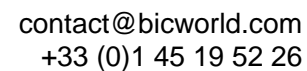




Clichy, 15 May 2013





*« Honor the past... invent
the future*

*People are the cornerstone
of
our philosophy »*





Solid Performance of the Consumer Business in a challenging Environment



Accelerated Investments in Research & Development, including Innovation and Manufacturing Capacities



Strong Cash Generation



Net sales
+2.8%

Consumer business
+5.3%

Normalized Income
from Operations
19.7%

Reported EPS
+11.2%

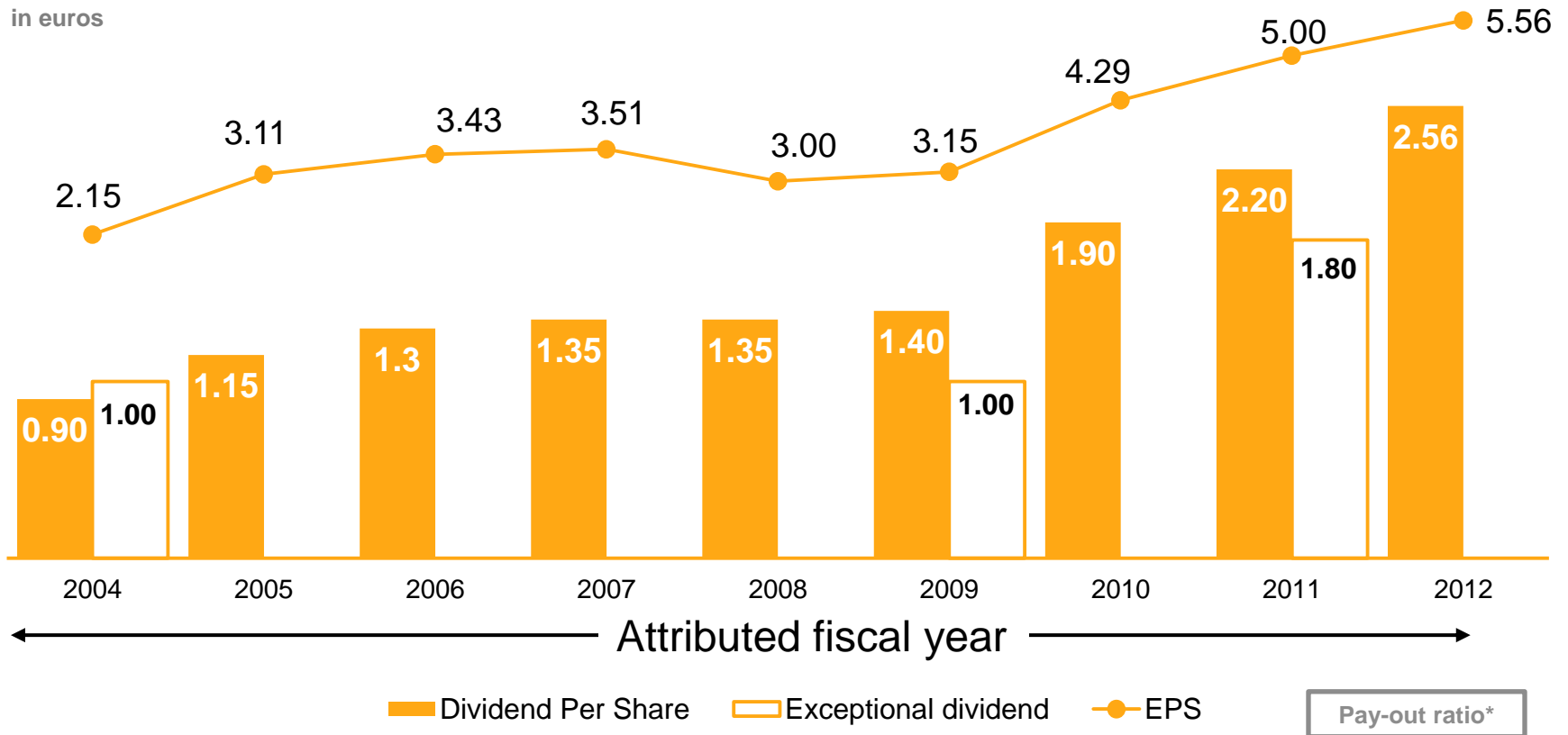
Net Cash Position
334.5 million euros



Dividend

Proposal to the AGM (May 15, 2013):
2.56 euros ordinary dividend** per share (+16.4%)

in euros



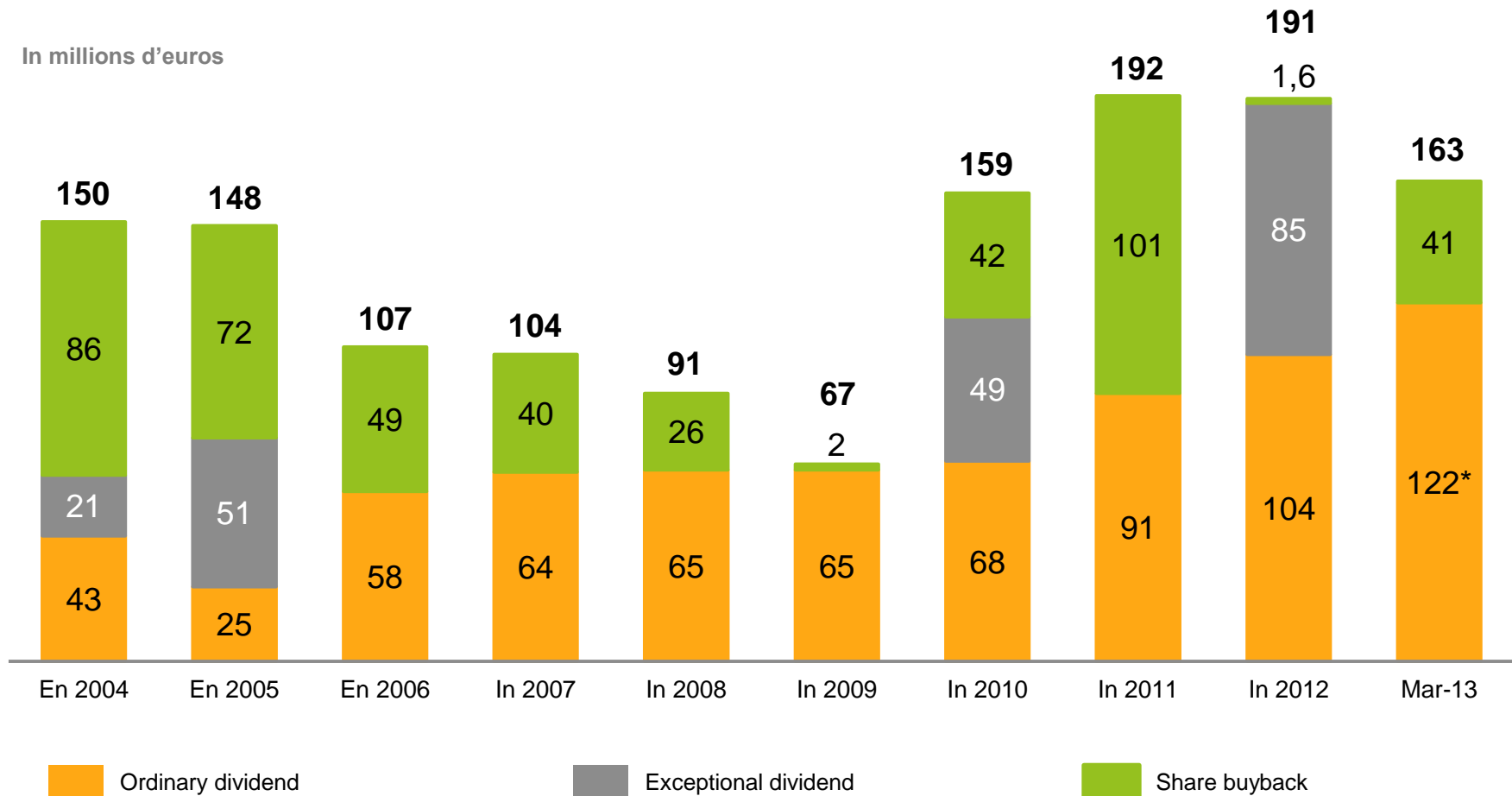
* On ordinary dividend

** Payment 29 May 2013 subject to the approval the AGM of May 15, 2013



Total Cash returned to Shareholders

In millions d'euros



* Estimates based on 31-DEC-2012 number of shares outstanding excluding treasury shares



Reinvest in the BIC Group today in order to prepare the BIC Group of tomorrow.

