



BIC expands its development in Africa and Middle East with the construction of a writing instrument facility

BIC Group has acquired land for the construction of a writing instrument facility in the fast growing African and the Middle East region to enhance its manufacturing footprint and better meet consumer demand in this region.

Located in Tunisia (Region of Bizerte), the facility will be operational in 2013. The total investment is estimated to be around 12 million euros over the next two years. BIC has been present in Africa and the Middle East since the end of the 1950s and is the No. 1 writing instruments brand in this continent.

The Middle East and African economies are expected to continue to expand at an accelerated pace; this region will therefore play a significant role in BIC's objective to generate more than 40% of its sales in developing markets.

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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 the section, "Risk factors" in BIC's 2010 Registration Document filed with the French financial markets authority (AMF) on March 31, 2011.

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

2012 Agenda

1 st Quarter 2012 results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters
2 nd Quarter and 1 st Half 2012 results	August 2, 2012	Conference call
3 rd Quarter and 9 months 2012 results	October 24, 2012	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 2011, BIC recorded net sales of 1,824.1 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.

