

# FACTSHEET

## WHO IS 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 realized 86% of its sales in Consumer Goods (through its Stationery, Lighter, Shaver and Other Consumer Products categories) and 14% in the Advertising and Promotional industry.



17 438  
Employees\*



25  
Factories\* on 5 continents

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.

\*Including Cello Pens

## BOARD OF DIRECTORS



8 meetings  
in 2014

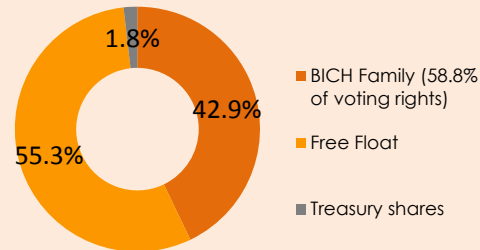
40% of  
independent  
members

95% rate of  
attendance in 2014





<b>Bruno Bich</b> Chairman	<b>Mario Guevara</b> Officer and Director	<b>François Bich</b> Executive Vice-president	<b>Elizabeth Bastoni (i)</b> Human resources consultant	<b>Marie-Pauline Chandon-Moët</b> President of Ferrand SAS
<b>John Glen (i)</b> CEO of Buccleuch Group	<b>Marie-Henriette Poinot</b>	<b>Frédéric Rostand (i)</b> CEO of SODIAAL	<b>Pierre Vareille(i)</b> CEO of Constellium	<b>Edouard Bich</b> Representative of MBD

(i): independent

## Share capital breakdown DEC-2014



“  
**WE OFFER SIMPLE,  
INVENTIVE AND RELIABLE  
CHOICES FOR  
EVERYONE,  
EVERYWHERE,  
EVERY TIME**”

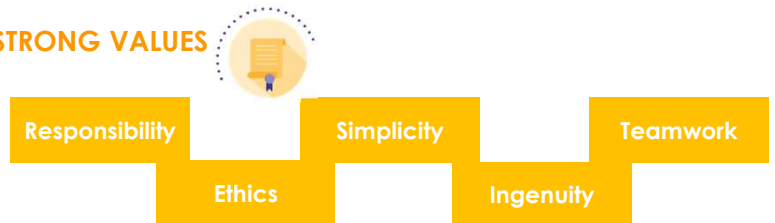
		2014 RESULTS	
	<b>N°2</b> Worldwide	Net sales <b>1,979.1 M€</b>	Earnings per share (EPS) Group share <b>€5.57</b>
	<b>N°1</b> Worldwide	17% of net sales through new products*	Free cash flow <b>193.6 M€</b>
	<b>N°2</b> In Europe and the USA***	Normalized Income from Operations (NIFO) <b>370.0 M€</b>	Net cash <b>320.2M€</b>
	<b>N°2</b> Worldwide	NIFO** margin <b>18.7%</b>	Dividend <b>€2.85 per share</b>

\*A product is considered as new during the year of its launch and the three following years  
\*\* Normalized: excluding exceptional items  
\*\*\* One-piece shaver

## LEADERSHIP TEAM

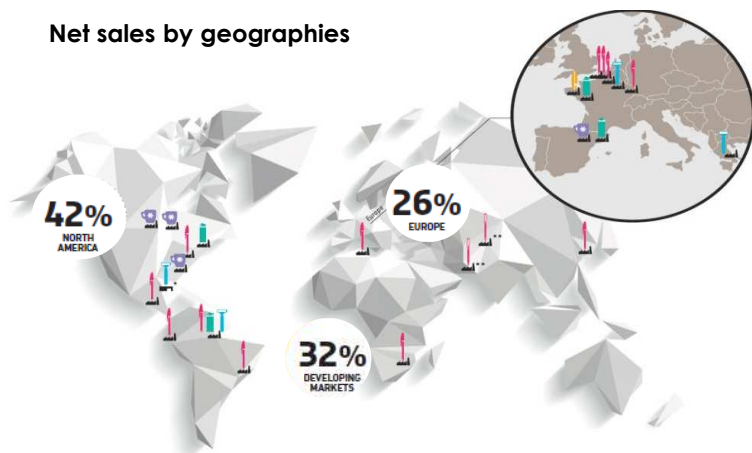
Mario Guevara	Billy Salha	Chris Mills	Gonzalve Bich
Officer and Director	Europe	North America	Developing markets
Benoît Marotte	François Bich	Thomas Brette	Edgar Hernandez
Stationery	Lighters	Shavers	Promotional products
Marie-Aimée Bich	Jim DiPietro	Alison James	
Legal	Finance	Human resources	