CAPEX

Bolt-on strategic acquisitions

Ensure a steady growth of the ordinary dividend

**2011 Pay-out
ratio
44%**



**2012 Pay-out
ratio
46%**



**Mid-term objective
50%**

Extraordinary dividend

Share buy-back



*2012 Consolidated Results
and
First Quarter 2013*

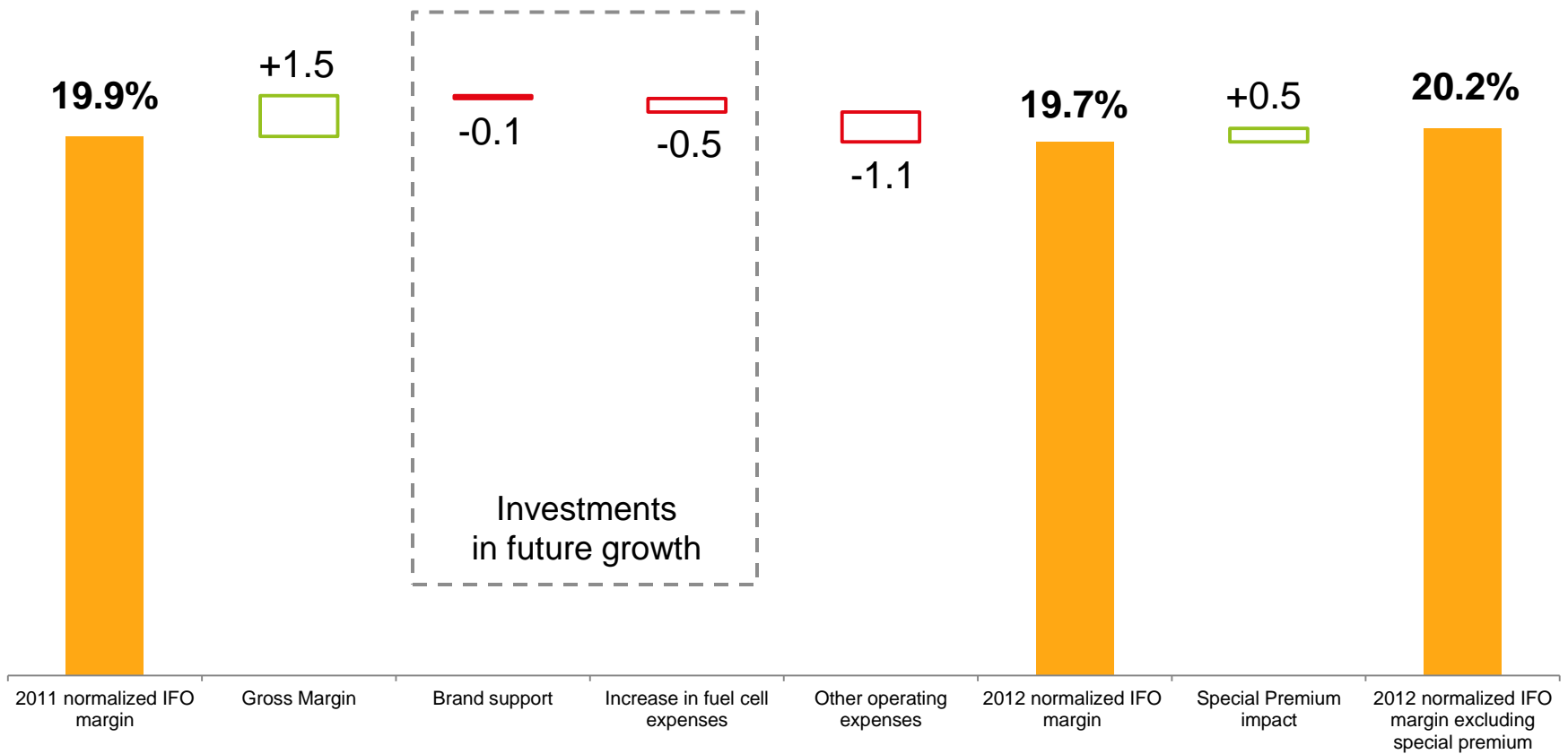


2012: FROM NET SALES TO IFO



BIC Group In million euros	2011	2012	Change	Change at constant currencies*	Change on a comparative basis*
Net Sales	1,824.1	1,898.7	+4.1%	+0.7%	+2.8%
Gross Profit	898.5	965.4	+7.4%		
Normalized IFO	362.4	373.8	+3.1%		
Income from Operations	339.7	370.5	+9.1%		

2012: NORMALIZED INCOME FROM OPERATIONS MARGIN



2012: FROM IFO TO GROUP NET INCOME

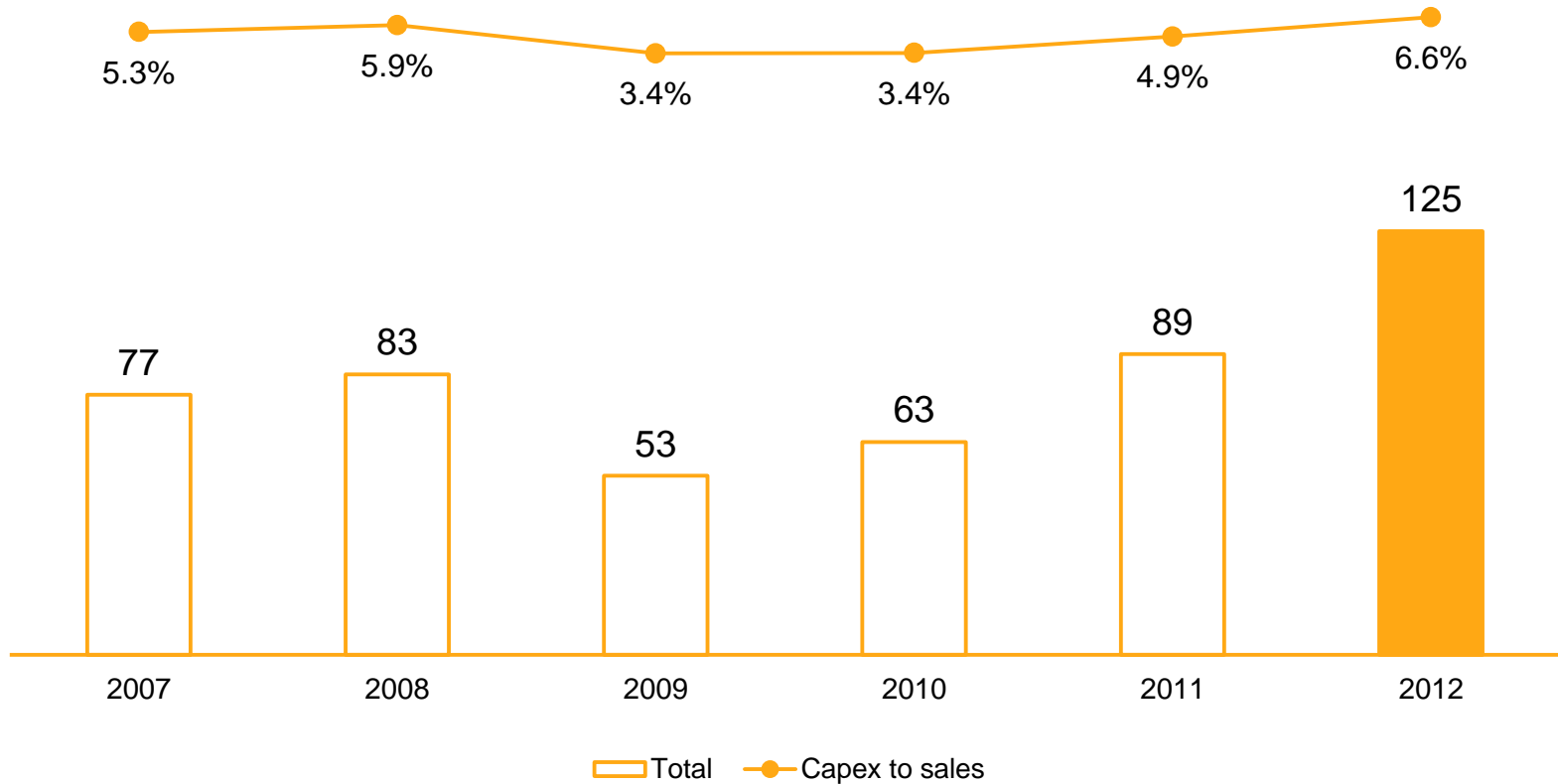


<i>BIC Group</i> In million euros	2011	2012
Normalized IFO	362.4	373.8
<i>Non recurring items</i>	-22.7	-3.3
IFO	339.7	370.5
<i>Interest income</i>	10.6	12.5
<i>Finance costs</i>	-1.4	-2.0
Income before Tax	348.8	381.0
<i>Income tax</i>	-115.1	-121.6
<i>Tax rate</i>	33.0%	31.9%
<i>Income from associates</i>	4.1	3.7
Group Net Income	237.9	263.1
<i>Average number of shares outstanding net of treasury shares</i>	47,565,299	47,339,322
EPS	5.00	5.56
Normalized EPS	5.38	5.61

CONTINUED INDUSTRIAL INVESTMENTS



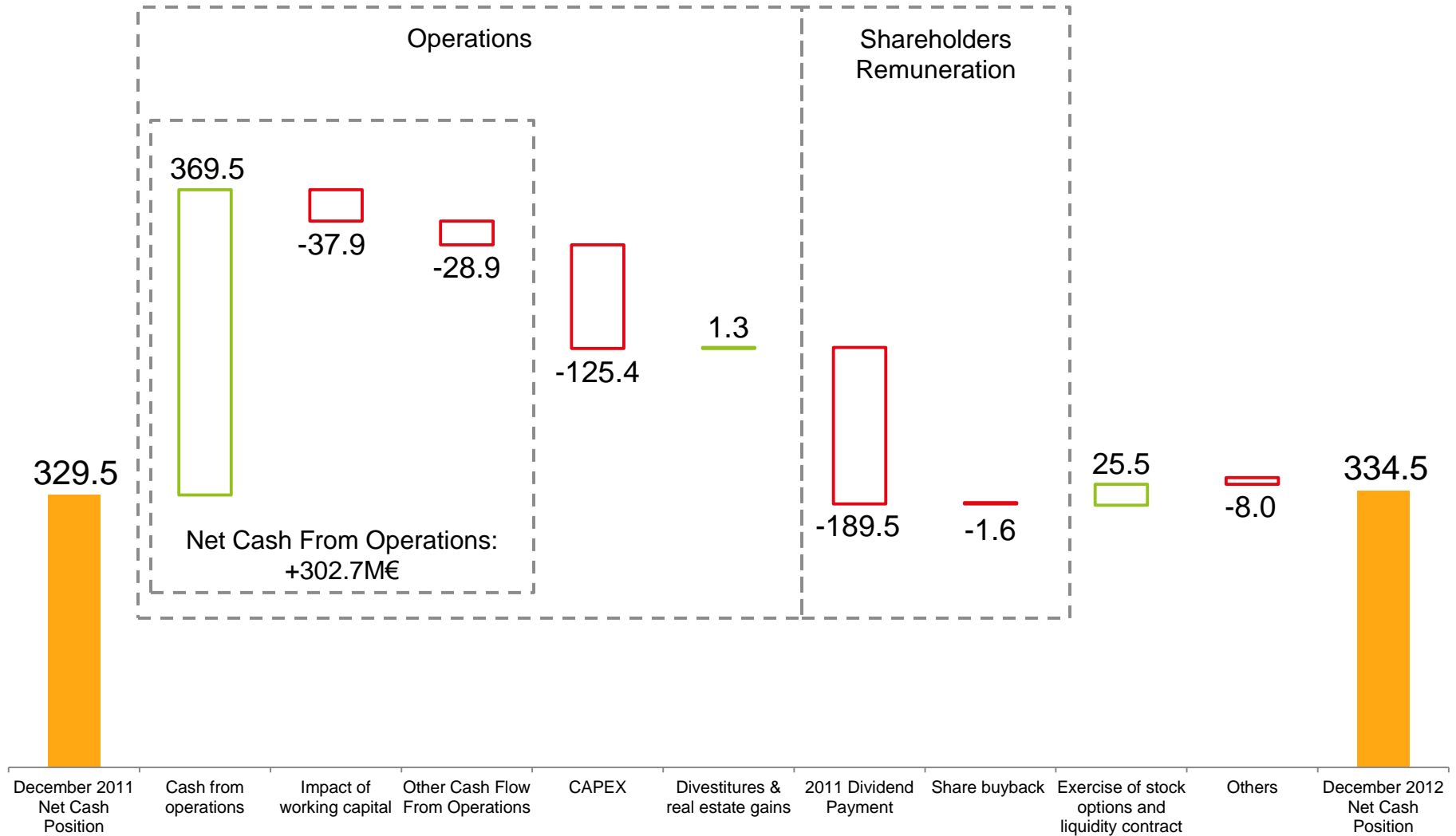
52% Development CAPEX (capacities and new products)



