



REPORT OF THE JOINT EXTRAORDINARY AND ORDINARY SHAREHOLDERS' MEETING HELD ON MAY 12, 2010

The SOCIÉTÉ BIC Joint Extraordinary and Ordinary Annual Shareholders' Meeting was held on Thursday, May 12, 2010 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 2009;
- An ordinary dividend amount of 1.40 euros per share that will be distributed beginning May 25, 2010;
- A special dividend amount of 1.00 euros per share that will be distributed beginning May 25, 2010;
- Authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations);
- Reappointments of Mr. Bruno Bich, Mr. Mario Guevara and Mr. Gilles Pélisson as Directors of the Board;

During this Annual General Meeting, the BIC Group confirmed its 2010 perspectives and presented its objectives for the next 3 to 5 years.

- **2010 perspectives**

- **For the Consumer business**, a moderate net sales growth on a comparative basis and a slight improvement of normalized IFO margin compared to full year 2009.
- **For the Advertising and Promotional Products**, in a volatile business environment, a normalized IFO margin close to last year's reported level.

- **3 to 5 years objectives**

- **For the Consumer business**, +2% to +4% annual organic net sales growth¹ and a normalized IFO margin between 15% and 18%
- **For the Advertising and Promotional Products**, between +5% to +10% annual organic net sales growth¹ and a normalized IFO margin between 8% and 12%. In the long term, this activity normalized IFO margin should be in line with Group level.

Bruno Bich, Chairman of the Board, said: «In 2009, in a challenging environment, the BIC Group generated solid results thanks to strengthened positions all around the world and to our continued financial stringency.

We begin 2010 stronger than we were a year ago and we will continue, this year and in the coming years, to rely on Group historical strengths: our brands, our quality and value proposition, our historical international presence, notably on fast growing markets, and our sound financial situation.»

¹ : organic net sales growth : growth at constant currencies + bolt-on acquisitions

This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties.

A description of the risks borne by BIC appears in section "Risks and Opportunities" of BIC "Reference Document" filed with the French financial markets authority (AMF) on 01 April 2010.

A presentation related to this announcement is available on BIC web site: www.bicworld.com, headline Finance.

2010 Agenda

2 nd Quarter 2010 Results	4 August 2010	Conference Call
3 rd Quarter 2010 Results	20 October 2010	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 2009, BIC recorded net sales of 1,562.7 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).



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

Investor Relations contacts: +33 1 45 19 52 26

Sophie Palliez-Capian - sophie.palliez@bicworld.com

Carole Richon - carole.richon@bicworld.com

Press contacts: +33 1 53 70 74 48

Claire Doligez - cdoligez@image7.fr

Priscille Reneaume- preneaume@image7.fr

