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BTS builds strong position in the automotive distribution segment –wins Ford and Honda as new clients.

BTS has signed contracts to perform training of management and field staff for car dealerships of among others Ford, Honda and one more major Japanese automotive company.

So far BTS has sold services for approximately 7 MSEK to these companies for delivery during 2003 and 2004.

“This is one of the new vertical sectors BTS has focused on during the economic downturn the last few years. It is a large and stable sector with a significant potential for the future. We expect to sign more deals within this sector during 2004,” says Henrik Ekelund, President & CEO, BTS Group.

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BTS Group AB is an international training and consultancy company in the field of business acumen. BTS uses tailor-made business simulations to support company managers in implementing change and improving profitability. BTS train the entire organisation to analyse and to take decisions centred on the factors that promote growth and profitability. This generates increased emphasis on profitability and market focus, and supports day-to-day decision-making, which in turn leads to tangible, sustainable improvements in profits. BTS customers are often multinational companies. In 2002, BTS generated a turnover of SEK 172 million and has today 100 employees. BTS is listed on the Stockholm Stock Exchange since the 6 June 2001.