



BIC GROUP – 9 MONTHS 2010 RESULTS

NET SALES AT 1,358.2 MILLION EUROS, UP 7.2% ON A COMPARATIVE BASIS¹

NORMALIZED¹ IFO MARGIN: 17.3%

GROUP NET INCOME UP 34.8% AT 160.9 MILLION EUROS – EPS UP 33.9% AT 3.32 EUROS

NET CASH POSITION: 326.3 MILLION EUROS

Net Sales

- Consumer Business: 1,106.7 million euros (+8.8% on a comparative basis)**

Continued strong growth in developing countries, good performance in North America and resilience in Europe

Stationery	452.8 M€	+ 8.3% (comparative basis)	Good back-to-school in northern hemisphere markets and strong growth in developing markets
Lighters	349.7 M€	+ 11.7% (comparative basis)	Distribution and market share gains in North America and developing markets
Shavers	229.9 M€	+ 7.6% (comparative basis)	Growth of both established and new products in all geographies

- Advertising and Promotional Products: 251.5 million euros (-2.1% on a comparative basis)**

Markets remain weak, Norwood integration plan well on track

Consolidated Results

Normalized income from Operations	234.6 million euros	Better fixed cost absorption due to increase in sales and production volumes
	<ul style="list-style-type: none"> +29.6% as reported 	
Net Cash Position	17.3% margin	Targeted brand support
	<ul style="list-style-type: none"> +1.3 points vs. 9M 2009 	
Net Cash Position	326.3 million euros	Continued discipline around working capital and CAPEX investments

Mario Guevara, Chief Executive Officer, said: “We are proud to deliver these good 9 months results, with a combination of strong sales growth, enhanced profitability and increased net cash position. BIC® products continue to meet consumers’ demand for both quality AND price, allowing us to further gain market shares in both developed and developing markets. While we continued to invest in our brand to support sales growth, we increased Normalized Income From Operations by almost 30% thanks to an ongoing focus on productivity.”

2010 Outlook

Consumer Business

Following 9 months very good performance, we anticipate Q4 2010 to trend close to Q4 2009’s low single digit growth and therefore, for the full year 2010, net sales growth on a comparative basis should be around 7%. We expect Full Year 2010 Consumer Normalized IFO margin to reach the high end of our Consumer business mid-term target of 15% to 18%.

Advertising and Promotional Products

In light of overall Advertising and Promotional Products market trends, we do not expect APP net sales to recover before the end of 2010. However, thanks to the initial positive impact of the Norwood Promotional Products and Antalis Promotional Products integration, we maintain our target of achieving a high single digit (between 7% and 9%) Normalized IFO margin for 2010.

Unaudited figures

¹ See glossary page 9.



