

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

Stockholm 2 February, 2006

### **BTS Group AB Signs Deal with World Leading Telecom Company**

**Stockholm, Sweden – BTS Group AB (publ)**, BTS, the world's largest and most successful consultant- and training company within the segment of business simulations, has been contracted by one of the world's leading telecom companies to develop and deliver a strategic training project for the company's managers. The goal of the project is for the company to generate a deeper knowledge and understanding for how the company's business model works (operator understanding) as well as future needs, and how the customer focus can be strengthened and more deals won.

The project is based on a customised training program where the participants will be working in a realistic computer based simulation based on BTS' leading simulation technology, which has been designed, developed, and customised to reflect the company's business model and the goals that have been defined. The key success factor is to develop the participants' ability to understand a mobile operator's situation and business logics, which are often complex and require analyses to understand what drives revenues and profitability. The company should then be able to see how it through its solutions, which among other things include innovative business development, can contribute to a positive development for its customers.

The initial target group is 750 first line and middle managers, and the program will roll out in the beginning of 2006. The order is initially worth 2 MSEK with a growth potential over the next 2-3 years.

"That BTS once more has been given the confidence from one of the world's leading companies to cooperate around a larger strategic change is clear proof of our position within this area of the international training sector," says Henrik Ekelund, President and CEO of BTS. "BTS is today the world leader within the area of business simulations, something our customers see as an advantage for cooperation on this level, as one of the requirements is that we can act globally, with high delivery capacity and international competence".

BTS Group works largely with big international companies, and often directly with the companies' top management. Vodafone, Boeing, Telstra, Adobe, HP, Cisco, DHL, Honda, Toyota, GAP, SonyEricsson, Scania and Sony are good examples of large international companies where BTS are delivering or has delivered projects lately.

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**About BTS Group AB**

BTS Group AB is the world's largest and most successful consultant- and training company within the segment of business simulations.

BTS supports executive management in corporate change processes and the implementation of new strategies with the objective to create a more successful and profitable company. BTS delivers this through real life, tailor made business simulations.

BTS educates and trains not only executive and top managers but also educates the entire organization so that they understands and are given the ability to analyze the key factors most important to the company in terms of supporting growth and profitability.

All projects are managed as tailor-made business simulations delivered as e-learning solutions, software solutions or as interactive seminars. Regardless of the delivery method each participant is given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real live corporate data and conditions apply.

All of this creates a highly efficient education process where business strategies and objectives are transformed into action which in turn leads to a higher awareness of which decisions in the day to day business effects corporate profitability and success. The overall result is measurable and sustainable profit improvements

BTS customers are leading global corporations. Currently BTS customer list includes some 20 of the worlds 100 largest companies. During the first nine months 2005 ending September 30 BTS recorded revenues of SEK 205,8 millions (154,1) an 34 percent increase and earnings after tax improved 67 percent to SEK 26,1 millions (15,6). BTS has more than 145 employees in US, Sweden, Finland, UK, Spain, Australia, China, South Africa and Switzerland.

**BTS is a publicly traded company on the Stockholm Stock Exchange and trades under the symbol BTS B**

For more information on BTS go to [www.bts.com](http://www.bts.com)