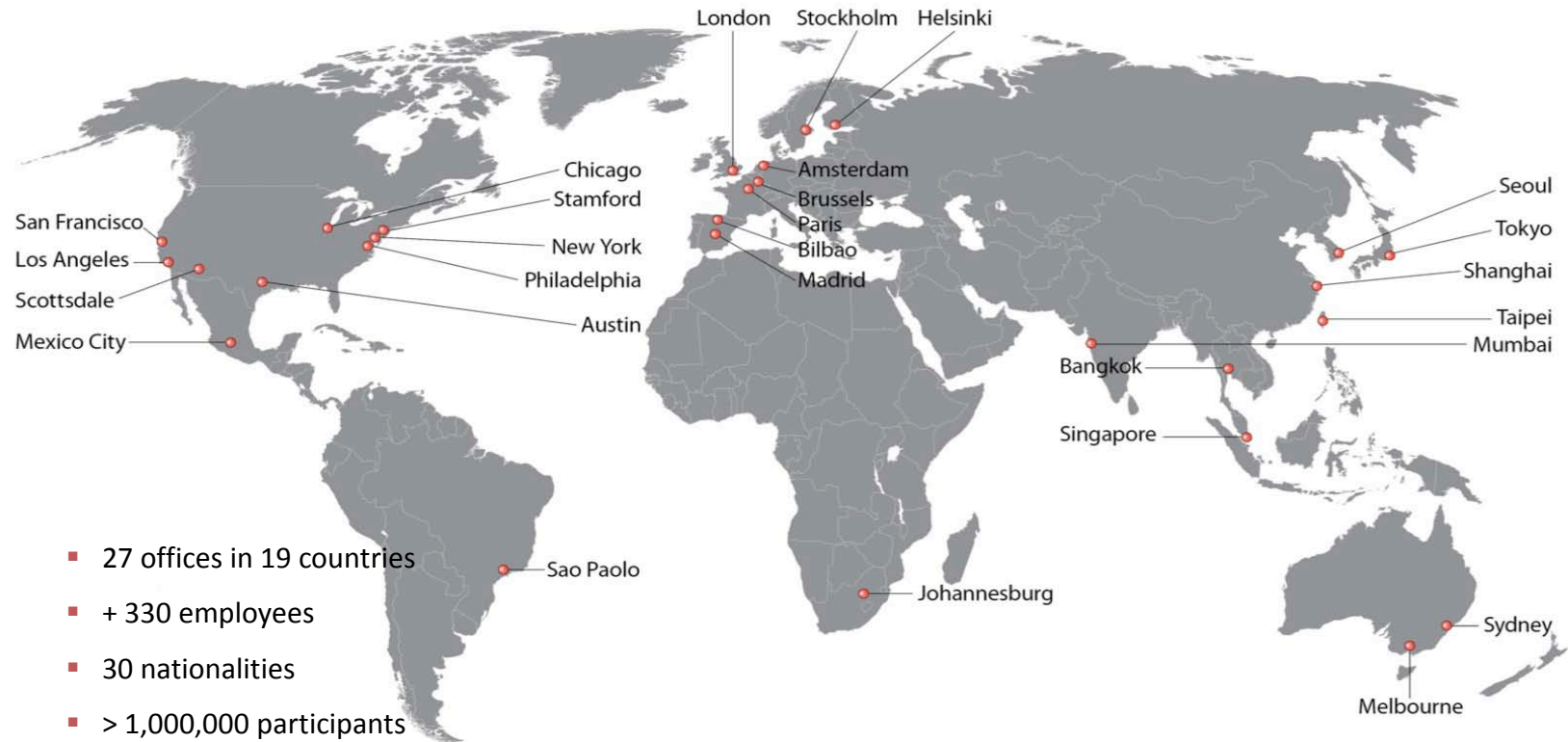


\* adjusted for changes in exchanges rates

# BTS Footprint – 2001



# BTS Global Footprint – 2012



- 27 offices in 19 countries
- + 330 employees
- 30 nationalities
- > 1,000,000 participants
- 27 of the worlds 100 largest companies are customers

# Selected BTS customers





# 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



Quality of Daily Life Solutions

*“How do we engage 1,000 senior managers around the world in our new strategy - and show how to make it into reality?”*

