BIC GROUP – FIRST HALF 2012 RESULTS

- ***NET SALES UP 5.8% ON A COMPARATIVE BASIS AT 945.8 MILLION EUROS***
- ***NORMALIZED IFO: 201.3 MILLION EUROS – NORMALIZED IFO MARGIN: 21.3%***
  - ***EXCLUDING THE IMPACT OF THE SPECIAL PREMIUM TO EMPLOYEES(*)***
    - ***NORMALIZED IFO: 210.1 MILLION EUROS, UP 13.4 %***
    - ***NORMALIZED IFO MARGIN: 22.2%***
- ***GROUP NET INCOME UP 20.4% AT 142.7 MILLION EUROS***
- ***EPS UP 22.3% AT 3.02 EUROS***

H1 2012 Key operational figures

See glossary page 12	Net sales growth on a comparative basis	Normalized IFO margin	Normalized IFO margin excluding the impact of the Employee Special Premium(*)
Group	**+5.8%**	**21.3%**	**22.2%**
Consumer Business	*+7.8%*	*24.2%*	*24.9%*
• Stationery	+7.0%	20.1%	20.8%
• Lighters	+5.9%	38.9%	39.5%
• Shavers	+11.4%	17.4%	18.4%
Advertising & Promotional Products	*-5.6%*	*2.4%*	*4.8%*

(*) On 15 February 2012, BIC Group announced the payment of a special premium to all BIC employees who have not been granted performance share plans in 2011.

Commenting on BIC Group results, Mario Guevara, Chief Executive Officer, said: "*Confirming consumers' preference for BIC® products around the world, our Group achieved good and solid First Half results.*

During the second Quarter, and as anticipated, the pace of net sales growth has slowed down; normalized Income From Operations grew faster than in Q1, driven by the improvement in operational efficiency in both Consumer business and Advertising and Promotional Products and in spite of increased investment in Research and Development, brand support and manufacturing capacities.

For the balance of the year, our objective is to continue to reinforce our positions in this intensely competitive and still challenging economic environment. In this context, we expect to maintain the 2012 Group normalized Income From Operations margin close to 2011's peak level and we will continue to invest to secure for long-term growth."

Full Year 2012 Outlook[1]

Consumer Business
For the full year, we anticipate that net sales will grow mid-single digit on a comparative basis. While accelerating the pace of investment, we expect to maintain the level of Normalized IFO margin consistent with the 2011 level.

Advertising and Promotional Products
BIC APP full year 2012 net sales should decline low to mid-single digit on a comparative basis. Due to the benefits of the integration plan, full year 2012 normalized IFO margin should be comparable to 2011's.

