

BTS Group AB (publ)

2011 General Annual Meeting

Stockholm, Thursday May 5, 2011

Henrik Ekelund

President & CEO



*Catalysts for Profitability and Growth*

# When training really has to work!



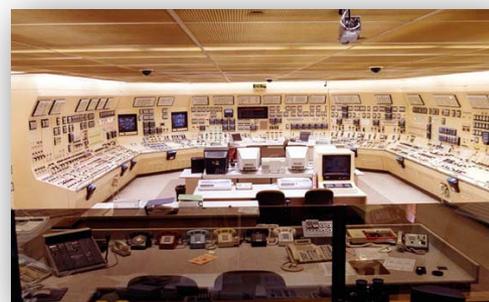
Commercial Flight Simulator



Advanced Surgical Simulator



Heathrow Control Simulator



Nuclear Power Plant Simulator

# When training really has to work!

## Business Simulations

- Simulations and experiential solutions
  - the most effective way to help organizations understand, align and execute on strategies and business initiatives.
- In-depth customization to what is relevant and actionable.
- A results-focused approach that comprehensively and efficiently secures and measures business impact.



# BTS Value Proposition

## “Making execution happen”

- *We deliver better results, faster*  
*The unique BTS process offers fast strategic alignment and rapid capability building.*



# Customer Case



*“How do we accelerate the leaders understanding and buy-in to the new CEO’s vision?”*

*“The BTS custom business simulation accurately modeled our business challenges and anticipated our future evolution. The experience allowed our top 500 leaders to not just see the new strategy, but to practice making our strategy and vision a reality.”*



# Customer Case



*“How do we develop the next generation of commercially astute, people-focused and innovative leaders who will support the next growth phase for Telstra?”*

*“Every leader who wants to ensure they’re heading in the right direction should go through a BTS experience”*

GM, Access Strategy & Technologies, Telstra.



# Customer Case



*“How can we motivate employees to serve our customers better and win more business?”*

Customer satisfaction and loyalty rate grew as a result of this initiative, which led to an increase in the Group's share of wallet



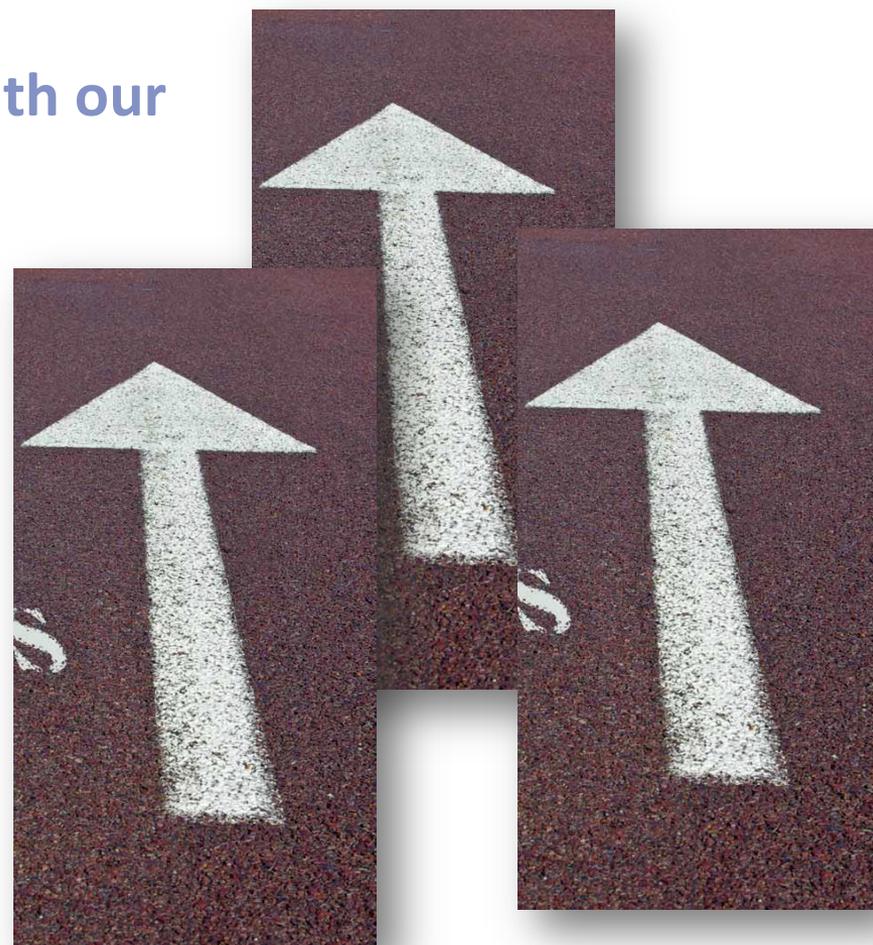
# Selected BTS customers



# 2010 – one of our best years ever!

## Another record year of success with our customers.

- BTS total revenues grew 21 %\*
- EBITA grew 27 %
- Profit before tax grew 32 %
- BTS has continued to gain market share
- BTS added 75 new customers



