

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 his 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

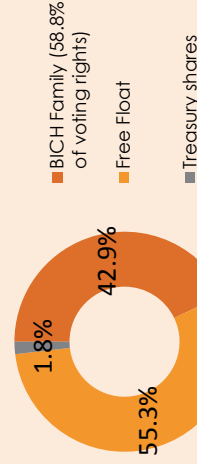
40% of
independent
members

Bruno Bich Chairman	Mario Guevara Chief Executive Officer	François Bich Executive Vice-president	Elizabeth Bastoni (f) Human resources consultant	Marie-Pauline Chandon-Moët President of Ferrand SAS
John Glen (f) CEO of Buccleuch Group	Marie-Henriette Poinot	Frédéric Rostand (f) CEO of SODIALAL	Pierre Vareille(f) CEO of Constellium	Edouard Bich Representative of MBD

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

95% rate of
attendance in 2014

Share capital breakdown December 2014



N°2 Worldwide


N°1 Worldwide


N°2 In Europe and the USA***


N°2 Worldwide


2014 RESULTS

Net sales **1,979.1 M€**

17% of net sales through new products*

Normalized Income from Operations (NIFO) **370.0 M€**

NIFO** margin **18.7%**

Earnings per share (EPS) Group share **€5.57**

Free cash flow **193.6 M€**

Net cash **320.2M€**

Dividend **€2.85** per share

* 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

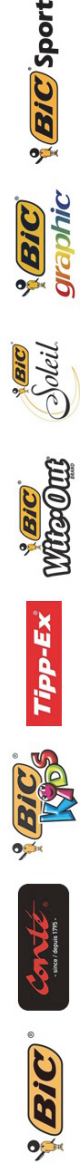
Mario Guevara Chief Executive Officer	Billy Salha Europe	Chris Mills North America	Gonzalve Bich Developing markets
Benoît Marotte Stationery	François Bich Lighters	Thomas Breffe Shavers	Edgar Hernandez Promotional products
Marie-Almée Bich Legal	Jim DiPietro Finance	Alison James Human resources	



STRONG VALUES

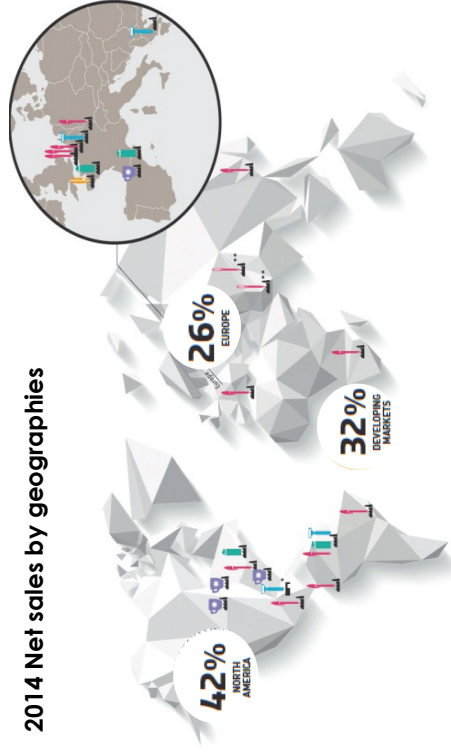


(f): independent



A WORLDWIDE MANUFACTURING FOOTPRINT

2014 Net sales by geographies

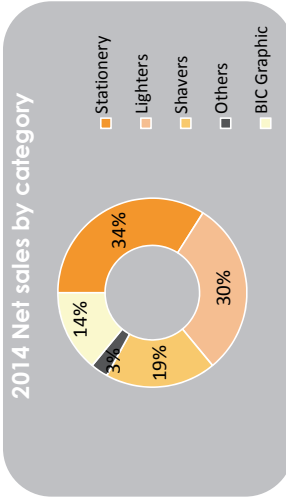
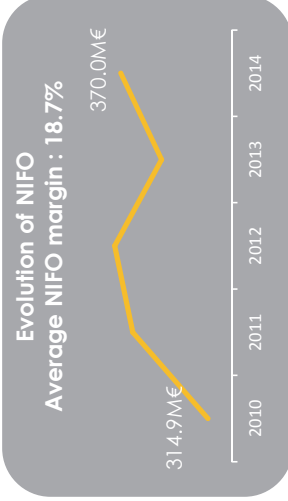
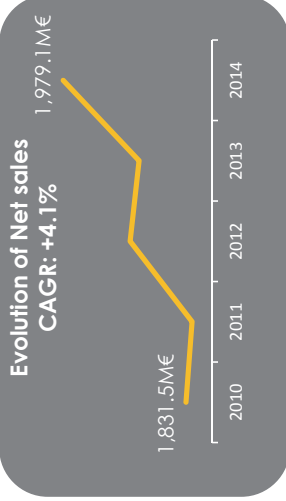


85% of Group net sales are generated in BIC owned factories

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%
Net income Group Share	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 Group 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%

9 MONTHS 2015 RESULTS

(in million EUR)	9M 2014	9M 2015	Change @Cb
Net sales	1,465.3	1,682.3	+14.8%
NIFO*	279.4	343.4	+22.9%
NIFO* margin	19.1%	20.4%	-
Group Net income	202.3	252.9	+25.0%
EPS	4.30	5.36	+24.7%

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