[1] Excluding the impact of the employee special premium

Key figures

In million euros *See glossary page 12*	SECOND QUARTER					FIRST HALF				
	2011	**2012**	Change as reported	Change at constant currencies	Change at comp. basis	2011	**2012**	Change as reported	Change at constant currencies	Change at comp. basis
GROUP										
Net sales	**476.2**	**500.8**	+5.2%	**+0.4%**	**+3.1%**	**886.1**	**945.8**	+6.7%	**+3.5%**	**+5.8%**
Gross Profit	232.3	260.8	+12.3%			443.5	494.2	+11.4%		
Normalized Income From Operations	**102.1**	**120.0**	+17.5%			**185.2**	**201.3**	+8.7%		
Normalized IFO Margin	***21.5%***	***24.0%***				***20.9%***	***21.3%***			
Income From Operations	**92.9**	**119.1**	+28.2%			**174.9**	**201.5**	+15.2%		
IFO Margin	*19.5%*	*23.8%*				*19.7%*	*21.3%*			
Group Net Income	64.6	85.1	+31.8%			118.5	142.7	+20.4%		
Earnings per share (in euros)	**1.35**	**1.80**	+33.3%			**2.47**	**3.02**	+22.3%		
BY CATEGORY										
Stationery										
Net Sales	**170.2**	**187.5**	**+10.2%**	**+6.5%**	**+6.5%**	**297.9**	**325.6**	**+9.3%**	**+7.0%**	**+7.0%**
IFO	30.7	42.5				52.8	65.7	+24.4%		
IFO margin	18.0%	22.7%				17.7%	20.2%			
Normalized IFO margin	**18.0%**	**22.9%**				**17.7%**	**20.1%**			
Lighters										
Net Sales	**125.1**	**135.0**	**+7.9%**	**+2.5%**	**+2.5%**	**248.0**	**271.7**	**+9.6%**	**+5.9%**	**+5.9%**
IFO	52.1	54.3				102.3	105.3	+3.0%		
IFO margin	41.7%	40.2%				41.2%	38.8%			
Normalized IFO margin	**41.7%**	**40.5%**				**41.2%**	**38.9%**			
Shavers										
Net Sales	**85.2**	**93.1**	**+9.2%**	**+4.9%**	**+4.9%**	**162.0**	**185.6**	**+14.6%**	**+11.4%**	**+11.4%**
IFO	16.7	17.0				32.3	32.1	-0.5%		
IFO margin	19.6%	18.3%				19.9%	17.3%			
Normalized IFO margin	**19.6%**	**18.4%**				**19.9%**	**17.4%**			
Other Products										
Net Sales	**27.2**	**18.1**	**-33.4%**	**-35.1%**	**+17.3%**	**50.9**	**35.7**	**-30.0%**	**-30.9%**	**+11.3%**
Total Consumer business										
Net Sales	**407.7**	**433.7**	**+6.4%**	**+2.1%**	**+5.3%**	**758.8**	**818.6**	**+7.9%**	**+5.0%**	**+7.8%**
IFO	92.4	112.1				178.4	198.8			
IFO Margin	22.7%	25.9%				23.5%	24.3%			
Normalized IFO margin	**24.7%**	**26.0%**				**24.6%**	**24.2%**			
BIC APP										
Net Sales	**68.4**	**67.1**	**-1.9%**	**-9.8%**	**-9.8%**	**127.3**	**127.2**	**-0.1%**	**-5.6%**	**-5.6%**
IFO	0.4	6.9				-3.5	2.7			
IFO margin	0.6%	10.3%				-2.7%	2.1%			
Normalized IFO margin	**1.8%**	**10.5%**				**-1.3%**	**2.4%**			

H1 2012 Group operational trends

Net Sales

BIC Group first Half 2012 net sales were 945.8 million euros, compared to 886.1 million euros in the first Half 2011, up 6.7% as reported, up 3.5% at constant currencies and up 5.8% on a comparative basis. For the second Quarter, net sales were 500.8 million euros, up 5.2% as reported, up 0.4% at constant currencies and up 3.1% on a comparative basis.
The consumer business increased +7.8% at constant currencies and constant perimeter during the first Half (+5.3% in the second Quarter) while the Advertising and Promotional Products business decreased 5.6% at constant currencies (-9.8% in the second Quarter).

Gross Profit

First Half gross profit margin increased 2.2 points to 52.3% of sales versus 50.1% for the same period last year. Excluding the impact of the special premium paid to employees, gross profit margin would have increased 2.8 points to 52.9%. H1 gross margin improvement benefited from Consumer Business net sales increase and the impact of the disposal of the phone card business in France.

Income From Operations (IFO)

In million euros	Q1 2011	**Q1 2012**		Q2 2011	**Q2 2012**		H1 2011	**H1 2012**
Income From Operations	82.0	**82.4**		92.9	**119.1**		174.9	**201.5**
As % of net sales	*20.0%*	***18.5%***		*19.5%*	***23.8%***		*19.7%*	***21.3%***
• Non-recurring items	+1.1	-1.1		+9.2	+0.9		+10.3	-0.2
- *Of which restructuring costs*	*+1.1*	*+0.4*		*+0.8*	*+0.9*		*+1.9*	*+1.3*
- *Of which goodwill and trademarks impairments and related expenses*	-	-		*+9.4*	-		*+9.4*	-
- *Of which gain on disposals*	-	*-0.8*		*-1.0*	-		*-1.0*	*-0.8*
- *Of which real estate gain in France*	-	*-0.7*		-	-		-	*-0.7*
Normalized IFO	83.1	**81.3**		102.1	**120.0**		185.2	**201.3**
As % of net sales	20.3%	**18.3%**		21.5%	**24.0%**		20.9%	**21.3%**
• Special Premium for employees who have not been granted performance share plans in 2011[2]	-	+11.0		-	-2.2		-	+8.8
Normalized IFO excluding the Special Premium for employees	83.1	**92.3**		102.1	**117.8**		185.2	**210.1**
As % of net sales	*20.3%*	***20.8%***		***21.5%***	***23.5%***		*20.9%*	***22.2%***

Excluding the impact of the special premium for employees, the key components of Group Normalized IFO margin evolution (+1.3 points) were:

- Gross profit margin improvement (+2.8 points)
- Increase in brand support (-0.3 points);
- Increase in Fuel Cell expenses (-0.4 points);
- Increase in OPEX and others (-0.8 points).

