



## **CELLO GROUP EXERCISES ITS PUT OPTION ON 20% OF CELLO PENS**

BIC Group today announces that Cello Group has exercised its Put Option, allowing them to sell 20% of Cello Pens to BIC Group.

Following the closing of this acquisition (expected by the end of H1 2014 for an amount of approximately 4 bn INR - 50 million euros<sup>1</sup>), BIC Group will hold 75% of Cello Pens.

The shareholders agreement of 21 January 2009 provides the shareholders with further future call and put options, according to which BIC's stake could reach up to 90% by 2016. The price of these options is based on a formula tied to earnings.

Cello Pens has been fully consolidated since October 2013 within the BIC Group and contributed 18.1 million euros in BIC full year 2013 net sales. If Cello Pens had been fully consolidated for the entire year 2013, contribution of Cello Pens would have been around 81 million euros in net sales with a Normalized IFO margin of 23%.

Cello Pens is India's largest manufacturer and distributor of writing instruments with approximately 28% of India domestic pen market and a presence in Africa, Middle-East and Asia. With its broad portfolio of products and countrywide distribution network, the Cello<sup>®</sup> brand is one of the most recognized consumer brands in India.

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<sup>1</sup> 82.3 INR = 1 euro

*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 2013 Registration Document filed with the French financial markets authority (AMF) on 26 March 2014.*

## Contacts

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For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

## 2014 Agenda (all dates to be confirmed)

1 <sup>st</sup> Quarter 2014 results	24 April 2014	Conference call
2013 AGM	14 May 2014	Meeting – BIC Headquarters
2 <sup>nd</sup> Quarter and 1 <sup>st</sup> Half 2014 results	31 July 2014	Conference call
3 <sup>rd</sup> Quarter 2014 results	22 October 2014	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 2013, 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.*

