



BIC GROUP – FULL YEAR 2010 RESULTS

2010: A VERY GOOD YEAR

NET SALES AT 1,831.5 MILLION EUROS, UP 5.9% ON A COMPARATIVE BASIS¹

- Developing markets (29% of total 2010 net sales) grew 13.8% at constant currencies
- Success of both core and new products in all geographies

NORMALIZED IFO: 314.9 MILLION EUROS, A STRONG 31.4% INCREASE WITH NORMALIZED¹ IFO

MARGIN AT 17.2%

- Better fixed cost absorption due to sales increase
- Positive impact of 2009 restructuring plan
- BIC APP integration on track with initial plan

GROUP NET INCOME UP 36.7% AT 207.5 MILLION EUROS AND EPS UP 36.2% AT 4.29 EUROS

NET CASH POSITION: 397.1 MILLION EUROS

THE BOARD OF DIRECTORS WILL PROPOSE TO PAY 1.90 EUROS DIVIDEND PER SHARE

- up 35.7% compared to 1.40 euros 2009 ordinary dividend,
in line with EPS growth; 44% pay-out ratio

Mario Guevara, Chief Executive Officer said: *"In a challenging environment, predominantly in developed markets, our 2010 good performance is a tribute to the strength of BIC's business model and values. We continue to reinforce our competitive position through distribution and market share gains while improving profitability in all geographies.*

In 2011, our consumer business will leverage these market share gains and continue to strengthen our position in fast growing markets. While Advertising and Promotional Products will focus on finalizing their integration plan and deliver improved normalized IFO margin despite low sales growth."

Audited figures

¹ See glossary page 11

Key figures

<i>In million euros</i>	FOURTH QUARTER					FULL YEAR				
	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	434.6	473.3	+8.9%	+1.6%	+2.6%	1,562.7	1,831.5	+17.2%	+10.1%	+5.9%
Gross Profit	192.6	228.4	+18.6%			719.7	870.6	+21.0%		
Normalized Income From Operations²	58.6	80.3	+37.0%			239.6	314.9	+31.4%		
Normalized IFO Margin	13.5%	17.0%				15.3%	17.2%			
Income From Operations	45.0	71.7	+59.2%			216.0	304.6	+41.0%		
<i>IFO Margin</i>	10.4%	15.2%				13.8%	16.6%			
Group Net Income	32.4	46.6	+43.7%			151.7	207.5	+36.7%		
Earnings per share (in euros)	0.67	0.96	+43.3%			3.15	4.29	+36.2%		
BY CATEGORY										
Stationery										
Net Sales	116.4	128.0	+9.9%	+1.1%	+1.1%	509.6	580.7	+14.0%	+6.7%	+6.7%
IFO	2.6	5.2	+95.1%			43.3	69.3	+59.9%		
<i>IFO margin</i>	2.3%	4.0%				8.5%	11.9%			
Normalized IFO margin	3.8%	4.0%				9.6%	12.1%			
Lighters										
Net Sales	108.7	131.1	+20.6%	+11.4%	+11.4%	398.9	480.8	+20.5%	+11.6%	+11.6%
IFO	34.2	42.0	+22.8%			127.9	173.6	+35.8%		
<i>IFO margin</i>	31.4%	32.0%				32.1%	36.1%			
Normalized IFO margin	32.0%	32.5%				34.0%	36.2%			
Shavers										
Net Sales	68.1	77.8	+14.3%	+7.7%	+7.7%	268.8	307.8	+14.5%	+7.6%	+7.6%
IFO	9.5	7.9	-16.4%			30.3	41.9	+38.4%		
<i>IFO margin</i>	13.9%	10.2%				11.3%	13.6%			
Normalized IFO margin	15.3%	12.3%				12.5%	14.2%			
Other Products										
Net Sales	27.2	25.5	-6.4%	-8.3%	-8.3%	97.0	99.7	+2.7%	+0.1%	+0.1%
Total Consumer business										
Net Sales	320.4	362.3	+13.1%	+5.2%	+5.2%	1,274.3	1,469.0	+15.3%	+7.9%	+7.9%
IFO	41.4	54.6	+31.7%			192.1	277.2	+44.3%		
<i>IFO Margin</i>	12.9%	15.1%				15.1%	18.9%			
Normalized IFO margin	14.1%	16.0%				16.4%	19.2%			
BIC APP										
Net Sales	114.2	111.0	-2.8%	-8.7%	-5.1%	288.4	362.6	+25.7%	+19.8%	-3.3%
IFO	3.6	17.1				23.9	27.4	+14.6%		
<i>IFO margin</i>	3.1%	15.4%				8.3%	7.6%			
Normalized IFO margin	11.7%	20.2%				10.4%	9.2%			

