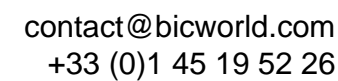




10 may 2012





Honor the Past
Invent the Future

People are the cornerstone of
our philosophy



See glossary page 64 for definitions





Market share gain in Consumer Business





Success of New Products





Strong Operational Performance

Net Sales
+3.1%

Consumer Business
+6.3%

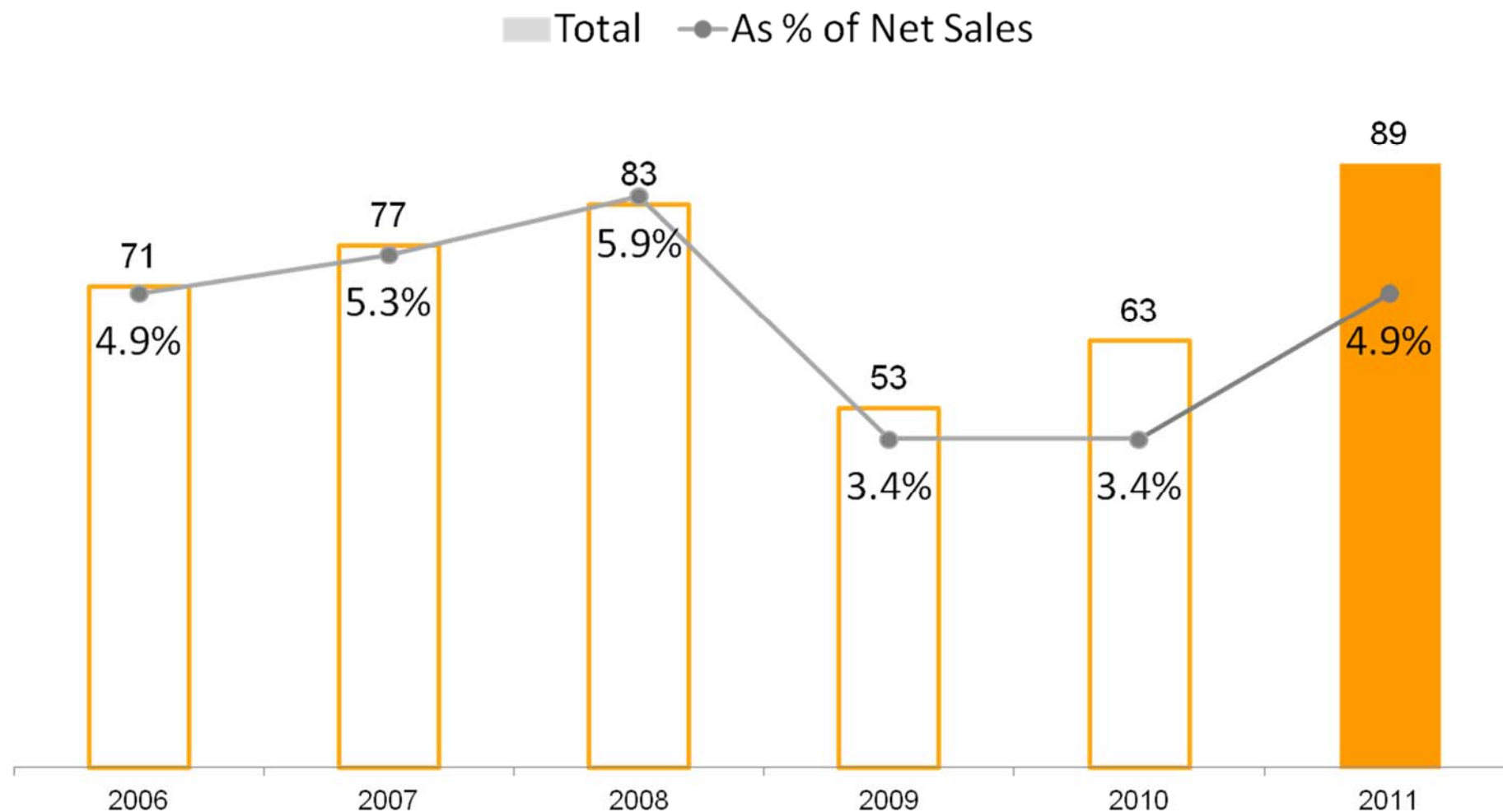
Normalized IFO
Margin
19.9%

EPS
+16.6%

Net Cash Position
329.5 million euros



CAPEX





Brand Support



Core Products...

BIC®

never ending pen

1950 1960 2000

Compre 60 anni la penna Bic® Cristal! Un mito che ha attraversato le mode e gli anni e che ancora scrive di noi.

Fantastici premi, giochi e storie appassionanti per festeggiare questa mitica never ending pen! Vai su www.neverendingpen.it e partecipa al concorso. Il divertimento è senza fine!

BIC® ti dà di più!

Stationery
Europe

BIC® More for your money...Always!

BIC® Lighter Products
Great lights and great looks

Featured Series: Tattoos
Click the thumbnails below to see the artwork

See more designs

<http://www.flickyourbic.com/fun>

Lighters
United States

OS HOLOFOTES APONTAM PARA UMA ÚNICA DIREÇÃO: VOCÊ.

BIC Comfort Teens é o depilador desenvolvido especialmente para você: simples, prático e lindo. Ele tem duas lâminas e fita lubrificante com Aloe Vera e Vitamina E. Brilhe com BIC Comfort Teens.

Isabela Sabêlico Sobral
vencedora do Concurso Garota BIC Comfort Teens 2011

Acesse o site www.garotabic.com.br e acompanhe todas as novidades que BIC Comfort Teens traz para você.

BIC

Shavers
Brazil



Brand Support

...New Products...



Stationery
United States



Lighters
Europe



Shavers
United States



Brand Support

... Growing Countries

Choose BIC and change a FUTURE!

future teacher future doctor future engineer

We're putting the power in their hands!

For every specially marked BIC stationery pack you buy, we will donate a pen to a child in need to help them on the path to learning.

Go to www.bic.co.za for more information

PLUS WIN:

20 x R5 000 CASH PRIZES towards education!

To Enter: Simply SMS "CHOOSE BIC" to 31501

Some & Conditions apply. For full Terms & Conditions go to www.bic.co.za. SMS charged at 50c. Free SMS's do not apply. Competition closes 28 February 2012. BIC Stationery available at all leading Retail outlets

South Africa

ولاعة بيك، BIC حجم كبير
تؤمن حتى 3000 شعلة

3000 شعلة

ولاعتين دون ماركة

3000 كبريتة

بيك، جودتنا سلامتكم.

Middle-East

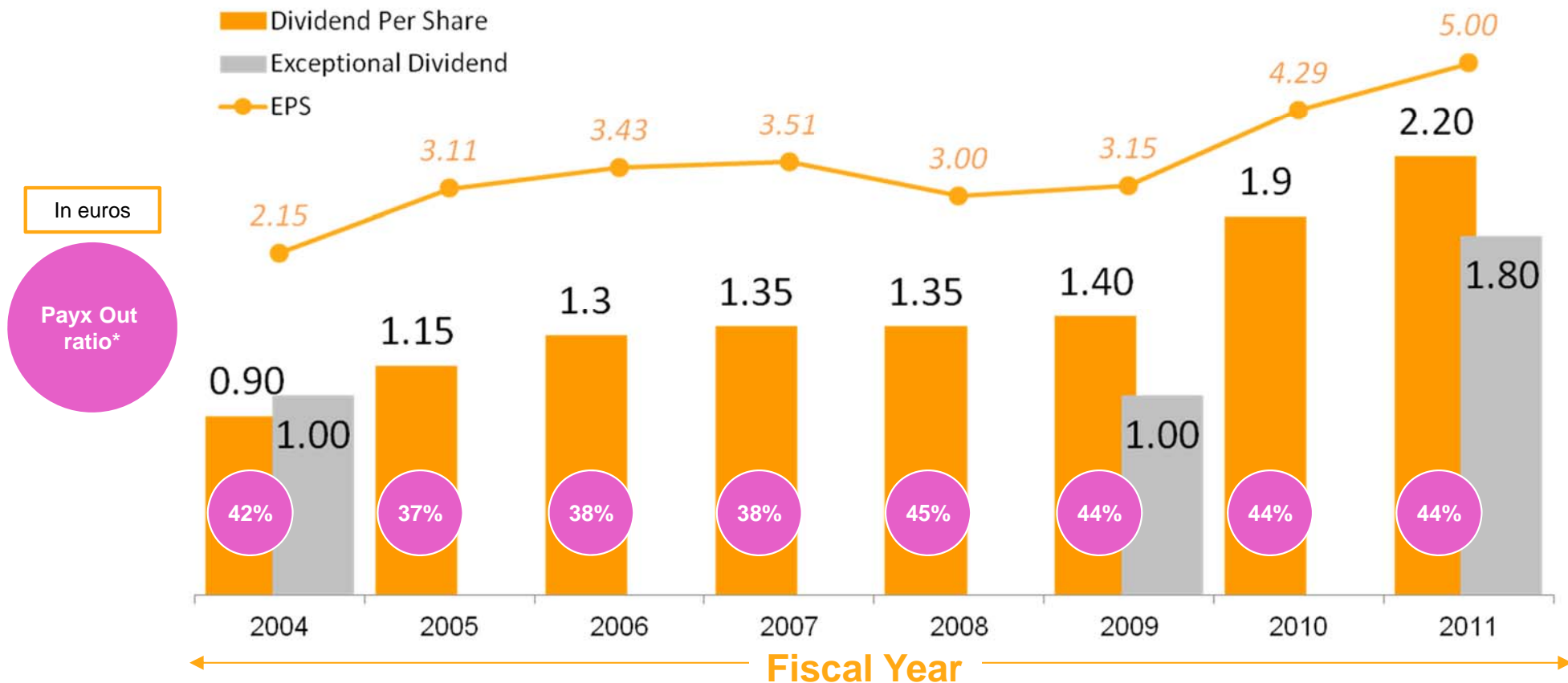


Dividend



Proposal

- 2.20 euros ordinary dividend per share (+15.8%)
- 1.80 euros exceptional dividend



* Based on ordinary dividend

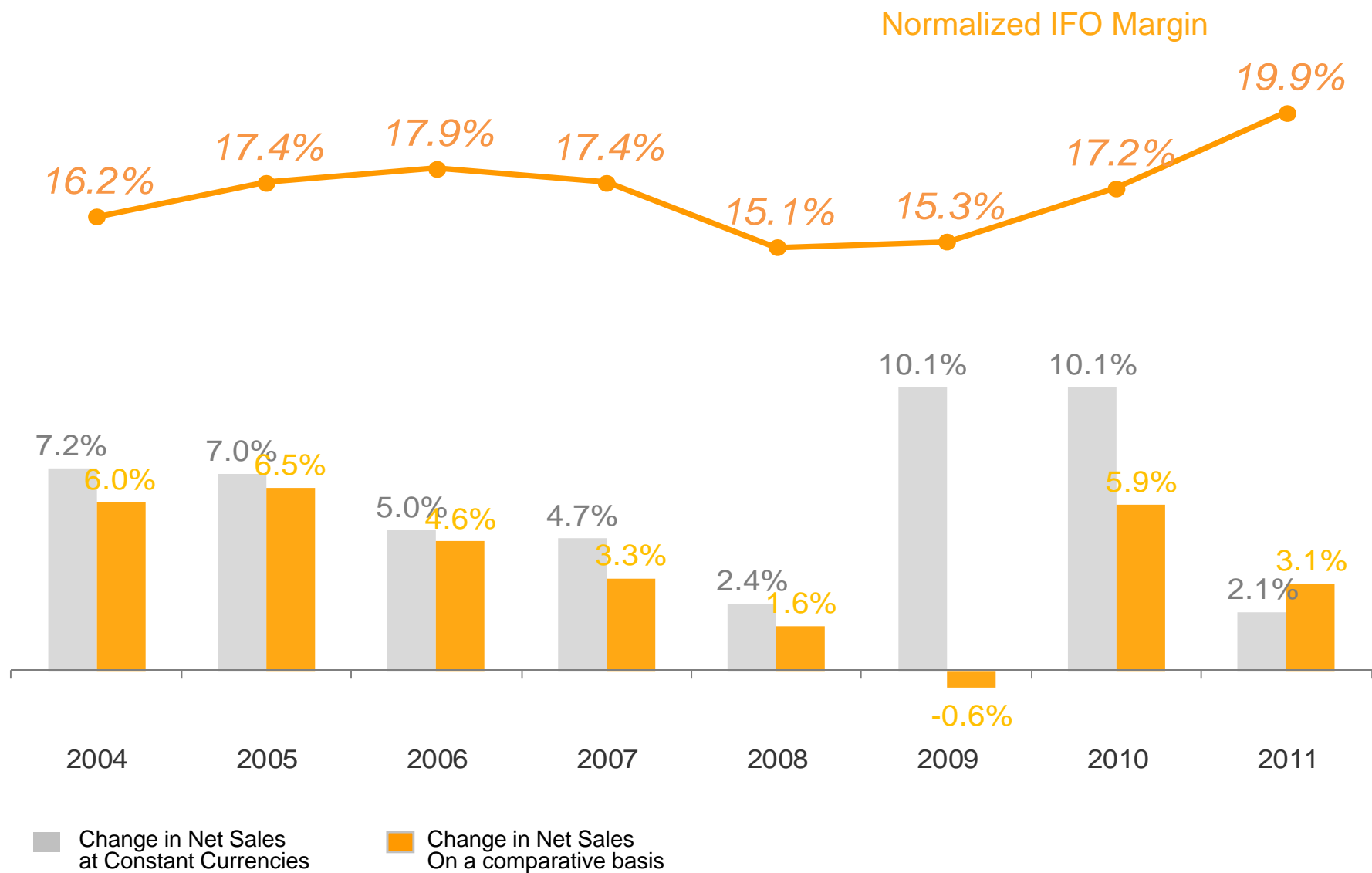
** Payment from 24-MAY- 2012, subject to approval by the AGM