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[2] *In Q1 2012, 11.0 million euros accruals were booked following the decision to pay a special premium to all BIC employees who have not been granted performance share plans in 2011. The final expense is 8.8 million euros (fully paid in Q2 2012). The difference between the accruals and the final expense is mainly due to less beneficiaries and lower employer's social contribution than initially anticipated.*

The impact of the special premium for employees on H1 Normalized IFO margin was -0.9 points, of which -0.6 points in Gross Profit and -0.3 points in OPEX.

Normalized IFO margin	First Quarter			Second Quarter			First Half		
	2011	2012		2011	2012		2011	2012	
			Exc. the special premium for employees			**Exc. the special premium for employees**			**Excluding the special premium for employees**
Group	20.3%	18.3%	**20.8%**	21.5%	24.0%	**23.5%**	20.9%	21.3%	**22.2%**
• Consumer Business	24.5%	22.1%	**24.0%**	24.7%	26.0%	**25.7%**	24.6%	24.2%	**24.9%**
• BIC APP	-4.9%	-6.6%	**-0.4%**	1.8%	10.5%	**9.4%**	-1.3%	2.4%	**4.8%**

Net Income and EPS

Income before tax increased 19.7% as reported to 207.1 million euros. First Half 2012 finance revenue was +5.6 million euros. The improvement vs. last year is notably due to higher interest income in H1 2012 compared to H1 2011 and more favorable revaluation of monetary assets in H1 2012 than in H1 2011. The tax rate was 32.0%.

First Half 2012 Group net income was 142.7 million euros, a 20.4% increase as reported. Group net income included 1.8 million euros from income from associates (Cello Pens). First Half earnings per share (EPS) reached 3.02 euros, compared to 2.47 euros in 2011, up 22.3%. Normalized EPS grew 15.3% at 3.02 euros compared to 2.62 euros in 2011.

H1 2012 Group financial situation

At the end of June 2012, the net cash position was 167.7 million euros, compared to 329.5 million euros as of December 31, 2011 and 271.8 million euros at the end of June 2011.

Evolution of H1 net cash position (in million euros)

	H1 2011	H1 2012
Net Cash position (beginning of the period)	**397.1**	**329.5**
• Net cash from operating activities	+39.2	+68.6
o *Of which operating cash flow*	*+156.0*	*+198.3*
o *Of which change in working capital and others*	*-116.8*	*-129.7*
• CAPEX	-37.8	-59.4
• Dividend payment	-90.7	-189.5
• Share buy-back net of exercise of stock options and liquidity contract	-37.5	+20.7
• Divestitures and real estate gain	+7.8	+3.9
• Others	-6.3	-6.1
Net Cash position (end of the period)	**271.8**	**167.7**

H1 2012 operational trends by category

Consumer Categories

Stationery

First Half 2012 Stationery net sales increased 9.3% as reported and +7.0% at constant currencies. Second Quarter 2012 net sales were up 10.2% as reported and up 6.5% at constant currencies.

Developed markets

- **H1 net sales grew mid-single digit in Europe and double-digit in North America**. Second Quarter performance benefited from positive timing impact due to earlier back-to-school shipments. The total 2012 back-to-school sell-in season (BIC sales to retailers and distributors) is expected to grow low single-digit vs. last year. However full year 2012 performance in the retail channel will be a function of overall consumer spending and confidence, still difficult to predict in the current economic environment.

  In both regions, we continued to register strong success of new products such as the BIC® For Her™ range, our smooth and bold ink ball pens and the 2-color / 4-color family.

Developing markets

- **H1 net sales increased mid-single digit in developing markets,** notably driven by good performance in Mexico and Argentina, where we continued to gain market share.

H1 2012 Stationery normalized IFO margin was 20.1% compared to 17.7% in H1 2011. Excluding the impact of the Special Premium for Employees, **H1 2012 Stationery normalized IFO margin would have been 20.8%,** benefiting from the increase in net sales and better fixed cost absorption.

Lighters

First Half 2012 Lighter net sales increased 9.6% as reported and 5.9% at constant currencies. Second Quarter net sales were up 7.9% as reported and +2.5% at constant currencies.

Developed markets

- **H1 net sales grew double-digit in Europe and mid-single digit in North America** as we continued to benefit from innovation in value-added sleeve design.

