BIC GROUP – 9 MONTHS 2012 RESULTS

- ***NET SALES UP 4.0% ON A COMPARATIVE BASIS AT 1,434.6 MILLION EUROS***
- ***NORMALIZED IFO: 298.9 MILLION EUROS – NORMALIZED IFO MARGIN: 20.8%***
  - ***EXCLUDING THE IMPACT OF THE SPECIAL PREMIUM TO EMPLOYEES(*)***
    - ***NORMALIZED IFO: 307.7 MILLION EUROS, UP 11.4 %***
    - ***NORMALIZED IFO MARGIN: 21.4%***
- ***GROUP NET INCOME UP 15.8% AT 213.0 MILLION EUROS***
- ***EPS UP 16.9% AT 4.50 EUROS***

9 months 2012 Key operational figures

See glossary page 11	Net sales growth on a comparative basis	Normalized IFO margin	Normalized IFO margin excluding the impact of the Employee Special Premium(*)
Group	**+4.0%**	**20.8%**	**21.4%**
Consumer Business	*+6.1%*	*23.5%*	*23.9%*
• Stationery	+2.9%	17.9%	18.4%
• Lighters	+5.0%	38.6%	39.0%
• Shavers	+12.4%	19.1%	19.7%
Advertising & Promotional Products	*-7.7%*	*4.8%*	*6.3%*

(*) 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: *"Our solid 9 months results confirm the strength of our business model. We maintain our strategy: consistently invest in our business to generate profitable long-term growth. Overall, the BIC® brand continues to be well-received by consumers around the world, because it always stands for high quality and value.*
For all these reasons, we are confident to achieve our Full Year objective to maintain the 2012 Group normalized Income From Operations margin in line with 2011's peak level, despite accelerated investments in Research and Development, new products and manufacturing capacities".

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 decline on a comparative basis should be in line with 9 months trends. 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 11*	THIRD QUARTER					9 MONTHS				
	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	**468.2**	**488.8**	+4.4%	**-1.7%**	**+0.5%**	**1,354.3**	**1,434.6**	+5.9%	**+1.7%**	**+4.0%**
Gross Profit	221.5	248.2	+12.0%			665.0	742.4	+11.6%		
Normalized Income From Operations	**91.0**	**97.6**	+7.2%			**276.3**	**298.9**	+8.2%		
Normalized IFO Margin	***19.4%***	***20.0%***				***20.4%***	***20.8%***			
Income From Operations	**89.8**	**100.4**	+11.9%			***264.6***	***301.9***	*+14.1%*		
IFO Margin	*19.2%*	*20.5%*				*19.5%*	*21.0%*			
Group Net Income	65.4	70.4	+7.6%			183.9	213.0	+15.8%		
Earnings per share (in euros)	**1.37**	**1.49**	+8.8%			**3.85**	**4.50**	+16.9%		
BY CATEGORY										
Stationery										
Net Sales	**160.8**	**161.2**	**+0.2%**	**-4.7%**	**-4.7%**	**458.8**	**486.8**	**+6.1%**	**+2.9%**	**+2.9%**
IFO	21.3	22.3	+4.7%			74.2	88.1	+18.8%		
IFO margin	13.3%	13.9%				16.2%	18.1%			
Normalized IFO margin	**13.3%**	**13.4%**				**16.2%**	**17.9%**			
Lighters										
Net Sales	**124.0**	**135.5**	+9.3%	**+3.2%**	**+3.2%**	**372.0**	**407.2**	+9.5%	**+5.0%**	**+5.0%**
IFO	48.1	53.4	+11.1%			150.4	158.7	+5.6%		
IFO margin	38.8%	39.4%				40.4%	39.0%			
Normalized IFO margin	**38.8%**	**38.0%**				**40.4%**	**38.6%**			
Shavers										
Net Sales	**84.4**	**102.5**	+21.4%	**+14.4%**	**+14.4%**	**246.4**	**288.1**	+16.9%	**+12.4%**	**+12.4%**
IFO	16.7	23.4	+40.3%			49.0	55.5	+13.4%		
IFO margin	19.8%	22.9%				19.9%	19.3%			
Normalized IFO margin	**19.8%**	**22.1%**				**19.9%**	**19.1%**			
Other Products										
Net Sales	**22.4**	**14.8**	-33.9%	**-35.5%**	**+19.5%**	**73.3**	**50.5**	-31.2%	**-32.3%**	**+13.6%**
Total Consumer business										
Net Sales	**391.6**	**414.0**	**+5.7%**	**+0.2%**	**+2.9%**	**1,150.4**	**1,232.6**	**+7.1%**	**+3.4%**	**+6.1%**
IFO	83.6	93.8	+12.2%			262.0	292.5	+11.7%		
IFO Margin	21.4%	22.7%				22.8%	23.7%			
Normalized IFO margin	**21.4%**	**22.0%**				**23.5%**	**23.5%**			
BIC APP										
Net Sales	**76.6**	**74.8**	-2.4%	**-11.3%**	**-11.3%**	**203.9**	**202.0**	-0.9%	**-7.7%**	**-7.7%**
IFO	6.1	6.6	+8.3%			2.6	9.4	NA		
IFO margin	8.0%	8.9%				1.3%	4.6%			
Normalized IFO margin	**9.7%**	**8.9%**				**2.8%**	**4.8%**			

