



## **INFORMATION RELATED TO THE CLOSING OF THE ACQUISITION BY BIC OF 40% OF CELLO PENS**

On January 4<sup>th</sup> 2010, Cello management proposed to the BIC Group to unwind, “on terms and conditions to be mutually agreed between the parties”, the definitive agreement signed on 22 January 2009 whereby BIC Group acquired 40% of the Cello Pens writing instrument business, with a call option to increase its stake to 55% in 2013.

BIC Group confirms its intention to ensure the implementation of the agreement signed on 22 January 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 (161 million USD). The agreement was partially completed on 5 March 2009 for 3.8 billion INR (76.5 million USD). Proportionate share of Cello Pens net income has been accounted through the equity method in BIC accounts since April 1<sup>st</sup> 2009.

### **About BIC**

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*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” and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).*



*This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties.*

*A description of the risks borne by BIC appears in section "Risks and Opportunities" of BIC "Reference Document" filed with the French financial markets authority (AMF) on 31 March 2009*

*A presentation related to this announcement is available on BIC web site: [www.bicworld.com](http://www.bicworld.com), headline Investor Relations*

## 2010 Agenda

Full Year 2009 Results	17 February 2010	Meeting (BIC headquarters)
1 <sup>st</sup> Quarter 2010 Results	21 April 2010	Conference Call
2009 Shareholders' Meeting	12 May 2010	Meeting (BIC headquarters)
2 <sup>nd</sup> Quarter 2010 Results	4 August 2010	Conference Call
3 <sup>rd</sup> Quarter 2010 Results	20 October 2010	Conference Call



For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

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