



**DISCLOSURE OF TRADING IN OWN SHARES  
FOR MARCH 2014**

In compliance with general regulation, SOCIÉTÉ BIC declares below the transactions made on its own shares for March 2014:

- No transactions for March 2014.

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

**Contacts**

<b>Investor Relations:</b> +33 1 45 19 52 26 Sophie Palliez-Capian <a href="mailto:sophie.palliez@bicworld.com">sophie.palliez@bicworld.com</a> Katy Bettach-Montecatine <a href="mailto:katy.bettach@bicworld.com">katy.bettach@bicworld.com</a>	<b>Press:</b> +33 1 53 70 74 21 Priscille Reneaume <a href="mailto:preneaume@image7.fr">preneaume@image7.fr</a> Isabelle de Segonzac <a href="mailto:isegonzac@image7.fr">isegonzac@image7.fr</a>
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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.*