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

BIC Group 2010 net sales reached 1,831.5 million euros, compared to 1,562.7 million euros in 2009, up 17.2% as reported, up 10.1% at constant currencies and up 5.9% on a comparative basis. For the 4th Quarter 2010, net sales were 473.3 million euros, up 8.9% as reported, 1.6% at constant currencies and 2.6% on a comparative basis.

Total Consumer business operations increased 7.9% at constant currencies in 2010 while the Advertising and Promotional Products Business decreased 3.3% on a comparative basis and increased 19.8% at constant currencies (including Antalis Promotional Products and Norwood Promotional Products).

2010 foreign currency fluctuations had a positive impact of 7.1% of which +2.6% was due to Latin American currencies (+2.0% for the Brazilian Real) and +2.5% to the increase of the U.S. dollar.

The 2010 gross profit margin increased 1.4 points to 47.5% of sales versus 46.1% in 2009. Favorable impacts in the consumer business (mainly sales increase, volume absorption and a slight positive raw material impact) were partly offset by the impact of the consolidation of Norwood Promotional Products and Antalis Promotional Products (lower gross profit margin). Both Consumer and APP businesses have shown improvement in the second Half 2010 vs. 2009.

2010 Income From Operations increased 41.0% as reported to 304.6 million euros. The 2010 reported IFO margin was 16.6% compared to 13.8% in 2009.

2010 IFO includes a total of -10.3 million euros non recurring items:

- -13.3 million euros related to the BIC APP integration plan
- -5.6 million euros related to restructuring expenses (mainly in Europe), including the roll-over of the 2009 cost reduction plan
- +1.3 million euros related to real estate gains in France, U.S.A. and Australia and other non-recurring items
- +7.3 million euros related to the net gain recorded on the sale of BIC APP funeral products business in June 2010.

Excluding these impacts, 2010 normalized IFO would have been 314.9 million euros compared to 239.6 million euros in 2009. 2010 normalized IFO margin was 17.2% compared to 15.3% for the same period last year thanks to on-going control of operational expenses. Q4 2010 normalized IFO reached 80.3 million euros (17.0% normalized margin). Q4 Consumer business normalized IFO margin was 16.0% and included increased brand support compared to the same period last year, notably in Stationery and Shavers. BIC APP normalized IFO margin increased 8.5 points to 20.2% (seasonality impact related to the Promotional Calendar business).

Income before tax increased 38.4% as reported to 302.8 million euros. Finance revenue decreased 4.5 million euros compared to 2009 as a result of a decrease in interest income (mainly due to lower interest rates) combined with higher interest expenses (costs of early repayment of Cello and Norwood loans) and less favorable hedge instruments revaluation impacts. Tax rate was 33.1% compared to 32.4% in 2009. The increase in tax rate is due to the reclassification of the Research and Development tax credit in France to Operating Expenses.

2010 Group net income was 207.5 million euros, a 36.7% increase as reported. 2010 Group net income included 5.0 million euros from income from associates (Cello Pens). Earnings per share (EPS) were 4.29 euros in 2010, compared to 3.15 euros in 2009, up 36.2%. Normalized EPS grew 27.6% at 4.44 euros compared to 3.48 euros in 2009.

At the end of 2010, net cash position was 397.1 million euros, compared to 305.3 million euros as of December 31, 2009.

2010 cash generation is impacted by the dividend payment for -116.4 million euros, the cash received on APP Funeral business divestiture for 17.3 million euros and -18.0 million euros of cash paid on share buy-back net of cash received from stock-options exercised. 2010 cash generation continued to benefit from the increase of profitability combined with control of CAPEX and continued focus on working capital.