2011: a good year



2011: A GOOD YEAR

Operational Performance



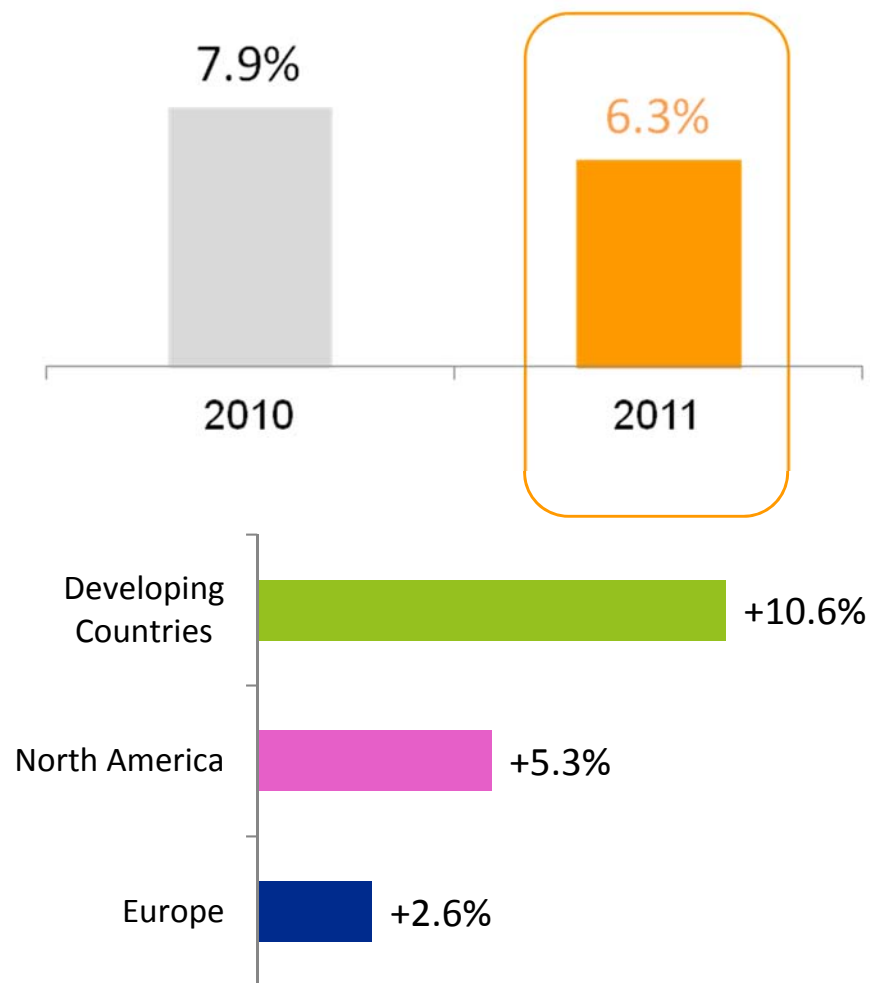
2011: A GOOD YEAR

Consumer Business

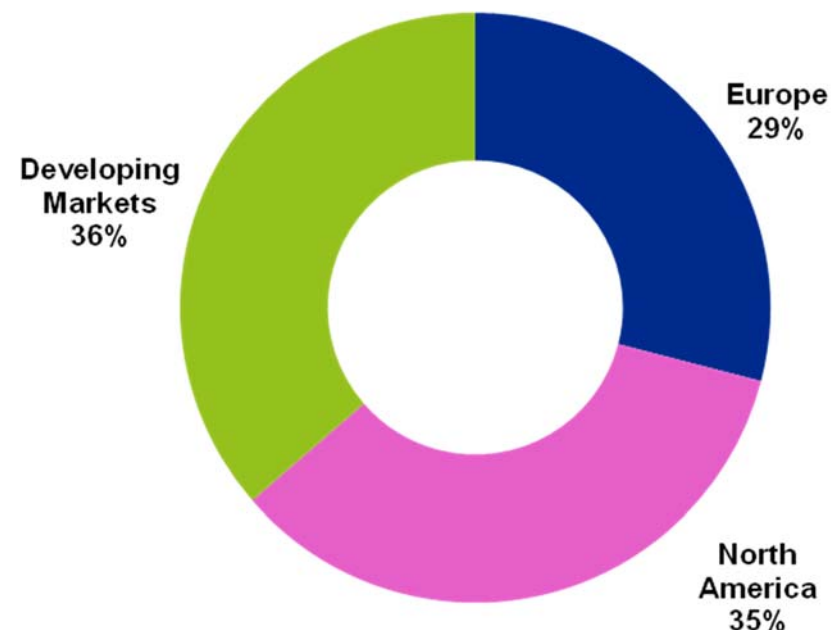


1 522.1 million euros Net Sales

Change on a Comparative Basis

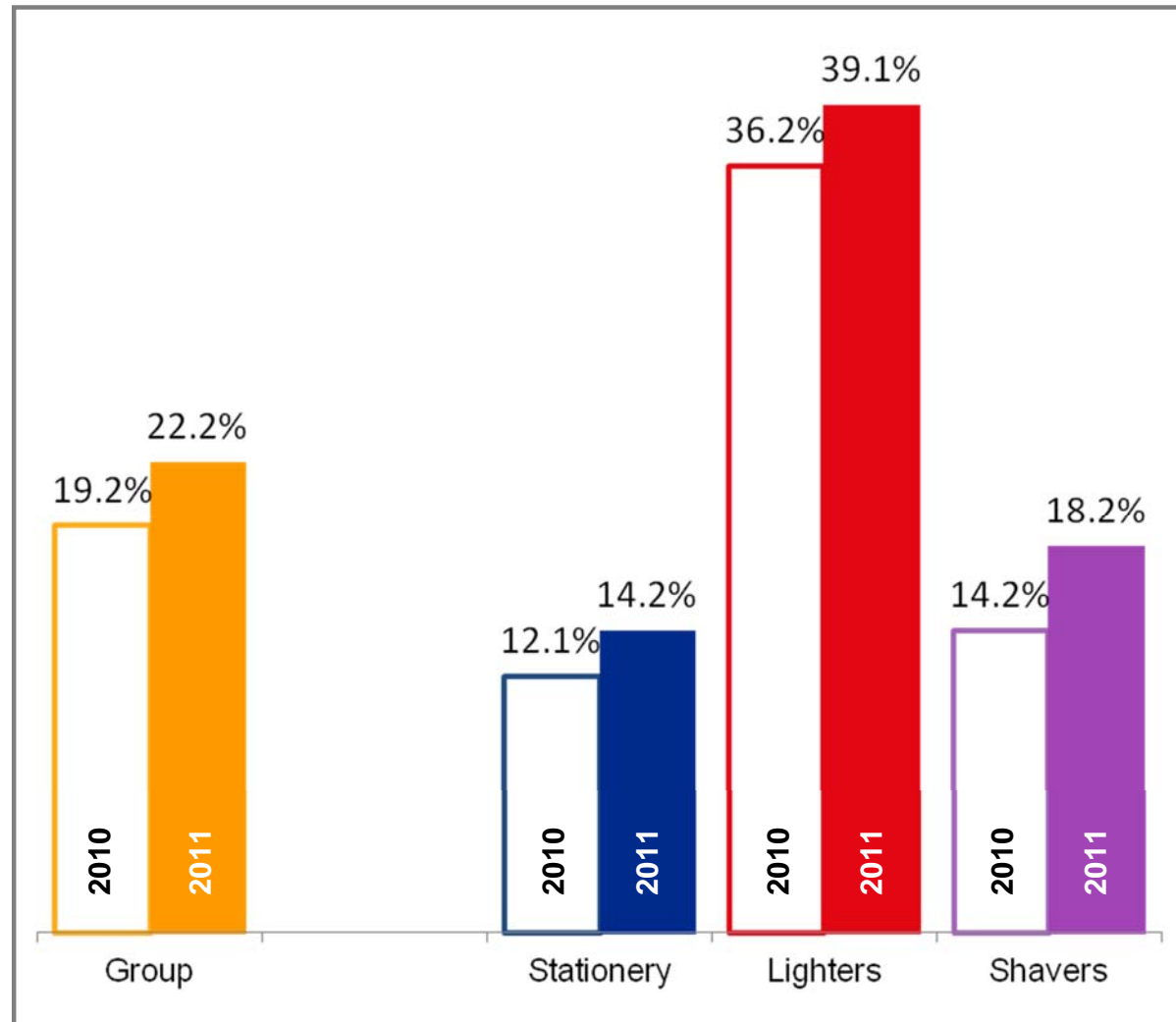


Breakdown by Geographies



2011: A GOOD YEAR

Consumer Business Normalized IFO margin



Sales Growth

Improvement of fixed
cost absorption due
to production volume
increase

Increase in
Productivity



2011: A GOOD YEAR

Stationery



Net Sales	588.5 M€ +4.1%	Normalized IFO	83.5 M€	Normalized IFO Margin	14.2%
-----------	-------------------	-------------------	---------	-----------------------------	-------



Market Share Gain in all Countries
Very Good Back to School in France



Increase in Office Product Channel
Stable Back to School



N 1 Position maintained in Latin America
Good annual performance annuelle in
the Middle-East and Africa



2011: A GOOD YEAR

Lighters



Net Sales	510.8 M€ +8.6%	Normalized IFO	199.8 M€	Normalized IFO Margin	39.1%
-----------	-------------------	-------------------	----------	-----------------------------	-------



Good Results in France, Bénélux, Germany and Russia thanks to a more segmented offer



Success of value-added sleeve designs
Improvement of distribution network



Distribution gain in Latin America, the Middle-East and Africa
Strong performance in Asia



2011: A GOOD YEAR

Shavers



Net Sales	328.2 M€ +9.1%	Normalized IFO	59.8 M€	Normalized IFO Margin	18.2%
-----------	-------------------	-------------------	---------	-----------------------------	-------



Market Share Gain in most countries

Strong demand for our entry Products and for the new value-added BIC® Flex 3



Continued growth of the BIC® Soleil for women shavers

Market Share gain in the men segment, driven by the BIC® Hybrid Advance



Growth in all BIC® product range in Latin America (one-blade, Twin-blade and Three-blades)



Advertising and Promotional Products



Net Sales	302.0M€ -10.4%	Normalized IFO	19.3 M€	Normalized IFO Margin	8.1%
-----------	-------------------	-------------------	---------	-----------------------------	------



Writing Instruments

Resilience of BIC Graphic products



Calendars

Leadership position and market share maintained in the U.S.



« Hard Goods »

Sales negatively impacted by customer service issues during the First Half



FY 2011 and
First Quarter 2012
Consolidated Results



FY 2011 CONSOLIDATED RESULTS

From Net Sales to Income From Operations

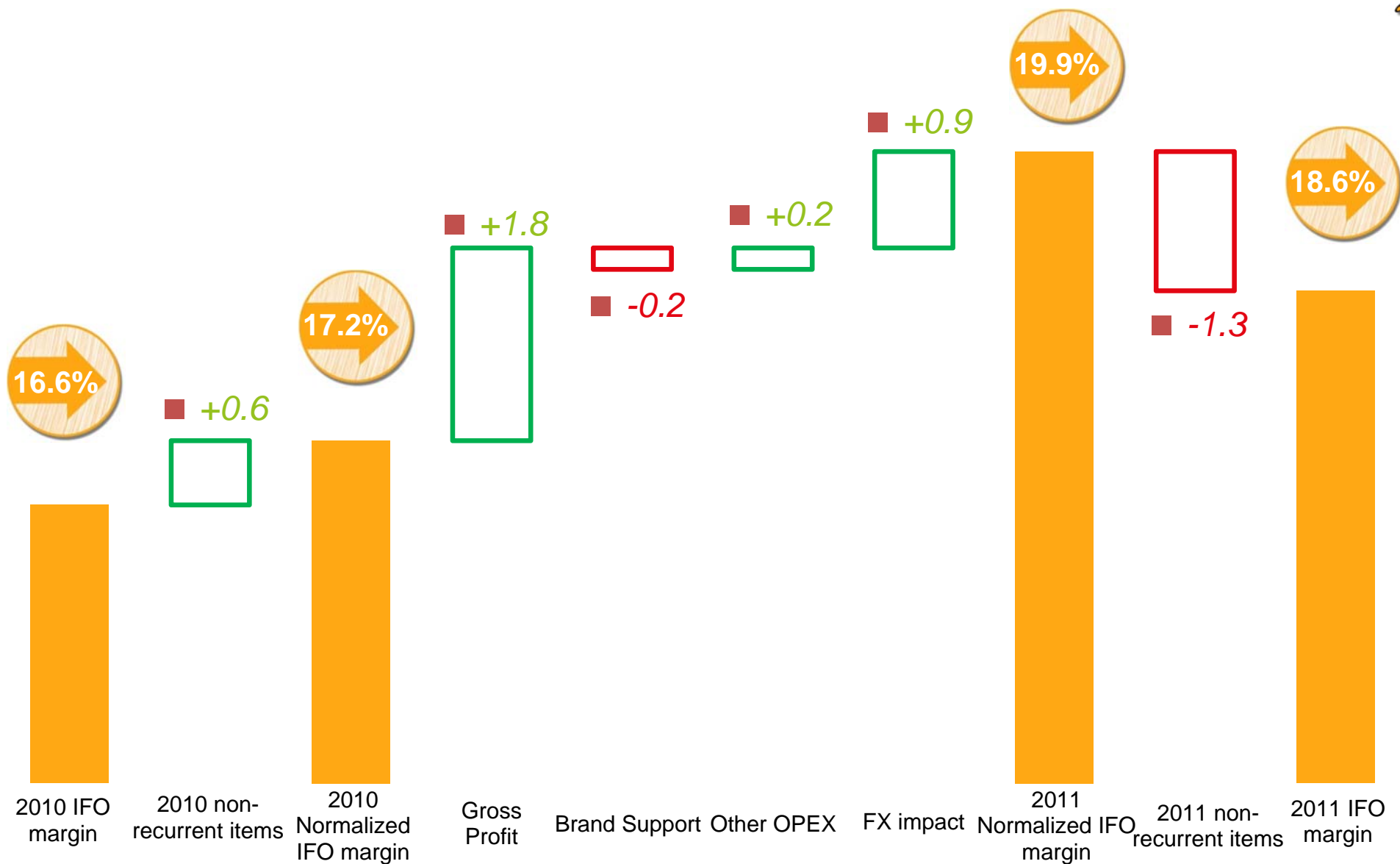


In million euros

	2010	2011	Change	Change at Constant Currencies	Change on a Comparative Basis
Net Sales	1 831.5	1 824.1	-0.4%	+2.1%	+3.1%
Gross Profit	870.6	898.5	+3.2%		
Normalized Income From Operations	314.9	362.4	+15.1%		
Income From Operations	304.6	339.7	+11.5%		

