



**FULL YEAR AND QUARTERLY 2009 FIGURES
BASED ON 2010 NEW REPORTING STRUCTURE**

▪ **2010 new reporting structure**

Starting from Q1 2010, BIC Group will report its results under the following structure

- **Consumer Business**
 - Stationery
 - Lighters (includes both consumer and promotional products)
 - Shavers
 - Other Products
- **Advertising & Promotional Products (BIC APP)**

This document summarized 2009 quarterly figures by category, based on the new reporting structure.

Q1 2010 results will be released on 21-APRIL-2010

▪ **2009 Net Sales breakdown by category**

Stationery Consumer	33%
Lighters	26%
Shavers	17%
Other Products	6%
Advertising & Promotional Products (BIC APP)	18%



- **Group Quarterly figures**

BIC Group In million euros	Q109	Q209	Q309	Q409	FY09
Net Sales	308.4	404.7	415.0	434.6	1,562.7
YoY actual changes	+0.1%	+3.1%	+14.0%	+21.9%	+10.0%
YoY changes at constant currencies*	-0.8%	+0.7%	+14.3%	+25.6%	+10.1%
YoY changes on a comparative basis*	-0.8%	-3.4%	-0.2%	+2.1%	-0.6%
IFO	36.3	64.4	70.2	45.0	216.0
Normalized IFO*	36.3	72.6	71.9	58.6	239.6
IFO margin	11.8%	15.9%	16.9%	10.4%	13.8%
Normalized IFO margin*	11.8%	17.9%	17.3%	13.5%	15.3%

*see glossary

- **Group Consumer**

BIC Group Consumer In million euros	Q109	Q209	Q309	Q409	FY09
Net Sales	274.7	352.8	326.4	320.4	1,274.3
IFO	32.9	54.1	63.6	41.4	192.1
Normalized IFO*	32.9	66.6	64.6	45.2	209.5
IFO margin	12.0%	15.3%	19.5%	12.9%	15.1%
Normalized IFO margin*	12.0%	18.9%	19.8%	14.1%	16.4%

*see glossary



▪ **Stationery Consumer**

Stationery Consumer <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	100.1	158.8	134.3	116.4	509.6
IFO	3.7	20.7	16.3	2.6	43.3
Normalized IFO*	3.7	23.6	16.9	4.4	48.9
IFO margin	3.7%	13.0%	12.1%	2.3%	8.5%
Normalized IFO margin*	3.7%	14.8%	12.6%	3.8%	9.6%

*see glossary

▪ **Lighters¹**

Lighters¹ <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	94.8	97.6	97.8	108.7	398.9
IFO	29.1	28.2	36.4	34.2	127.9
Normalized IFO*	29.1	35.3	36.4	34.8	135.7
IFO margin	30.7%	28.9%	37.2%	31.4%	32.1%
Normalized IFO margin*	30.7%	36.2%	37.2%	32.0%	34.0%

¹: includes both consumer and promotional products

*see glossary



▪ **Shavers**

Shavers In million euros	Q109	Q209	Q309	Q409	FY09
Net Sales	58.9	70.9	70.8	68.1	268.8
IFO	1.7	6.7	12.5	9.5	30.3
Normalized IFO*	1.7	8.7	12.7	10.4	33.5
IFO margin	2.8%	9.4%	17.6%	13.9%	11.3%
Normalized IFO margin*	2.8%	12.3%	17.9%	15.3%	12.5%

*see glossary

▪ **Other Products**

Other Products In million euros	Q109	Q209	Q309	Q409	FY09
Net Sales	20.9	25.5	23.4	27.2	97.0
IFO1	-1.6	-1.4	-1.5	-4.9	-9.4
Normalized IFO*1	-1.6	-1.1	-1.4	-4.5	-8.5
IFO margin	-7.4%	-5.7%	-6.6%	-17.9%	-9.7%
Normalized IFO margin*	-7.4%	-4.2%	-6.0%	-16.5%	-8.8%

*see glossary

¹: IFO and Normalized IFO include unallocated group expenses as well as allocation of existing OPEX.
Excluding the impact of those 2 items, Other Products are profitable



▪ **Advertising & Promotional Products (BIC APP)**

BIC APP <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	33.7	51.9	88.6	114.2	288.4
IFO	3.4	10.3	6.6	3.6	23.9
Normalized IFO*	3.4	6.0	7.3	13.4	30.1
IFO margin	10.1%	19.9%	7.5%	3.1%	8.3%
Normalized IFO margin*	10.1%	11.6%	8.2%	11.7%	10.4%

*see glossary

Glossary

- **At constant currencies:** Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.
- **Comparative basis:** at constant currencies and constant perimeter.
- **Normalized IFO:** normalized means excluding restructuring, real estate gains and Antalis Promotional Products negative goodwill.

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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.

2010 Agenda

1 st Quarter 2010 Results	21 April 2010	Conference Call
2009 Shareholders' Meeting	12 May 2010	Meeting (BIC headquarters)
2 nd Quarter 2010 Results	4 August 2010	Conference Call
3 rd Quarter 2010 Results	20 October 2010	Conference Call

All dates to be confirmed

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 2009, BIC recorded net sales of 1,562.7 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).



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

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