



REMUNERATION OF CORPORATE OFFICERS

At a meeting chaired by Mr. Bruno Bich on Tuesday, February 12, 2013, the SOCIÉTÉ BIC Board of Directors was apprised of recommendations by the Compensation and Nomination Committee and made the following decisions:

Remuneration for financial year 2010:

➤ **Mr. Bruno Bich, Chairman:**

Mr. Bruno Bich received 183,600 euros as fixed remuneration and no variable remuneration.

➤ **Mr. Mario Guevara, Chief Executive Officer:**

- Variable part of the remuneration for 2012: following an examination of the allocation criteria and with respect to a target of \$900,000 US dollars (700,062 euros¹), the variable part of the 2012 remuneration for the Chief Executive Officer was set at \$900,000 US dollars (700,062 euros¹), or 100% of the target. The allocation criteria are provided in the 2012 Reference Document (cf. 2012 Reference Document to be issued).
- Fixed part of the remuneration for 2012: the fixed part of the remuneration for the Chief Executive Officer had previously been set at \$720,000 US dollars (560,050 euros¹) for 2012.

➤ **Mr. François Bich, Executive Vice-President:**

- Variable part of the remuneration for 2012: following an examination of the allocation criteria and with respect to a target of 276,454 euros, the variable part of the 2012 remuneration for Mr. François Bich was set at 290,968 euros, or 105% of the target. The allocation criteria are provided in the 2012 Reference Document (cf. 2012 Reference Document to be issued).
- Fixed part of the remuneration 2012: the fixed part of the remuneration for Mr. François Bich had previously been set at 460,757 euros for 2012.

➤ **Mrs. Marie-Aimée Bich-Dufour, Executive Vice-President:**

- Variable part of the remuneration for 2012: following an examination of the allocation criteria and with respect to a target of 123,093 euros, the variable part of the 2012 remuneration for Mrs. Marie-Aimée Bich-Dufour was set at 128,564 euros, or 104% of the target. The allocation criteria are provided in the 2012 Reference Document (cf. 2012 Reference Document to be issued).
- Fixed part of the remuneration for 2012: the fixed part of the remuneration for Mrs. Marie-Aimée Bich-Dufour had previously been set at 273,540 euros for 2012.

¹ Amounts in US dollars were translated into euros using the average exchange rate for 2012 (1 € = 1.2856 USD).



Remuneration for financial year 2013:

The Board has set the fixed parts of remunerations:

- 187,800 euros (+2.3% vs. 2012) for Mr. Bruno Bich, Chairman;
- 750,000 US dollars (583,385 euros²) (+4.2% vs. 2012) for Mr. Mario Guevara, Chief Executive Officer;
- 470,000 euros (+2% vs. 2012) for Mr. François Bich, Executive Vice-President;
- 279,000 euros (+2% vs 2012) for Mrs. Marie-Aimée Bich-Dufour, Executive Vice-President.

The Board also set the 2011 target for the variable share of this remuneration:

- 125% of the fixed part of the remuneration for Mr. Mario Guevara, Chief Executive Officer;
- 60% of the fixed part of the remuneration for Mr. François Bich, Executive Vice-President;
- 45% of the fixed part of the remuneration for Mrs. Marie-Aimée Bich-Dufour, Executive Vice-President

Free, Performance-Based Share Allocations:

Each of the following beneficiaries has been granted performance-based BIC shares:

- 22,500 shares to Mr. Mario Guevara, Chief Executive Officer;
- 10,000 shares to Mr. François Bich, Executive Vice-President.
- 4,250 shares to Mrs. Marie-Aimée Bich-Dufour, Executive Vice-President.

The vesting period for these free shares is fixed at three years and one month. The shares will become fully vested on March 12, 2016, provided that the following two objectives are achieved: Net Sales increase and Cash Flow From Operations and Change in Inventory (CFO &I), as a percentage of net sales.

If the shares vest on March 12, 2016, they will be subject to a holding period of three years during which they will be non-transferable, i.e. until March 12, 2019.

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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.

² Amounts in US dollars were translated into euros using the average exchange rate for 2010 (1 € = 1.2856 USD).



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

2013 Agenda (all dates to be confirmed)

1 st 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.