FY 2011 CONSOLIDATED RESULTS

Normalized IFO margin



FY 2011 CONSOLIDATED RESULTS

From Income From Operations to Net Income



In million euros

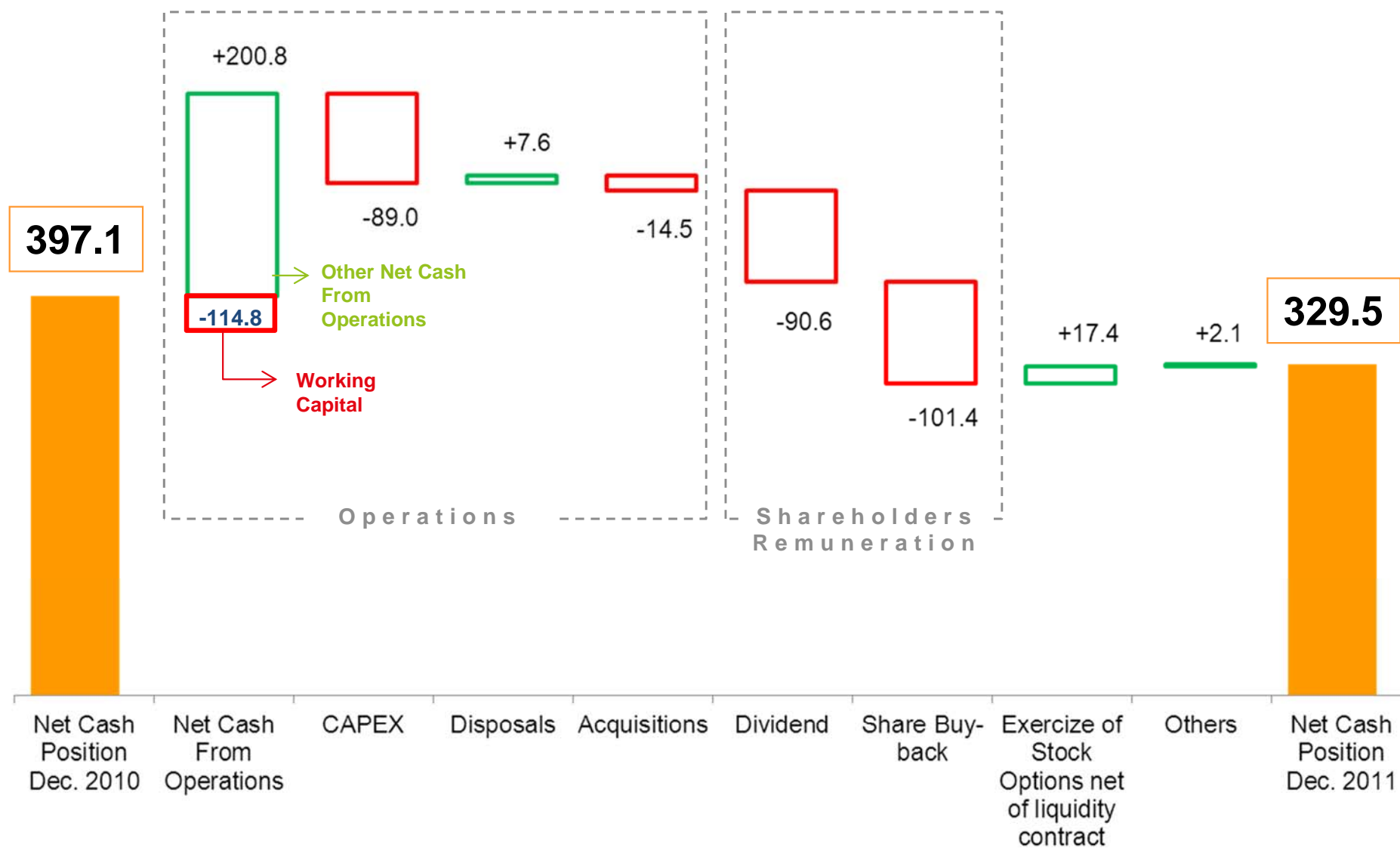
	2010	2011
Income From Operations	304.6	339.7
<i>Finance Revenue</i>	9.5	10.6
<i>Finance Costs</i>	-11.3	-1.4
Income Before Tax	302.8	348.8
<i>Tax</i>	-100.3	-115.1
<i>Tax rate</i>	33.1%	33.0%
<i>Net Income from Associates</i>	5.0	4.1
Net Result	207.5	237.9
EPS	4.29	5.00

FY 2011 CONSOLIDATED RESULTS

Net Cash Position



In million euros



FY 2011 CONSOLIDATED RESULTS

Balance Sheet

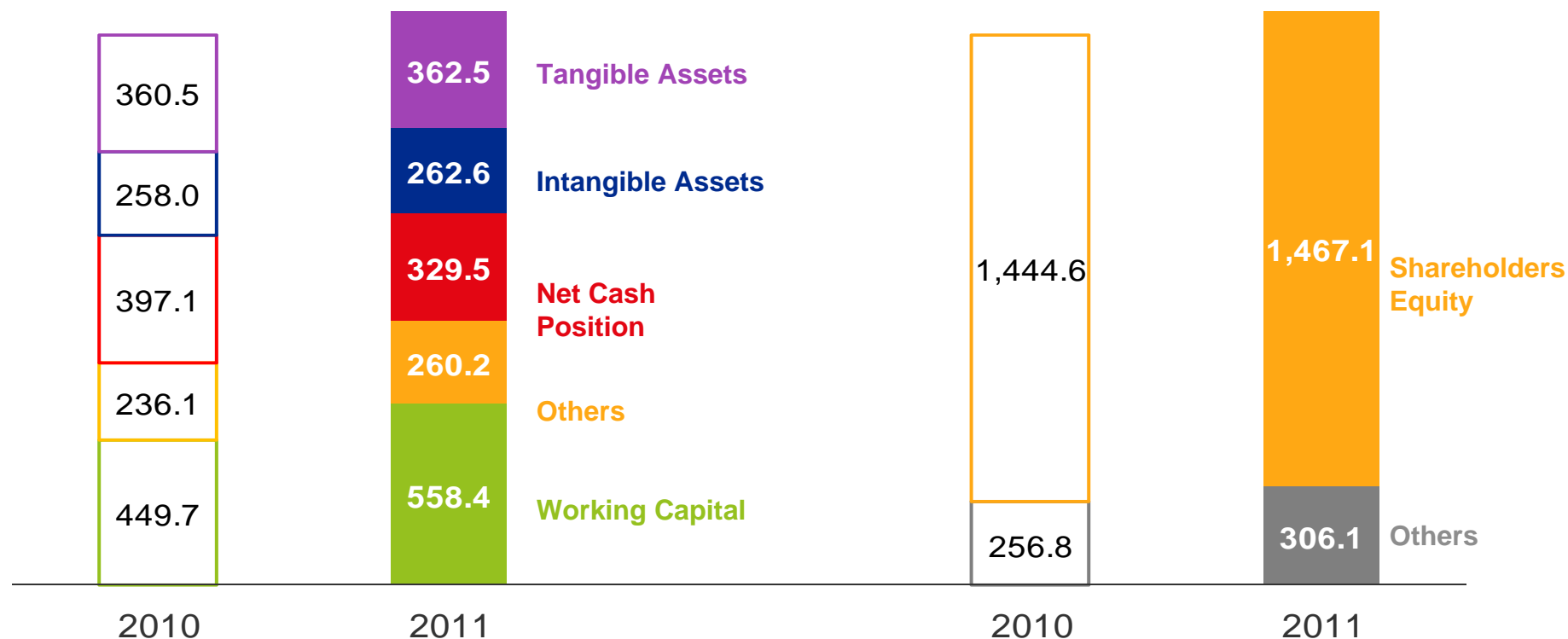


ASSETS



LIABILITIES

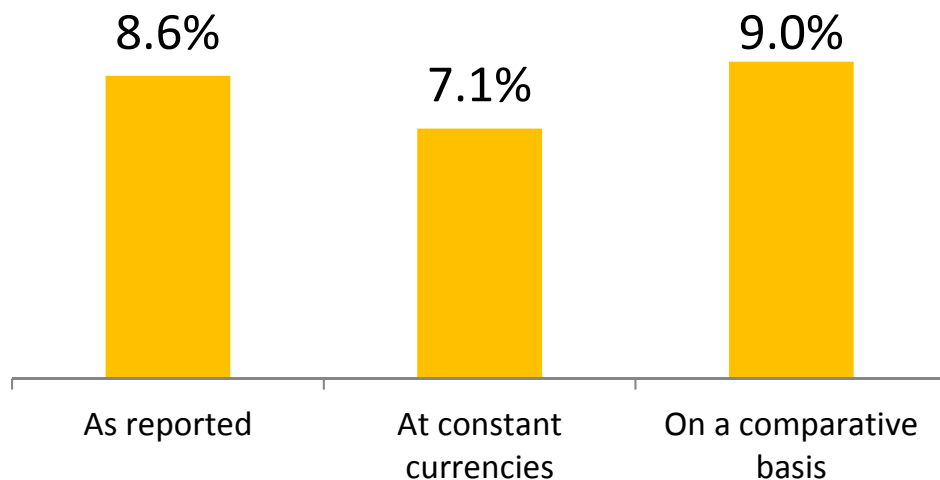
In million euros



FIRST QUARTER 2012 RESULTS



Net Sales: 445.0 million euros

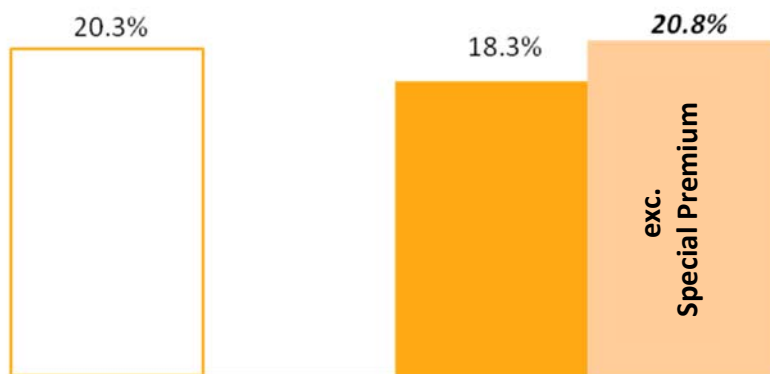


Consumer business	+10.6%
Developed markets	+10.7%
Developing markets	+5.8%
Advertising & Promotional Products	-0.7%



