

PRESS RELEASE

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Schouten Global and CTI sign joint venture to expand the market for Co-Active Coaching worldwide. European and US leader in training and coaching join forces.

Zaltbommel, the Netherlands/San Rafael, California, USA: August 12, 2009

The leading training and coaching companies from Europe and the US, Schouten Global and CTI, (Coaches Training Institute), have announced today to team up in a newly formed joint venture company. The joint venture, co-owned by CTI and Schouten Training, (a division of Schouten Global), will focus on developing and expanding the market for professional training and coaching in Europe, the Middle East, China, India, Southeast Asia and Africa. The joint venture will formally launch in September 2009, with marketing and training efforts to begin shortly after.

Schouten Global, headquartered in Zaltbommel, the Netherlands, is well established in Europe and Asia. The privately held company is a leader in the training, coaching and education industry of Europe. It holds the number one position in The Netherlands and has wholly owned and joint venture operations in Belgium, France, Germany and Poland. Recently the company announced to also start in Switzerland. In Asia, its China based operation in Beijing is fast growing and has a Top-10 position in the local training and coaching market. It plans to further expand into other Asian markets in the coming years.

CTI, headquartered in San Rafael, California, USA, is the largest in-person coach training school in the world and the only program to teach CTI's industry-leading Co-active Coaching® model. To date more than 20.000 coaches, consultants and managers around the world have been trained by CTI. The company currently operates in 14 countries, including The Netherlands, where CTI partners with Schouten & Nelissen, a daughter of Schouten Global.

CTI and Schouten Global believe the global coaching industry is in its infancy with a huge potential for further growth. Increasingly, organizations recognize the power of coaching (by managers or internal/external experts) to drive sustainable change, leadership development and employee engagement at all levels. The need for coaching has never been greater and CTI's time-tested Co-active® Coaching model is a key component to unlocking employee potential and achieving organizational goals.

Comments by Anne Schouten-van Hooft, Vice Chairman of Schouten Global

Anne Schouten-van Hooft, Vice-Chairman of Schouten Global, called the joint venture, "an important step as it contributes an element to our coaching and training programs we didn't offer yet. At Schouten Global, we know the Co-Active® Coaching method of CTI for quite a while. We have always been impressed by it, as it produces highly visible results. The method recognizes the importance of personal responsibility, self-development and self-experience. The joint venture grants us exclusivity in marketing and selling the ICF (International Coach Federation) accredited coach-training method, developed and refined by CTI. Working together will benefit current and future customers and strengthens our portfolio. The joint venture is fully in line with our long term plan for Schouten Global and facilitates future growth and expansion."

Comments by Karl Sniady, Chief Operating Officer of CTI

Karl Sniady, COO of CTI, called the joint venture, "an excellent way to bring our model of coaching to the attention of coaches, organizations and individuals throughout Europe, the Middle East, Asia and Africa. What I have seen from Schouten Global, their focus on quality and their ambition for further growth, makes me very positive about the joint venture. We want Co-active® Coaching to become the context for building more effective business relationships between employees, managers and organizations. That is what the world needs today. Our model for coaching allows individuals to reach their personal and professional potential in ways seldom seen. The growth of coaching in markets such as China, India and Southeast Asia highlight the need for our work in the region and present an exciting opportunity for CTI to further expand its global presence."