



Press release BIC GROUP

SOCIÉTÉ BIC'S ANNUAL SHAREHOLDERS' MEETING

2007 Full year sales and normalized IFO growth confirmed

Clichy, May 23, 2007 – SOCIÉTÉ BIC's Annual Shareholders' Meeting was held Wednesday, May 23, 2007, in Clichy (92), and was chaired by Bruno Bich, Chairman of the Board. All of the resolutions tabled for the Annual Shareholders' Meeting were approved. Among the resolutions approved were the following:

- The financial statements for the full year 2006;
- **A net dividend amount of 1.30 euro per share, up 13% compared to the previous fiscal year, that will be distributed beginning June 1, 2007;**
- Reappointment as Directors of the Board for a 3-year duration: M. Bruno Bich, M. Mario Guevara and M. Gilles Pelisson;
- Appointment of a new statutory auditor and a new substitute auditor;
- Authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations) and to proceed to the free allotment of shares.

Mario Guevara, Chief Executive Officer, said: « *In 2006 we achieved a sales growth of 4.6% on a comparative basis¹ and continued to gain market share in all three categories despite an increasingly competitive environment. We also improved our IFO margin to 17.9% and reached a record net income of 170 million euros. For 2007 we confirm our annual targets of 4 to 5% sales growth on a comparative basis and normalized IFO growth slower than sales growth.* »

Bruno Bich, Chairman of the Board, added: « *2006 was a crucial year for the Group's growth, with the acquisition of Pimaco, a Brazilian stationery company, as well as planning for the 2007 launch of our first system shaver with cartridge refills in the United States and the United Kingdom.* »

Calendar:

- ✓ **BIC Group 2nd Quarter and 1st Half 2007 Net Sales will be released on July 19, 2007.**
- ✓ **BIC Group 1st Half 2007 Results will be released on August 30, 2007.**

¹ Comparative basis means at constant perimeter and constant currencies.



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About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 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 2006, BIC recorded net sales of 1,448 million euros. The Company is listed in the Eurolist Euronext Paris, the SBF120 and CAC Mid 100 indexes. BIC is also part of the FTSE4Good Europe Index.



Tipp-Ex



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

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