

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 2015, 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.



17,810
Employees*



26
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



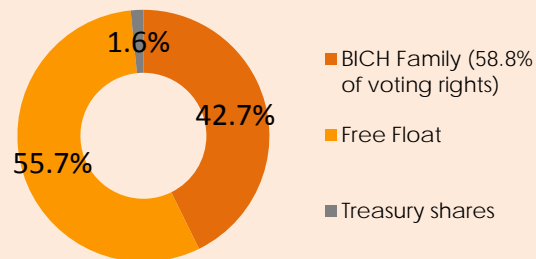
8 meetings
in 2015

40% of
independent
members





98% rate of
attendance in 2015

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

Share capital breakdown December 2015



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

		2015 RESULTS	
	N°2 Worldwide	Net sales 2,241.7 M€	Free cash flow 203.6 M€
	N°1 Worldwide	12% of net sales through new products ⁽¹⁾	Net cash 448.0 M€
	N°2 In Europe and the USA ⁽³⁾	Normalized ⁽²⁾ Income from Operations 432.0 M€	Ordinary dividend ⁽⁴⁾ €3.40 per share
	N°2 Worldwide	NIFO** margin 19.3%	Exceptional ⁽⁴⁾ dividend €2.50 per share
		Earnings per share (Group share) €6.89	

(1) A product is considered as new during the year of its launch and the three following years.

(2) Normalized: excluding exceptional items.

(3) One-piece shaver.

(4) Payable from June 1st, 2016 subject to approval at the AGM of May 18, 2016.

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 Brette Shavers	Edgar Hernandez Promotional products
Edouard Maruani Legal	Jim DiPietro Finance	Alison James Human resources	Marie-Aimée Bich-Dufour Sustainable Development

STRONG VALUES

Responsibility

Simplicity

Teamwork

Ethics

Ingenuity

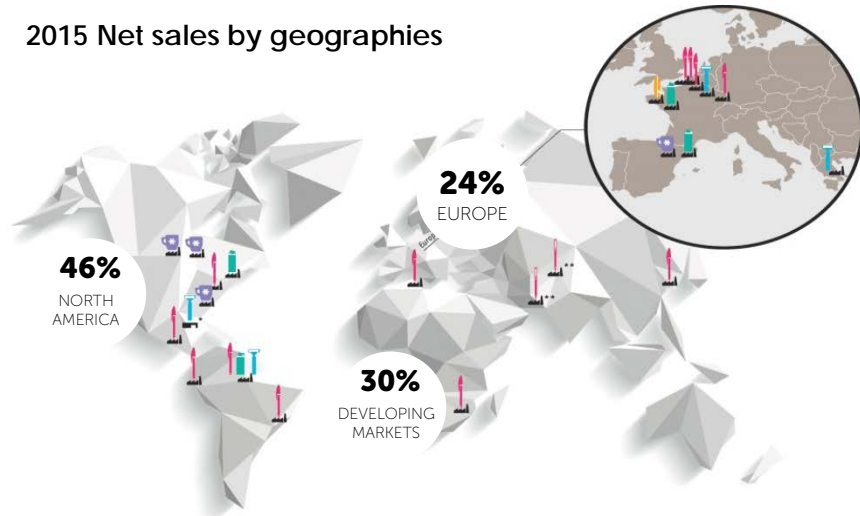
(i): independent

(ii): Change in company's by-laws submitted to the next Annual Shareholders Meeting (18 May 2016). The Board of Directors will combine the Chairman and Chief Executive Officer functions and will nominate Bruno Bich as Chairman and Chief Executive Officer. (see Press Release on 17 February 2016)



A WORLDWIDE MANUFACTURING FOOTPRINT

2015 Net sales by geographies



86% of Group net sales are generated in BIC owned factories

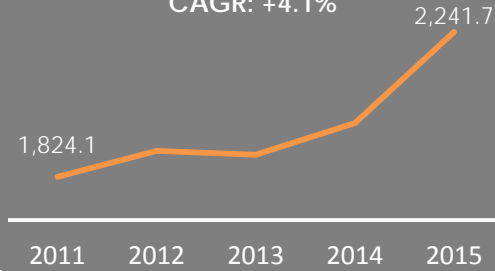
A FORMALIZED AND MEASURED ENVIRONMENTAL, SOCIAL AND SOCIETAL COMMITMENT



- › **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

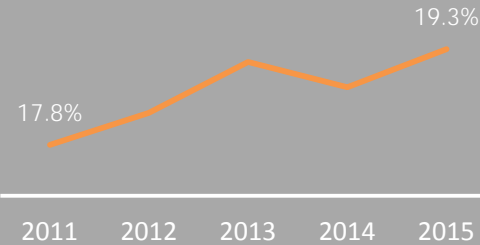
Net sales evolution (in M€)

CAGR: +4.1%

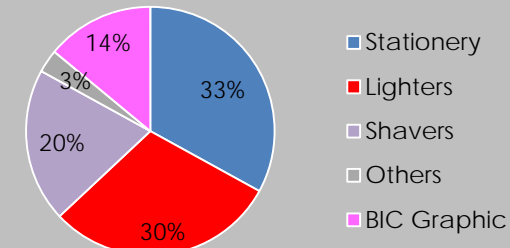


NIFO margin evolution (in %)

Average NIFO margin: 18.6%

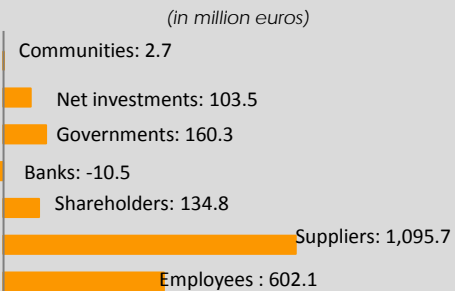


2015 net sales breakdown



Distribution to Stakeholders in 2015

(in million euros)



2015 RESULTS

Group key financial indicators

Results (EUR million)	2011	2012	2013	2014	2015
Net Sales	1,824.1	1,898.7	1,887.8	1,979.1	2,241.7
Income from Operations (IFO)	339.7	365.0	339.2	369.3	439.9
IFO margin	18.6%	19.2%	19.5%	18.7%	19.6%
NIFO*	362.4	368.3	344.2	370.0	432.0
NIFO* margin	19.9%	19.4%	18.2%	18.7%	19.3%
Net income Group Share	237.9	259.6	241.5	262.1	325.1
Capital expenditures	89	125	107	112	121
Free cash flow	108.8	186.7	167.5	194.4	203.6
Net cash position	(329.5)	(334.5)	(196.7)	(320.2)	(448.0)
Earning per share Group Share	5.00	5.48	5.13	5.57	6.89
Dividend per share	4.00**	2.56	2.60	2.85	5.90***
Payout ratio	44%	46%	51%	51%	49%

* Normalized IFO: excluding exceptional items

**Of which exceptional dividend: 1.80 EUR

*** Of which exceptional dividend: 2.50 EUR, payable from June 1st, 2016 subject to approval at the AGM of May 18, 2016