Normalized Income from Operations: 81.3 million euros

Q1 11
Q1 12



Normalized IFO Margin

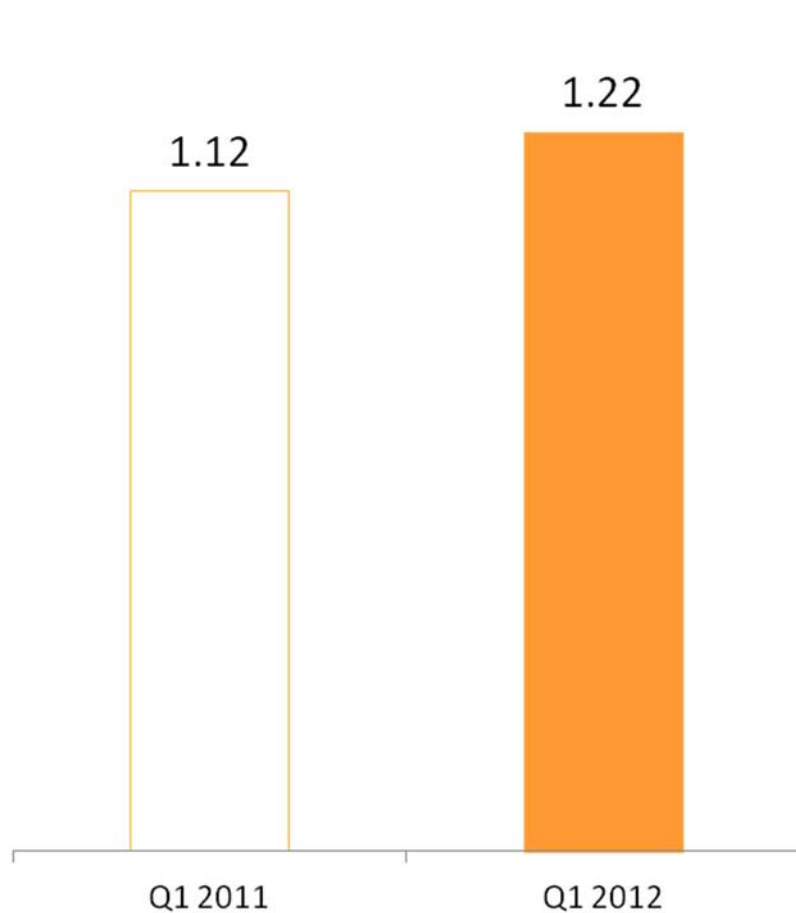
	Excluding exceptional premium	
Consumer business	22,1%	24,0%
Advertising & Promotional Products	-6,6%	-0,4%

FIRST QUARTER 2012 RESULTS



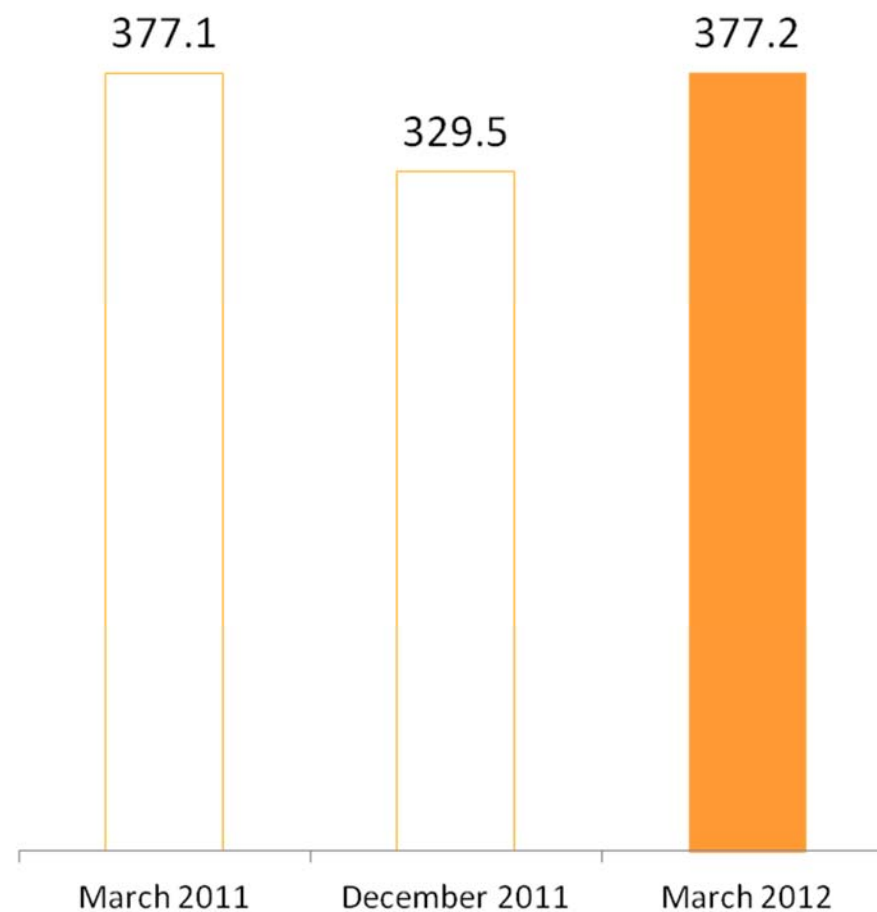
EPS: +8.9% increase

In euros



Net Cash Position

In million euros





BIC in 2012





- ▶ **Developed Markets**
 - *Focus on consumer needs with our “More for your money... Always” value message and increase distribution depth*
- ▶ **Developing Markets**
 - *Leverage existing leadership positions and continue to invest in brand development*
 - *Strengthen our manufacturing capacities*

Classic
Ball Pens



Value-
added
Ball
pens



Roller



Felt Pens



Coloring



Mechanical
Pencils



Correction



Marking





BIC IN 2012

Lighters



- ▶ Rely on our proven safety and best quality lighters to increase distribution and gain market shares.
- ▶ Strengthen our footprint in the Middle-East, Africa and Asia through increased distribution

Sleeves

Multi usage
lighters

65%

of women would
like a lighter for
them





BIC IN 2012 Shavers



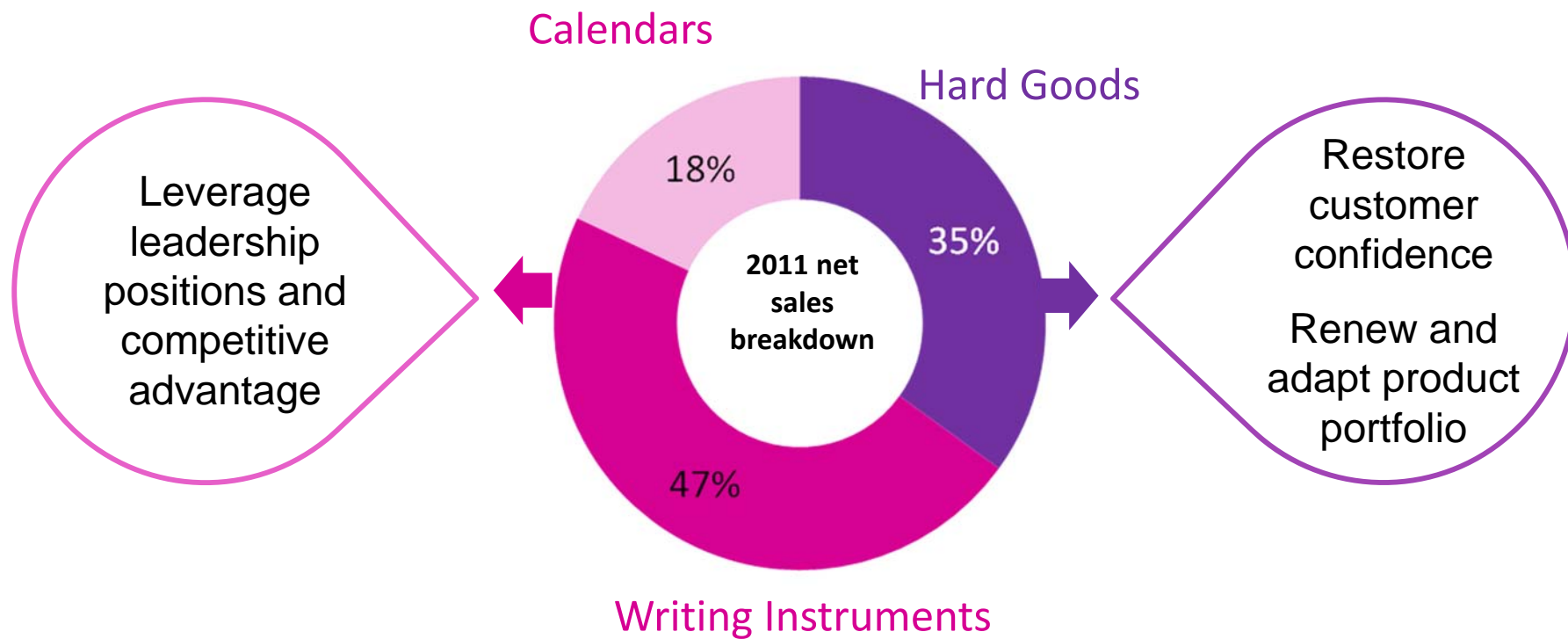
- In all geographies, continue to leverage our “More for your money... Always” proposition to advance our market shares.

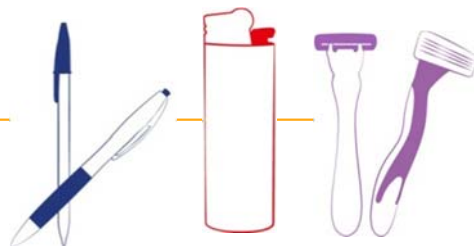
2012 new products and line extensions





- ▶ New product development initiatives
- ▶ Renewed customer focus





Consumer Business

For the full year, we expect net sales growth trends to slow-down compared to the strong Q1 2012 performance. While accelerating the pace of investment, we should maintain the level of Normalized IFO margin close to the 2011 level (excluding the impact of the special premium for employees).



Advertising & Promotional Products

BIC APP full year 2012 net sales should be flat to slightly declining on a comparative basis. Normalized IFO margin maintained close to the 2011 level (excluding the impact of the special premium for employees).

* Excluding the impact of the Employee Special Premium



Innovation
A growth factor



RESEARCH AND INNOVATION



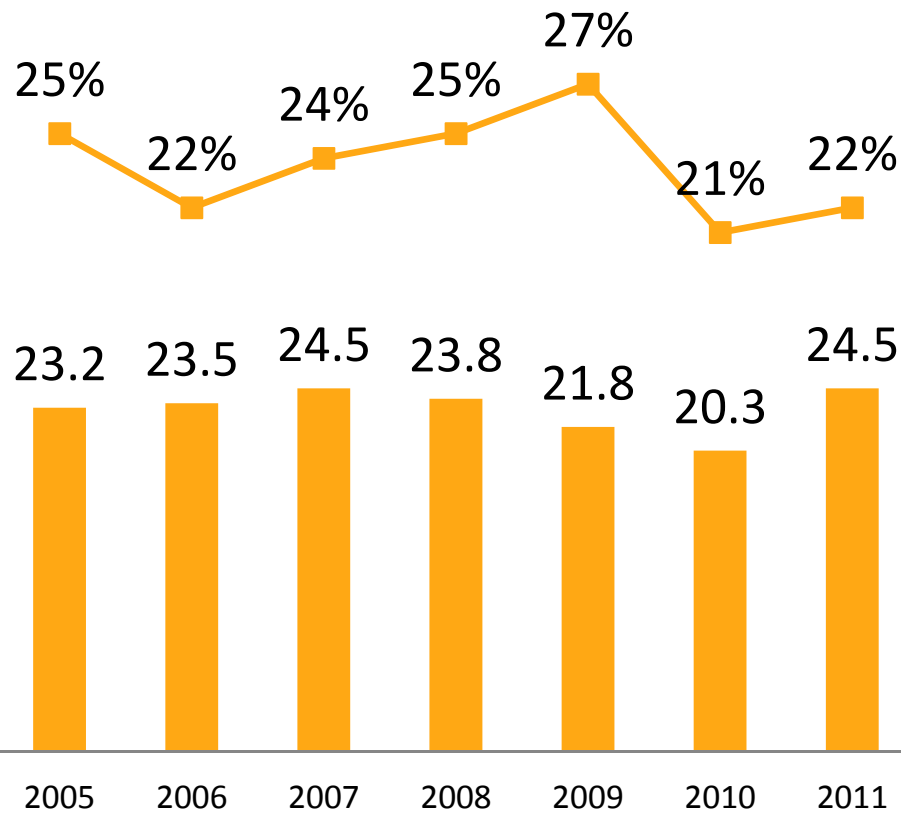
Research

13 patterns
filled in 2011

150 people
around the
world

New Products

22% of Group
Net Sales in
2011



Research & Development expenses (in M€)

New Products (as % of sales)

- ▶ 15 to 20 new products developed or launched every year



1951-2011

60 years of innovation for the BIC Cristal functionality

Cap in the color of the ink
With a hole as to conform to BS 7272-1 norm
Weight reduced by 21pc in 10 years

Ink
Water resistant dries in less than 2 seconds, smooth writing

Brass tip
Ball inserted to the nearest micron

Tungsten carbide ball
100pc of the balls are checked for roundness and resistance

Hexagonal barrel
Comfortable grip, doesn't roll on the desk
In 10 years, weight reduced by 10pc