Developing markets

- **H1 net sales grew low-single digit in developing markets,** with a solid performance in Mexico, Central America and the Middle-East and Africa.

H1 2012 Lighters normalized IFO margin was 38.9% compared to 41.2% in H1 2011. Excluding the impact of the Special Premium for Employees, **H1 2012 Lighters normalized IFO margin would have been 39.5%.** The positive impact of the increase in net sales was offset by an increase in production costs, brand support and other operating expenses.

Shavers

First Half 2012 Shaver net sales increased 14.6% as reported and +11.4% at constant currencies. Second Quarter net sales were up 9.2% as reported and +4.9% at constant currencies.

Developed markets

- **In Europe, H1 net sales grew mid-single digit,** despite an overall slowdown of market trends, particularly in Southern countries (Spain, Italy and Greece). In this context, BIC® products continued to gain market share thanks to the success of:
  - our Classic 3-blade product such as the BIC® 3 ,
  - the BIC® Flex 3 with movable blades,
  - the BIC® Simply Soleil® for women.

- **In North America, H1 sales grew low double digit** and we achieved market share gains. Competitive pricing has been volatile in H1 while promotional support, particularly consumer couponing, has increased dramatically versus 2011.

Developing markets

H1 2012 net sales grew double digit, with solid performance throughout Latin America, notably in Mexico and Argentina, where sales were driven by the BIC® Comfort 3.

H1 2012 Shaver normalized IFO margin was 17.4% compared to 19.9% in H1 2011. Excluding the impact of the Special Premium for Employees, **H1 2012 Shaver normalized IFO margin would have been 18.4%,** due to less favourable manufacturing cost absorption in H1 2012 than in H1 2011.

Other consumer products

H1 2012 other consumer products net sales decreased 30.0% as reported, -30.9% at constant currencies and increased 11.3% on a comparative basis[3]. Second Quarter net sales were down 33.4% as reported, -35.1% at constant currencies and up 17.3% on a comparative basis, driven by the strong performance of BIC Sport.

Other consumer products H1 2012 IFO was -4.4 million euros, including -4.8 million euros of investments in Research and Development (fully expensed) related to the portable Fuel Cell project (compared to -1.4 million euros in H1 2011).

H1 2012 IFO also includes +0.8 million euros non-recurrent gain related to disposal of the phone card business. Excluding this non-recurrent item, normalized IFO for other consumer products was -5.2 million euros compared to -0.5 million euros in H1 2011.

Advertising and Promotional Products

First Half 2012 Advertising and Promotional Products net sales decreased 0.1% as reported and -5.6% on a comparative basis. Second Quarter 2012 net sales were down 1.9% as reported, and -9.8% on a comparative basis.

Trends continued to differ significantly from one region to another. In the U.S, H1 sales were stable, in line with market trends. In Europe, H1 sales decreased double-digit (mainly in hard goods) as we continued to suffer from the very challenging economic environment in Spain, Italy and Greece. Developing markets grew double-digit.

H1 2012 normalized IFO margin reached 2.4% compared to -1.3% in H1 2011. Excluding the impact of the Special Premium for Employees, BIC APP normalized H1 2012 IFO margin would have been 4.8%, benefiting from the strong improvement of manufacturing efficiency related to the integration plan.
BIC APP's reported IFO margin was 2.1% compared to -2.7% in H1 2011. This includes 0.4 million euros for non-recurrent items.

[3] Excluding the impact of PIMACO business-to-business divisions and the REVA peg business sold in 2011 as well as the impact of the sale in February 2012 of the phone card business in France.

H1 2012 announcement regarding CAPEX, acquisitions and disposals

First Quarter

Disposal of the French Phone Cards activity
In February 2012, BIC subsidiary DAPE 74 (sales to tobacco shops in France – consolidated in the "Other consumer products" category) has sold its phone card distribution business to SPF for 0.8 million euros.

Construction of a writing instrument facility in Tunisia (28 February 2012)
In February 2012, BIC Group acquired land for the construction of a writing instrument facility in the fast growing African and 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.

Second Quarter

Expansion of the shaver packaging facility in Mexico started in late second Quarter.