Stationery Consumer

FY 2010 Stationery net sales increased 14.0% as reported and 6.7% at constant currencies. Q4 2010 net sales were up 9.9% as reported and +1.1% at constant currencies. FY 2010 volumes grew 7%.

Developed markets

Europe and North-America full year 2010 net sales rebounded from 2009 and experienced low to mid single digit gains. Both regions continued to be affected by the economic slowdown, notably the continuation of high unemployment rates. BIC's growth in both sales and market share can be attributed to the success of innovative new products (Triumph® free-ink rollers, Triumph® Retractable gels, Ultra-fine Permanent Pocket Markers). Our classic products also contributed to the sales growth this past year, largely because these products answer consumers' needs for "best value" and consistently reliable quality (BIC® Cristal, BIC® 4 Color,™ BIC® Matic mechanical pencils).

- In Europe, the overall stationery market was slightly up in 2010, with Modern Mass Market increasing mid-single digit while the Office Supply channel was flat. BIC® products gained market shares in all classes of trade, despite pressure from private labels and increased promotions from branded competitors.
- In the U.S., the stationery market grew 2.2% in 2010, with Modern Mass Market up 0.3% and the Office Supply channel +2.8%. The BIC® brand significantly outperformed the market, thanks, notably, to strong growth in Retail Super Stores and Office Suppliers channels.

In terms of seasonality throughout the year, the "back to school" period was particularly strong for BIC and when we gained most of our market shares. We did see, however, a slowdown during Q4 in the developed markets as customers exercised extreme caution about year-end inventory levels and early year retail sales expectations.

Developing markets

Full year 2010 net sales increased significantly, with all developing regions showing improvement vs. last year, particularly Latin America. This strong performance has been achieved thanks to the combination of several factors: 1/ the right product mix; 2/ the successful launch of new products; 3/ efficient sales execution.

Q4 2010 net sales performance was strong in Latin America as a result of a good back-to-school in southern hemisphere countries, notably in Brazil and Argentina.

The Stationery normalized IFO margin was 12.1% in 2010 compared to 9.6% in 2009 benefiting from strong sales growth and improved fixed cost absorption due to higher production volumes.

Lighters

FY 2010 Lighter net sales increased 20.5% as reported and 11.6% at constant currencies. Q4 2010 net sales were up 20.6% as reported and up 11.4% at constant currencies. FY 2010 lighter volumes were up 10%.

Developed markets

In Europe, where the market was flat, BIC net sales grew low-single digit, despite a slowdown during the second Half, particularly in southern Europe. The European market continued to be affected by Asian low quality imports. On 8 September 2010, BIC filed a complaint with the European Commission on the grounds of the non-implementation of the European safety rules by the Netherlands.

In North America, full year 2010 net sales increased low double digit, the pocket lighter environment continued to be impacted by the evolution of tobacco regulation (self extinguishing cigarettes, ban of novelty lighters) and consumption. BIC® lighters continued to strengthen their market leadership thanks to efficient safety and quality programs, the success of sleeves and an improving distribution depth in both pocket and utility lighters.

Developing markets

Full year 2010 net sales performance was very good in developing markets. In Latin America, where all countries contributed to the strong performance, we continued to reinforce our point to point distribution and benefited from the expansion of new sleeve designs. In Asia, we leveraged the future implementation of the child resistant (CR) regulation in Japan (H1 2011) as distributors have started to build CR compliant inventories.

The Lighter normalized 2010 IFO margin increased by 2.2 points to 36.2% benefiting from the increase in sales and higher production volumes.



Shavers

FY 2010 Shaver net sales increased 14.5% as reported and 7.6% at constant currencies. Q4 2010 net sales were up 14.3% as reported and up 7.7% at constant currencies. FY 2010 shaver volumes were up 7%.

Developed markets

Full year performance was good in developed markets thanks to our “value” positioning and the success of new products:

- The new premium 4-blades BIC® Flex 4™ is already the N°1 one-piece 4-blades for men in the U.S.
- The BIC® Soleil® Bella 4-blades for women (launched in 2009) continued to deliver strong growth in both Europe and the U.S.
- The 3-blades BIC® Easy/Hybrid™ Advance was successfully launched in the U.S. in 2010 and continued to show a strong performance in Europe.