NET CASH POSITION



In million euros



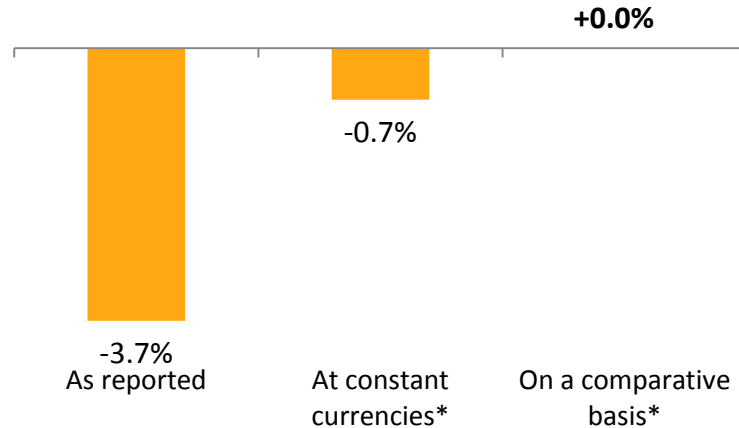
(1): Ordinary dividend: 104.2 million euros – Special dividend : 85.3 million euros

(2): Total FY 2012 share buy-back: 20,878 shares – 1.6 million euros

Group Q1 2013 key figures

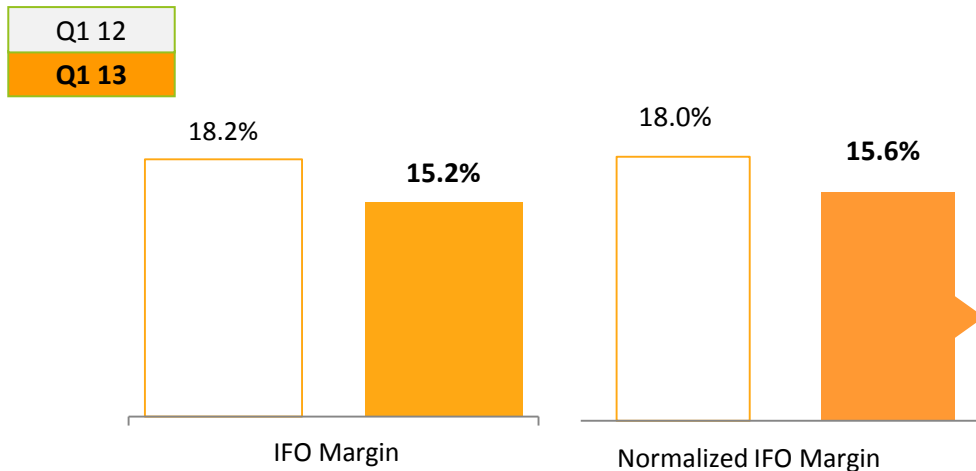


Net Sales: 428.6 million euros



Consumer business (88% of total sales)		+1.8%
Developed markets		+2.0%
Developing markets		+1.5%
Advertising & Promotional Products (12% of total sales)		-11.2%

Normalized* Income from Operations: 66.7 million euros



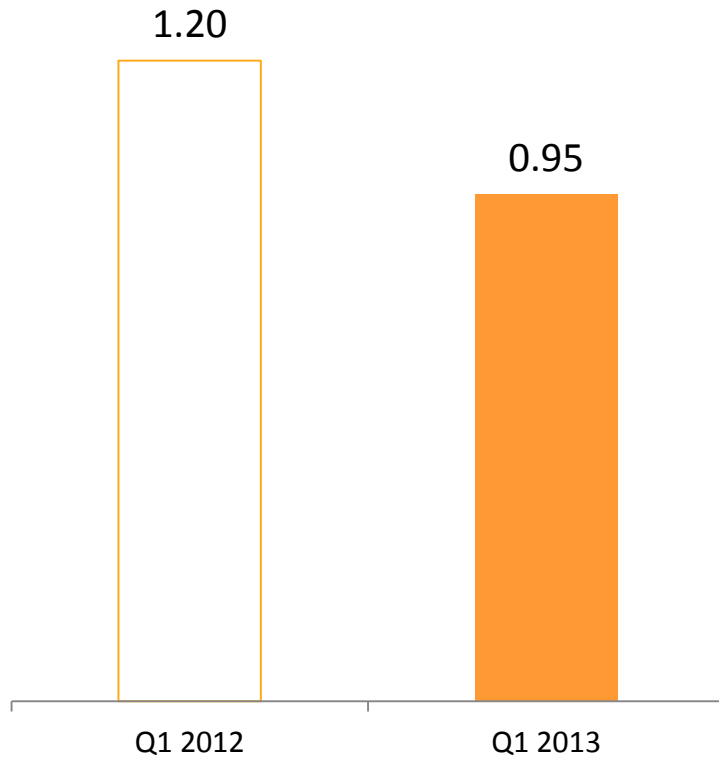
	Normalized IFO
Consumer business	18.5%
Advertising & Promotional Products	-5.4%

Group Q1 2013 Key figures



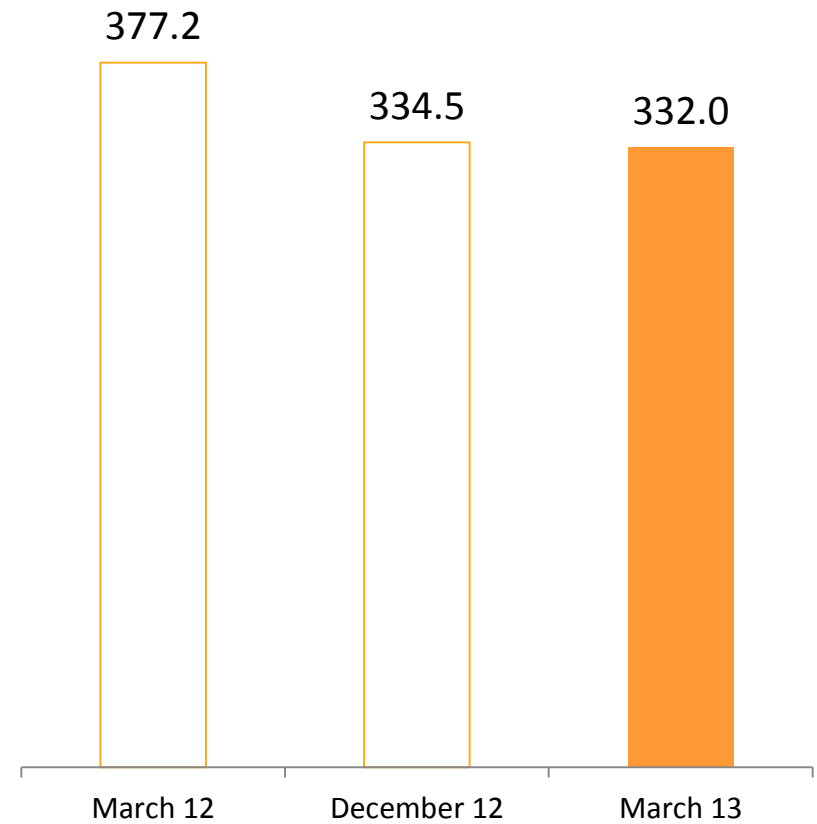
EPS: -20.8% decrease

In euros



Net Cash Position

In million euros





*2012 and 2013
Operational trends*





BIC STATIONERY IN 2012



Net sales	617.9 M€ +2.6%	Normalized IFO Margin	15.3%	CAPEX	26M€ +29%
-----------	-------------------	--------------------------	-------	-------	--------------



- ▶ Market share gains
- ▶ Strong performance of France Benelux, Romania, and Poland
- ▶ Office Suppliers Channel once again impacted by the challenging economic environment



- ▶ Slight decrease of market share
- ▶ Elevated brand support activity from competitors
- ▶ Continued price pressure from private labels in the Office Products channel



- ▶ Good performance in Middle-East and Africa
- ▶ Leadership maintained in Classic ball pens and strong growth in value-added ball pens in Latin America
- ▶ Sales driven by a brand awareness campaign and product range expansion in Asia



New Products and line extension



Cristal Gel Refresh



Erasable highlighter tape





BIC “Needle Point Ink System” A new generation of ink suitable for Asian writings

- **Super smooth writing** → low viscosity
- **Precise writing** → Point “needle” in 0.7mm & 0.5mm
- **Available in 8 colors!**





The Touch Screen technology is creating a revolution, changing how people communicate, work and write

