

Next **BIC** Thing

Bringing You Into The Innovation Process



BIC CONNECTS WITH CONSUMERS THROUGH A NEW INNOVATION PLATFORM WHICH PROVIDES A FIRST LOOK AT ITS AI-ENABLED SHAVER AT CES, DEVELOPED WITH INVOXIA

January 10, 2020 - BIC announces today ***The Next BIC® Thing***, a new, collaborative platform that will deepen its focus on consumer insights by bringing consumers directly into BIC's Innovation and Research & Development (R&D) process.

The Next BIC® Thing will allow consumers to access the latest news from BIC's new products and become part of a new group of brand ambassadors called the "BIC® R&D Squad." The "BIC® R&D Squad" is a community that will test BIC's product prototypes, provide feedback, and interact with BIC's internal teams.

Unveiled at the Consumer Electronics Show (CES) in Las Vegas, The Next BIC® Thing will kick-off with BIC's new AI-enabled prototype shaver designed in partnership with Invoxia, a global leader in the design and development of connected devices.

BIC's new prototype razor, the first wet shaver with AI technology, will capture data about the complete shaving experience, including temperature, humidity, hair density, shaving speed, number of strokes, time spent shaving, blade dullness, and more. With its community of users and the help of data collected through the application designed by Invoxia, BIC will create its next-generation of shavers, perfectly adapted to today's users based on these advanced consumer insights.

"CES is a tremendous opportunity to illustrate BIC's focus on the needs of the modern consumer. The Next BIC® Thing is one of many initiatives underway at BIC that will not only broaden and strengthen the insights we use to create products that consumers want and need, but enhance our growth path," said Thomas Brette, Group Innovation & Insights Officer at BIC.

Eric Carreel, Invoxia co-founder said, "What we are doing with BIC perfectly demonstrates the virtuous trypsic: device, service and data. By using a smart device that

collects useful data, we can better understand just about anyone's habits and provide instant and personalized feedback. In addition, this data now also drives innovation! BIC is the perfect illustration that a better service allows you to take better advantage of the data and improve your product."