Plug in the color of the ink



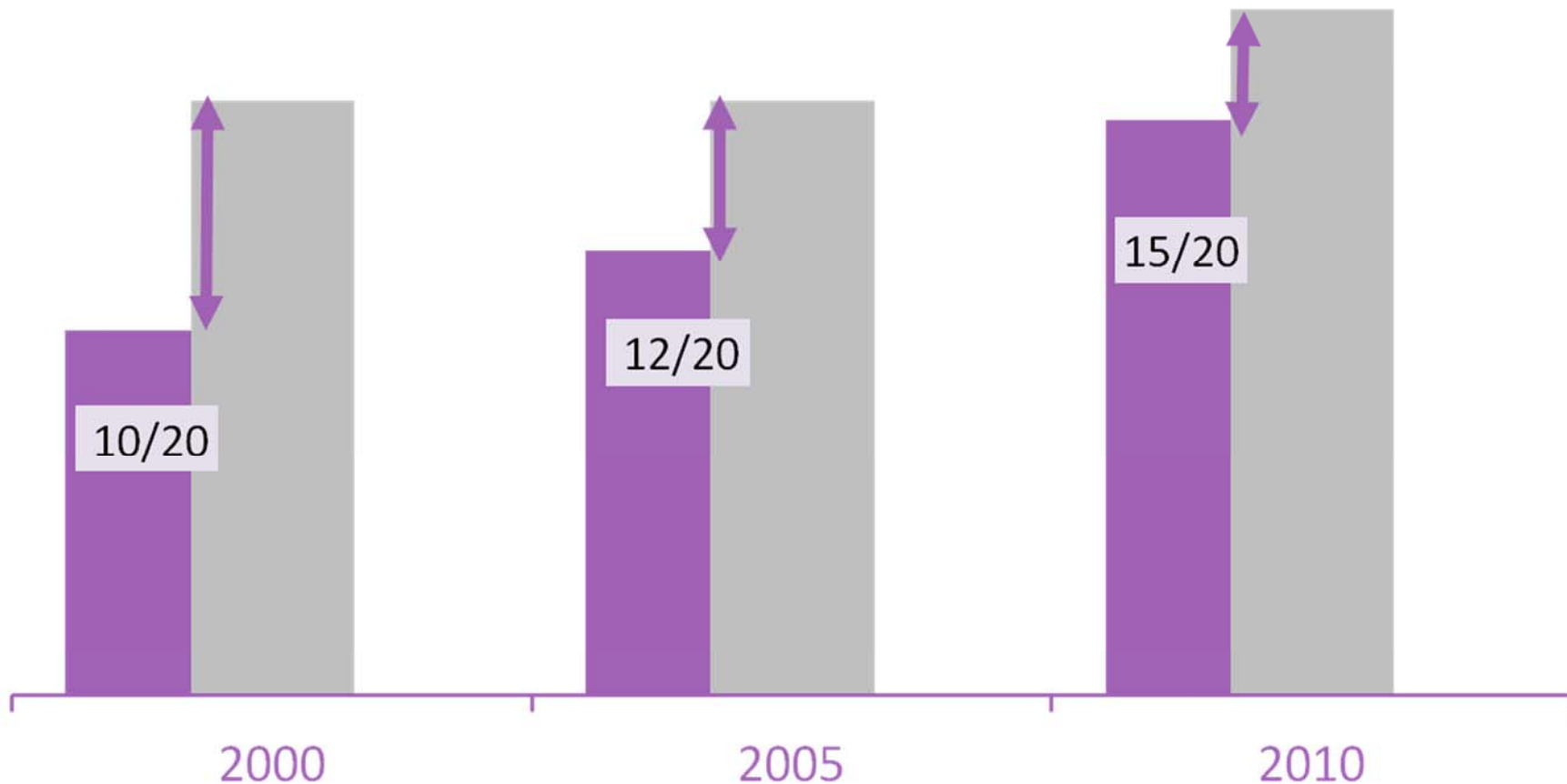


10 YEARS INNOVATION IN SHAVERS



Shaving performance improvement...

A shaving performance now close to best competitors'



Results from a panel of Expert
Performance of the BIC Products vs. the best competitors



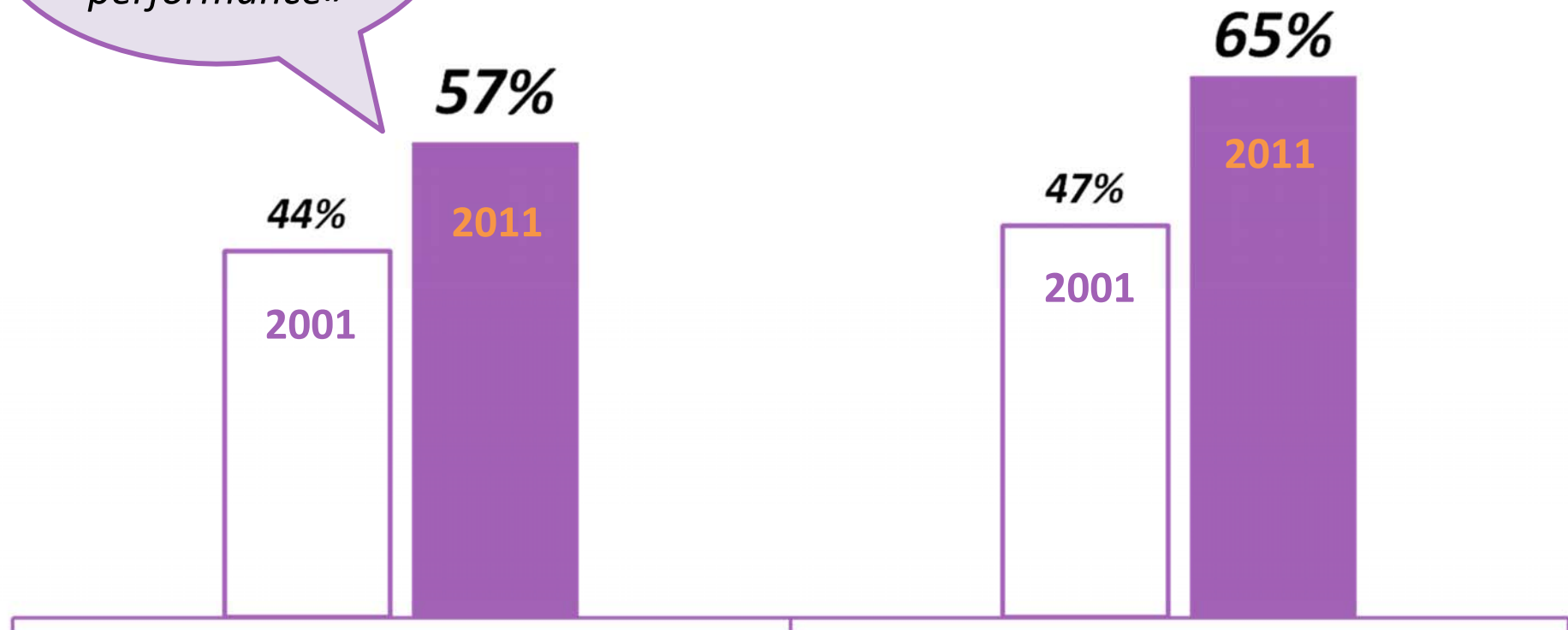
10 YEARS INNOVATION IN SHAVERS



...Improvement of the Brand Image⁽²⁾...

« BIC is a brand offering a good shaving performance »

« BIC is brand offering a good Value for Money »



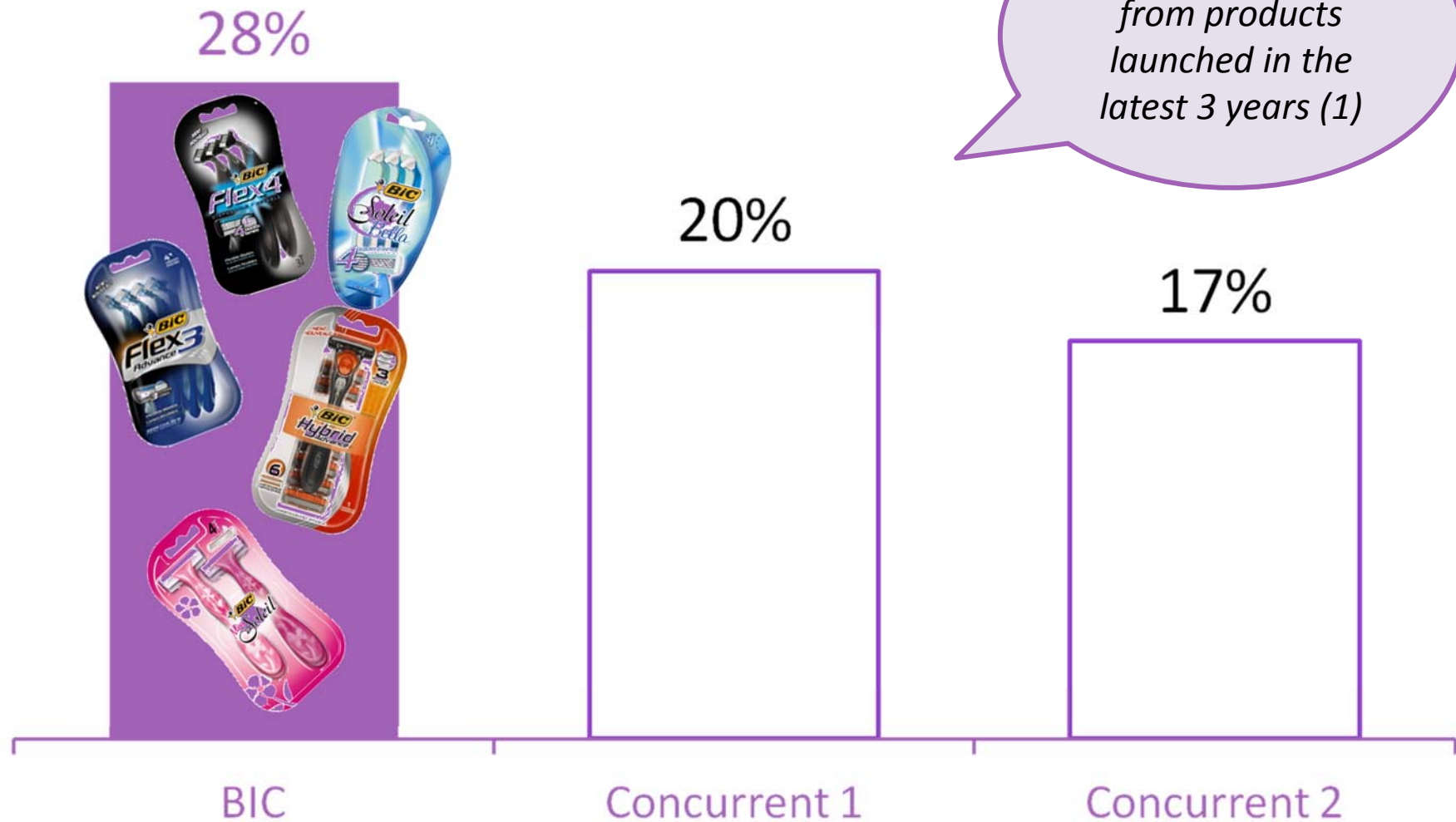
⁽²⁾ in USA brand tracking study among wet shave users aware of the BIC brand



10 YEARS INNOVATION IN SHAVERS



...New products success...



(1): value sales of one-piece in the US – Estimated for competitors

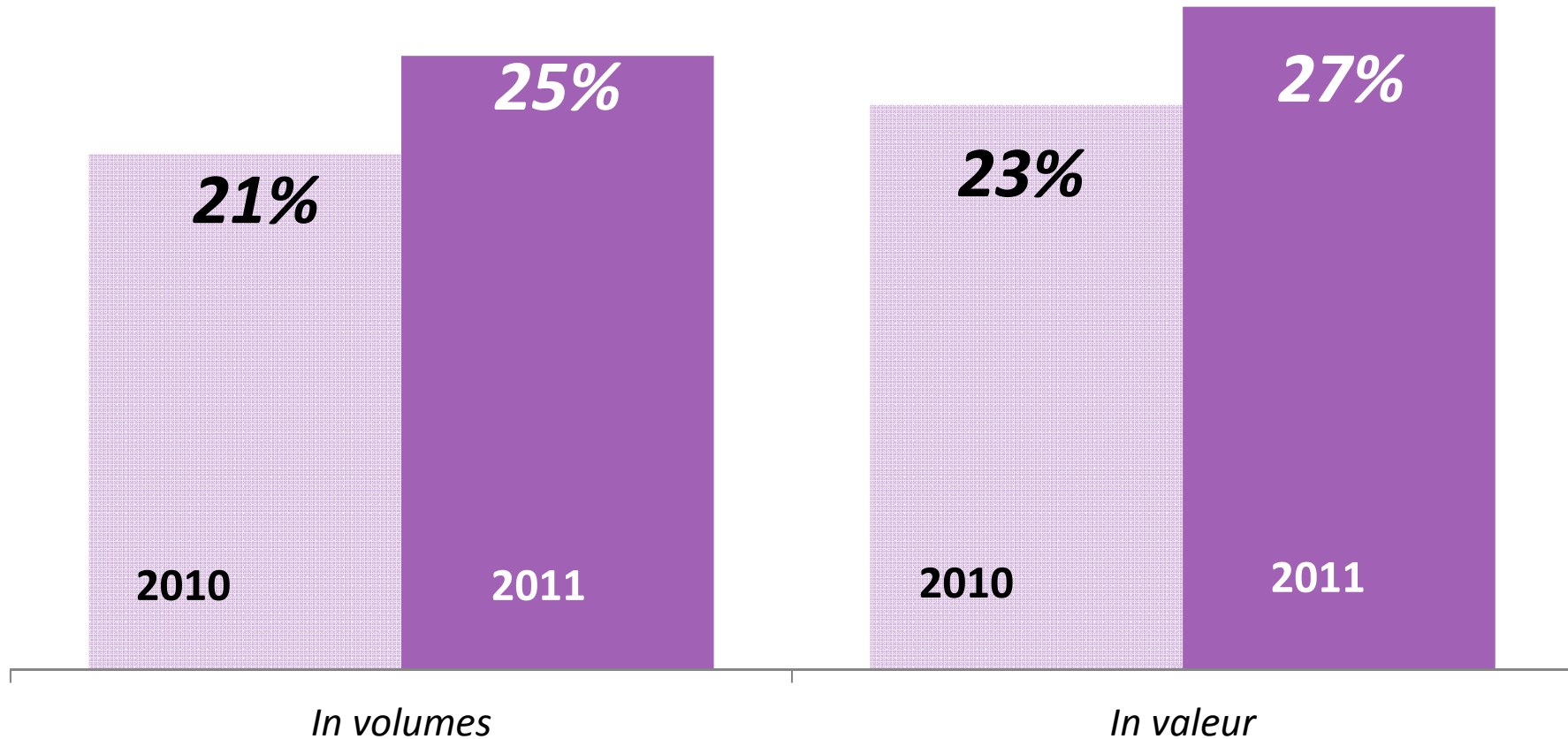


10 YEARS INNOVATION IN SHAVERS



...Market Share gain...