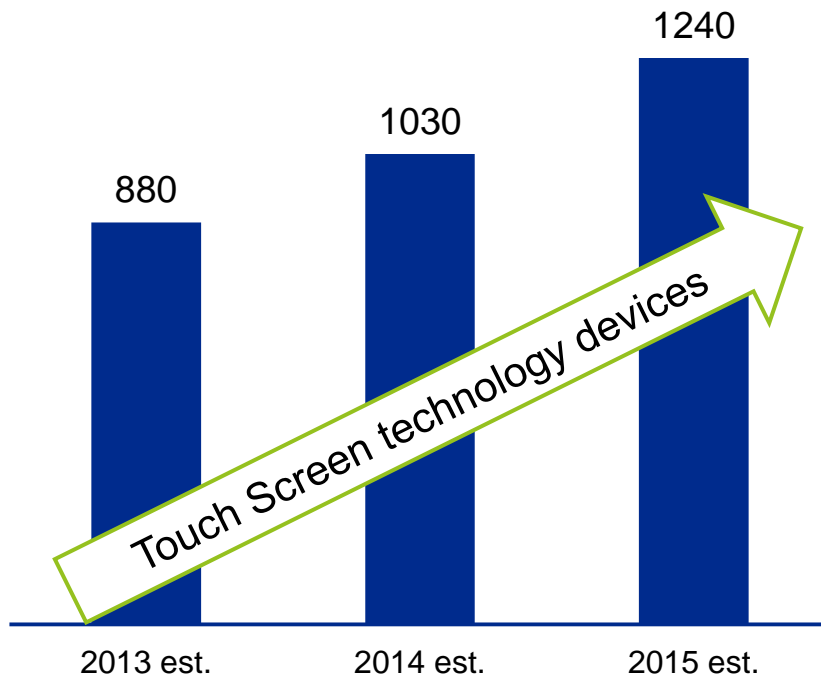


A fast growing market



New needs emerging on the market

In million units



Note taking App



Drawing/ Sketching App

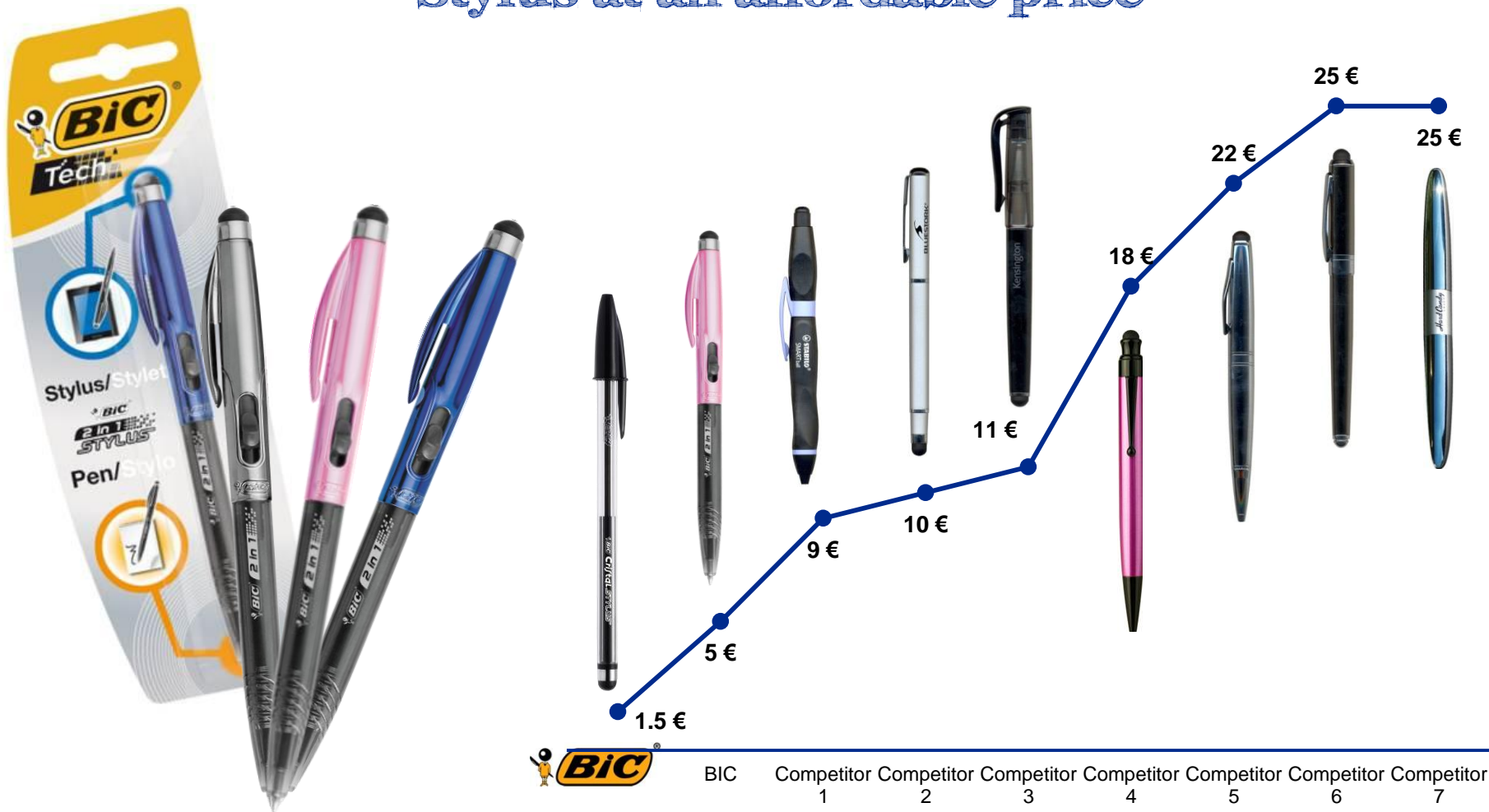


Learning how to write App

Source: IHS iSuppli

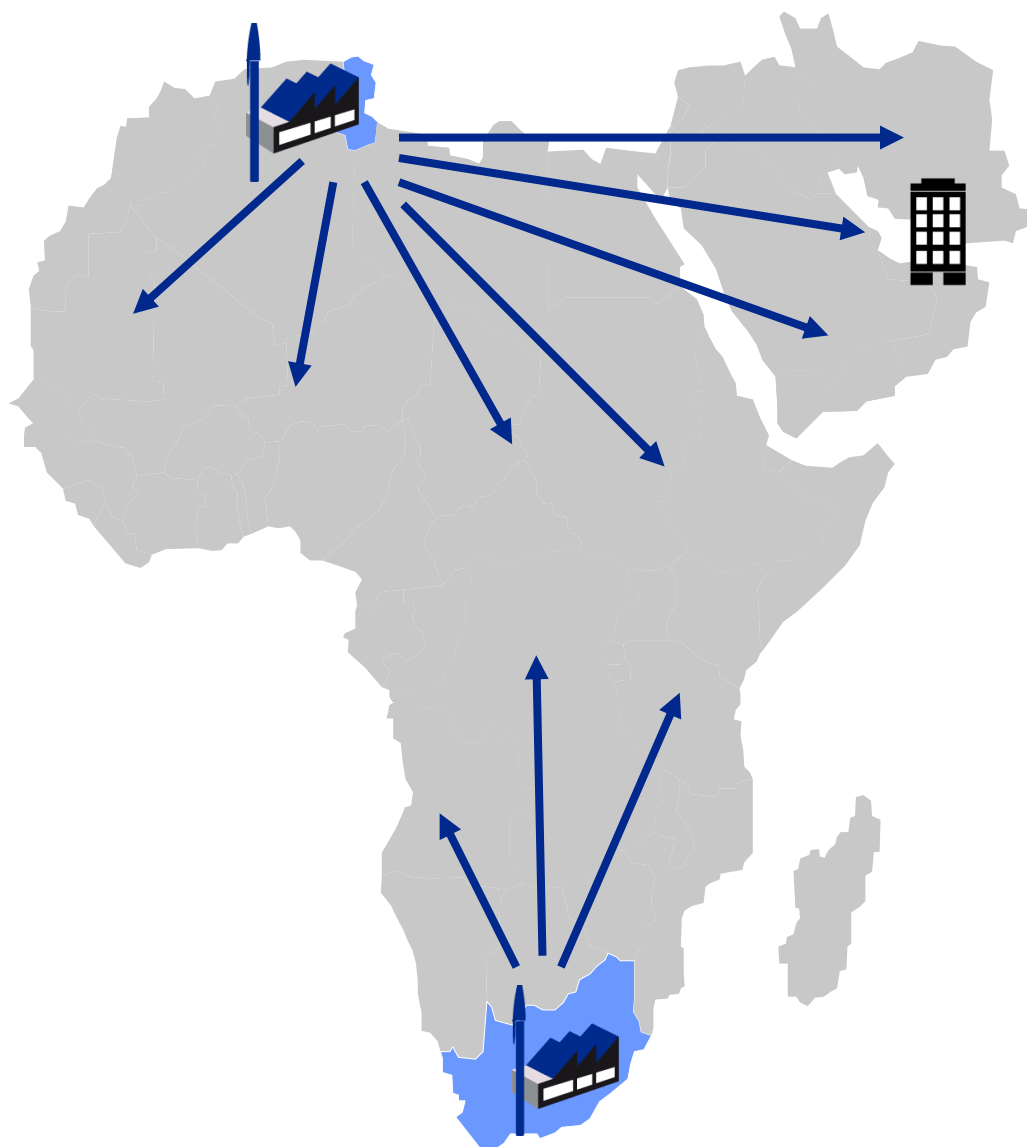


BIC® Stylus : First multi-usage retractable Stylus at an affordable price





BIC STATIONERY : CONSTRUCTION OF A WRITING INSTRUMENT FACILITY IN TUNISIA



- February 2012 : beginning of the construction of a writing instrument facility in Tunisia
- Objective : complete our production network in Africa and the Middle East in order to better meet the growing demand in this geographical area
- Factory fully operational by the end of 2013



- ▶ 3 May 2013 : Finalization of the acquisition by BIC Group of the remaining 40% of the last (7th) stationery entity of Cello Group
- ▶ April – October 2013 : call option to increase its ownership in Cello Pens from 40% to 55%

More than 30%
share of the
Indian Pen market



Quality products



One of the best-
known **brands** in
India



A wide **distribution**
network



BIC LIGHTERS IN 2012



Net sales	551.0 M€ +4.3%	Normalized IFO Margin	37.7%	Industrial Investments	29M€ +30%
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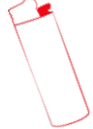
- ▶ Good performance of Eastern Europe
- ▶ Distribution gains in large countries (France, Italy) despite on-going imports of non-compliant Asian lighters



- ▶ Market share gains in both the U.S. and Canada
- ▶ Continuous success of added-value sleeve products
- ▶ Sustained growth in Multi-purpose lighters



- ▶ In Latin America: lighter market affected by anti-tobacco regulations and important tax increases, notably in Brazil. Market shares gains in most countries
- ▶ In Middle-East and Africa: good performance thanks to distribution gains
- ▶ In Asia: sales driven by improved distribution strategy and sleeves designed specifically for the region



