



**DISCLOSURE OF TRADING IN OWN SHARES
FOR FEBRUARY 2013**

In compliance with general regulation, SOCIÉTÉ BIC declares below the transactions made on its own shares for February 2013:

Date	Number of shares	Average weighted price in €	Amount in €
15/02/2013	15 000	87,9375	1 319 062,50
18/02/2013	121 695	88,1580	10 728 387,81
18/02/2013	21 762	87,9536	1 914 046,24
19/02/2013	4 879	89,2537	435 468,80
20/02/2013	70 146	88,8324	6 231 237,53
20/02/2013	10 004	87,9870	880 221,95
21/02/2013	13 487	86,0337	1 160 336,51
21/02/2013	29 000	86,3186	2 503 239,40
22/02/2013	3 046	87,8000	267 438,80
22/02/2013	9 941	87,8391	873 208,49
25/02/2013	11 966	88,0000	1 053 008,00
26/02/2013	24 000	86,3860	2 073 264,00
27/02/2013	6 506	87,7224	570 721,93
TOTAL	341 432	87,8935	30 009 641,97

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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.

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

2013 Agenda (all dates to be confirmed)

1st Quarter 2013 results

April 25, 2013

Conference call



2012 AGM	May, 15 2013	BIC Headquarters, Clichy
2 nd Quarter and 1 st Half 2013 results	August 1, 2013	Conference call
3 rd 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 2012, BIC recorded net sales of 1,898.7 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.