*One-piece market
Share evolution In
USA⁽²⁾*





...supported by visible and efficient promotional activities ...

DISPOSABLE. REFILLABLE. AFFORDABLE.

NEW! BIC® HYBRID ADVANCE™ 4 FOR MEN & BIC® SOLEIL® SAVVY™ FOR WOMEN
lets you experience flexible blade technology for a close, comfortable shave at a great value!

BIC

SAVE \$2.00
on a BIC® Hybrid Advance™ 4 or BIC® Soleil® Savvy™ disposable razor

Walmart

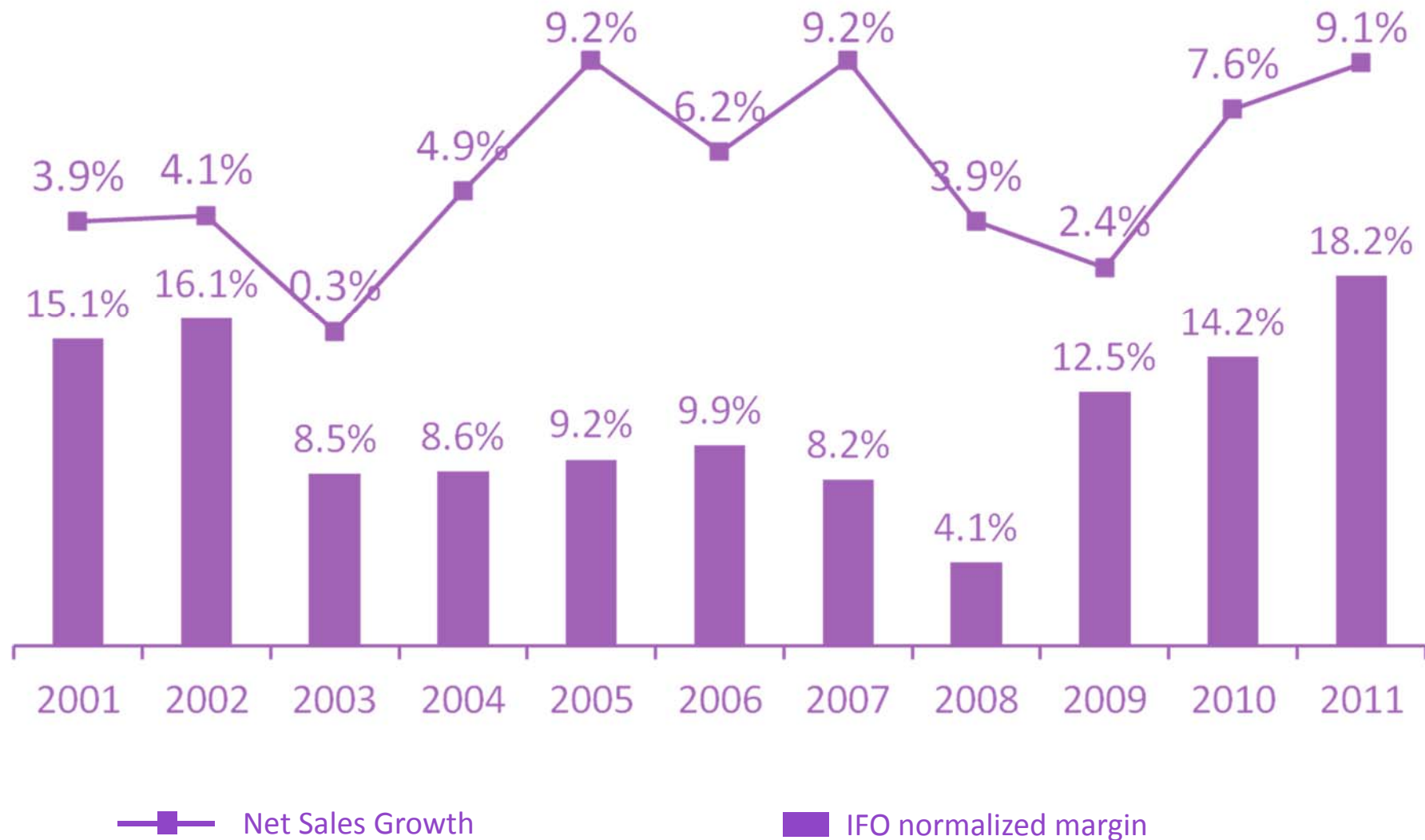




10 YEARS INNOVATION IN SHAVERS



... tangible results

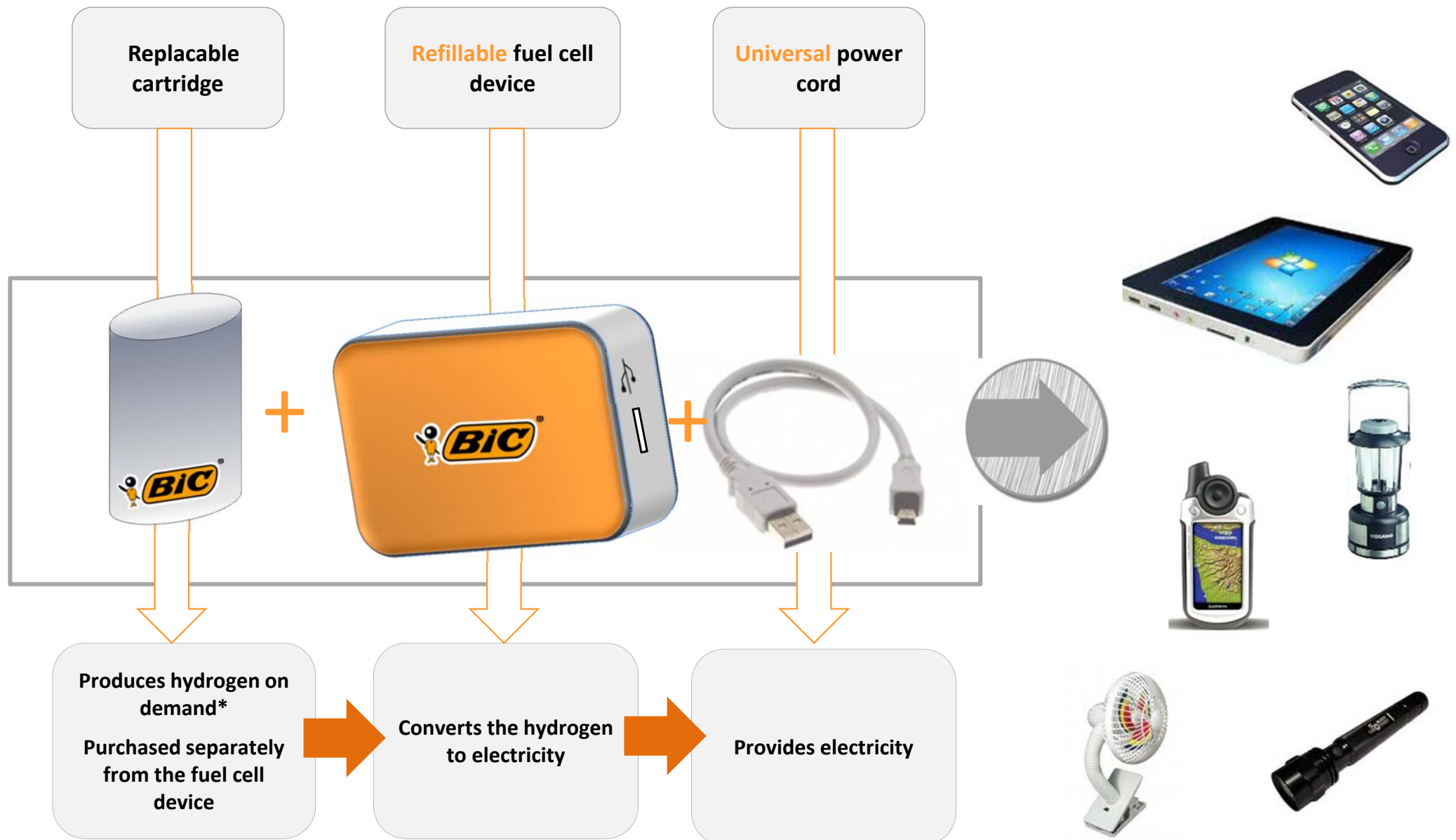




Develop a
simple, portable,
and reliable
product



PORTABLE FUEL CELL DEVICES



*: Hydrogen is produced on request by the chemical reaction of an aqueous solution, thanks to BIC patented technology



BIC
A responsible company



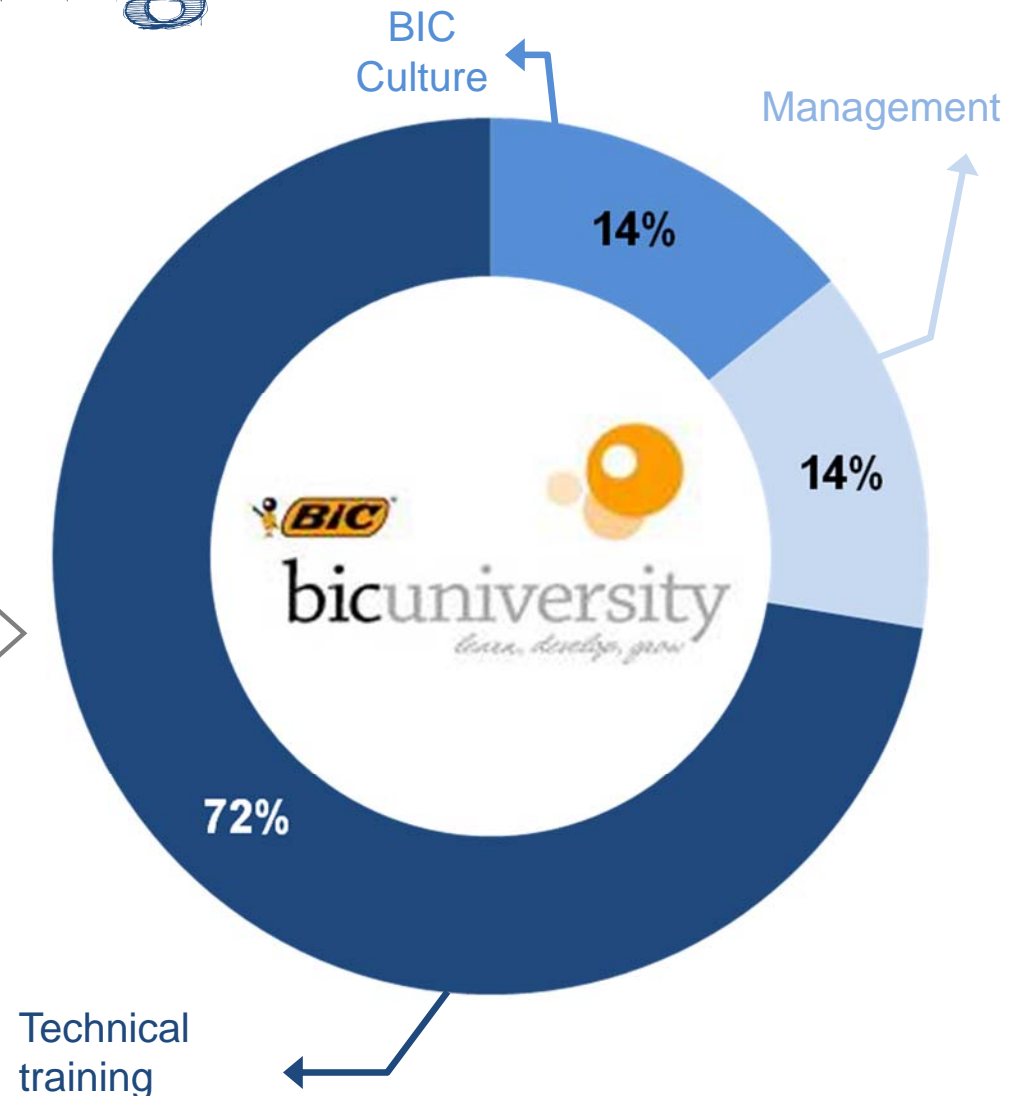
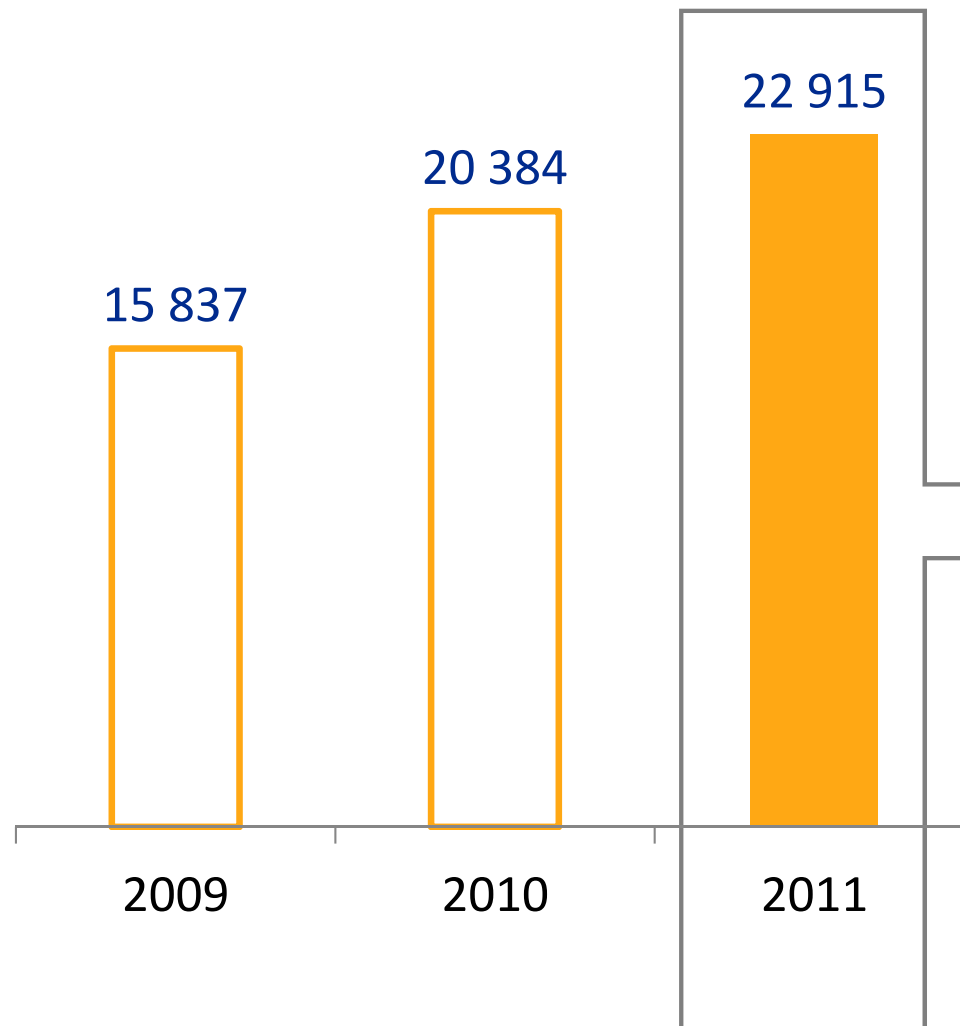