## STRONG VALUES



## A WORLDWIDE MANUFACTURING FOOTPRINT

### Net sales by geographies

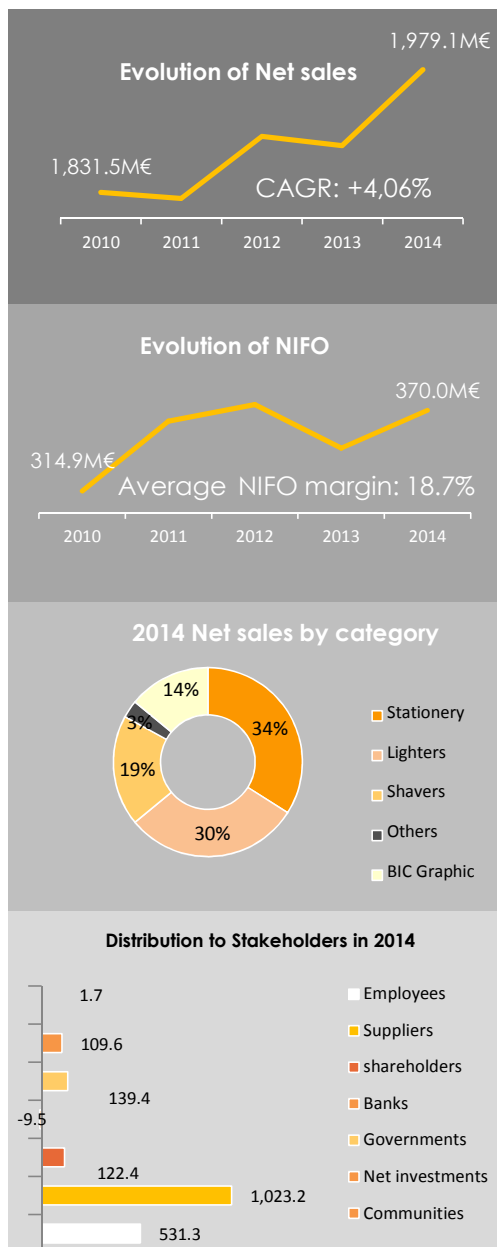


85% of Group net sales are generated in BIC owned factories

## A FORMALIZED AND MEASURED ENVIRONMENTAL, SOCIAL AND SOCIETAL COMMITMENT



- > **innovate** in order to continually reduce the environmental footprint of all products
- > **improve** the environmental performance of BIC's factories
- > **be a committed** employer by upholding the Group's values, ensuring safety in the workplace and employability for all
- > **ensure respect** for Human Rights in the workplace and expand Environmental, Social and Governance practices



## 2014 RESULTS

### Group key financial indicators

Results (EUR million)	2010	2011	2012	2013	2014
Net Sales	1,831.5	1,824.1	1,898.7	1,887.8	1,979.1
Income from Operations (IFO)	304.6	339.7	365.0	339.2	369.3
IFO margin	16.6%	18.6%	19.2%	19.5%	18.7%
NIFO*	314.9	362.4	368.3	344.2	370.0
NIFO margin	17.2%	19.9%	19.4%	18.2%	18.7%
Group Net income	207.5	237.9	259.6	241.5	262.1
Capital expenditures	63	89	125	107	112
Free cash flow	222.4	108.9	186.1	167.1	193.6
Net cash position	(397.1)	(329.5)	(334.5)	(196.7)	(320.2)
Earning per share	4.29	5.00	5.48	5.13	5.57
Dividend per share	1.90	4.00**	2.56	2.60	2.85
Payout ratio	44%	44%	46%	51%	51%

\* Normalized IFO: excluding exceptional items  
\*\*Of which exceptional dividend: 1.80 EUR

### Latest results (1<sup>st</sup> half 2015)

(in EUR million, except EPS)	H1 2014	H1 2015	Change	Change @CB
Net sales	968,5	1,134,0	+17.1%	+6.3%
NIFO	184,6	239,2	+29,6%	
NIFO margin	19,1%	21,1%	-	
Group Net income	135,7	176,6	+30.1%	
EPS	2,89	3,74	+29,4%	

