



## SHEAFFER DIVESTITURE

BIC Group today announces that following the Asset Purchased Agreement signed on 21 August 2014, Sheaffer, BIC’s fine writing instrument business, has been sold to A.T. Cross for approximately 15 million USD (12 million euros)<sup>1</sup>.

While the closing is effective for the majority of Sheaffer operations around the world, in order for A.T Cross to establish its own local operations, the closing for a few countries will occur in the first half of 2015.

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### Contacts

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

### 2015 Agenda (all dates to be confirmed)

Full Year 2014 Results	11 February 2015	Meeting – BIC Headquarters
1 <sup>st</sup> 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: FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Excellence Investment Register, Gaia Index and Stoxx Global ESG Leaders Index.*



<sup>1</sup> 1.2378 USD = 1 euro (06-NOV-2014)