- ▶ Vis-à-vis our employees
- ▶ Vis-à-vis our consumers
- ▶ Vis-à-vis the environment
- ▶ Vis-à-vis our communities
- ▶ Vis-à-vis our shareholders



Training

Number of training days





Compensation

Develop a motivating recompensation system for all employees

Objective: total
compensation above
market median

Workers * in France

170

100

SMIG

Fixed + variable /
BIC

Managers* in France

120

100

Variable Market Median

BIC Target for variable
compensation

*: Average 2011 wages for French workers in France

*: Variable compensation targets for managers in France



Share



Eligibility to share performance plan above market average

10% of employees
in France in 2011 vs.
2% for French
companies in
average



Exceptional premium paid to all employees around the world who have not been granted performance share plans

2010

**6 600
beneficiaries**



2012

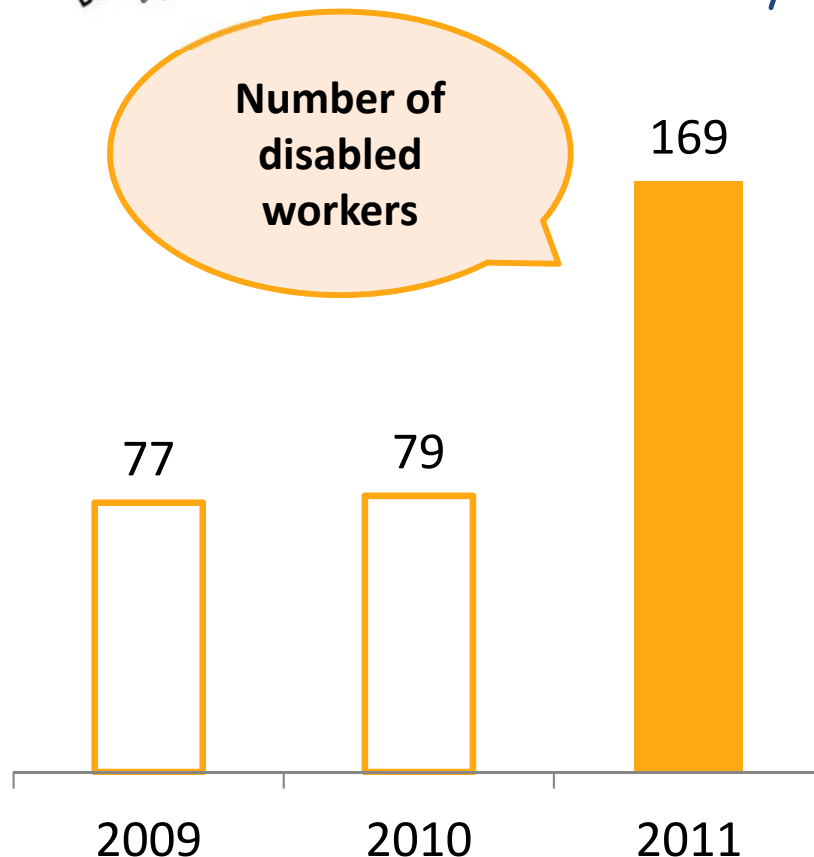
**8 200
beneficiaries**



Diversity



Reflects Group presence around the world
Key factor of success

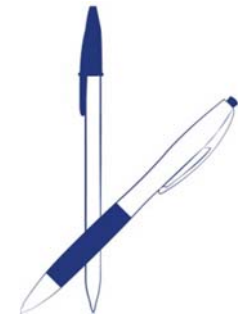


- ▶ Charter shared in all Group locations around the world
- ▶ Training for managers
- ▶ Communication and increased awareness for all employees



Quality

2 km of writing with the
BIC Cristal



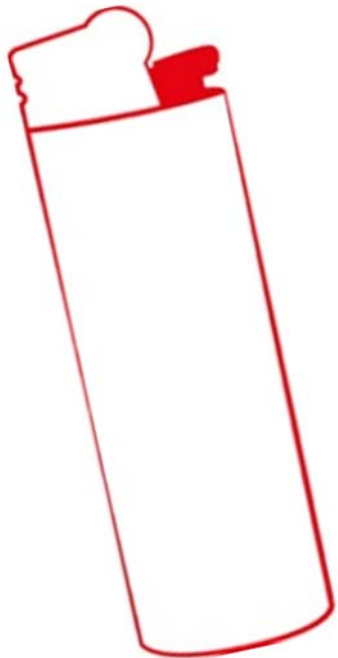
3000 lights with a BIC
lighter

More than **10**
days of shaving
with a BIC 3-blade
shaver





Security



More than 50 automatized and individual manufacturing controls in **each factory** and **for each lighter**



A regular collaboration with authorities for the total **implementation of safety standards**

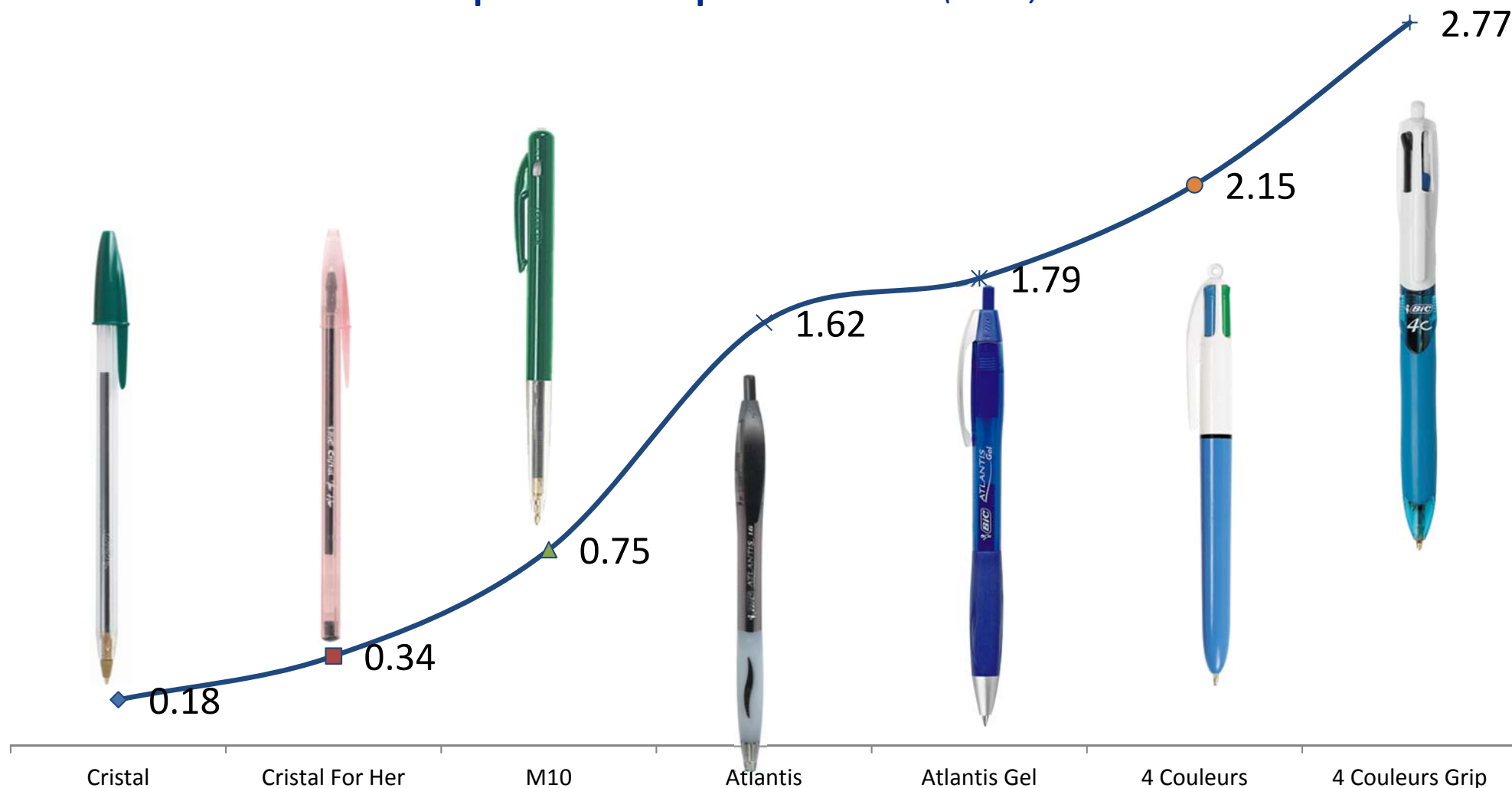


An active participation to **European Commission workshops**



Choice at the right price

Retail prices of ball pens in France (in euros)





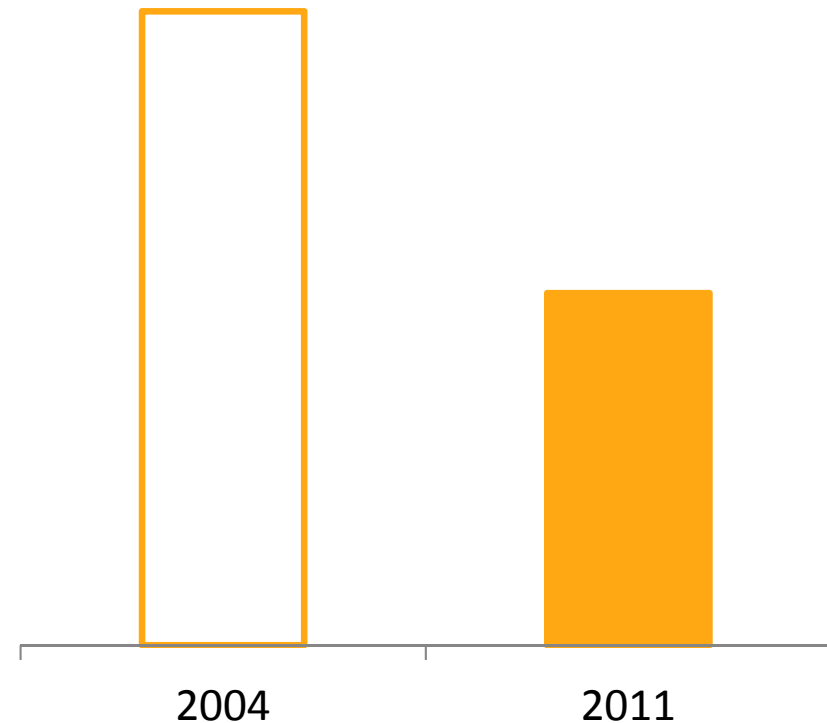
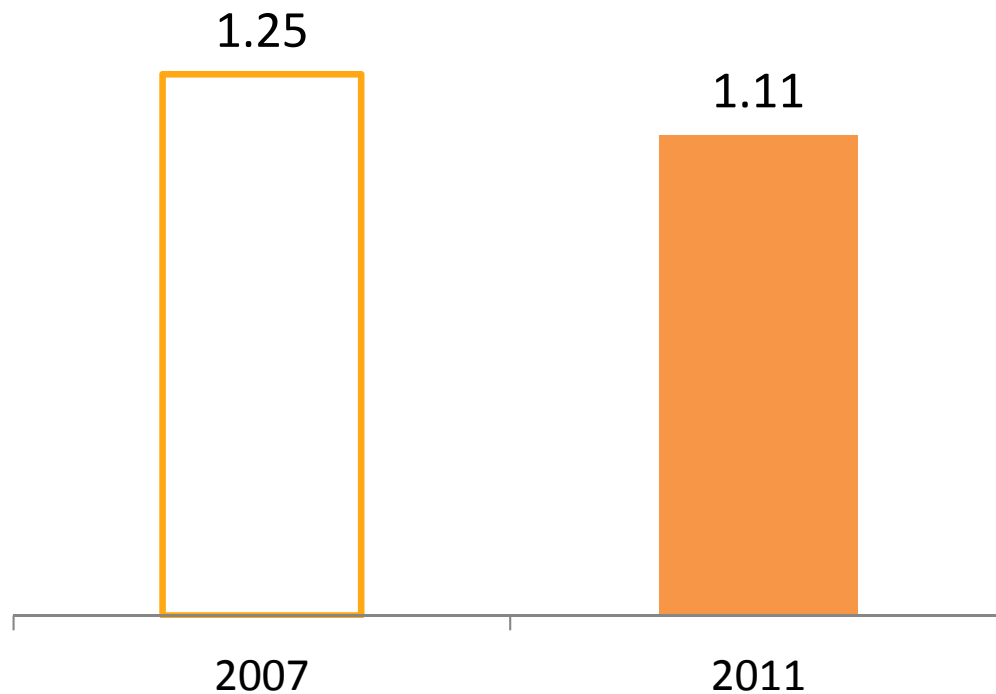
Production