\*currency adjusted

# 2010, January – December



|                   | Jan – Dec 2010 | Jan – Dec 2009 | Change |
|-------------------|----------------|----------------|--------|
| Net Revenue       | 694.6          | 595.1          | +21%*  |
| EBITA             | 99.0           | 78.1           | +27%   |
| EBIT              | 92.0           | 69.8           | +32%   |
| Profit Before Tax | 90.4           | 68.3           | +32%   |
| Net Profit        | 59.2           | 44.3           | +34%   |
| EPS               | 3.28           | 2.45           | +34%   |
| EBITA Margin      | 14%            | 13%            |        |
| EBIT Margin       | 13%            | 12%            |        |

(MSEK)

\* Adjusted for changes in exchanges rates

# 2010 – a year of achievements

## BTS has made significant strategic investments and progress during 2010:

- 75 new customers
- Product development
- New markets
- Stronger workforce



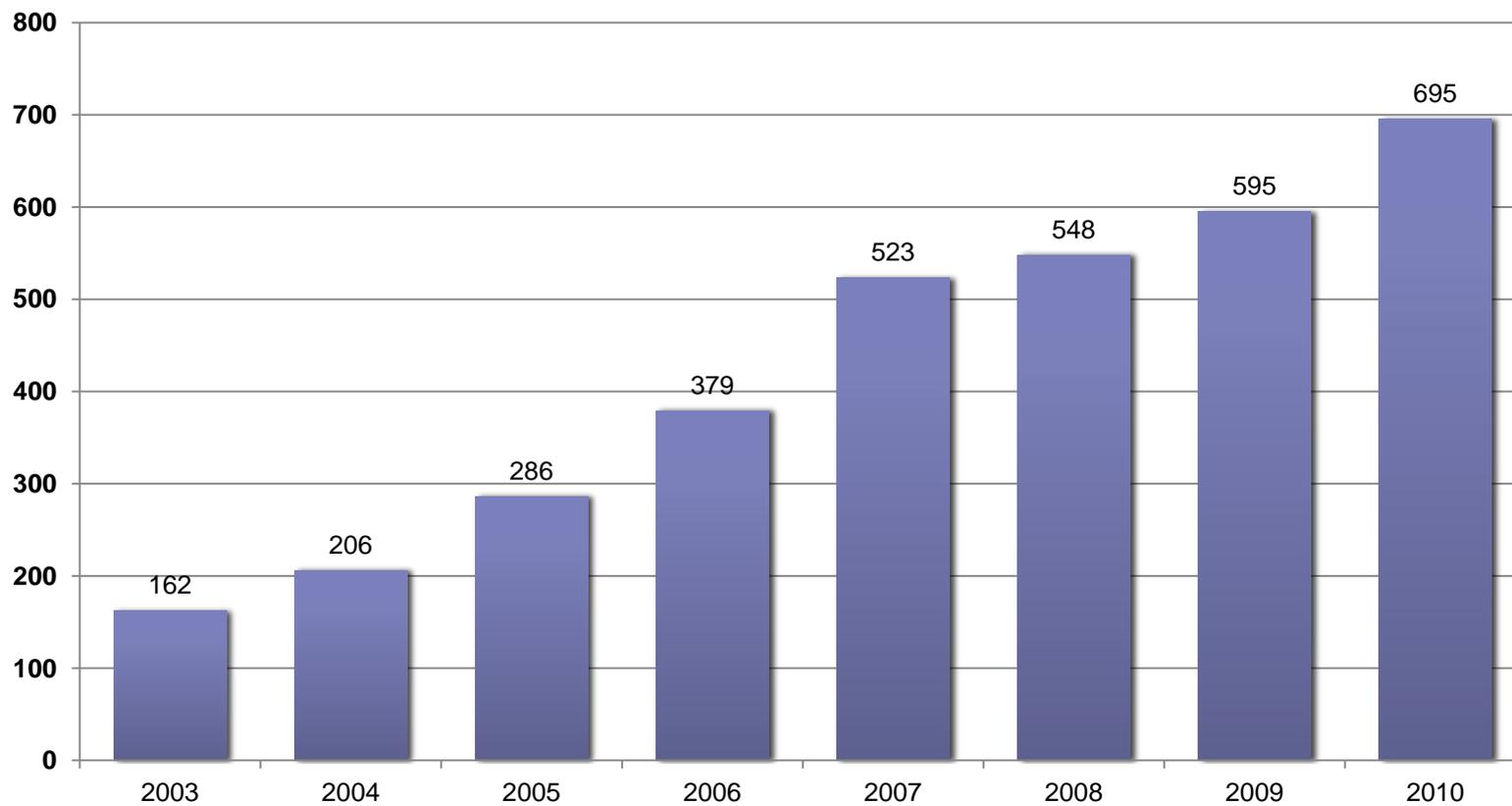
# Q1 2011 Summary



## Continued growth, despite negative currency impact

- Net revenue was MSEK 143.5 (137.5). Growth was, adjusted for changes in exchange rates, 13 percent
- Profit before tax decreased 26 percent to MSEK 7.4 (10.0). Currency changes had a MSEK 1.3 negative impact
- Positive market development in Europe, Asia and Latin America
- Overall profits decreases (as in Q1 2010), due to substantial investment in recruitment, negative growth in Australia and currency effects.
- The market is developing positively; demand is strong for BTS services
- Examples of new customers are Bangkok Bank, Sweco, Johnson Controls, Prudential and Orange

# BTS Revenue Growth 2003 – 2010



MSEK

# BTS in Perspective

## Last 10 years

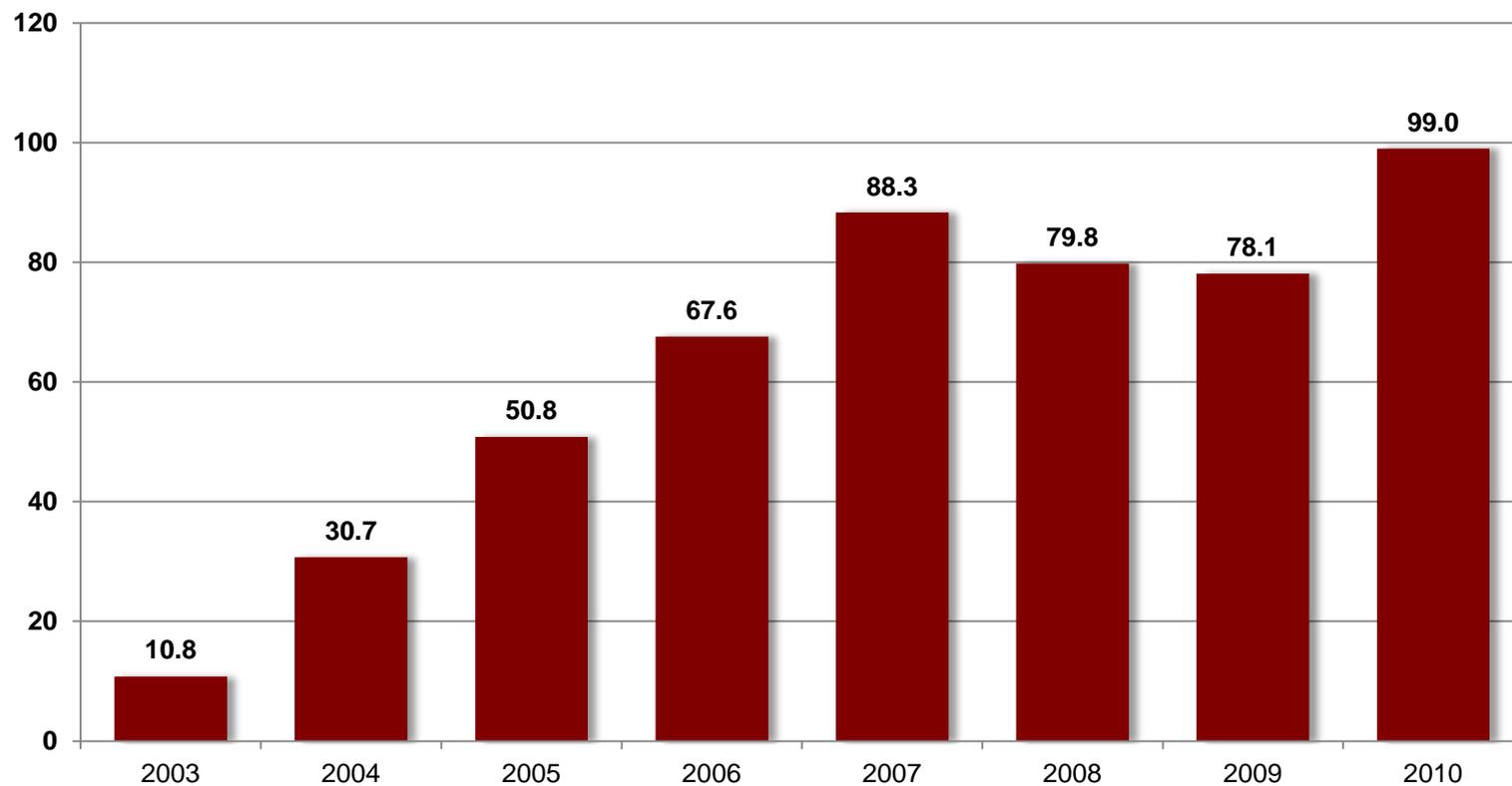
- 18% average growth per year, of which
- 13% has been organic

