



BIC, in collaboration with Intel, is launching in France BIC® Education, a next generation digital educational solution for schools.

BIC® Education is a simple and innovative educational solution for primary school, combining handwriting and digital technology. Equipped with digital tablets, one for each student, and educational software designed for and with teachers, it is a comprehensive tool for today's teaching methods. Teachers can create adapted educational material and at the same time maintain control of their class, while each student enjoys interactivity and digital benefits. The entire solution is made in France.

Equipped with an ergonomic stylus for children, which was developed using BIC®'s 60 years of experience in handwriting, the digital BIC® Education tablets are designed primarily for students to develop their writing skills. According to many experts, handwriting contributes to the structuring of thought and must remain a fundamental skill that children will enjoy mastering. In addition to handwriting, tablets also encourage discovery and the desire to learn in all subjects, thanks to numerous interactive applications that can be added by teachers.

BIC® Education includes educational software that makes it very easy to create and share educational materials with students on the digital tablets in real-time, regardless of the subject taught. The teacher can also follow the progress of each student in a simple and dynamic manner, and even analyze their reasoning a posteriori.

BIC® Education is proud to provide schools with the many benefits of digital technology, while allowing teachers to use this new technology to greatly benefit their students and maintain control of their class. The solution is mobile and can be shared among multiple classes within the same school, benefiting to 100% of the students.

"For more than 60 years, BIC has assisted pupils around the world as they learn to write by trying to make simple and reliable products available to them. It is this philosophy that has guided our group in the development of the BIC® Education solution to effectively support teachers and pupils through the transition to an increasingly digitized environment", says Billy Salha, Director of BIC Europe.

"For several years now, Intel has invested a lot in education in order to promote technology in the educational field. We are happy to say that Intel's new collaboration with BIC is part of this process. We decided to collaborate with BIC® Education after mutual thoughts and discussions with the education and teaching area; it is an innovative solution which combines handwriting and digital technology in order to encourage personal, creative and interactive teaching", added Stéphane Nègre, CEO of Intel France.

Available as of October 2012, BIC® Education integrates BIC® Connect software as well as 6, 15 or 30 digital BIC® Tab tablets and their charging docks. Various support services for implementation, learning and hotline are also included in the solution.





Contacts

Investor Relations: +33 1 45 19 52 26

Sophie Palliez-Capian sophie.palliez@bicworld.com

Katy Bettach-Montecatine katy.bettach@bicworld.com

Press:

BIC : +33 1 45 19 53 55

Claire Gerard claire.gerard@bicworld.com

Image 7 : +33 1 53 70 74 48

Priscille Reneaume preneaume@image7.fr

Isabelle de Segonzac isegonzac@image7.fr

Claire Doligez cdoligez@image7.fr

For more information, please consult: www.bicworld.com and www.bic-education.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

Disclaimer: 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.

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, Ethibel Excellence Europe, Gaia Index and Stoxx Global ESG Index.