Key figures

In million euros	THIRD QUARTER					9 MONTHS				
	2009	2010	Change as reported	Change at constant currencies ¹	Change at comp. basis ¹	2009	2010	Change as reported	Change at constant currencies ¹	Change at comp. basis ¹
GROUP										
Net sales	415.0	492.6	18.7%	+8.7%	+9.6%	1,128.1	1,358.2	+20.4%	+13.4%	+7.2%
Gross Profit	190.8	234.1	+22.7%			527.2	642.2	+21.8%		
Income From Operations	70.2	90.1	+28.3%			171.0	232.9	+36.2%		
<i>IFO Margin</i>	16.9%	18.3%				15.2%	17.1%			
Normalized Income From Operations²	71.9	92.2	+28.3%			181.0	234.6	+29.6%		
Normalized IFO Margin	17.3%	18.7%				16.0%	17.3%			
Group Net Income	48.7	61.1	+25.5%			119.3	160.9	+34.8%		
Earnings per share (in euros)	1.01	1.26	+24.8%			2.48	3.32	+33.9%		
BY CATEGORY										
<i>Stationery</i>										
Net Sales	134.3	166.8	+24.2%	+14.1%	+14.1%	393.2	452.8	+15.2%	+8.3%	+8.3%
IFO	16.3	27.6	+69.6%			40.7	64.1	+57.6%		
<i>IFO margin</i>	12.1%	16.5%				10.3%	14.2%			
Normalized IFO margin	12.6%	16.6%				11.3%	14.4%			
<i>Lighters</i>										
Net Sales	97.8	123.5	+26.3%	+13.5%	+13.5%	290.2	349.7	+20.5%	+11.7%	+11.7%
IFO	36.4	45.3	+24.6%			93.7	131.6	+40.5%		
<i>IFO margin</i>	37.2%	36.7%				32.3%	37.6%			
Normalized IFO margin	37.2%	36.7%				34.8%	37.6%			
<i>Shavers</i>										
Net Sales	70.8	84.3	+19.0%	+9.1%	+9.1%	200.7	229.9	+14.6%	+7.6%	+7.6%
IFO	12.5	11.2	-10.1%			20.8	34.0	+63.4%		
<i>IFO margin</i>	17.6%	13.3%				10.4%	14.8%			
Normalized IFO margin	17.9%	13.4%				11.5%	14.8%			
<i>Other Products</i>										
Net Sales	23.4	25.3	+8.2%	+5.2%	+5.2%	69.8	74.2	+6.3%	+3.4%	+3.4%
<i>Total Consumer business</i>										
Net Sales	326.4	399.9	+22.5%	+12.2%	+12.2%	953.9	1,106.7	+16.0%	+8.8%	+8.8%
IFO	63.6	81.3	+27.9%			150.6	222.5	+47.8%		
<i>IFO Margin</i>	19.5%	20.3%				15.8%	20.1%			
Normalized IFO margin	19.8%	20.4%				17.2%	20.2%			
<i>BIC APP</i>										
Net Sales	88.6	92.7	+4.6%	-4.4%	-0.4%	174.2	251.5	+44.4%	+38.5%	-2.1%
IFO	6.6	8.8	+31.9%			20.4	10.3	-49.2%		
<i>IFO margin</i>	7.5%	9.5%				11.7%	4.1%			
Normalized IFO margin	8.2%	11.4%				9.6%	4.4%			

¹ See glossary page 9.

² In 2010, normalized IFO excludes expenses related to the Norwood Promotional Products integration plan, the roll-over of the 2009 cost reduction plan, the net gain on the sale of BIC APP funeral products business and Australia real estate gain. In 2009, normalized IFO excludes expenses related to the 2009 cost reduction plan plus Antalis Promotional Products negative goodwill.

BIC Group 9M 2010 net sales were 1,358.2 million euros, compared to 1,128.1 million euros in 9M 2009, up 20.4% as reported, up 13.4% at constant currencies and up 7.2% on a comparative basis. For the 3rd Quarter, net sales were 492.6 million euros, up 18.7% as reported, +8.7% at constant currencies and +9.6% on a comparative basis.

Total consumer business operations increased +8.8% at constant currencies during the 9M 2010 (+12.2% in Q3) while the Advertising and Promotional Products business increased +38.5% at constant currencies (including Antalis Promotional Products and Norwood Promotional Products) and decreased -2.1% on a comparative basis (-0.4% in Q3).

9M 2010 foreign currency fluctuations had a positive impact of +7.0% on net sales, of which +2.8% was due to Latin American currencies (+2.2% for the Brazilian Real) and +2.3% to the increase of the U.S. dollar.

The 9M 2010 gross profit margin increased +0.6 pts at 47.3% of net sales. Favorable impacts in the consumer business (better volume absorption and savings related to 2009 cost reduction plan) were partly offset by the impact of the consolidation of Norwood Promotional Products and Antalis Promotional Products (lower gross profit margins). Both Consumer and APP businesses gross profit margins are showing improvement in the third Quarter 2010 vs. 2009.

9M 2010 normalized IFO is 234.6 million euros compared to 181.0 million euros in 9M 2009. 9M 2010 normalized IFO margin reached 17.3% compared to 16.0% for the same period last year. Brand support increased in absolute terms compared to last year due to advertising campaigns in the U.S. and Latin America but decreased as percentage of sales. We benefited from better freight and distribution as percentage of sales as well as improvement in OPEX driven by the 2009 cost reduction plan.

