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BIC LAUNCHES BIC SHAVE CLUB IN THE UNITED-KINGDOM: THE FIRST ONLINE SUBSCRIPTION SERVICE WITH A BIC® REFILLABLE SHAVER FOR MEN

BIC launches BIC SHAVE CLUB, its online subscription service with a BIC® refillable shaver for men in the United-Kingdom.

Available as of today, at an exclusive launch price offer of £2.95 for the five-blade shaver (delivery included) for the first month's subscription, customers will get their blades delivered to their door, be able to change their subscription without commitment and cancel at any time using: www.bicshaveclub.com

BIC SHAVE CLUB will deliver the best of BIC's shaving technology through two refillable razor options:

#3

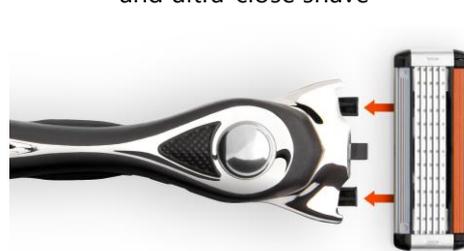
#3 is the ideal shaver for a quick and efficient shave



- 3 blades-patented technology for a quick and efficient shave
- A lubricating strip with Aloe Vera and Vitamin E for a smooth glide
- An easy-to-refill system
- An ergonomic handle designed with anti slip rubber grip
- **£4.50 / month**

#5

#5 is ideal for a precise and ultra-close shave



- 5 movable blades-patented technology for a closer shave and optimal comfort
- A precision edging blade at the back of the head to easily reach difficult areas such as side burns
- A lubricating strip with Aloe Vera and Vitamin E for a smooth glide
- An easy-to-refill system
- An ergonomic handle designed with metal and rubber grip for a better handling and control
- **Launching offer: £2.95 the 1st month, then £8 / month**

With more than 40 years of research and development in the shaving category, BIC revolutionised the world of shaving with the first non-refillable razor to provide a reliable and simple solution for the everyday consumer.

BIC SHAVE CLUB, started in France in March 2017, is the first direct-to-consumer service initiative from BIC, which according to a recent survey boasts 88% client satisfaction and a high loyalty rate.

This success has encouraged the company to expand its added-value shaving service to consumers in the UK in order to pursue its vision of simplifying consumers lives, offering the best of BIC technology at an affordable price directly to consumers and to broaden its customer base through the e-commerce channel.

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For more information, please visit: www.bicworld.com

2018 AGENDA (ALL DATES TO BE CONFIRMED)

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
First Half 2018 results	1 st August 2018	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 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.

