



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

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

- No transactions for August 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

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

2014-2015 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 st 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 1,898.7 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.