Group operational trends

Net Sales

BIC Group 9 months 2012 net sales were 1,434.6 million euros, compared to 1,354.3 million euros for the first 9 months of 2011, up 5.9% as reported, up 1.7% at constant currencies and up 4.0% on a comparative basis. The consumer business increased +6.1% on a comparative basis while the Advertising and Promotional Products (BIC APP) business decreased 7.7% at constant currencies.

For the Third Quarter of 2012, net sales were 488.8 million euros, compared to 468.2 million euros in 2011, up 4.4% as reported, down 1.7% at constant currencies and up 0.5% on a comparative basis.
The consumer business Third Quarter net sales increased +2.9% on a comparative basis. Stationery sales were down 4.7%, lighters sales increased 3.2% and shavers sales increased 14.4%. Third Quarter Advertising and Promotional Products business decreased 11.3% at constant currencies. While Europe continued to suffer from the softness of Southern countries, BIC APP U.S. net sales were negatively impacted by temporary disruptions due to the implementation of our new Enterprise Resource Planning system (ERP).

Gross Profit

9 months gross profit margin increased 2.6 points to 51.7% of sales versus 49.1% for the same period last year. Excluding the impact of the special premium paid to employees, gross profit margin would have increased 3.0 points to 52.1%. The improvement of the 9 months gross margin was mainly due to the increase of Consumer Business net sales and to the impact of the disposal of the phone card business in France.

Income From Operations (IFO)

In million euros	H1 2011	**H1 2012**		Q3 2011	**Q3 2012**		9M 2011	**9M 2012**
Income From Operations	174.9	**201.5**		89.8	**100.4**		264.6	**301.9**
As % of net sales	*19.7%*	***21.3%***		*19.2%*	***20.5%***		*19.5%*	***21.0%***
• Non-recurring items	+10.3	-0.2		+1.2	-2.8		+11.6	-3.0
- *Of which restructuring costs*	*+1.9*	*+1.3*		*+1.2*	*+1.1*		*+3.1*	*+2.4*
- *Of which goodwill and trademarks impairments and related expenses*	*+9.4*	*-*		*-*	*-*		*+9.4*	*-*
- *Of which gain on disposal and real estate*	*-1.0*	*-1.5*		*-*	*-3.9*		*-1.0*	*-5.4*
Normalized IFO	185.2	**201.3**		91.0	**97.6**		276.3	**298.9**
As % of net sales	20.9%	**21.3%**		19.4%	**20.0%**		20.4%	**20.8%**
• Special Premium for employees who have not been granted performance share plans in 2011[2]	-	+8.8		-	-		-	+8.8
Normalized IFO, excluding the Special Premium for employees	185.2	**210.1**		91.0	**97.6**		276.3	**307.7**
As % of net sales	*20.9%*	***22.2%***		***19.4%***	***20.0%***		*20.4%*	***21.4%***

[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 was 8.8 million euros (fully paid in Q2 2012). The difference between the accruals and the final expense is mainly due to fewer beneficiaries and lower employer's social contribution than initially anticipated.*

Excluding the impact of the special premium for employees, the key components of Group Normalized IFO margin evolution (+1.0 points) were:

- Gross profit margin improvement (+3.0 points);
- Increase in brand support (-0.1 points);
- Increase in Fuel Cell expenses (-0.4 points);
- Increase in OPEX and others (-1.5 points).

The impact of the special premium for employees on 9 months Normalized IFO margin was -0.6 points, of which -0.4 points in Gross Profit and -0.2 points in OPEX.