9M 2010 Income From Operations increased +36.2% as reported to 232.9 million euros. The 9M 2010 reported IFO margin was 17.1% compared to 15.2% in 9M 2009.

9M 2010 IFO included the following exceptional items:

- -9.8 million euros expenses related to the Norwood Promotional Products integration plan and the roll-over of the 2009 cost reduction plan;
- +0.7 million euros related to a real estate gain in Australia;
- +7.3 million euros related to the net gain recorded on the sale of BIC APP funeral products business in June 2010.

Income before tax increased 33.1% as reported to 232.6 million euros. Finance revenues decreased 4.1 million euros compared to 9M 2009. This includes higher interest expenses related to Cello Pens and Norwood Promotional Products loans (repaid in H1 and early Q3 2010) and lower interest income (due to lower interest rates). Q3 finance costs were negatively impacted by unfavorable revaluation of monetary assets (USD vs. Euro). Tax rate was 32.4% in 9M 2010 compared to 33.0% in 9M 2009.

9M 2010 Group net income was 160.9 million euros, a 34.8% increase as reported. 9M 2010 Group net income included 3.6 million euros from income from our associate, Cello Pens. Earnings per share (EPS) were 3.32 euros in 9M 2010, compared to 2.48 euros in 9M 2009, up 33.9%. 9M 2010 Normalized EPS grew 27.9% at 3.35 euros compared to 2.62 euros in 9M 2009.

At the end of September 2010, the net cash position was 326.3 million euros, compared to 192.8 million euros as of September 30, 2009 and 305.3 million euros as of December 31, 2009. 9M 2010 cash generation continued to benefit from the increase of profitability combined with stable CAPEX (35.4 million euros in 9M 2010, vs. 35.3 millions in 9M 2009) and tight control of working capital. 9M 2010 cash generation includes the dividend payment for -116.4 million euros, the cash received on APP Funeral business divestiture for 17.3 million euros and -15.8 million euros of cash paid on share buy-back net of cash received from stock-options exercised.



Stationery Consumer

9M 2010 Stationery net sales increased 15.2% as reported and +8.3% at constant currencies. Q3 2010 net sales were up 24.2% as reported and +14.1% at constant currencies.

In Northern hemisphere markets, back-to-school sell-in was significantly better than last year and sell-through was good.

- In Europe, where the market remained weak, the BIC® brand outperformed competition in Western Europe and continued to record good results in Eastern Europe.
- In the U.S., the overall stationery market was up 3% at the end of August 2010. Office Suppliers and Retail Mass Market channels both showed improvement vs. last year. The BIC® brand continued to gain market share.

Developing markets net sales increased double digit. Performance continued to be strong in Latin America, Middle-East and Africa.

The Stationery normalized 9M 2010 IFO margin was 14.4%, compared to 11.3% in 9M 2009, benefiting from strong sales growth and fixed cost absorption due to higher production volumes.

Lighters

9M 2010 Lighter net sales increased 20.5% as reported and +11.7% at constant currencies. Q3 2010 net sales were up 26.3% as reported and +13.5% at constant currencies.

Lighter volumes continued to increase in all key geographies.

In Europe, net sales grew low-single digit. Overall market slowed down during the third Quarter, particularly in Southern Europe.

In North America, net sales increased strongly, the strong BIC® lighter performance was driven by the influence of several factors:

- The success of the BIC® value-added limited series lighters;
- The increase of overall retail inventory levels compared to last year;
- The evolution of tobacco consumption (increase of the number of adult smokers, stabilization of cigarettes stick sales);
- The evolution of legislation (self extinguishing cigarettes now mandatory in all but 3 states, ban of novelty lighters).

Developing markets net sales grew double digit. In Latin America, all countries contributed to this strong performance thanks to distribution gains. In Brazil, we benefited from the successful “3,000 lights” advertising campaign highlighting the benefit of BIC® lighters vs. matches.

