

A close-up, blue-tinted photograph of a target with a pencil tip pointing at the bullseye. The target is circular and has a central bullseye. The pencil tip is sharp and yellowish, pointing towards the center. The background is dark, and the target's surface has some markings and numbers, though they are not clearly legible. The overall mood is focused and precise.

BTS Group AB (publ)

Q1 2011

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



Q1, 2011

	Jan – Mar 2010	Jan – Mar 2010	Change
Net Revenue	143.5	137.5	+13%*
EBITA	8.3	11.0	-25%
EBIT	7.6	10.2	-25%
Profit Before Tax	7.4	10.0	-26%
Net Profit	4.8	6.4	-26%
EPS	0.26	0.36	-26%
EBITA Margin	6%	8%	
EBIT Margin	5%	7%	

(MSEK)



* Adjusted for changes in exchanges rates

Q1 2011 – Revenue per Business Unit

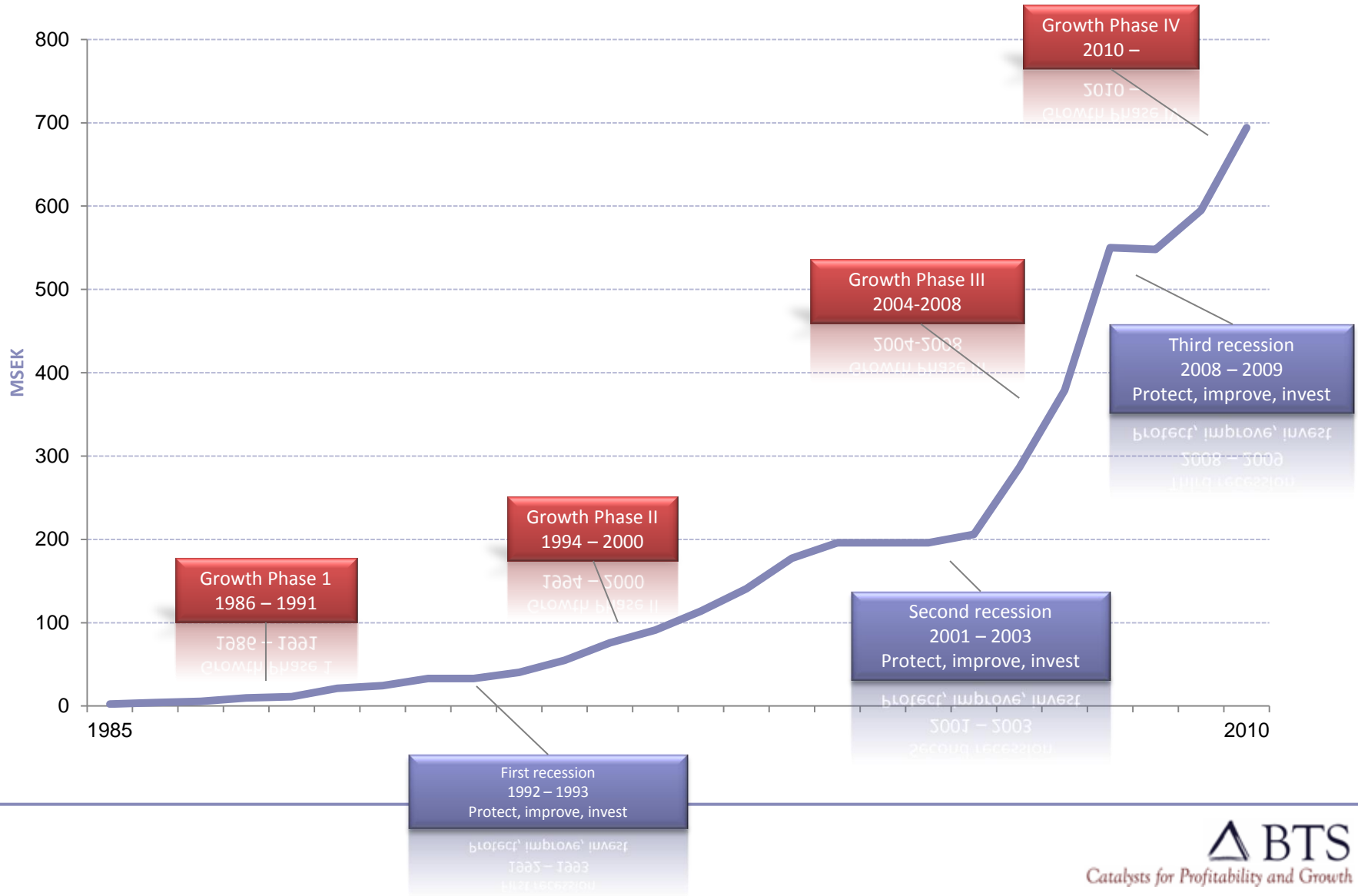
	Jan – Mar 2011	Jan – Mar 2010	Change*	EBITA Margin
Total	143.5	137.5	+13%	6%(8%)
BTS USA	63.1	64.0	+9%	11%(16%)
BTS Europe	28.0	23.4	+27%	8%(-4%)
BTS Other markets	17.4	14.2	+24%	-12%(-4%)
APG	35.0	35.9	+9%	3%(7%)

(MSEK)



