



Stockholm 30 October 2002

## **Akzo Nobel Car Refinishes - New client with BTS**

**Akzo Nobel Car Refinishes has awarded BTS a training and development assignment worth up to 2 MSEK. Akzo Nobel Car Refinishes supplies paint and services for car repair and commercial vehicles. The main product lines include Sikkens for the high-end segment, Lesonal in the medium segment, and several leading brands in the commercial vehicles sector. Sales for 2001 totalled EUR 708 million.**

The assignment, to be known as the "Car Refinishes Development Program" or "CRDP", will include a novel tailored web-based simulation. The CRDP will be offered to Car Refinishes middle managers over the next four years. The objective of the program is to offer these professionals a detailed overview of the value drivers within their business.

Cor de Grauw, General Manager of Akzo Nobel Car Refinishes explains: "In addition to our face-to-face programs for new recruits and senior managers, we needed a cost-effective program to raise the knowledge of our middle managers around the world. A web-based solution was the obvious answer."

"BTS was awarded this assignment because of the documented results we have achieved within Web-based simulations for other international companies", says, Henrik Ekelund, president and CEO of BTS Group.

Akzo Nobel, based in the Netherlands, serves customers throughout the world with healthcare products, coatings and chemicals. Consolidated sales for 2001 totalled EUR 14 billion. The Company currently employs over 67,000 people in 80 countries. Financial results for the third quarter were published on October 23, 2002.

BTS is listed on the Stockholm Stock Exchange since 6 June 2001.

### **For further information please contact:**

Henrik Ekelund, President and CEO of BTS Group AB, tel: +1 415 362 95 67

Johan Strömsäter, CEO BTS UK, tel: +44 207 348 18 00

Christian Ankarcrona, Investor Relations, tel: + 46 8 58 70 70 00

Homepage; [www.bts.com](http://www.bts.com)

*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 2001, BTS generated a turnover of SEK 197 million and has today 103 employees.*