Normalized IFO margin	First Half			9 months		
	2011	**2012**		**2011**	**2012**	
			Exc. the special premium for employees			**Exc. the special premium for employees**
Group	20.9%	21.3%	**22.2%**	20.4%	20.8%	**21.4%**
• Consumer Business	24.6%	24.2%	**24.9%**	23.5%	23.5%	**23.9%**
• BIC APP	-1.3%	2.4%	**4.8%**	2.8%	4.8%	**6.3%**

Net Income and EPS

Income before tax increased 14.9% as reported to 308.9 million euros. 9 months 2012 finance revenue was +7.1 million euros. The improvement vs. last year was mostly due to more favorable revaluation of monetary assets in the First 9 months of 2012 than in the First 9 months of 2011. The tax rate was 32.0%.

Group net income for the First 9 months of 2012 was 213.0 million euros, a 15.8% increase as reported. Group net income included 3.0 million euros from income from associates (Cello Pens). 9 months earnings per share (EPS) reached 4.50 euros, compared to 3.85 euros in 2011, up 16.9%. Normalized EPS grew 11.2% at 4.46 euros compared to 4.01 euros in 2011.

Group financial situation

At the end of September 2012, the Net Cash position was 266.8 million euros, compared to 329.5 million euros as of December 31, 2011 and 321.0 million euros at the end of September 2011.

Evolution of 9 months Net Cash position (in million euros)

	9M 2011	**9M 2012**
Net Cash position (beginning of the period)	**397.1**	**329.5**
• Net cash from operating activities	+146.0	+193.5
o *Of which operating cash flow*	*+247.6*	*+270.2*
o *Of which change in working capital*	*-101.6*	*-76.7*
• CAPEX	-57.9	-86.6
• Dividend payment	-90.6	-189.5
• Share buy-back, net of exercise of stock options and liquidity contract	-66.3	+22.4
• Divestitures and real estate gain	+6.6	+6.8
• Others	-13.9	-9.3
Net Cash position (end of the period)	**321.0**	**266.8**

Operational trends by category

Consumer Categories

Stationery

9 months 2012 Stationery net sales increased +6.1% as reported and +2.9% at constant currencies. Third Quarter 2012 net sales were up 0.2 % as reported and down 4.7% at constant currencies.

Developed markets

- **9 months net sales grew low-single digit in Europe and in North America**. As anticipated, Third Quarter performance was weak compared to last year, due to the following reasons:
  - A phasing impact due to early back-to-school shipments (sell-in) in Q2 2012 in both Europe and North America;
  - Lower third Quarter shipments (sell-in) in North America compared to last year;
  - A slowdown of the Office Products channel in Europe, impacted by the challenging economic environment, particularly in Southern Europe countries.

  In Europe, 2012 back-to-school sell-through (distributors' sales to consumers) was good, notably in France and Spain, where we continued to gain market shares. In North America, back-to school sell-through was in line with our expectations, although, in an increasingly competitive environment, we registered a marginal market share loss year-to-date in the U.S.

Developing markets

- **9 months net sales increased mid-single digit in developing markets.** In Latin America, the back-to-school season was good in Mexico and we continued to gain market shares in Argentina and Brazil, even though demand slowed as a result of macro-economic trends in that country. Middle-East and Africa performance was impacted by the instability of the political environment.

For the Full Year, we expect total stationery net sales growth on a comparative basis to be in line with the trends registered for the Full Year 2011.

9 months 2012 Stationery normalized IFO margin was 17.9% compared to 16.2% for the First 9 months of 2011. Excluding the impact of the Special Premium for Employees, **9 months 2012 Stationery normalized IFO margin would have been 18.4%,** benefiting notably from better fixed cost efficiency.

Lighters

9 months 2012 Lighter net sales increased 9.5% as reported and 5.0% at constant currencies. Third Quarter net sales were up 9.3% as reported and +3.2% at constant currencies.

Developed markets

- **9 months net sales grew high-single digit in Europe and mid-single digit in North America.** In both regions, the market remained flat. We continued to benefit from innovation in value-added sleeve designs as well as distribution gains in Europe.

Developing markets

- **9 months net sales grew low-single digit in developing markets.** Third Quarter sales increased mid-single digit driven by a solid performance in the Middle-East, Africa and Latin America, particularly in Mexico, Central America and Brazil.

9 months 2012 Lighters normalized IFO margin was 38.6% compared to 40.4% for the First 9 months of 2011. Excluding the impact of the Special Premium for Employees, **9 months 2012 Lighters normalized IFO margin would have been 39.0%.** The positive impact of the increase in net sales was offset by an increase in production costs (raw materials).

Shavers

9 months 2012 Shaver net sales increased 16.9% as reported and +12.4% at constant currencies. Third Quarter net sales were up 21.4% as reported and +14.4% at constant currencies.

