

ACQUISITION OF 40% OF CELLO PENS



Press Release
5 March 2009

INFORMATION RELATED TO THE CLOSING OF THE ACQUISITION BY BIC OF 40% OF CELLO PENS, INDIA'S N°1 WRITING INSTRUMENT BRAND

Clichy, 5 March 2009: On January 22, 2009, the BIC Group and the Cello Group announced that they had signed a definitive agreement whereby BIC Group acquired 40% of the Cello Pens writing instrument business for 7.9 billion INR.

Due to Cello Pen's legal entity structure, the completion of this acquisition will be finalized in two phases:

- 5 March 2009: completion for 3.8 billion INR (76.5 million USD¹). Proportionate share of net income will be accounted through the equity method in BIC accounts from April 1st 2009.
- Late second Quarter – early third Quarter 2009: completion for the balance of the transaction.

As part of the agreement, BIC has a call option in 2013 to increase its stake to 55% at a price based on a formula tied to earnings.

Founded in 1995 by the Rathod family, Cello Pens is India's largest manufacturer and distributor of writing instruments, with a 37% domestic market share and a presence in Africa, Middle-East and Asia. With approximately 5,000 employees, Cello Pens generated 4,100 million INR revenues in 2007-2008² (64.5 million euros) and approximately 30% EBIT margin.

Cello Pens is a vertically integrated manufacturer with modern facilities, strong in-house research, product development and marketing capabilities. With its broad portfolio of products and countrywide distribution network, the Cello® brand is one of the most recognized in India with 90% unaided brand awareness.

About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2008, BIC recorded net sales of 1,420.9 million euros. The Company is listed on "Euronext Paris", the SBF120 and CAC Mid 100 indexes. BIC is also part of the FTSE4Good Europe Index.

¹: 49.65 INR = 1 USD

²: fiscal year ending March 31, 2008



2009 Agenda

1 st Quarter 2009 Results	April 22 nd , 2009	Conference Call
2008 Shareholders' Meeting	May 14 th , 2009	Meeting (BIC headquarters)
2 nd Quarter 2009 Results	August 5 th , 2009	Conference Call
3 rd Quarter 2009 Results	October 21 st , 2009	Conference Call



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The Signature Pen



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by BIC



For more information, please consult the corporate web site: www.bicworld.com

Investor Relations contacts: +33 1 45 19 52 26	Press contacts: +33 1 53 70 74 48
Sophie Palliez-Capian - sophie.palliez@bicworld.com	Claire Doligez - cdoligez@image7.fr
Carole Richon - carole.richon@bicworld.com	Flore Larger - flarger@image7.fr

