



BIC sells PIMACO, its Brazilian Adhesive Label Business, to Grupo CCRR

Clichy, France- 15 December 2020 – BIC announced today that it has signed a *Purchase and Sale Agreement* to sell its Brazilian adhesive label business, PIMACO, to Grupo CCRR for 40 million Brazilian Real (approximately 6.5 million euros¹).

This divestiture is consistent with BIC's portfolio rotation strategy and its focus on fast-growing consumer businesses such as Creative Expression and Digital Writing. Acquiring the leading domestic adhesive label manufacturer and distributor will strengthen CCRR's position in self-adhesive papers and films in Brazil and Latin America and add to an already robust portfolio.

The transaction must be approved by the Brazilian antitrust authorities, and the closing is expected in the first quarter of 2021.

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ABOUT BIC

BIC is a world leader in stationery, lighters and shavers. For more than 75 years, the Company 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 and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world and feature iconic brands such as Cello[®], Conté[®], BIC Flex[™], Lucky Stationery, Made For YOU[™], Soleil[®], Tipp-Ex[®], Wite-Out[®] and more. In 2019, BIC Net Sales were 1,949.4 million euros. The Company is listed on "Euronext Paris," is part of the SBF120 and CAC Mid 60 indexes and is recognized for its commitment to sustainable development and education. It received an A-Leadership score from CDP. For more, visit www.bicworld.com or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).

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2021 AGENDA – ALL DATES TO BE CONFIRMED

Full-Year 2020 Results	17 February 2021	Conference call and Webcast
Q1 2021 Results	28 April 2021	Conference call
2021 AGM	19 May 2021	Meeting
H1 2021 Results	29 July 2021	Conference call
Q3 2021 Results	28 October 2021	Conference call

¹ 11 December 2020 ECB BRL/Euro rate: 6.1448