Developed markets

- **In Europe, 9 months net sales grew low-single digit.** In a challenging macro-economic environment, especially in Southern Europe, we continued to gain market share in most countries. In Eastern Europe, sales grew double-digit.
- **In North America, 9 months sales grew double digit.** Despite the more volatile and aggressive competitive environment, we continued to grow our market share in the U.S., thanks, notably to the success of our new products, our "more for your money…always" positioning and effective promotional campaigns such as consumer "trade-up" packages with samples of our BIC® Soleil® Bella™ women's shaver in the packages of BIC® Soleil® Twilight.

Developing markets

- **9 months 2012 net sales grew double digit.** Although we experienced a slowdown in Brazil, Latin America continued to perform very well, particularly in Mexico and Argentina, where sales were driven by the BIC® Comfort 3®.

9 months 2012 Shaver normalized IFO margin was 19.1% compared to 19.9% for the First 9 months of 2011. Excluding the impact of the Special Premium for Employees, **9 months 2012 Shaver normalized IFO margin would have been 19.7%,** due to less favourable manufacturing cost absorption in 9 months 2012 than in 9 months 2011.

Other consumer products

9 months 2012 other consumer products net sales decreased 31.2% as reported, -32.3% at constant currencies and increased 13.6% on a comparative basis[3]. Third Quarter net sales were down 33.9% as reported, -35.5% at constant currencies and up 19.5% on a comparative basis, driven by the strong performance of BIC Sport.

Other consumer products 9 months 2012 IFO was -9.8 million euros, including -9.0 million euros of investments in Research and Development (fully expensed) related to the portable Fuel Cell project (compared to -3.0 million euros in the First 9 months of 2011).

9 months 2012 IFO also includes +0.8 million euros non-recurrent gain related to disposal of the phone card business. Excluding non-recurrent items, normalized IFO for other consumer products was -10.1 million euros compared to -3.0 million euros in the First 9 months of 2011.

Advertising and Promotional Products

9 months 2012 Advertising and Promotional Products net sales decreased 0.9% as reported and -7.7% on a comparative basis. Third Quarter 2012 net sales were down 2.4% as reported and -11.3% on a comparative basis.

In Europe, Southern Europe countries (Spain, Italy and Greece) decreased double-digit while France and Northern Europe continued to show good resilience. In the U.S., in a cautious market environment, Third Quarter sales were temporally affected by the implementation of our new ERP resulting in shipment delays. Developing markets continued to register sustained growth, particularly in Latin America.

9 months 2012 normalized IFO margin reached 4.8% compared to 2.8% in the First 9 months of 2011. Excluding the impact of the Special Premium for Employees, BIC APP 9 months 2012 normalized IFO margin would have been 6.3%, benefiting from the improvement of manufacturing efficiencies, related to the integration plan. During the Third Quarter, the benefit of the integration plan was more than offset by the sales decline in Europe and the U.S. (impact of the new ERP implementation).

[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.

9 months 2012 announcements 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 (February 28, 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

Third Quarter

Launch of BIC® Education in France, a digital educational solution for schools
In September 2012, BIC launched, in collaboration with Intel, BIC® Education, a simple and innovative educational solution for primary school, combining handwriting and digital technology.

9 months 2012 other events

Favourable award related to the full completion of the agreements on the acquisition of Cello Pens (February 16, 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.

On 21 May 2012, the BIC Group filed a petition before the Mumbai High Court seeking the enforcement of the arbitral award. As of September 30, 2012, this procedure remains pending.

European Commission decision on non-compliant pocket lighters entering Europe (June 7, 2012)
The European Commission has sent a formal notice to the Government of the Netherlands to request information on apparent breaches by the NVWA (Netherlands Food and Consumer Product Safety Authority - which has responsibility for inspections of consumer goods entering the country) of its obligations regarding non-compliant pocket lighters entering Europe

BIC Group net sales change by geography

In million euros *See glossary page 11*	Q3 2011	**Q3 2012**	Change	9M 2011	**9M 2012**	Change
Total net sales	468.2	**488.8**		**1,354.3**	**1,434.6**	
As reported			**+4.4%**			**+5.9%**
At constant currencies			*-1.7%*			*+1.7%*
On a comparative basis			*+0.5%*			*+4.0%*
1 – Europe	133.9	**120.9**		398.5	**376.0**	
As reported			**-9.8%**			**-5.6%**
At constant currencies			*-10.9%*			*-6.2%*
On a comparative basis			*-3.5%*			*+0.4%*
2 – North America	201.9	**224.8**		538.3	**619.1**	
As reported			*+11.3%*			*+15.0%*
At constant currencies			*-1.8%*			*+4.5%*
3 – Developing Markets	132.3	**143.1**		417.5	**439.4**	
As reported			*+8.1%*			*+5.3%*
At constant currencies			*+7.8%*			*+5.6%*
On a comparative basis			*+7.8%*			*+6.5%*