## Growth drivers

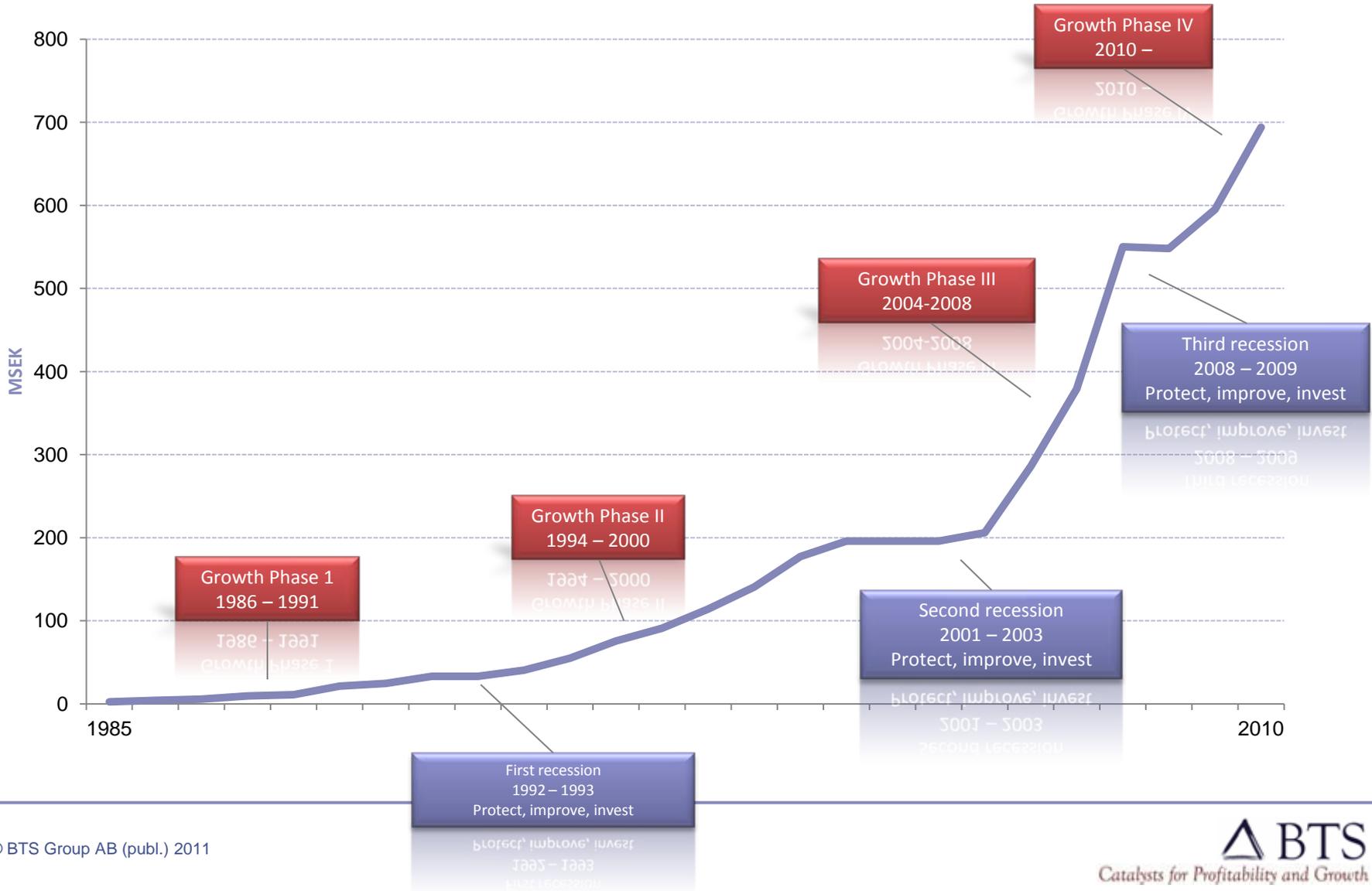
- We are operating in a growing market
- Our offering has strong competitive advantages
- We invest in growth
- Our people are the best in the industry