BIC LIGHTERS IN 2013



Europe



North America



Latin America

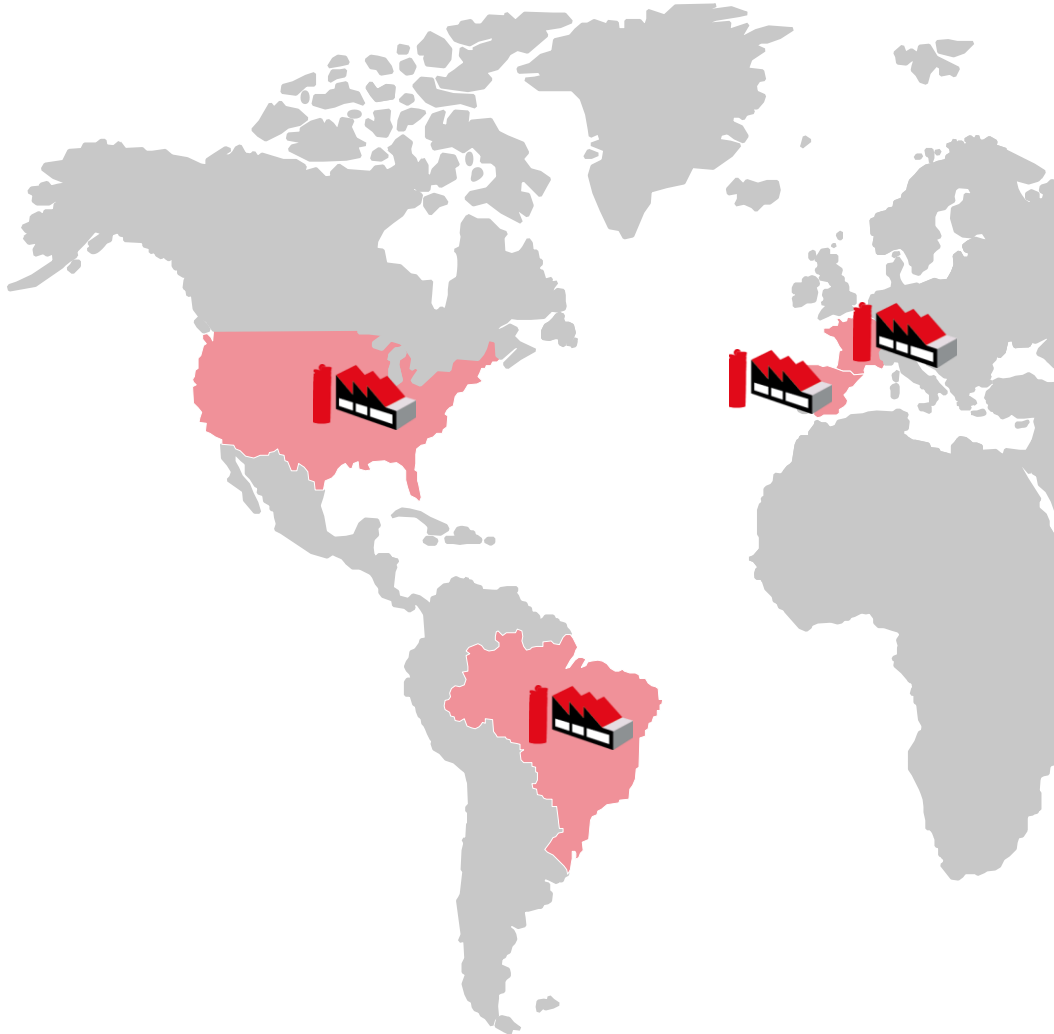


Asia





BIC LIGHTERS : EXPANSION OF THE WORLDWIDE PRODUCTION CAPACITY



- 2012 – 2013 : increase in production capacity and investments in new machines in our 4 plants of lighters
 - *Redon in France*
 - *Tarragona in Spain*
 - *Milford in the United-States*
 - *Manaus in Brazil*
- Objective : adapt our production to the growing market demand and improve the efficiency of our industrial tool



BIC SHAVERS IN 2012



Net sales	373.5 M€ +10.1%	Normalized IFO Margin	17.3%	Industrial Investments	40M€ x2
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- ▶ Challenging environment in the southern countries
- ▶ Market share gains in most countries (France, Sweden, Greece, Ukraine)
- ▶ Success of Classic 3 blade products



- ▶ Continued market share gains in the U.S. (near 2 points year on year)
- ▶ Success of our new products
- ▶ Effective promotional campaigns. Expanded distribution and strong shelf presence



- ▶ Developing markets: double digit growth
- ▶ Good resistance of our single and twin blades products
- ▶ Rapid growth of our 3-Blade “BIC® Comfort 3®”



BIC SHAVERS IN 2013

Developing countries



Europe : BIC Flex O3 Control

3 spring-mounted blades
Less irritations
Easy to rinse (movable blades)



Pivoting head



Lubricating strip
Lanolin & Vitamin E
Moisturizing
Skin softening & smoothing
Sensitive green color

U.S.: BIC Soleil Shave & Trim





Latin America: BIC® Flex 4

A 4 blades rechargeable shaver with moveable blade technology

4 moveable blade
head

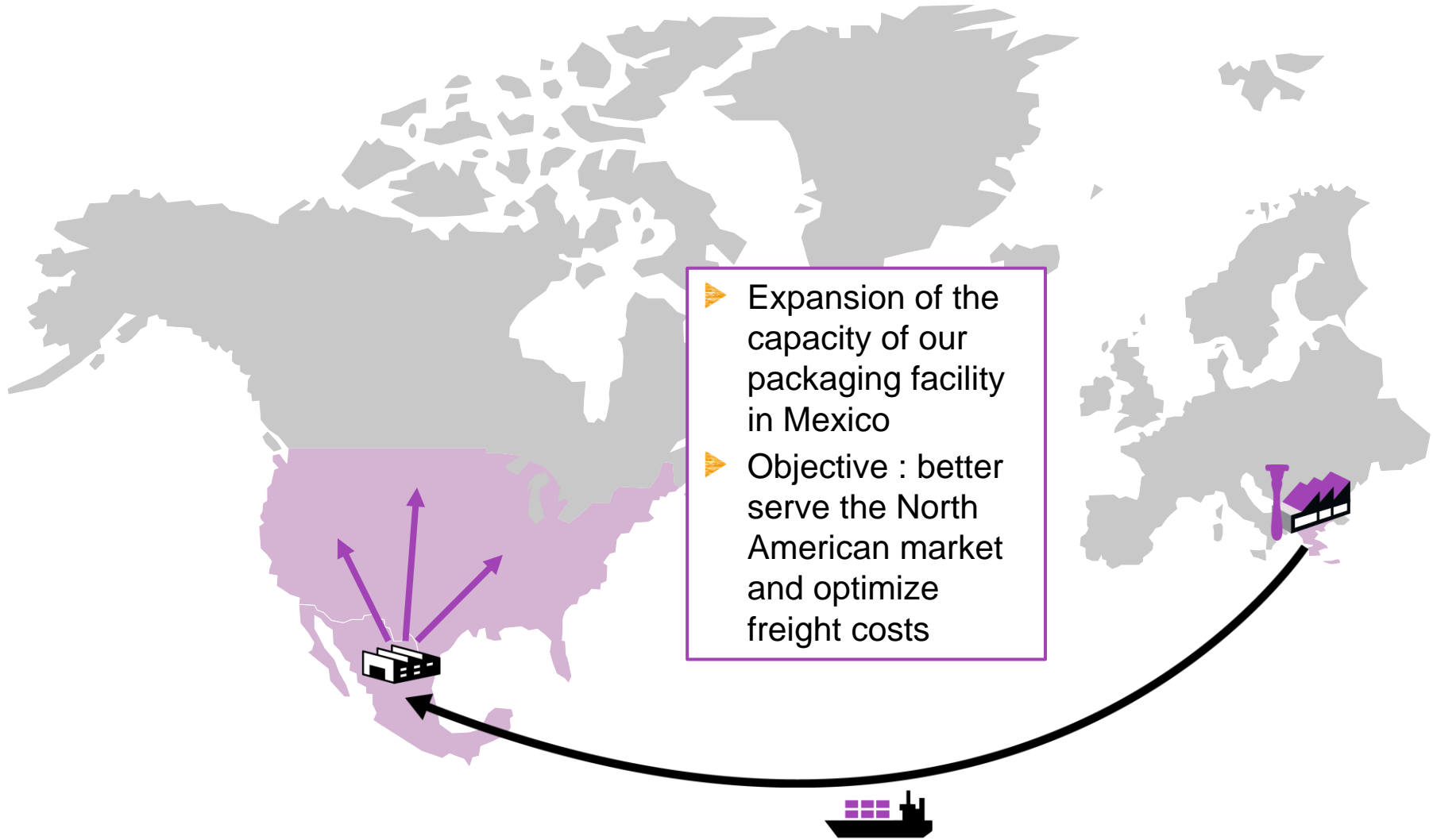


A compelling offer (price + performance) to enter the emerging and evolving Latin American refillable shaver market

New Handle Design



EXPANSION OF THE CAPACITY OF OUR PACKAGING FACILITY IN MEXICO





Change in net sales on a comparative basis

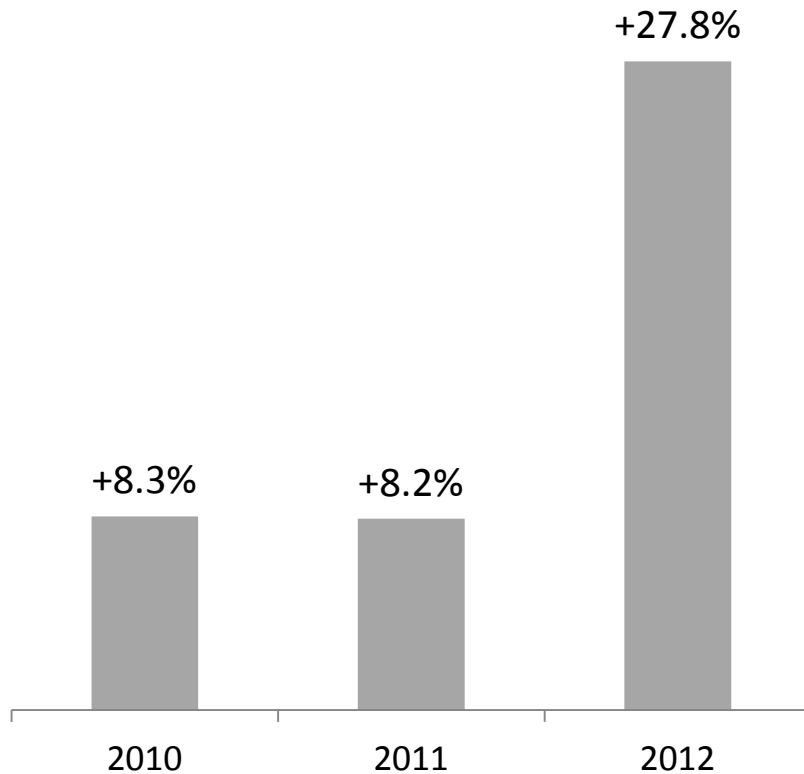


PHOTO GALLERY

Outside's 2013 Gear of the Year

[ENLARGE IMAGE](#)

Inga Hendrickson

Bic Wing Ace-Tec SUP

That's right, a killer flatwater SUP made by the company that produces ballpoint pens and disposable razors. At 30 inches wide and over six inches thick, the **Wing Ace-Tec** is a practical, durable, affordable, fun-to-paddle SUP.

