

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

Stockholm May 26, 2008

BTS Group opens a new office in Mexico City

Stockholm, Sweden and Mexico City – BTS Group AB (publ), the world leader in customized business simulations and other discovery learning solutions announces the opening of new office in Mexico City, Mexico.

“The opening of the new office in Mexico is a strategic step for BTS’ expansion into the growing Latin America market and also a way of responding to the demand from existing customers like BBVA. It is also a next natural step and part of BTS’ continued focus on profitable organic growth.” said Mr. Henrik Ekelund, President and CEO BTS Group AB.

“Our global reach and expertise in the discovery based learning methods and change management will be very beneficial to companies in the region, in helping transform their corporate strategies. The new office in Mexico City is also an excellent opportunity to meet growing demand for our services in the area” said Dr. Philios Andreou, CEO BTS Spain and Mexico.

Latin America is a growing region where companies are developing well. Mexico is one of the biggest markets with a population of 110 million and as in many other countries in the region, Mexico’s GDP is growing fast.

BTS has over the last years seen an increasing demand for specialized services in the training and change management market working closely with many clients in Mexico and Latin America, including Alstom, BBVA-Bancomer, Coca Cola, Johnson Controls, HP, Telefonica and Unilever. BTS has mainly worked with these clients within three key practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales.

The opening of an office in Mexico City will secure a full commitment to serve these customers and other leading Latin American corporations. The office in Mexico City is anticipated to be profitable already from start.

For more information, please contact;

Dr. Philios Andreou,
CEO
BTS Iberia and Mexico
Phone +34 9 4423 5594
Mobile +34 667 50504
E-mail philios.andreou@bts.com

Thomas Ahlerup
Senior Vice President
Investor and Corporate Communications
BTS Group AB
Phone +46-8-5870 7002
Mobile +46-768-966 300
E-mail thomas.ahlerup@bts.com

BTS Mexico City:
Av. Presidente Masaryk 111 Piso 1
Col. Chapultepec Morales
C.P.11560. México, D.F., Mexico



Catalysts for Profitability and Growth

Phone: +52 (55) 3300.5800, Fax: +52 (55) 3300.5999

About BTS Group AB

BTS partners with leading companies to accelerate change and improve business results. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2007 BTS revenues exceeded USD 80 millions. Recent selected BTS clients include AT&T, BBVA, Ericsson, Kimberly-Clark, Telefonica, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from. Stockholm, Helsinki, Oslo, London, Madrid, Bilbao, Brussels, Johannesburg, Singapore, Beijing, Sydney, Melbourne, San Francisco, Philadelphia, Stamford, New York, Chicago, Scottsdale and Mexico City.

BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com