Net sales grew low single digit in Europe, total wet shave market was flat in 2010 for both refillable and one-piece segments. Despite a slowdown in trends in countries severely affected by the economic crisis such as Greece, BIC® products out-performed the market.

Net sales increased low single digit in North America, both refillable and one-piece segments of the market grew mid-single digit (+5.6%), driven by new product innovation. In this context, BIC out-performed the market and established itself as the number two one-piece brand in the region with 21.7% market share.

Developing markets

In developing Markets, net sales grew double digits. We registered a good performance in Latin America, Middle-East and Africa. The key driver of this very good performance was the “More For Your Money” positioning of each of our one-piece products, from single to triple blades.

The Shaver normalized IFO margin was 14.2% in 2010 compared to 12.5% in 2009 driven by net sales growth, improved fixed cost absorption due to increased production and better manufacturing productivity.

Advertising and Promotional Products

FY 2010 Advertising and Promotional Products net sales increased 25.7% as reported and 19.8% at constant currencies and decreased 3.3% on a comparative basis. Q4 2010 net sales were down 2.8% as reported, down 8.7% at constant currencies and down 5.1% on a comparative basis.

The decline in 2010 net sales is mainly due to the negative performance of hard goods, particularly in Europe compared to last year. In developing markets (Latin America, Middle-East, Africa and Oceania) BIC APP experienced an encouraging mid-single digit growth.

BIC APP FY 2010 normalized IFO reached 33.4 million euros, or 9.2% margin. Q4 2010 normalized IFO margin increased 8.4 points to 20.2% (22.4 million euros).

Late 2009, BIC APP launched an integration plan to consolidate manufacturing and logistics footprint, reduce costs and increase the efficiency of its operations worldwide. At the end of 2010, the plan was on track with the original estimates:

- In Europe, the consolidation of operations in Spain within a single logistic platform in Tarragona has been completed.
- In the U.S., our centres of manufacturing expertise are now effective:
 - writing instruments imprinting has been moved to Tampa (Florida),
 - bags and drinkware have been transferred to Red Wing (Minnesota) facility (which aimed at concentrating all our hard goods operations)
 - all paper operations are now consolidated in Sleepy Eye (Minnesota).
- In Asia, BIC, Norwood PP and Antalis PP teams have been merged in Hong-Kong. The number of active suppliers has been consolidated and reduced by half.
- Headquarters have been centralized in Europe and the U.S.



During the 4th Quarter, we announced the consolidation of Janesville awards product line in Wisconsin into the Red Wing facility (this move is expected to be completed by the end of April 2011 and will improve operational efficiency).

As a result, the expenses related to the integration reached 13.3 million euros in 2010. The annualized savings are now expected to reach approximately 15 million euros.

FY 2010 reported IFO also included +7.3 million euros net gain related to the disposal of the funeral products business.

2011 operational trends

We started 2011 stronger than we ended 2010, thanks to enhanced competitive positions and we will continue to focus on operational efficiency and to invest in innovation and brand support.

Consumer business

Stationery

- In developed markets, we do not anticipate stationery markets to recover significantly. In particular, the Office Products channel will continue to be affected by the high level on unemployment rates. In this context, we expect BIC[®] products to continue to outperform their markets thanks to our “More for your money” positioning. We should also benefit from additional product listings from some of major customers.
- In developing markets, we anticipate to continue our strong growth thanks to the markets’ positive trend, the strong positions we’ve built and reinforced plans to further grow market shares.

Lighters

- Relying on our comprehensive range of best safety and quality added-value lighters, we will continue to seek for distribution and market share gains in order to outperform our markets, particularly in Europe.
- We expect developing markets to continue to show sustained growth, although at a lower pace than in 2010.