[Read More About the Ace Tec](#)

10 of 15



Net sales	291.1 M€ -9.2%	Normalized IFO Margin	7.6%	CAPEX	9.8 M€
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STATIONERY

Europe

- ▶ Continued very challenging economic environment in Southern countries

North America

- ▶ Sales affected by the implementation of our new ERP (shipment delays)



HARD GOODS

Europe

- ▶ Strongly impacted by the economic situation in Southern Europe
- ▶ Good performance of new products

North America

- ▶ Pressure from low priced suppliers

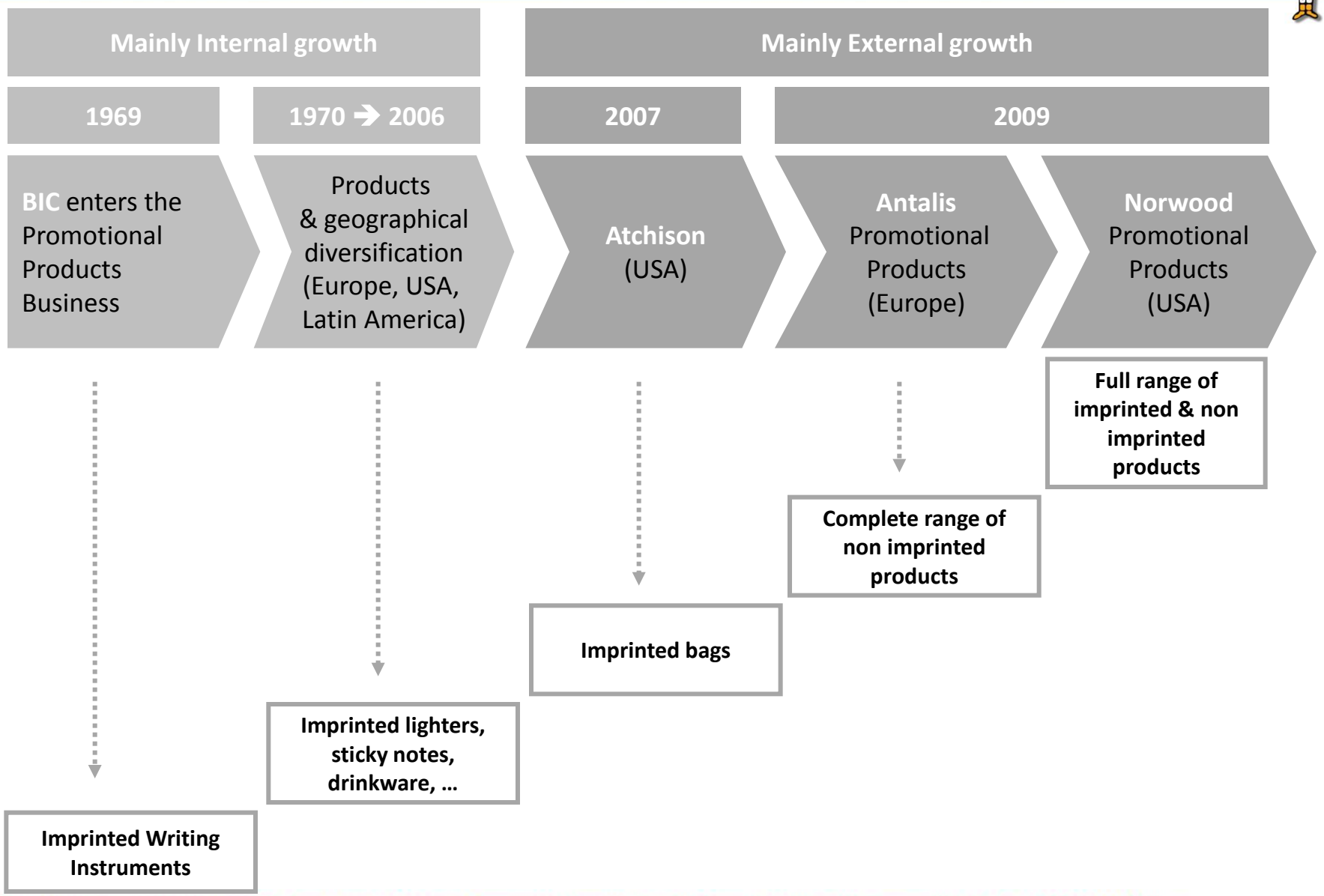


CALENDARS

Market share maintained in a soft market



BIC APP





Focus on customer service & innovation

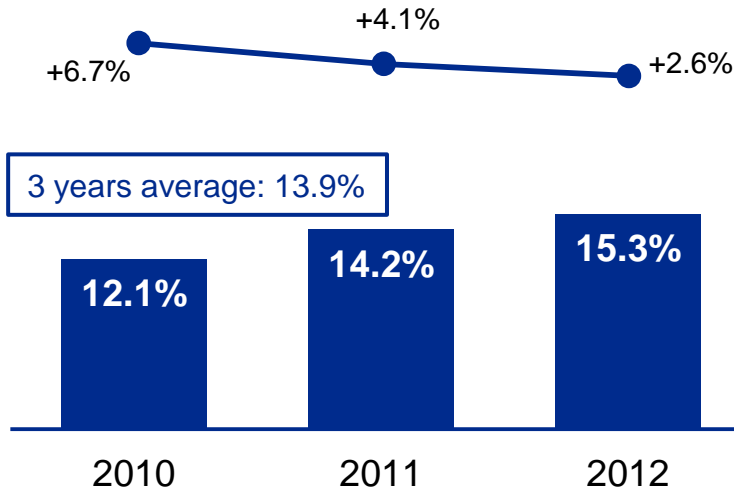


your message takes *life*

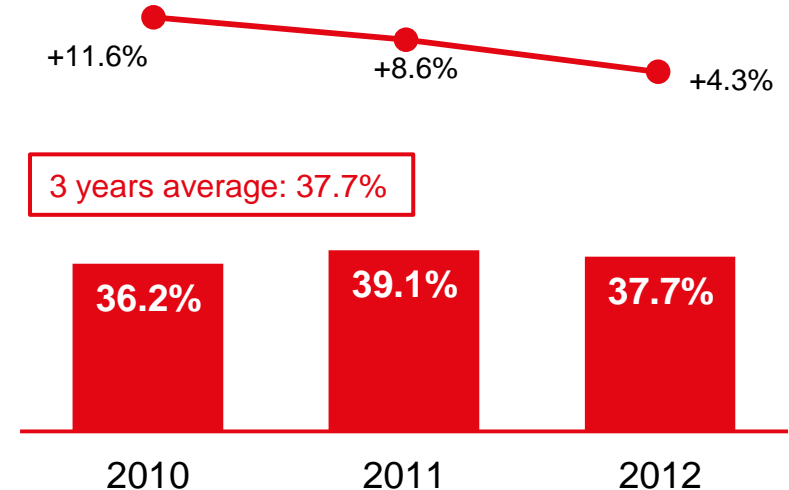




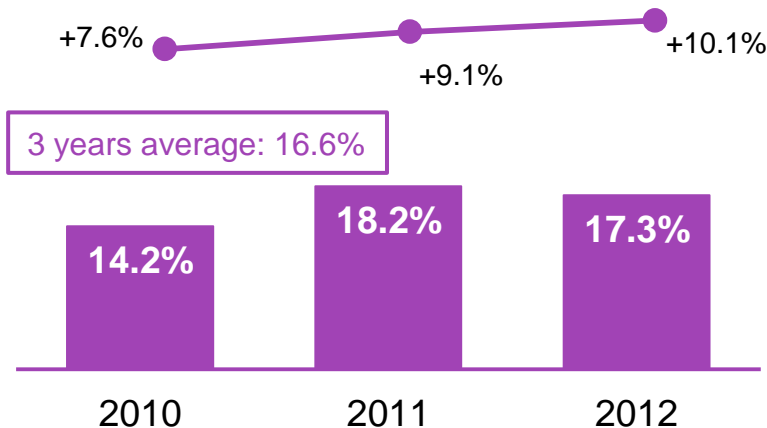
Stationery Consumer



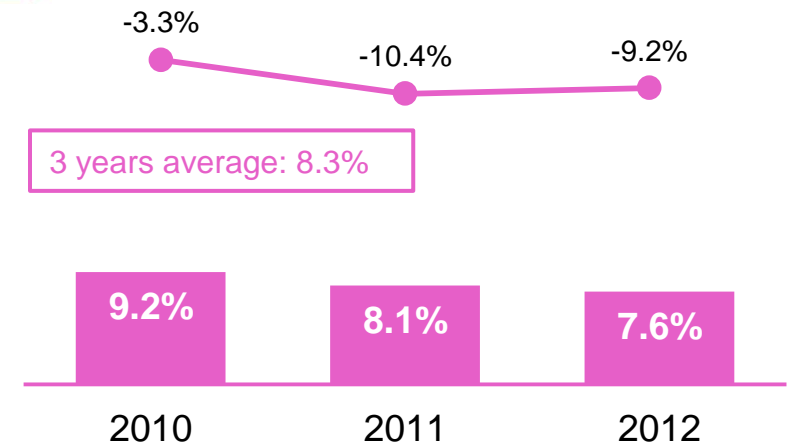
Lighters



Shavers



BIC APP





Consumer Business

- ▶ For the full year, we expect net sales on a comparative basis to grow in line with our mid-term objectives of +2% to +4%. Normalized IFO margin should be in the higher end of 15% to 20% mid-term objectives range.

Advertising and Promotional Business

- ▶ BIC APP full year 2013 net sales could decline low to mid-single digit. Due to the sales decline, we will realize less favorable volume absorption and therefore Normalized IFO margin could decline to mid to low-single digit level.

