



PRESENTATION OF BIC ADVERTISING AND PROMOTIONAL PRODUCTS (BIC APP)

Today in Tampa, Florida, USA, BIC Group organized a day for financial analysts and investors dedicated to its Advertising and Promotional Products business, BIC APP.

- **The Advertising and Promotional Products industry**

Advertising and Promotional Products are items such as stationery products, clothes, bags, awards, and drinkware that are imprinted with a logo or advertising message to support a company's marketing and media strategy. The promotional products business is a growing, profitable and low CAPEX industry and a major player among advertising vehicles. It is a highly diverse product category and a very fragmented industry at all levels, with a large number of suppliers and distributors.

- **BIC Advertising and Promotional Products (BIC APP)**

Reported as a 4th category from 2010, BIC Advertising and Promotional Products business (BIC APP) represented approximately 23%¹ of BIC Group sales in 2009. Through its BIC Graphic business, BIC has been involved in Advertising and Promotional Products since the late 60's, mainly in writing instruments, and has always been recognized for its excellence in customer service, imprinting quality and delivery. The acquisitions of Antalis Promotional Products and Norwood Promotional Products in 2009 have significantly strengthened its position as a worldwide leading Advertising and Promotional Products supplier². BIC APP is the N°1 supplier in the U.S., N°2 in Europe and benefits from a significant presence in Latin America, Australia, Africa and Asia (through its sourcing activities).

- **Enhanced operating profile for BIC**

The synergies between Antalis Promotional Products, Norwood Promotional Products and BIC Graphic in Europe and in the U.S. will enhance BIC Group's operating profile.

The consolidation of the BIC APP manufacturing and logistics footprint will help to reduce costs and increase the efficiency of our operations worldwide. The integration plan, launched in late 2009 in Europe and early 2010 in the U.S., is expected to result in annualized gains of approximately 11 million euros, beginning in 2011. The expenses related to the integration should reach approximately 11 million additional euros in 2010.

In the next two to five years, pending the timing of the Advertising and Promotional Products industry's recovery, we expect BIC APP net sales to grow mid to high single digits; with the normalized IFO margin in high single to low double digits. In the longer term, BIC APP's normalized IFO margin will be consistent with BIC Group normalized IFO margin.

Bruno Bich, Chairman of the Board, said: *"We have been active and successful for the last 40 years in this industry, of which we have a deep knowledge. Our proven experienced management, the long-term relationship we have been building with the distributors and our strong understanding of customer demands will be the foundation of our success."*

Mario Guevara, Chief Executive Officer, added: *"As one the most cost-effective advertising mediums, the Advertising and Promotional Products Industry is a large and solid business in mature markets, with long-term growth potential in emerging countries. We are confident in the success of our integration plan and our goal is to become the N°1 global supplier of Advertising & Promotional Products in terms of customer focus, operational efficiency and return on capital employed."*

The presentations given during this meeting can be downloaded on the BIC website (www.bicworld.com) and the corresponding webcasts will be available on April 2, 2010.

¹ : based on the assumption of a full year consolidation of Antalis PP and Norwood PP – non audited estimation

² : Non apparel



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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

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).



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ATCHISON
by BIC

NORWOOD
Innovation & Service, Delivered



Tipp-Ex



PIMACO
BIC



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

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