Shavers

- Developed markets should grow low-single digit. We anticipate continued strong brand support activity, notably in refillable (roll-out on products launched in 2010) and continued promotional pressure on one-piece products that could be strengthened by the recent evolution of competitive landscape.
- Developing countries, particularly in Latin America, should grow strongly, with increased consumer demand for high-end 3-blades products.
- In all geographies, BIC will continue to leverage its “More for your money” proposition to strengthen market shares.

Advertising and Promotional Products

As it was the case in 2010, the sales performance of Advertising and Promotional Products category will notably be impacted by the level of visibility companies will have on global economic trend. We will finalize the integration of Norwood PP and Antalis PP as well as start to implement our new global trade mark strategy with streamlined and restructured catalogue collections for both BIC Graphic and Norwood and we will begin the implementation of a new ERP. We expect to deliver improved Normalized IFO margin despite low sales growth.



BIC Group net sales change by geography

<i>In million euros</i>	Q4 2009	Q4 2010	Change	2009	2010	Change
Total Group net sales	434.6	473.3		1,562.7	1,831.5	
<i>As reported</i>			+8.9%			+17.2%
<i>At constant currencies</i>			+1.6%			+10.1%
<i>On a comparative basis</i>			+2.6%			+5.9%
1 – Europe	130.4	127.5		503.6	524.9	
<i>As reported</i>			-2.2%			+4.2%
<i>At constant currencies</i>			-3.3%			+3.1%
<i>On a comparative basis</i>			-3.3%			+0.5%
2 – North America	181.0	188.7		641.0	773.8	
<i>As reported</i>			+4.3%			+20.7%
<i>At constant currencies</i>			-4.3%			+13.2%
<i>On a comparative basis</i>			-2.0%			+5.0%
3 – Developing Markets	123.2	157.1		418.1	532.8	
<i>As reported</i>			+27.5%			+27.4%
<i>At constant currencies</i>			+15.3%			+13.8%

Impact of change in perimeter and currency fluctuations

<i>in %</i>	Q4 2009	Q4 2010	2009	2010
Perimeter	+23.5	-1.0	+10.7	+4.2
Currencies	-3.7	+7.3	-0.1	+7.1
<i>Of which USD</i>	-15.9	+3.2	+4.4	+2.5
<i>Of which BRL</i>	+18.4	+1.6	-1.9	+2.0

Sensitivity to key currency changes on net sales

<i>in %</i>	2009	2010
+/- 5% changes of USD	+/- 1.9%	+/- 1.9%
+/- 5% changes of BRL	+/- 0.5%	+/- 0.6%
+/- 5% changes of MXN	+/- 0.2%	+/- 0.2%



IFO and Normalized IFO by category

<i>In million euros</i>	Income From Operations				Normalized Income From Operations			
	Q4 2009	Q4 2010	FY 2009	FY 2010	Q4 2009	Q4 2010	FY 2009	FY 2010
Group	45.0	71.7	216.0	304.6	58.6	80.3	239.6	314.9
Consumer	41.4	54.6	192.1	277.2	45.2	57.9	209.5	281.5
Stationery	2.6	5.2	43.3	69.3	4.4	5.1	48.9	70.3
Lighters	34.2	42.0	127.9	173.6	34.8	42.6	135.7	174.0
Shavers	9.5	7.9	30.3	41.9	10.4	9.6	33.5	43.6
Other	-4.9	-0.5	-9.4	-7.6	-4.5	0.6	-8.5	-6.4
APP	3.6	17.1	23.9	27.4	13.4	22.4	30.1	33.4