# EBITA development 2003 – 2010



# BTS Growth History

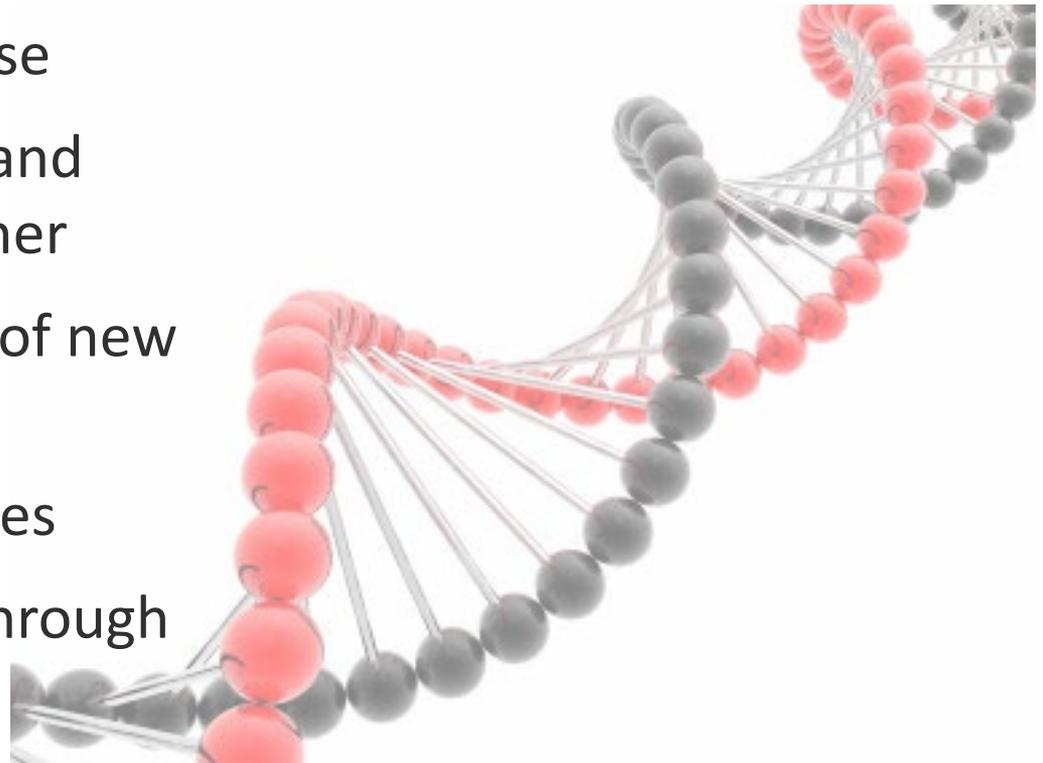


# The Fourth Growth Phase

- 
1. Strengthen our core!
  2. Serve our clients wider & higher
    - deliver more value !
  3. Expand into selected new markets !

# The DNA of Organic Growth

- Growing the Customer Base
- Growing the relationship and revenue with each customer
- Continuous development of new products and solutions
- Expansion of existing offices
- Geographical expansion through new offices



# Outlook for 2011

The result before tax is expected to be better than last year



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Investor Relation Contact:

Thomas Ahlerup  
Senior Vice President  
Corporate Communication and Investor  
Relations

[thomas.ahlerup@bts.com](mailto:thomas.ahlerup@bts.com)

Mobile: +46-768-966 300