H1 2012 other events

Favourable award related to the full completion of the agreements on the acquisition of Cello Pens (16 February 2012)
On February 16, 2012, BIC Group received a favourable award from the Tribunal, constituted under the Rules of the Singapore International Arbitration Center, in respect of the acquisition of 40% shares in the 7th and last entity Cello Pens & Stationery (CPS) as per the definitive agreements signed on January 21, 2009. BIC now intends to proceed with the share purchase in CPS. The Cello group had a period of 90 days to appeal before the High Court of Singapore.

The Cello Group having not filed such a request, the BIC Group now intends to proceed with the share purchase in CPS. On 21 May 2012, the BIC Group filed a petition before the Mumbai High Court seeking the enforcement of the arbitral award. As of June 30, 2012, this procedure remains pending.

BIC Group net sales change by geography

In million euros *See glossary page 12*	Q2 2011	**Q2 2012**	Change	H1 2011	**H1 2012**	Change
Total net sales	476.2	**500.8**		886.1	**945.8**	
As reported			+5.2%			+6.7%
At constant currencies			*+0.4%*			*+3.5%*
On a comparative basis			*+3.1%*			*+5.8%*
1 – Europe	152.3	**143.7**		264.6	**255.2**	
As reported			*-5.7%*			*-3.6%*
At constant currencies			*-6.1%*			*-3.8%*
On a comparative basis			*+0.8%*			*+2.3%*
2 – North America	186.6	**214.9**		336.4	**394.3**	
As reported			*+15.2%*			*+17.2%*
At constant currencies			*+2.8%*			*+8.3%*
3 – Developing Markets	137.3	**142.2**		285.1	**296.3**	
As reported			*+3.6%*			*+3.9%*
At constant currencies			*+4.5%*			*+4.6%*
On a comparative basis			*+5.8%*			*+5.8%*

Impact of change in perimeter and currency fluctuations

in %	**Q2 2011**	**Q2 2012**	**H1 2011**	**H1 2012**
Perimeter	-1.2%	-2.7%	-1.3%	-2.3%
Currencies	-5.8%	+4.8%	-1.8%	+3.2%
Of which USD	*-4.8%*	*+4.9%*	*-2.5%*	*+3.4%*
Of which BRL	*-0.1%*	*-0.9%*	*+0.6%*	*-0.6%*

IFO and Normalized IFO by category

In million euros *See glossary page 12*	Income From Operations				Normalized Income From Operations			
	Q2 2011	Q2 2012	H1 2011	H1 2012	Q2 2011	Q2 2012	H1 2011	H1 2012
Group	**92.9**	**119.1**	**174.9**	**201.5**	**102.1**	**120.0**	**185.2**	**201.3**
Consumer	**92.4**	**112.1**	**178.4**	**198.8**	**100.9**	**113.0**	**186.8**	**198.2**
Stationery	30.7	42.5	52.8	65.7	30.7	42.9	52.8	65.5
Lighters	52.1	54.3	102.3	105.3	52.1	54.7	102.3	105.7
Shavers	16.7	17.0	32.3	32.1	16.7	17.1	32.3	32.2
Other	-7.1	-1.7	-9.0	-4.4	1.4	-1.7	-0.5	-5.2
APP	**0.4**	**6.9**	**-3.5**	**2.7**	**1.2**	**7.0**	**-1.6**	**3.1**

Condensed Profit and Loss Account

In million euros See glossary page 12	Q2 2011	Q2 2012	Change as reported	Change at constant currencies	Change on a comp. basis	H1 2011	H1 2012	Change as reported	Change at constant currencies	Change on a comp. basis
NET SALES	**476.2**	**500.8**	**+5.2%**	**+0.4%**	**+3.1%**	**886.1**	**945.8**	**+6.7%**	**+3.5%**	**+5.8%**
Cost of Goods	-243.9	-240.0	-1.6%			-442.6	-451.6	+2.0%		
GROSS PROFIT	**232.3**	**260.8**	**+12.3%**			**443.5**	**494.2**	**+11.4%**		
Administrative & other operating expenses	-139.4	-141.7	+1.6%			-268.6	-292.7	+8.9%		
INCOME FROM OPERATIONS (IFO)	**92.9**	**119.1**	**+28.2%**			**174.9**	**201.5**	**+15.2%**		
Finance revenue	1.8	3.9				-1.9	5.6			
INCOME BEFORE TAX	**94.7**	**123.0**				**172.9**	**207.1**			
Income tax expense	-31.4	-38.9				-57.3	-66.3			
Income from associates	1.3	1.1				2.9	1.8			
GROUP NET INCOME	**64.6**	**85.1**	**+31.8%**			**118.5**	**142.7**	**+20.4%**		
EARNINGS PER SHARE (EPS) (in euros)	**1.35**	**1.80**	**+33.3%**			**2.47**	**3.02**	**+22.3%**		
Total weighted number of shares outstanding adjusted for treasury shares	47,952,714	47,263,007				47,952,714	47,263,007			

