



ANNUAL JOINT SHAREHOLDERS MEETING (ORDINARY AND EXTRAORDINARY) 10 MAY 2012 - DOCUMENTS' AVAILABILITY

The Shareholders of SOCIETE BIC are invited to participate to the Joint Extraordinary and Ordinary Annual Shareholders' Meeting that will take place on Thursday, May 10, 2012 at 9:30 a.m at the registered office of the company - 14 rue Jeanne d'Asnières, 92110 Clichy.

Meeting announcement published in the March 23, 2012 issue of the BALO (Bulletin des Annonces Légales Obligatoires) includes in particular the agenda and the draft resolutions. This announcement is available on the internet website of the company (www.bicworld.com).

Other documents and information related to this Annual Meeting will be available under the conditions provided by laws and regulations in force.

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Contacts

Investor Relations contacts: +33 1 45 19 52 26
Sophie Palliez-Capian - sophie.palliez@bicworld.com
Katy Montecatine – katy.montecatine@bicworld.com

Press contacts: +33 1 53 70 74 48
Claire Doligez - cdoligez@image7.fr
Priscille Reneaume- preneaume@image7.fr

2012 Agenda

1 st Quarter 2012 results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters
2 nd Quarter and 1 st Half 2012 results	August 2, 2012	Conference call
3 rd Quarter and 9 months 2012 results	October 24, 2012	Conference call

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 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 2011, BIC recorded net sales of 1,824.1 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.

