



Follow BIC latest news on @BicGroup

**Gonzalve BICH appointed BIC Chief Operating Officer (COO),
effective January 2017**

BIC today announces that, effective January 1st 2017, Gonzalve Bich will be appointed Chief Operating Officer (COO). 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*

* *
*

CONTACTS

Investor Relations: +33 1 45 19 52 26 Sophie Palliez-Capian sophie.palliez@bicworld.com Katy Bettach katy.bettach@bicworld.com	Press Contacts Albane de La Tour d’Artaise albane.delatourdartaise@bicworld.com Priscille Reneaume: +33 1 53 70 74 70 preneaume@image7.fr
---	---

For more information, please consult the corporate website: www.bicworld.com

2016-2017 AGENDA (ALL DATES TO BE CONFIRMED)

Full Year 2016 results	15 February 2017	Meeting – BIC Headquarters
First quarter 2017 results	26 April 2017	Conference call
2017 AGM	10 May 2017	Meeting – BIC Headquarters

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 2015, BIC recorded Net Sales of 2,241.7 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 Sustainability Excellence Europe, STOXX ESG Leaders and Gaia Index.

