



DISCLOSURE OF TRADING IN OWN SHARES FOR MARCH 2013

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

Date	Number of shares	Average weighted price in €	Amount in €
01/03/2013	5 724	90,8600	520 082,64
04/03/2013	7 500	89,8800	674 100,00
06/03/2013	50 000	89,9500	4 497 500,00
07/03/2013	25 000	89,7100	2 242 750,00
08/03/2013	20 000	89,0800	1 781 600,00
11/03/2013	1 788	86,9990	155 554,21
12/03/2013	10 000	86,6710	866 710,00
13/03/2013	6 600	85,7750	566 115,00
TOTAL	126 612	89,2839	11 304 411,85

* *
*

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.

Contacts

Investor Relations: +33 1 45 19 52 26

Sophie Palliez-Capian sophie.palliez@bicworld.com

Katy Bettach-Montecatine katy.bettach@bicworld.com

Press: +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 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.