“Sodexo’s growth curve continues to rise, and milestone after milestone shows that this program is working”

“84% of the senior managers ranked the BTS program as “highly effective” for their development and understanding of the new strategy”



# Customer Case



Human Energy™

*“How do we allow our leaders to practice strategy execution in a competitive risk-free environment – managing Chevron’s total business from exploration to final customer”?*

“The program enabled participants to think more strategically, built financial acumen, and provided an understanding of geopolitical decisions, competitive dynamics and customer and investor expectations”



# Customer Case



*“How do we engage and align thousands of talented engineers to develop products which fit our new strategy?”*



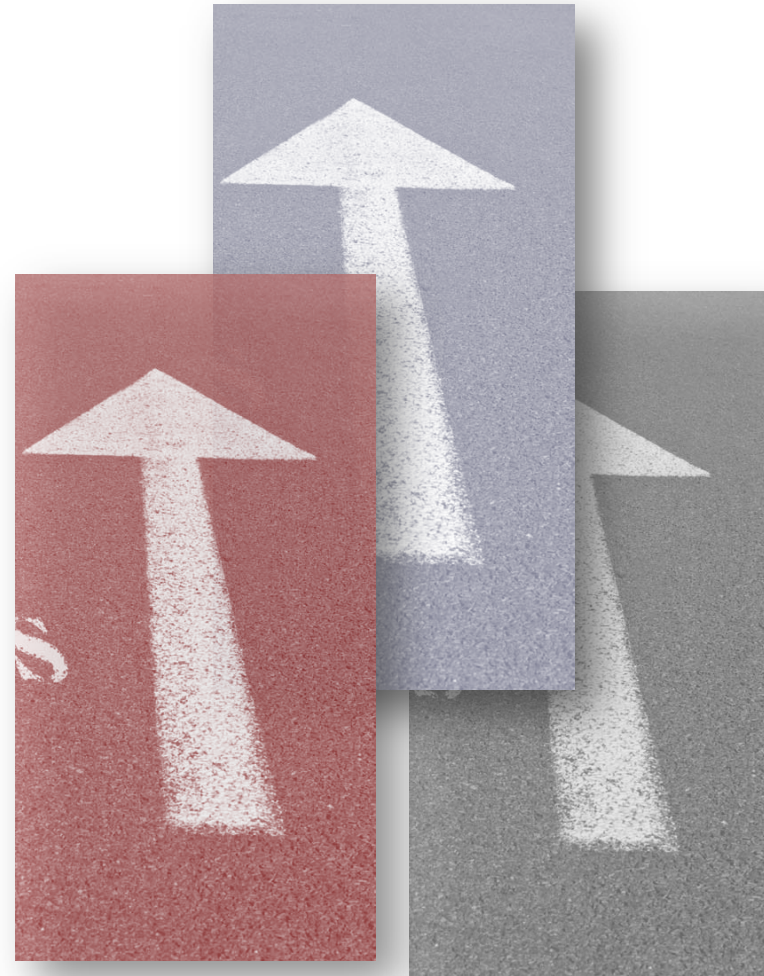
“BTS, through their unique simulation-based approach, is in the business of enabling people to better fish for themselves as opposed to providing a fish that will only last a day.”

Paul Maritz  
CEO

# 2011 Results

- BTS total revenues grew 9 %\*
- Profit before tax decreased with 2 %
- Profit after tax decreased with 3 %
- Earnings per share decreased with 3 %

\* adjusted for changes in exchanges rates



# 2011 – A year of Investments

**BTS has made significant strategic investments and progress during 2011:**

- Product Development
- Market Investments
- Stronger Organization



2011

# Q1 – 2012

	Jan – Mar 2012	Jan – Mar 2011	Change
Revenue	167,3	143,5	+13%*
EBITA	13,0	8,3	+56%
EBIT	12,6	7,6	+66%
Profit before tax	12,5	7,4	+68%
Profit after tax	7,7	4,8	+61%
Earnings per share	0,42	0,26	+61%
EBITA Margin	8%	6%	
EBIT Margin	8%	5%	(MSEK)



\* adjusted for changes in exchanges rates

# Fourth Growthphase 2010 –

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





# Outlook for 2012

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



# BTS Group AB (publ)

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