- ▶ Focus on cash generation
- ▶ Continued investments in future profitable growth
 - *Brand support*
 - *Increased manufacturing facilities*
 - *Portable fuel cell*

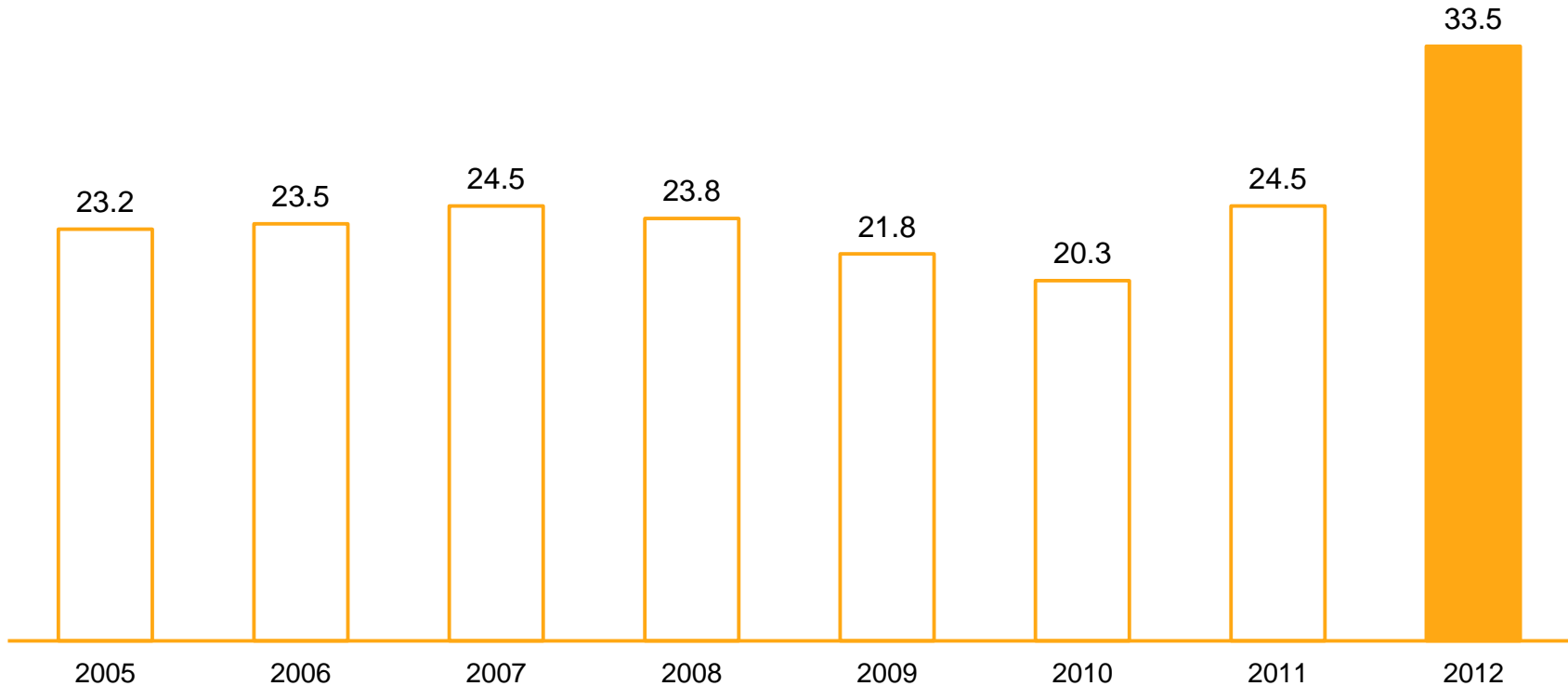


Invest today to better perform tomorrow





Research and Development



1/3 of R&D spending dedicated to portable fuel cell device project

PORTABLE FUEL CELL DEVICE PROJECT



A portable charger independent from electricity network

Replacable Cartridge



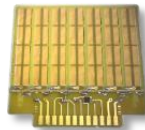
Produces hydrogen on demand*

Purchased separately from the fuel cell device

Refillable fuel cell device



MICRO FUEL CELL



Converts the hydrogen to electricity



ELECTRONIC CIRCUIT



Provides electricity

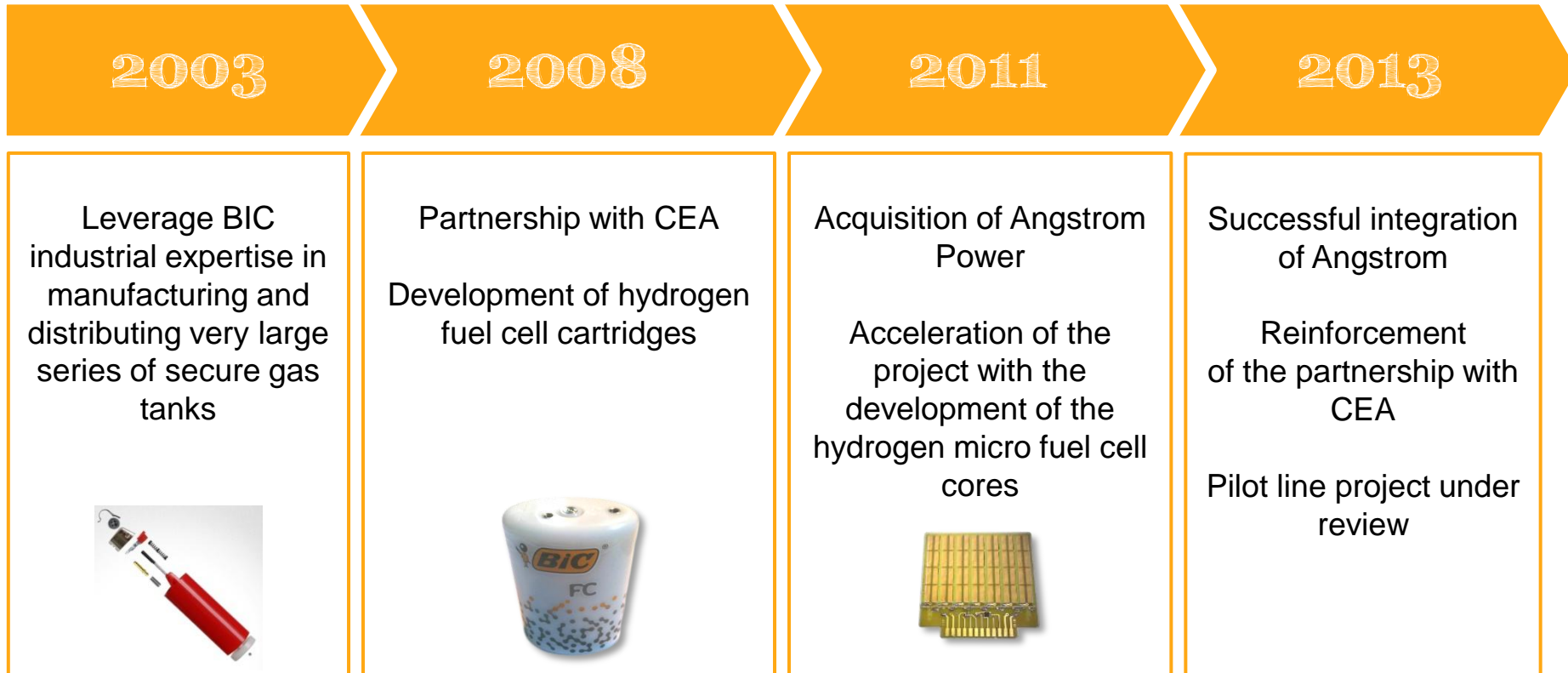
Universal power cord



* hydrogen is produced on request by chemical reaction in basic aqueous solution and thanks to a patented BIC



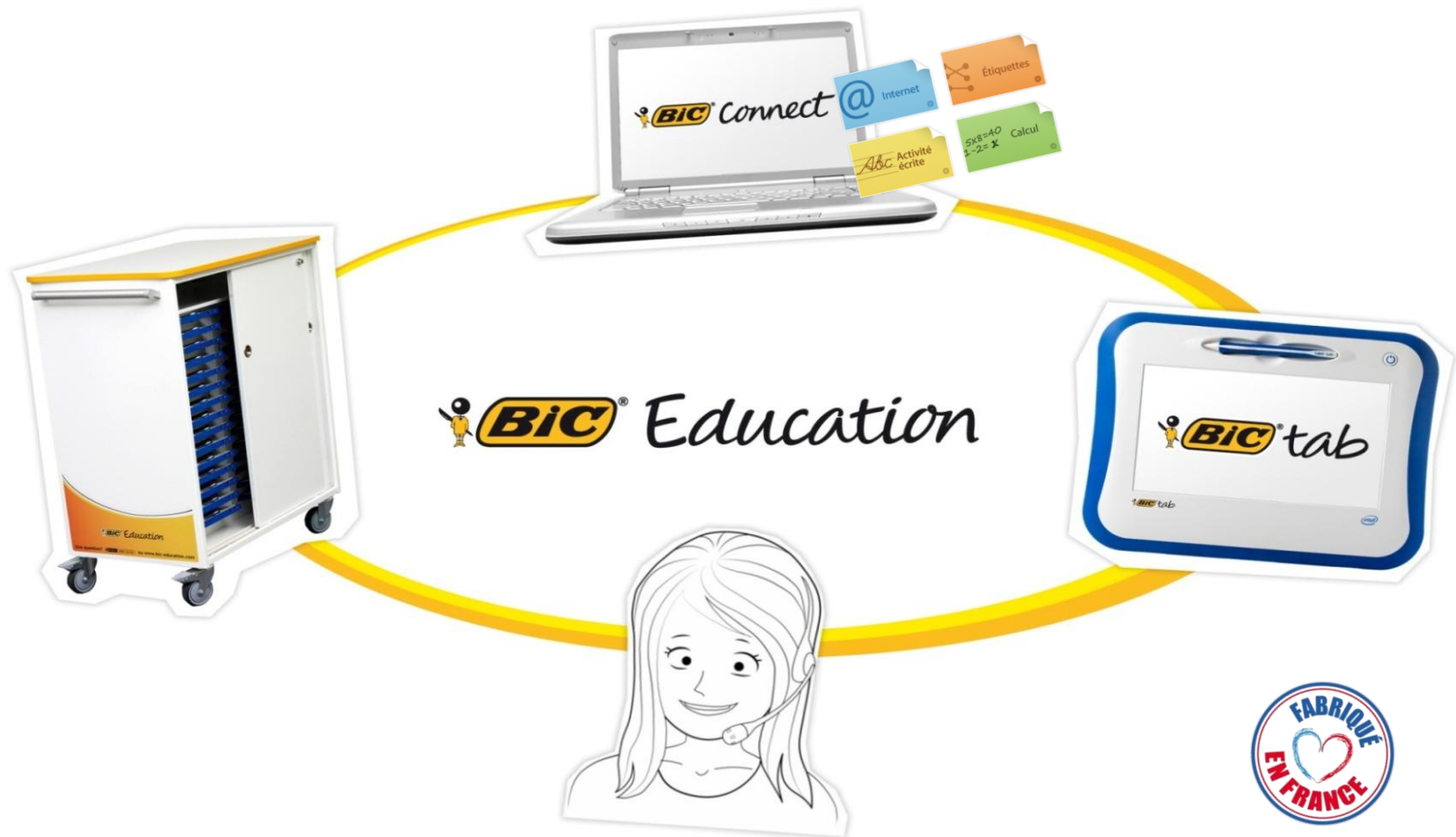
2003 – 2013 From the cartridge to the device prototype



