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Portable Fuel Cell Technology disposal

BIC announces today the signing of a binding agreement related to the disposal of its Portable Fuel Cell Technology to Intelligent Energy, a company specialized in the development of modular, low carbon fuel cell and listed on the London Stock Exchange. Value would include 13 million USD (11.5 million euros¹) at closing and 2 million USD (1.8 million euros¹) in an escrow account at closing to be paid once transition services are completed. The transaction includes all assets (patents and related technology and know-how). The agreement includes a potential earn out up to 7 million USD (6.2 million euros¹). Closing is expected by the end of March 2015.

BIC announced on 19 November 2014 that it had decided to significantly reduce its investment in portable Fuel Cell R&D resources and actively explore strategic alternatives to monetizing its technology. BIC started to work on portable Fuel Cell research and development in 2003, partnering with CEA-LITEN since 2004. In 2011, BIC Group had acquired the assets of Angstrom Power Incorporated; a Canadian company specialized in the development of portable fuel cell technology to complement R&D on cartridges.

Contacts

<p>Investor Relations: +33 1 45 19 52 26</p> <p>Sophie Palliez-Capian sophie.palliez@bicworld.com</p>	<p>Contact Press</p> <p>Albane de La Tour d'Artaise albane.deLaTourDArtaise@bicworld.com</p> <p>Priscille Reneaume : +33 1 53 70 74 70 preneaume@image7.fr</p> <p>Isabelle de Segonzac : +33 1 53 70 74 70 isegonzac@image7.fr</p>
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For more information, please consult the corporate web site: www.bicworld.com

2015 Agenda (all dates to be confirmed)

1 st Quarter 2015 Results	22 April 2015	Conference call
2015 AGM	06 May 2015	Meeting – BIC Headquarters
2 nd Quarter and 1st Half 2015 results	30 July 2015	Conference call
3 rd Quarter 2015 results	21 October 2015	Conference call

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 2014, BIC recorded Net Sales of 1,979.1 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.

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¹ 1.1317 USD = 1 euro (26-FEB-2015 ; ECB Reference rate)