Condensed Balance Sheet

In million euros	June 2011	June 2012
ASSETS		
Cash and cash equivalents	302	161
Trade and other receivables	465	498
Inventories	391	459
Other current assets	26	32
Other current financial assets and derivative instruments	28	33
Current assets	**1,212**	**1,183**
Property, plant & equipment	346	379
Investment properties	2	2
Other non-current assets	228	264
Goodwill and intangible assets	244	271
Non-current assets	**820**	**916**
TOTAL ASSETS	**2,032**	**2,099**
LIABILITIES & SHAREHOLDERS' EQUITY		
Current borrowings	48	24
Trade and other payables	146	116
Other current liabilities	209	214
Current liabilities	**403**	**354**
Non-current borrowings	2	1
Other non-current liabilities	221	324
Non current liabilities	**223**	**325**
Shareholders' equity	**1,406**	**1,420**
TOTAL LIABILITIES & SHAREHOLDERS' EQUITY	**2,032**	**2,099**

Cash flow statement

In million euros (rounded figures)	H1 2011	H1 2012
Net income	119	143
Amortization and provision	35	42
Deferred tax variation	(3)	13
(Gain)/Loss from disposal of fixed assets	8	(2)
Others	(3)	2
CASH FLOW FROM OPERATIONS	**156**	**198**
(Increase) / decrease in net current working capital	(120)	(109)
Others	3	(20)
NET CASH FROM OPERATING ACTIVITIES	**39**	**69**
Business (acquisition)/divestiture	7	1
Other Investing	(37)	(57)
NET CASH FROM INVESTING ACTIVITIES	**(30)**	**(56)**
Dividends paid	(91)	(190)
Borrowings/(Repayments)	29	(1)
Increase in treasury shares	(37)	21
(Purchase)/Sale of other current financial assets	20	7
NET CASH FROM FINANCING ACTIVITIES	**(79)**	**(163)**
NET INCREASE/ (DECREASE) IN CASH AND CASH EQUIVALENTS	**(70)**	**(149)**
OPENING CASH AND CASH EQUIVALENTS	**368**	**299**
Exchange difference	(6)	(6)
CLOSING CASH AND CASH EQUIVALENTS	**292**	**144**

Share buy-back program

	Number of shares bought	Average weighted price in €	Amount in M€
January 2012	-	-	-
February 2012	-	-	-
March 2012	3,078	74.95	0.2
April 2012	-	-	-
May 2012	-	-	-
June 2012	17,800	76.36	1.4
Total H1 2012	**20,878**	**76.15**	**1.6**

Glossary

- **At constant currencies:** Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates. All net sales category comments are made at constant currencies or comparative basis.
- **Comparative basis:** at constant currencies and constant perimeter. Figures at constant perimeter exclude the impacts of acquisitions and/or disposals that occurred during the current year and/or during the previous year, until their anniversary date.
- **Normalized IFO:** normalized for 2012 means excluding restructuring, the costs of BIC APP integration plan, the gain on the disposal of the phone cards distribution business in France and real estate gains - for 2011 excluding restructuring, impairment of goodwill and trademarks related to the disposal of PIMACO business to business divisions in Brazil and the gain on the disposal of REVA peg business.

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SOCIÉTÉ BIC condensed financial statements as of June 30, 2012 were closed by the Board of Directors on August 1st, 2012. The auditors have performed their limited review procedures on these financial statements and the limited review report on the condensed financial statements is being issued. The 2012 Half-year Financial report will be filed with the French financial markets authority (AMF) and available online on BIC's website (www.bicworld.com), headline Finance, beginning today, August 2, 2012, after the market closes.
A presentation related to this announcement is available on BIC's web site, headline Finance.
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 2011 Registration Document filed with the French financial markets authority (AMF) on March 27, 2012.

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2012 – 2013 Agenda (all dates to be confirmed)

3rd Quarter and 9 months 2012 results	October 24, 2012	Conference call
FY 2012 results	February 13, 2013	Meeting – Company headquarters
1st Quarter 2013 results	April 24, 2013	Conference call
2nd Quarter and 1st Half 2013 results	August 1, 2013	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.