*Participate in fighting
climate change*

*Ensure security for employees at
work*

Greenhouse Gas Emissions^(*)

Number of accident leading to loss of time^()**



(*): Annual Direct and Indirect Greenhouse Gas Emissions normalized to BIC factories production – Production of CO2 per equivalent tonne

(**): BIC plants – Per million of hours worked



Products

3 rules of eco-design



Reduce usage of raw material



Light and long lasting products



Increase duration of use



Refillable products



Use new materials from alternative origin



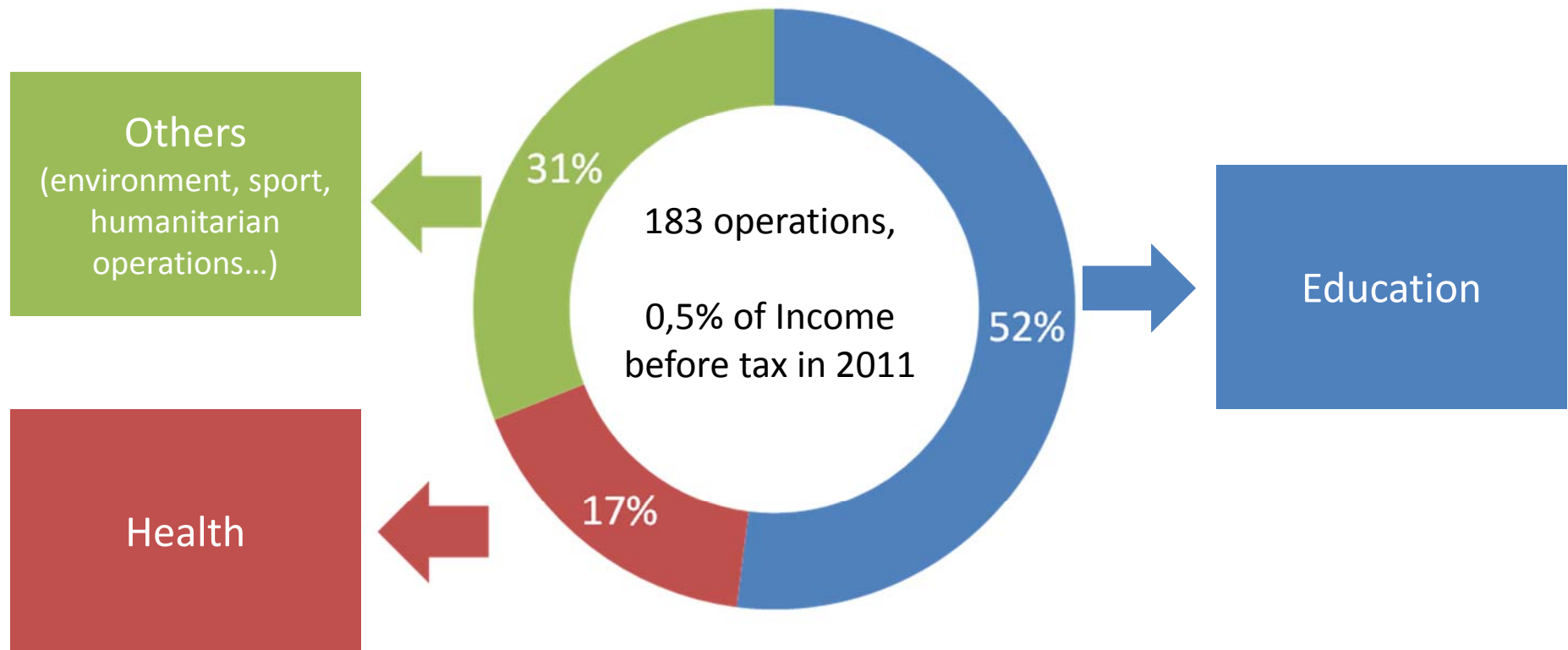
Products with **recycled material** and/or renewable origin





Commitment

Towards local populations living close to production or distribution sites





4
independant
Board members
out of 10

Governance

Independance et Transparency

2
specialized
comities



The Board in 2011



8 meetings of which a visit of our shaver plant in Athens



Average participation rate: **96.25%**



Among subject adressed

- ▶ Strategic orientations in **Asia**
- ▶ **BIC APP** strategic orientations
- ▶ Strategic orientations in **Shavers**
- ▶ Progress of the **portable fuel cell project**
- ▶ **Sustainable Development** Program



Information

4 Letters to shareholders per year

- ▶ Printed and web versions

A shareholder guide

Dedicated pages on our web site

www.bicworld.com

Regular information meetings in France

- ▶ In 2011: Lille, Bordeaux, Marseille
- ▶ In 2012: Lyon, Toulouse

Toll free number: 0-800-10-12-14



A RESPONSIBLE COMPANY

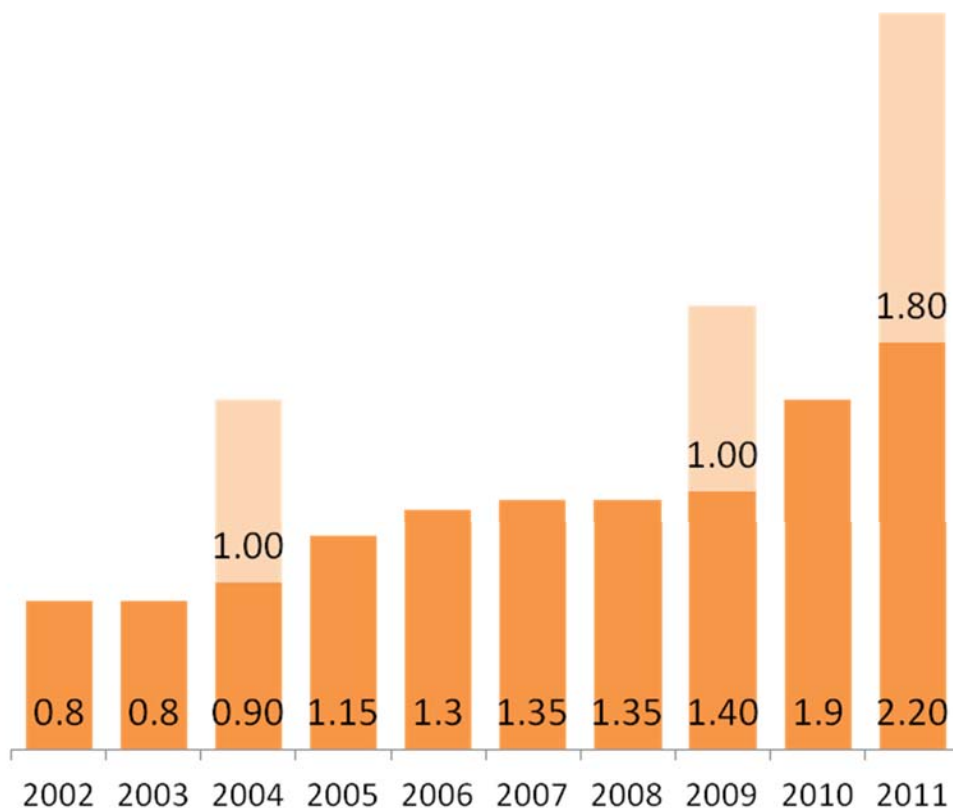
Vis-à-vis de ses actionnaires



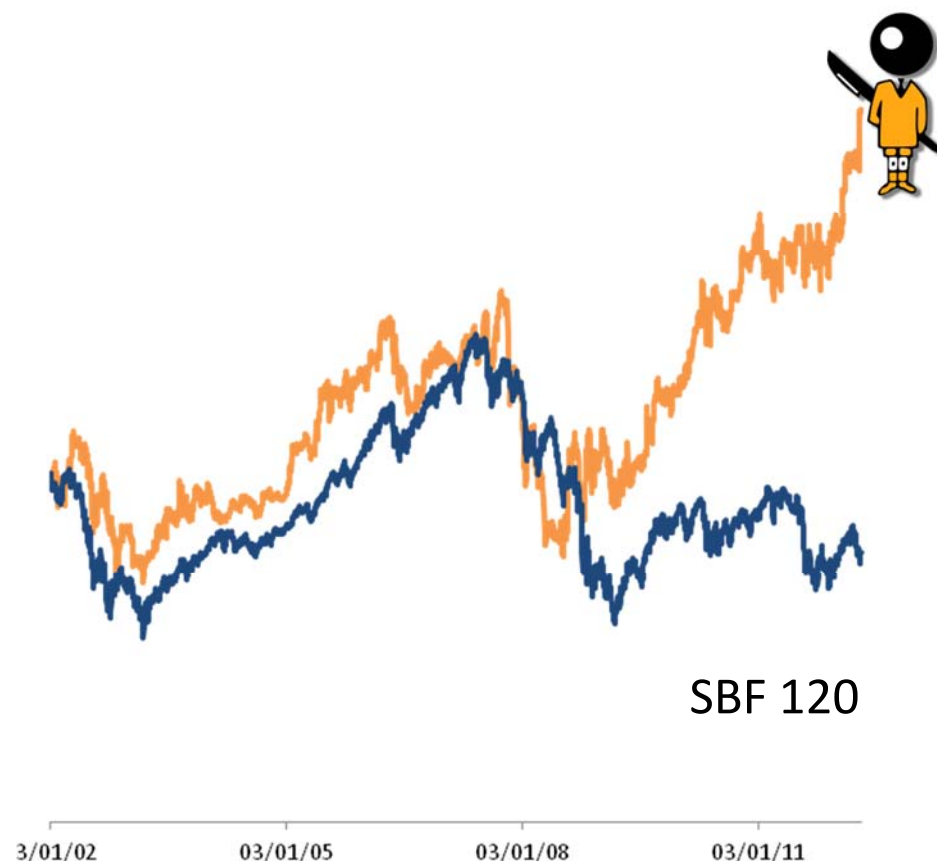
Remuneration

Cumulated dividend per share
(ordinary and exceptional)
17.60 euros

Share Price
+114%



*: January 1st to May 4th 2012



Operational objectives for the next 3 to 5 years



Improve Product Quality and decrease operational costs



Continue to innovate and to develop new products



Increase Brand Support





Continue to gain market share



Increase our presence in fast growing markets and seize external growth opportunities

Financial objectives for the next 3 to 5 years



		Consumer Business	Advertising and Promotional Products
	Annual Organic Growth*	Between +2% et +4%	Between +1% et +5%**
	Normalized IFO margin	Between 15% et 20%	Between 8% et 12%

* Excluding currency impact and bolt-on acquisitions



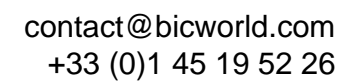
Honor the Past
Invent the Future

People are the cornerstone of
our philosophy





10 may 2012





At constant currencies:

- ▶ Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.

Comparative basis:

- ▶ At constant currencies and constant perimeter.

Normalized IFO:

- ▶ normalized means excluding restructuring, the gain on sale of BIC APP funeral products business and real estate gains for 2010 and excluding restructuring, impairment of goodwill and trademarks related to the disposal of PIMACO business to business divisions in Brazil, impairment of goodwill related to “other products” Greece consumer division and the gain on the disposal of REVA peg business for 2011.

Cash Generation before acquisitions and disposals:

- ▶ Net cash from operating activities – net investments +/- other investments

Cash Generation after acquisitions and disposals :

- ▶ Net cash from operating activities – net investments +/- other investments – acquisitions/disposals of subsidiaries/activities



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 Registration Document filed with the French financial markets authority (AMF) on 27 March 2012.