

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

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BTS Group AB Receives Order from Unilever

Stockholm, Sweden and London, UK – BTS Group AB (publ), the world's leading consulting and training company within the segment of business simulations, has signed an agreement with Unilever to deliver a series of programmes in business acumen, worth in excess of 4 MSEK in 2007.

Unilever is a world-leader in fast moving consumer products, offering many well known brands across food, home and personal care categories. The launch of One Unilever in 2005 has acted as a catalyst for an ambitious new learning vision within the company. The experiential, team-based learning is achieved by either a computer based simulation or a board simulation, depending on the work level of participants.

By the end of 2007, over 600 alumni will have been through the leadership programme that covers the future top 100 of Unilever's management team all the way down to managers at a country level.

"This is a crucial investment for Unilever", explains MR Jonathan Donner, VP, Leadership Development: "The Business Acumen programme run by BTS has become a top priority for Unilever's managers of tomorrow, and, as such, it is fully supported by the Unilever Executive team. In the midst of a series of strategic changes we have worked alongside BTS to design a programme that aligns leadership training at all levels of our company, and provides cohesion to management's learning journey".

"The programme's overreaching objective is to bring to life Unilever's operating framework and align participants with the company's major business goal of being simpler, faster, more externally orientated and competitive. At a deeper level, building collaborative behaviours and increasing business acumen will help Unilever's management to understand the impact of their individual decisions on growth, market share and the bottom line."

"We are delighted to be given the opportunity to build upon our existing relationship with one of the world's most recognised consumer products companies. This opportunity highlights the trust Unilever has in our ability to deliver world class development initiatives globally and consistently", says MR Joel Sigrist, Managing Director of BTS UK, who views Unilever as a key client in 2007/2008.

BTS Group largely works with large companies. Some recent examples of strategic projects on which BTS has worked include: Coca-Cola, Weyerhaeuser, General Motors, Vodafone, Boeing, Telstra, Adobe, Hewlett Packard, Cisco, DHL, Honda, Toyota, Gap, SonyEricsson, Nokia, Scania och Sony

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About Unilever

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life.

Unilever is one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe. Its portfolio includes some of the world's best known and most loved brands including twelve €1 billion brands and global leadership in many categories in which the company operates. The portfolio features brand icons such as: Knorr, Hellmann's, Lipton, Wall's, Dove, Axe/Lynx, Rexona and Dirt is Good.

Unilever has around 179,000 employees in approaching 100 countries and generated annual sales of €40 billion in 2006.

For more information about Unilever and its brands, please visit www.unilever.com

About BTS Group AB

BTS Group AB is the world's largest and most successful consulting 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 of creating a more successful and profitable company. BTS delivers this through real life, tailor-made business simulations.

BTS educates and trains not only executives and top managers but also entire organisations so that they understand and have the ability to analyse the key factors most important to the company in terms of supporting growth and profitability.

The projects are managed as customised business simulations delivered as e-learning solutions or as interactive seminars. In each case, individual participants working as teams are given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real-life 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 day-to-day business decisions affecting corporate profitability and success. The overall result is measurable and sustainable profit improvements.

BTS customers are often leading global corporations. Currently the BTS customer list includes more than 25 of the world's 100 largest companies. During 2006 BTS had a turnover of SEK 379.1 million and a result after tax of SEK 38.6 million. Today BTS has approximately 200 employees in Sweden, Finland, Norway, UK, Spain, Belgium, Switzerland, US, Australia, China and South Africa.

BTS is a publicly company on the Swedish Stock Exchange and trades under the symbol BTS B

For more information on BTS go to www.bts.com