

**REPORT OF THE JOINT EXTRAORDINARY AND ORDINARY
SHAREHOLDERS' MEETING HELD ON MAY 10, 2012
PAYMENT OF 2.20 EUROS ORDINARY DIVIDEND PER SHARE
PAYMENT OF 1.80 EUROS EXCEPTIONAL DIVIDEND PER SHARE**

The SOCIÉTÉ BIC Joint Extraordinary and Ordinary Annual Shareholders' Meeting was held on Thursday, May 10, 2012 in Clichy (92) and was chaired by Mr. Bruno Bich, Chairman of the Board.

It approved the payment, from May 24, 2012, of an ordinary dividend amount of 2.20 euros per share, up 15.8% compared to the last year ordinary dividend, of an exceptional dividend of 1.80 euros per share, and all of the resolutions tabled for the Annual Shareholders' Meeting, among them:

- the financial statements for the full year 2011;
- authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations);
- the reappointment of John Glen, Marie-Henriette Poinot, Pierre Vareille and Société M.B.D. as Directors of the Board;

Bruno Bich, Chairman of the Board, said: "Our 2011 results confirmed the solid foundation of BIC's business model, offering value (quality and price) and innovation to all consumers. Around the world, we continued to reinforce our positions. In 2012, we expect the Group Normalized IFO margin to be close to 2011 historical peak level while continuing to accelerate the pace of investment in brand support, product innovation and portable fuel cell development to pave the way for future and profitable growth."

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2012 Agenda

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.