The Lighter 9M 2010 normalized IFO margin increased by 2.8 points to 37.6% benefiting from the increase in sales and higher production volumes.

Shavers

9M 2010 Shaver net sales increased 14.6% as reported and +7.6% at constant currencies. Q3 2010 net sales were up 19.0% as reported and +9.1% at constant currencies.

In developed markets, trade acceptance of our new hybrid 3 blade shavers (BIC® Easy / Hybrid Advance™) and 4 movable blade shavers (BIC® Soleil® Bella™ for women and BIC® Comfort 4 / BIC® Flex4™ for men) continued to be strong. The products were very well received by the consumers with encouraging sell-through performance.

- Net sales grew low single digit in Europe, despite an overall slowdown of trends, notably in Greece and Spain.
- In North America, where net sales grew high single digit, the BIC® brand continued to gain market shares, driven by the success of new products.

In developing Markets, net sales grew double digits. In Latin America the performance continued to be strong for all BIC® products (single, twin-blade and especially triple-blade).

The Shaver normalized 9M 2010 IFO margin was 14.8% compared to 11.5% in 9M 2009, driven by net sales growth, improved fixed cost absorption due to increased production and better manufacturing productivity.



Advertising and Promotional Products

9M 2010 Advertising and Promotional Products net sales increased 44.4% as reported and +38.5% at constant currencies and decreased -2.1% on a comparative basis. Q3 2010 net sales were up 4.6% as reported and down -4.4% at constant currencies and -0.4% comparative basis.

Overall Advertising and Promotional Products markets remained weak. In the U.S., the slight improvement we experienced in Q2 was not confirmed during Q3 due to worsening business visibility in this country.

BIC APP's 9M 2010 reported IFO margin (4.1%) included:

- -8.1 million euros costs related to Norwood Promotional Products integration plan in the U.S.;
- +7.3 million euros net gain related to the disposal of the funeral products business.

BIC APP 9M 2010 normalized IFO margin was 4.4%. Q3 2010 normalized IFO margin was 11.4%, benefiting from the first positive impact of the Calendar business seasonality.

BIC APP's integration plan is well on track. In Europe, the consolidation of operations in Spain with a single logistic platform has been completed. In the US, the transfer of writing instruments imprinting to Tampa was done during Q3, as planned. This plan 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 euros in 2010.

Share cancellation

On October 19th, 2010, SOCIÉTÉ BIC's Board of Directors decided, pursuant to the authorization granted by the Annual General Meeting of Shareholders held on May 12th, 2010, to cancel 497,105 shares.

Upon completion of this transaction, the common stock of SOCIÉTÉ BIC is made up of 48,404,253 shares.



BIC Group net sales change by geography

<i>In million euros</i>	Q3 2009	Q3 2010	Change	9M 2009	9M 2010	Change
Total net sales	415.0	492.6		1,128.1	1,358.2	
<i>As reported</i>			+18.7%			+20.4%
<i>At constant currencies</i>			+8.7%			+13.4%
<i>On a comparative basis</i>			+9.6%			+7.2%
1 – Europe	131.7	134.3		373.2	397.4	
<i>As reported</i>			+2.0%			+6.5%
<i>At constant currencies</i>			+0.6%			+5.3%
<i>On a comparative basis</i>			+0.6%			+1.8%
2 – North America	180.5	225.4		460.0	585.1	
<i>As reported</i>			+24.9%			+27.2%
<i>At constant currencies</i>			+11.9%			+20.1%
<i>On a comparative basis</i>			+14.1%			+7.7%
3 – Developing Markets	102.8	132.9		294.9	375.8	
<i>As reported</i>			+29.3%			+27.4%
<i>At constant currencies</i>			+13.4%			+13.1%

Impact of change in perimeter and currencies fluctuations

<i>in %</i>	Q3 2009	Q3 2010	9M 2009	9M 2010
Perimeter	+14.5	-0.9	+6.5	+6.2
Currencies	-0.3	+10.0	+1.1	+7.0
<i>Of which USD</i>	+2.7	+5.0	+4.0	+2.3
<i>Of which BRL</i>		+2.1		+2.2



