



REPORT OF THE JOINT EXTRAORDINARY AND ORDINARY SHAREHOLDERS' MEETING HELD ON MAY 14, 2009

The SOCIÉTÉ BIC Joint Extraordinary and Ordinary Annual Shareholders' meeting was held on Thursday, May 14, 2009 in Clichy (92) and was chaired by Mr. 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 2008;
- A dividend amount of 1.35 euros per share, equal to 2007, that will be distributed beginning May 25, 2009;
- Authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations);
- Ratification of Mr. John GLEN's cooptation and his reappointment as Director of the Board;
- Reappointments of Mr. François BICH, Mrs. Marie-Pauline CHANDON-MOET, Mr. Frédéric ROSTAND, Mrs. Henriette POINSOT and SOCIÉTÉ M.B.D. as Directors of the Board;
- Appointment of Mr. Pierre VAREILLE as Director of the Board.

Bruno Bich, Chairman of the Board, said: «The worldwide economy has led to a very challenging environment. We remain committed to our objectives in 2009, which are to increase our market shares and to protect cash generation, relying on BIC's brand equity as the "best value for money" choice and our strong balance sheet. 2009 will also be a key year for our Group's development, during which we will focus on the success of the integration of Antalis Promotional Products and the implementation of our strategic partnership with the Indian writing instruments company Cello Pens.»

2009 Agenda

2 nd Quarter 2009 Results	August 5 th , 2009	Conference Call
3 rd Quarter 2009 Results	October 21 st , 2009	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 2008, BIC recorded net sales of 1,420.9 million euros. The Company is listed on "Euronext Paris", the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.



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

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