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SIMPLIFIED MERGER PLAN

SOCIETE BIC

Limited company with share capital of €181,542,184.24
Registered office: 14, rue Jeanne d'Asnières - 92110 Clichy
552 008 443 R.C.S. Nanterre
(Merging Company)

BIC CLICHY

Simplified stock company with share capital of €795,469,068.32
Registered office: 14 rue Jeanne d'Asnières - 92110 Clichy
487 708 802 R.C.S. Nanterre
(Absorbed company)

By private deed dated 11 August 2017, SOCIETE BIC and BIC CLICHY have drawn up a merger plan as follows:

1. BIC CLICHY, whose purpose is equity interests in BIC Group entities located in France and abroad, will contribute the entirety of its assets against the taking over of its liabilities.
2. As SOCIETE BIC holds 100% of the shares of BIC CLICHY and undertakes to hold them continuously until completion of the merger, the operation is a full merger.
3. Consequently, neither approval of the merger by the Extraordinary Shareholders' Meeting of the companies, neither exchange ratio, nor capital increase of SOCIETE BIC is required pursuant to Sect. L. 236-11 of the French Commercial Code.
4. However, one or several shareholders of SOCIETE BIC gathering at least 5% of its share capital may petition to the court to designate a representative to convene the Extraordinary Shareholders' Meeting of SOCIETE BIC to decide whether to approve the merger.
5. The merger will be effective on 30 September 2017, with retrospective effect on 1 January 2017 for accounting and tax purposes. Correlatively, results of all transactions affecting assets or liabilities carried out by BIC CLICHY from 1 January 2017 to the completion of the merger, will be charged if negative or credited exclusively to SOCIETE BIC and treated for accounting and tax purposes as carried out by SOCIETE BIC from that date.
6. The terms of the merger were drawn up on the basis of their statutory accounts for the period ended 31 December 2016 for each company.
7. The accounting statements established on 30 June 2017 are made available to the shareholders at the headquarters, pursuant to Sect. R. 236-3 of the French Commercial Code.
8. As this would be an internal reorganisation operation, the entity's assets and liabilities of BIC CLICHY will be transferred, at net book value as of 31 December 2016, to SOCIETE BIC, according to applicable

regulation. On this basis, the total amount of assets and liabilities of BIC CLICHY are respectively of €1,305,267,246 and €17,421,063. Therefore, the transferred net assets amount to €1,287,846,183.

9. The difference between the transferred net assets value and book value of shares recorded in SOCIETE BIC's accounts will lead to a merger premium of €492,377,493.
10. Through completion of the merger, BIC CLICHY will be dissolved.
11. Pursuant to Sect. L. 236-11 of the French Commercial Code, the draft merger document has been deposited at the registry of the Commercial Court of Nanterre on 11 August 2017.
12. Creditors, whose claims precede the publication date of this notice, are entitled to oppose to the merger in the conditions and the timeframe set forth in Sect. L. 236-14 et R. 236-8 of the French Commercial Code.

CONTACTS

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

2017-2018 AGENDA (ALL DATES TO BE CONFIRMED)

3 rd Quarter 2017 results	25 October 2017	Conference call
Full Year 2017 results	14 February 2018	Meeting – BIC Headquarters
First Quarter 2018 results	25 April 2018	Conference call
2018 AGM	16 May 2018	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 and thanks to everyday efforts and investments, BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2016, BIC recorded Net Sales of 2,025.8 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 Socially Responsible Investment indexes: CDP's Climate A List, CDP's Supplier Climate A List, CDP Supplier Engagement Leader Board, FTSE4Good indexes, Ethibel Sustainability Index (ESI) Excellence Europe, Euronext Vigeo – Eurozone 120, Euronext Vigeo – Europe 120, Stoxx Global ESG Leaders Index.

