



GONZALVE BICH APPOINTED COO

December 14, 2016 - Gonzalve will take complete responsibility for all BIC Consumer Business (Stationery, Lighters and Shavers), including both categories and geographies and will focus on developing and delivering short and medium term business plans and financial results. He will be responsible for Human Resources and IT as well. Bruno Bich, Chairman and Chief Executive Officer, will continue to focus on BIC Long-Term Strategy, making sure that the Group takes the necessary actions to meet future challenges and seize future opportunities. He will retain responsibility for Finance, Legal and Sustainable Development as well as BIC Graphic and BIC Sport.

Gonzalve Bich joined BIC Asia in 2003, where he developed the regional business for four years. He moved on to serve as Group People Development Director before joining the Shaver Category as Group Shaver Marketing Director. From 2008 to 2012, he headed the Northern European business. In 2012, he was named Deputy General Manager, responsible for Middle East, Africa, Oceania, and Asia Pacific and was promoted General Manager, Developing Markets by mid-2013. He took the responsibility for BIC Consumer Business Categories & Latin America operations in spring 2016 and was appointed Executive Vice President of Société BIC in June 2016.