IFO and Normalized IFO by category

In million euros	Income From Operations				Normalized Income From Operations			
	Q3 2009	Q3 2010	9M 2009	9M 2010	Q3 2009	Q3 2010	9M 2009	9M 2010
Group	70.2	90.1	171.0	232.9	71.9	92.2	181.0	234.6
Consumer	63.6	81.3	150.6	222.5	64.6	81.6	164.3	223.6
Stationery	16.3	27.6	40.7	64.1	16.9	27.7	44.4	65.2
Lighters	36.4	45.3	93.7	131.6	36.4	45.4	100.8	131.5
Shavers	12.5	11.2	20.8	34.0	12.7	11.3	23.1	34.0
Other	-1.5	-2.8	-4.5	-7.2	-1.4	-2.8	-4.0	-7.0
APP	6.6	8.8	20.4	10.3	7.3	10.6	16.7	11.0

Condensed Profit and Loss Account

In million euros	Q3 2009	Q3 2010	Change as reported	Change at constant currencies ¹	Change on a comp. basis ¹	9M 2009	9M 2010	Change as reported	Change at constant currencies ¹	Change on a comp. basis ¹
Cost of Goods	224.2	258.5				600.9	716.0			
GROSS PROFIT	190.8	234.1	+22.7%			527.2	642.2	+21.8%		
Administrative & other operating expenses	120.6	144.0				356.2	409.3			
INCOME FROM OPERATIONS (IFO)	70.2	90.1	+28.3%			171.0	232.9	+36.2%		
Finance revenue/costs	0.9	-1.5				3.8	-0.3			
INCOME BEFORE TAX	71.2	88.6				174.8	232.6			
Income tax	23.5	28.7				57.7	75.3			
Income from associates	1.0	1.2				2.2	3.6			
GROUP NET INCOME	48.7	61.1				119.3	160.9			
EARNINGS PER SHARE (EPS) (in euros)	1.01	1.26				2.48	3.32			
Total weighted number of shares outstanding adjusted for treasury shares	48,130,404	48,403,786				48,130,404	48,403,786			

¹ See glossary page 9.

Condensed Balance Sheet

<i>In million euros</i>		
ASSETS	Sept. 2009	Sept. 2010
Non-current assets	801.3	851.8
Current assets	1,163.2	1,116.5
<i>Of which Cash & Cash Equivalents</i>	359.0	302.4
TOTAL ASSETS	1,964.5	1,968.3
LIABILITIES & SHAREHOLDERS' EQUITY	Sept. 2009	Sept. 2010
Shareholders' equity	1,265.6	1,366.2
Non-current liabilities	345.4	264.1
Current liabilities	353.5	338.0
TOTAL LIABILITIES & SHAREHOLDERS' EQUITY	1,964.5	1,968.3



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. Figures at constant perimeter exclude the impacts of acquisitions and/or disposables that occurred during the current year and/or during the previous year, until their anniversary date.
- **Normalized IFO:** normalized means excluding restructuring, Antalis Promotional Products negative goodwill, the gain on sale of BIC APP funeral products business and real estate gains.

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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 April 1, 2010. The 2010 Half-year Financial report has been filed on 04 August 2010 with the French financial markets authority (AMF) and is available online on BIC's website (www.bicworld.com), headline Finance.

A presentation related to this announcement is available on BIC web site: www.bicworld.com, headline Finance.

2011 Agenda

Full Year 2010 Results	February 16, 2011	Meeting (BIC headquarters)
1 st Quarter 2011 Results	April 20, 2011	Conference call
2010 Shareholders' Meeting	May 11, 2011	Meeting (BIC headquarters)
2 nd Quarter & 1 st Half 2011 Results	August 3, 2011	Conference call
3 rd Quarter & 9 Months 2011 Results	October 19, 2011	Conference call

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. 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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