Condensed Profit and Loss Account

<i>In million euros</i>	Q4 2009	Q4 2010	Change as reported	Change at constant currencies ¹	Change on a comp. basis ¹	2009	2010	Change as reported	Change at constant currencies ¹	Change on a comp. basis ¹
NET SALES	434.6	473.3	+8.9%	+1.6%	+2.6%	1,562.7	1,831.5	+17.2%	+10.1%	+5.9%
Cost of Goods	242.0	244.9	+1.2%			843.0	960.9	+14.0%		
GROSS PROFIT	192.6	228.4	+18.6%			719.7	870.6	+21.0%		
Administrative & other operating expenses	147.6	156.7	+6.2%			503.7	566.0	+12.4%		
INCOME FROM OPERATIONS (IFO)	45.0	71.7	+59.2%			216.0	304.6	+41.0%		
Finance revenue/costs	-1.0	-1.5	+36.5%			2.7	-1.8	NA		
INCOME BEFORE TAX	44.0	70.2	+59.5%			218.7	302.8	+38.4%		
Income tax	-13.2	-25.0				-70.8	-100.3			
Income from associates	1.6	1.4	-12.6%			3.8	5.0	+30.9%		
GROUP NET INCOME	32.4	46.6	+43.7%			151.7	207.5	+36.7%		
EARNINGS PER SHARE (EPS) (in euros)	0.67	0.96	+43.3%			3.15	4.29	+36.2%		
Total weighted number of shares outstanding adjusted for treasury shares	48,151,691	48,341,785				48,151,691	48,341,785			



Condensed Balance Sheet

<i>In million euros (rounded figures)</i>		
ASSETS	Dec. 2009	Dec. 2010
Cash and cash equivalents	480.3	371.2
Trade and other receivables	361.2	389.3
Inventories	301.0	344.0
Other current assets	18.1	30.5
Other current financial assets and derivative instruments	47.9	45.9
Current assets	1,208.5	1,180.9
Property, plant & equipment	372.5	358.2
Investment properties	2.5	2.3
Other non-current assets	190.4	224.8
Goodwill and intangible assets	255.2	258.0
Non-current assets	820.6	843.3
TOTAL ASSETS	2,029.1	2,024.2
LIABILITIES & SHAREHOLDERS' EQUITY	2009	2010
Current borrowings	53.7	11.7
Trade and other payables	120.4	130.3
Other current liabilities	178.7	195.0
Current liabilities	352.8	337.0
Non-current borrowings	161.5	2.8
Other non-current liabilities	210.5	239.8
Non-current liabilities	372.0	242.6
Shareholders' equity	1,304.3	1,444.6
TOTAL LIABILITIES & SHAREHOLDERS' EQUITY	2,029.1	2,024.2



Condensed Cash Flow Statement

<i>In million euros (rounded figures)</i>	2009	2010
Net Income	151.7	207.5
Amortization and provision	110.9	109.2
Deferred tax variation	-6.6	-11.6
(Gain)/Loss from disposal of fixed assets	-0.6	-11.1
Others	-7.7	8.7
CASH FLOW FROM OPERATIONS	247.7	302.7
(Increase)/Decrease in net current working capital	92.0	-1.3
Others	3.4	-41.2
NET CASH FROM OPERATING ACTIVITIES	343.1	260.2
Net Capital Expenditures	-45.9	-55.7
(Acquisition)/ disposal of equity investment / subsidiaries	-182.1	17.4
Other investments	11.1	0.5
NET CASH FROM INVESTING ACTIVITIES	-216.9	-37.8
Dividends paid	-65.0	-116.4
Borrowings/(Repayments)	190.3	-226.9
Share buy back net of stock options exercised	3.2	-18.0
(Purchase)/Sale of other current financial assets	-19.4	-0.3
Other	0.9	-0.5
NET CASH FROM FINANCING ACTIVITIES	110.0	-362.1
NET INCREASE/ DECREASE IN CASH AND CASH EQUIVALENTS	236.2	-139.6
OPENING CASH AND CASH EQUIVALENTS	222.5	478.9
Exchange difference	20.2	28.7
CLOSING CASH AND CASH EQUIVALENTS	478.9	368.0

Share cancellation

On February 15th, 2011, 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 197,675 shares. Upon completion of this transaction, the common stock of SOCIÉTÉ BIC is made up of 48,558,863 shares.



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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SOCIETE BIC consolidated and statutory financial statements as of December 31, 2010 have been closed by the Board of Directors on February 15, 2011. The auditors have performed their audit procedures on these financial statements and the audit reports on the consolidated and statutory financial statements are being issued. A presentation related to this announcement is also available on BIC website (www.bicworld.com).

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 "Registration Document" filed with the French financial markets authority (AMF) on 1 April 2010.

2011 Agenda

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 60 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 2010, BIC recorded net sales of 1,831.5 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 2010 (CDLI).



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

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