Commercialisation within 4 years, in line with the initial plan

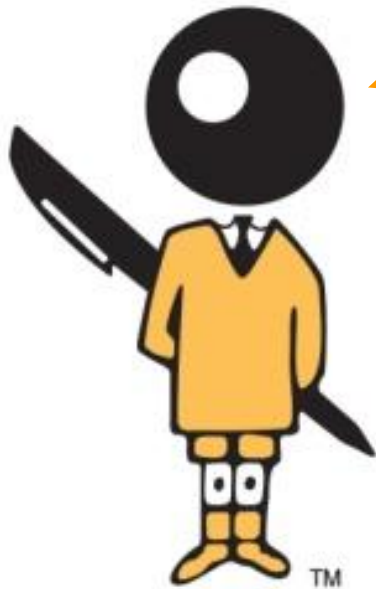


An educational solution from children 5 to 10 years
combining handwriting and a dedicated educational software





*Social, societal and
environmental responsibility*






2004 : Formalization of the BIC sustainable development program Systematic taking into account and better anticipation of expectations

Pilote

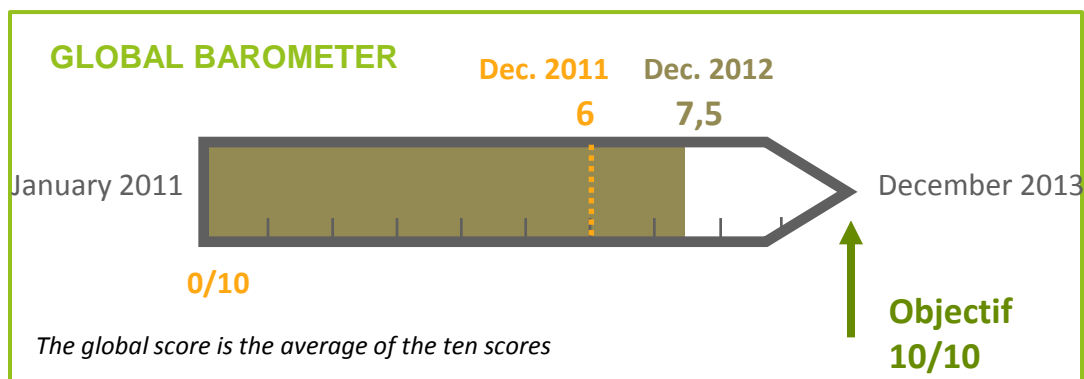
 A team of 25 members
chaired by Mario Guevara

Follow

 A **barometer** sets the
Group 10 priority
objectives for 3 years

Coordinate

 **Group** Sustainable
Development
Department





1

2

3

4

PRODUCTS

(design)

- ▶ Overcoming the disposable/ sustainable contradiction
- ▶ Put on the market responsible and safe products for the consumer

INDUSTRY

(manufacturing and transportation)

- ▶ Target the excellence of the environmental performance of our factories
- ▶ Participate in the fight against climate change
- ▶ Ensure the safety of our employees in the workplace

SOCIAL

(employees)

- ▶ Be a fair and attractive employer brand
- ▶ Ensure respect for human rights in the workplace, throughout the chain

SOCIETAL

(communities)

- ▶ Help communities and emerging countries



1

2

3

4

PRODUCTS

(design)

- ▶ To expand the range of responsible products in Stationery and Shavers
- ▶ A dedicated website on the ecological footprint of shavers information site
- ▶ To continue the partnership with Terracycle, first program for the collection and recycling of used writing instruments in Europe

INDUSTRY

(manufacturing et transportation)

- ▶ BIC APP certified Quality Certification Alliance (QCA) in the US
- ▶ Construction of a writing instrument factory in Tunisia taking into account the environment

SOCIAL

(employees)

- ▶ The "Quality of life at work" Program
- 4 priority areas: services for employees, health & well-being, workspaces and Manager's Role
- ▶ Launch of a worldwide program implemented locally

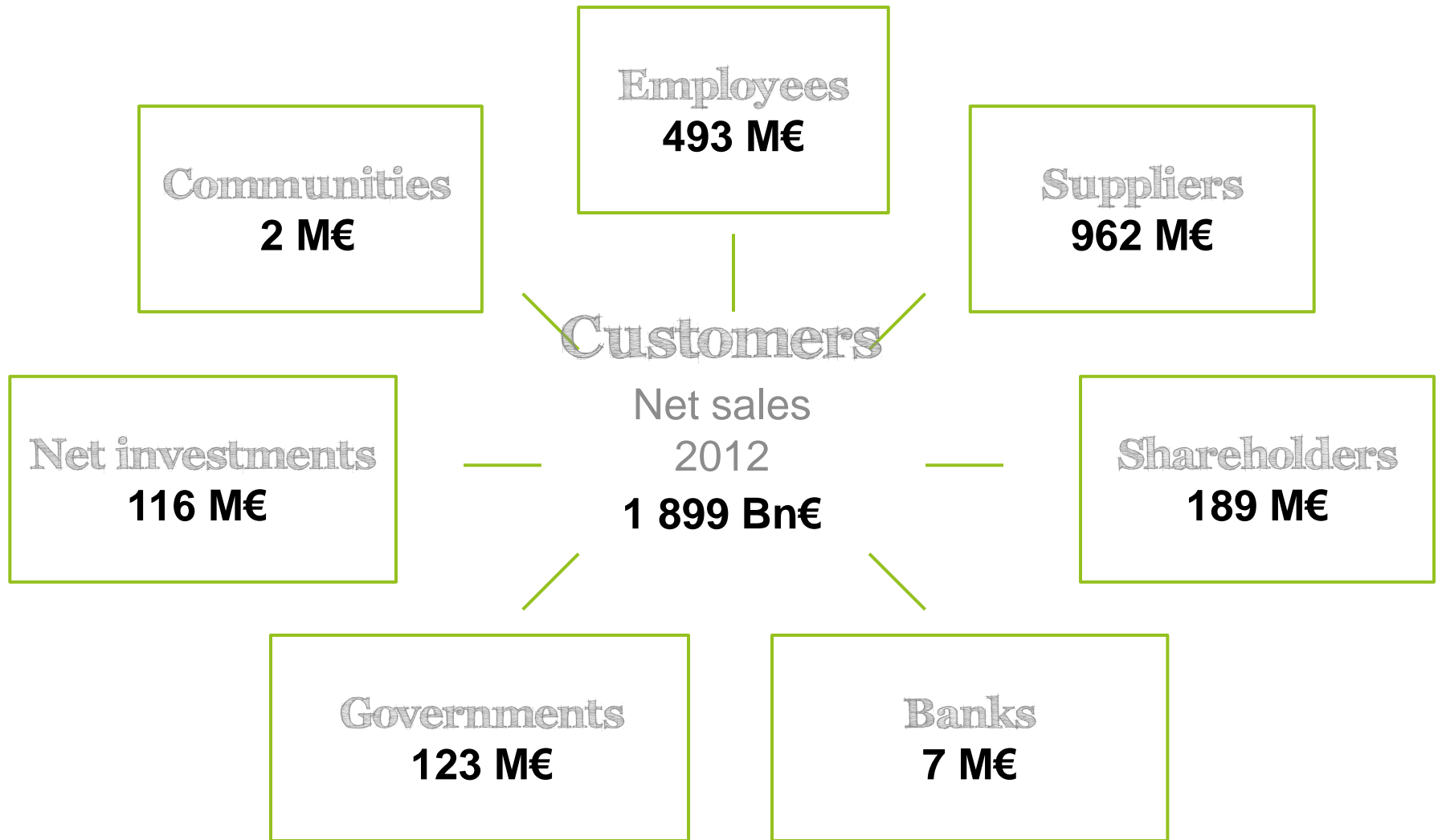
SOCIETAL

(communities)

- ▶ Strengthening of the Rural Sales Program in Bangladesh (fight against poverty by selling shavers)
- ▶ Partnership with « Nos Quartiers ont des Talents » in France (sponsorships between managers and young graduates from the neighborhoods)



DISTRIBUTION TO STAKEHOLDERS IN 2012





Governance



COMPOSITION AND ORGANIZATION OF THE BOARD OF DIRECTORS



BRUNO BICH
Chairman
1986



MARIO GUEVARA
Chief Executive Officer
2001



FRANÇOIS BICH
Executive Vice-President
1978



EDOUARD BICH
MBD Representative
2006



**MARIE - HENRIETTE
POINSOT**
1997



**MARIE - PAULINE
CHANDON-MOET**
2003



GILLES PELISSON
2001 - 2013



FRÉDÉRIC ROSTAND
2003



JOHN GLEN
2009



ELIZABETH BASTONI
2013



PIERRE VAREILLE
2009





➤ 2012

- 6 meetings
- Participation rate: 100%
- Among the topics discussed
 - Strategic directions of the **Lighters**
 - Strategic directions of the **Shavers**
 - Arbitration procedure for **Cello**
 - BIC Education Project
 - Sustainable development program

➤ 2013

- Development in fuel cell project
- 23 april - 25 april 2013 : Board at **BIC APP** in the United States
 - Presentation of the North American activities
 - Business update
 - Visit of two factories

1973-2013 : 40 YEARS OF BIC SHARE TRADING



NET SALES

x 23

1973*

82.1 million euros

2013

1.9 billion euros

EPS

x 40

1973*

0.14 euros

2013

5.56 euros

SHARE PRICE**

x 23

1973

3.64 euros

2013

84.86 euros

*: Net sales and EPS by the end of december 2012

** : adjusted share price and share price at 10-May-2013



*« Honor the past... invent
the future*

*People are the cornerstone
of
our philosophy »*

