



**RELEASE AND AVAILABILITY OF THE
1ST HALF 2012 FINANCIAL REPORT**

The 1st Half 2012 Financial Report of SOCIÉTÉ BIC (Paris: BB) was sent to the A.M.F. – Autorité des Marchés Financiers (Paris Stock Exchange Authority) on August 2, 2012.

The document may be obtained on the BIC website (www.bicworld.com).

* *
*

Contacts

Investor Relations contacts: +33 1 45 19 52 26
Sophie Palliez-Capian
sophie.palliez@bicworld.com
Katy Bettach-Montecatine
katy.bettach@bicworld.com

Press contacts: +33 1 53 70 74 48
Priscille Reneaume
preneume@image7.fr
Claire Doligez
cdoligez@image7.fr

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

2012 – 2013 Agenda (all dates to be confirmed)

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

