



BIC GROUP – PRESS RELEASE CLICHY – 07 APRIL 2015

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FUEL CELL DIVESTITURE

BIC Group today announces that following the binding agreement signed on 27 February 2015, Fuel Cell, BIC's Portable Fuel Cell Technology, has been sold to Intelligent Energy for 13 million USD (approx. 12.0 million euros¹) at closing and 2 million USD (approx. 1.8 million euros¹) in an escrow account at closing to be paid once transition services are completed. The agreement includes a potential earn out up to 7 million USD (approx. 6.5 million euros¹).

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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: Carbon Disclosure Leadership Index (CDLI), FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Sustainability Excellence Europe, STOXX ESG Leaders and Gaia Index.

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¹ 1.0830 USD = 1 EUR ECB Reference rate 02-APR-2015)