Impact of change in perimeter and currency fluctuations

in %	**Q3 2011**	**Q3 2012**	**9M 2011**	**9M 2012**
Perimeter	-0.6	-2.2	-1.1	-2.3
Currencies	-5.2	+6.1	-3.0	+4.2
Of which USD	*-4.1*	*+5.6*	*-3.1*	*+4.2*
Of which BRL	*-0.3*	*-1.1*	*+0.3*	*-0.8*

IFO and Normalized IFO by category

In million euros *See glossary Page11*	Income From Operations				Normalized Income From Operations			
	Q3 2011	Q3 2012	9M 2011	9M 2012	Q3 2011	Q3 2012	9M 2011	9M 2012
Group	**89.8**	**100.4**	**264.6**	**301.9**	**91.0**	**97.6**	**276.3**	**298.9**
Consumer	**83.6**	**93.8**	**262.0**	**292.5**	**83.6**	**90.9**	**270.5**	**289.1**
Stationery	21.3	22.3	74.2	88.1	21.3	21.6	74.2	87.1
Lighters	48.1	53.4	150.4	158.7	48.1	51.5	150.4	157.2
Shavers	16.7	23.4	49.0	55.5	16.7	22.7	49.0	54.9
Other	-2.5	-5.3	-11.5	-9.8	-2.5	-4.9	-3.0	-10.1
APP	**6.1**	**6.6**	**2.6**	**9.4**	**7.4**	**6.6**	**5.8**	**9.7**

Condensed Profit and Loss Account

In million euros See glossary page 11	Q3 2011	Q3 2012	Change as reported	Change at constant currencies	Change on a comp. basis	9M 2011	9M 2012	Change as reported	Change at constant currencies	Change on a comp. basis
NET SALES	**468.2**	**488.8**	**+4.4%**	**-1.7%**	**+0.5%**	**1,354.3**	**1,434.6**	**+5.9%**	**+1.7%**	**+4.0%**
Cost of Goods	246.7	240.6	-2.5%			689.3	692.2	+0.4%		
GROSS PROFIT	**221.5**	**248.2**	**+12.0%**			**665.0**	**742.4**	**+11.6%**		
Administrative & other operating expenses	131.8	147.8				400.4	440.5			
INCOME FROM OPERATIONS (IFO)	**89.8**	**100.4**	**+11.9%**			**264.6**	**301.9**	**+14.1%**		
Finance revenue	6.3	1.4				4.3	7.1			
INCOME BEFORE TAX	**96.0**	**101.9**				**268.9**	**308.9**			
Income tax expense	31.8	32.6				89.1	98.9			
Income from associates	1.2	1.1				4.1	3.0			
GROUP NET INCOME	**65.4**	**70.4**	**+7.6%**			**183.9**	**213.0**	**+15.8%**		
EARNINGS PER SHARE (EPS) (in euros)	**1.37**	**1.49**	**+8.8%**			**3.85**	**4.50**	**+16.9%**		
Total weighted number of shares outstanding adjusted for treasury shares	47,761,438	47,305,808				47,761,438	47,305,808			

Condensed Balance Sheet

In million euros		
ASSETS	**Sept. 2011**	**Sept. 2012**
Non-current assets	831.7	917.9
Current assets	1,178.0	1,209.9
Of which Cash & Cash Equivalents	*303.0*	*236.4*
TOTAL ASSETS	**2,009.7**	**2,127.8**
EQUITY & LIABILITIES	**Sept. 2011**	**Sept. 2012**
Shareholders' equity	1,432.0	1,483.4
Non-current liabilities	224.6	328.6
Current liabilities	353.1	315.8
TOTAL EQUITY & LIABILITIES	**2,009.7**	**2,127.8**

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
July 2012	-	-	-
August 2012	-	-	-
September 2012	-	-	-
Total 9M 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 September 30, 2012 were closed by the Board of Directors on October 23rd, 2012. 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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For more information, please consult the corporate web site: **www.bicworld.com**

2012 – 2013 Agenda (all dates to be confirmed)

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
3rd Quarter 2013 results	October 23, 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, Ethibel Excellence Europe, Gaia Index and Stoxx Global ESG Index.