DISCLOSURE OF TRADING IN OWN SHARES FOR SEPTEMBER 2013

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

- No transactions for September 2013.

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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 2012 Registration Document filed with the French financial markets authority (AMF) on March 27, 2013.

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

2013-2014 Agenda (all dates to be confirmed)

3rd Quarter 2013 results	October 23, 2013	Conference call
FY 2013 results	February 12, 2014	Meeting, BIC Headquarters
1st Quarter 2014 results	April 24, 2014	Conference call
2013 Shareholders meeting	May 14, 2014	Meeting, BIC Headquarters

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, Euronext Vigeo Europe 120, Euronext Vigeo France 20, Ethibel Excellence Europe, Gaia Index and Stoxx Global ESG Index.