

**IN A CHALLENGING ENVIRONMENT,  
BIC CONTINUES TO INVEST FOR THE LONG TERM**

**Clichy, May 21 2008** – SOCIETE BIC Annual Shareholders' meeting was held Wednesday, May 21, 2008 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 2007;
- **A net dividend amount of 1.35 euro per share, up 3.8%** compared to the previous fiscal year, that **will be distributed beginning June 2, 2008** (ex date: May 28, 2008);
- Authorizations given to the Board of Directors to increase the share capital with or without preservation of shareholders' preferential rights of subscription;
- Authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations).

Mario Guevara, Chief Executive Officer, said: *"In 2007, our teams achieved sales growth of 4.7% at constant currencies for the full year with strong consumer takeaway in all three categories and our 'bolt-on' acquisition strategy proved successful. As planned, 2007 Normalized IFO grew slower than sales as a result of increased brand support linked to the launch of our first system shaver."*

Bruno Bich, Chairman of the Board, added: *"2008 is a challenging year for our Group. In an uncertain environment, we have chosen to continue to invest in our brand in all categories. We remain committed to managing our business on a long term basis and to create value for our shareholders."*

**Share cancellation:**

On May 21, 2008, SOCIÉTÉ BIC's Board of Directors decided, pursuant to the authorization granted by the Annual General Meeting of Shareholders held on May 21, 2008, to cancel 163,985 shares.

Upon completion of this transaction, the common stock of SOCIÉTÉ BIC is made up of 49,217,533 shares.

## 2008 Agenda

1 <sup>st</sup> Half 2008 results	August, 6 <sup>th</sup>	Conference Call
3 <sup>rd</sup> Quarter 2008 results	October, 22 <sup>nd</sup>	Conference Call

## 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 2007, BIC recorded net sales of 1,456.1 million euros. The Company is listed on "Euronext Paris", the SBF120 and CAC Mid 100 indexes. BIC is also part of the FTSE4Good Europe Index.*



For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

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