



BIC ANNOUNCES WINNERS IN ITS CONTINENT-WIDE BIC ART MASTER AFRICA COMPETITION

Artist Fatiou Aboudou is the winner of the 2019 BIC Art Master Africa competition for his portrait titled *Black Lion*. He, along with People's Choice winner Kansime Brian, are the first winners of the company's first-ever continent-wide art competition.

Talented artists from across Africa competed in the BIC Art Master Africa, creating original masterpieces using BIC ballpoint pens. The competition began in South Africa in 2017 but was broadened to the entire continent after receiving immense positive reactions. This year over 5,000 entries were submitted by more than 2,400 artists from 47 countries. A panel of five judges chose Aboudou as the overall winner of the event.

BIC was originally founded on one hero product, the BIC Cristal® ballpoint pen that served as an essential tool for people everywhere. As the company expanded its range of ballpoint pens, BIC saw consumers around the world redefine how they used its signature blue ink. BIC Art Master was born from the company's connection with art and creativity with the goal of creating a platform that recognizes local talent around Africa.

Aboudou was awarded the grand prize of \$1,000 USD cash and a personalized gallery to showcase his artwork. He is now in negotiations to have his winning piece purchased and added to *La Collection BIC*, the company's official art collection.

In addition to Aboudou, Kansime Brian emerged as the contest's People's Choice winner, chosen by online voters for her piece titled *Life*, which is described as a depiction of true childhood happiness. Brian received \$500 USD and a BIC Artistry Kit.