

DISCLOSURE OF TOTAL NUMBER OF VOTING RIGHTS AND NUMBER OF SHARES FORMING THE CAPITAL AS OF JULY 31, 2014

Article L 233-8-II of the French "Code de Commerce" and Article 223-16 of the General Regulations of the French "Autorité des Marchés Financiers".

As of July 31, 2014, the total number of issued shares of SOCIÉTÉ BIC is 47,885,767 shares, representing:

- 69,385,338 voting rights,
 - 68,626,482 voting rights excluding shares without voting rights

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.

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

2014 Agenda (all dates to be confirmed)

| 3 rd Quarter 2014 results | 22 October 2014 | Conference call |
|--------------------------------------|------------------|----------------------------|
| Full Year 2014 Results | 11 February 2015 | Meeting – BIC Headquarters |
| 1∝Quarter 2015 Results | 22 April 2015 | Conference call |
| 2015 AGM | 06 May 2015 | 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 2013, BIC recorded Net Sales of 1,887.8 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: CDP Climate Performance Leadership Index (CPLI), Carbon Disclosure Leadership Index (CDLI), CDP Supplier Climate Performance Leadership Index (SCPLI), FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Excellence, STOXX Global ESG Leaders and Gaia Index.