* Adjusted for changes in exchanges rates

BTS Growth History



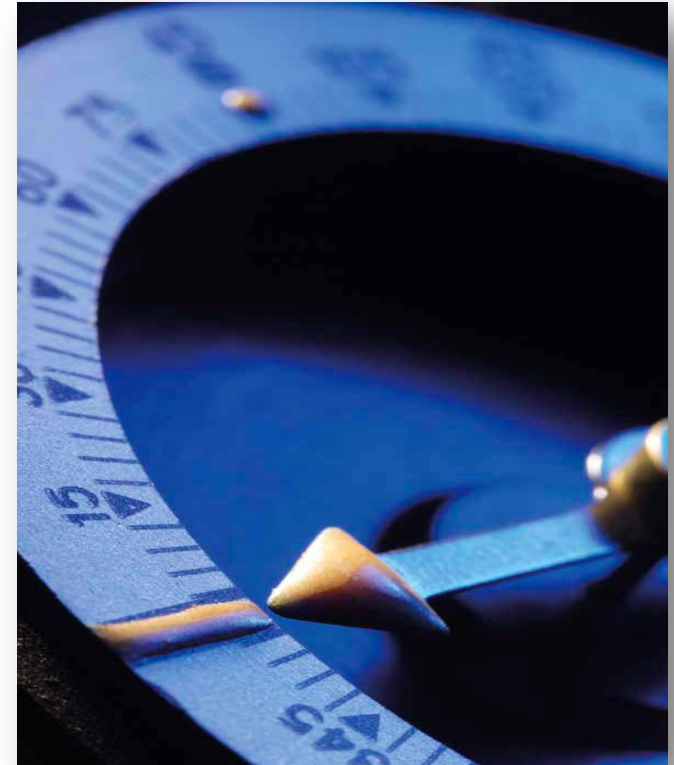
BTS in Perspective

Last 10 years

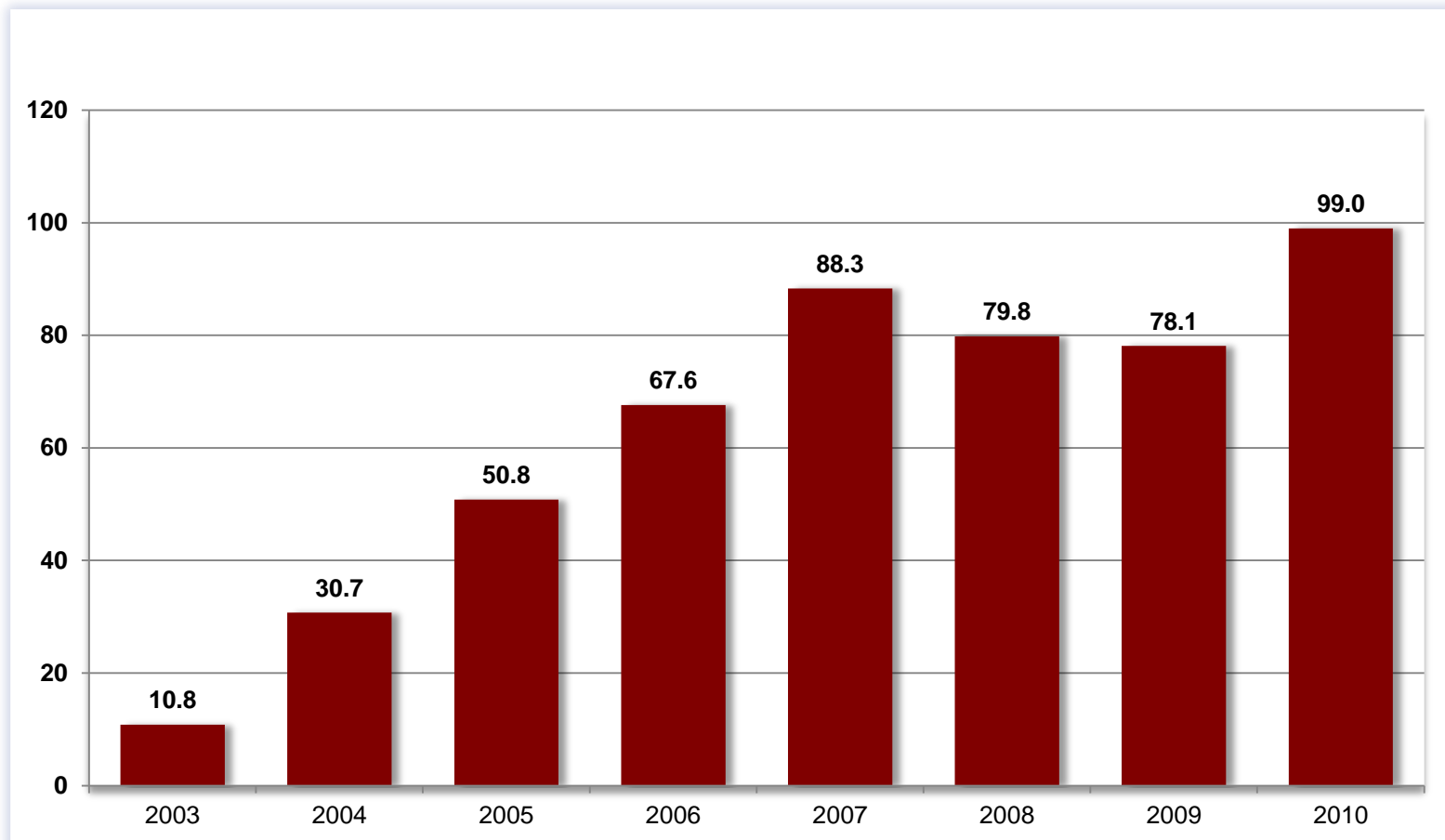
- 18% average growth per year, of which
- 13% has been organic

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



The Fourth Growth Phase, 2010 –

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

Outlook for 2011

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



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