

# BIC Group SHAREHOLDERS' LETTER

  
N° 35  
SEPTEMBER 2016

## EDITORIAL



*Ladies, gentlemen,  
dear shareholders...*

*In this new edition of the Shareholders' Letter, we will review, among other events this summer, our participation in the cycling race, Tour de France.*

*On 4 August 2016, we published our first half 2016 results, which were in line with our full year 2016 outlook, with solid net sales growth on a comparative basis across all consumer categories and regions, notably in Eastern Europe, the Middle East and Africa. We had a promising back-to-school sell-in in Stationery, both in Europe and North America thanks to our "Champion brand" strategy. In Lighters, growth was driven by our sleeved lighter strategy and distribution gains. In Shavers, we continued to benefit from the success of our added-value products such as the new BIC® Soleil Shine shaver for women in the United States.*

*In the second half of 2016, we will continue to invest in research and development, and brand support in order to fuel the Company's medium- and long-term growth strategy. We remain confident that we will achieve our full year objectives.*

**Bruno Bich**  
Chairman and CEO

## 2016 FIRST HALF PERFORMANCE

### GROUP NET SALES 1<sup>st</sup> half 2016

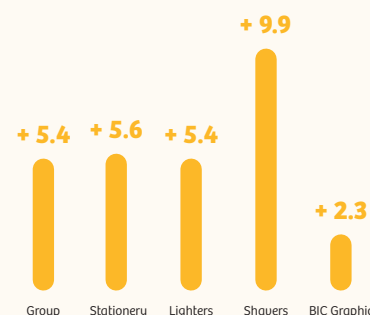
**1,133.3 M€**

**+5.4%**

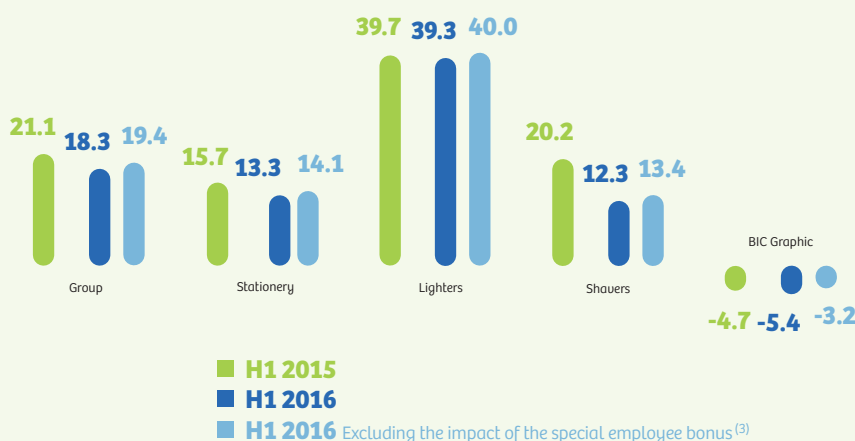
on a constant currency basis <sup>(1)</sup>

### CHANGE IN NET SALES BY CATEGORY

1<sup>st</sup> half 2016  
on a constant currency basis <sup>(1)</sup> (in %)



### NORMALIZED <sup>(2)</sup> IFO MARGIN in % of Net Sales



<sup>(1)</sup> On a constant currency basis: Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.

<sup>(2)</sup> Normalized : means excluding non-recurring items.

<sup>(3)</sup> Excluding the special bonus awarded to employees who were not granted shares under BIC performance share plan.

[Find the press release here](#)

## NEWS



### - BRAND SUPPORT -

#### BIC on the 2016 Tour de France publicity caravan

For the sixth consecutive year, BIC took part in the Tour de France publicity caravan. From 2<sup>nd</sup> July through 24 July 2016, there were four BIC cars that traveled more than 3,500 km (2,180 miles) to meet the fans of the famous "Grande Boucle" (the big loop) cycling competition. Again this year, the BIC® School Bus and BIC® Barbershop welcomed fans and riders. In addition, each day before the race, riders registered their attendance on a tablet using the Tour's official BIC® 4-Colors™ Stylus pen.

More than 400,000 goodies and samples including, the BIC® Cristal®, BIC® Cristal® Soft ball pens, and BIC® Matic mechanical pencils, manufactured by BIC in two of its seven French

factories, have been distributed during the Tour, as ambassadors of the "Made in France" initiative. Each stage-city offered the opportunity to discover the BIC® brand. The Barbershop, led by a professional barber, welcomed guests and riders at starting villages, where they could receive an express "Tour de France style" hair cut or a close shave from an expert.

While waiting for the riders, children ones and grown-ups enjoyed the BIC® School Bus where they took part in coloring stands, creative games about the Tour, and writing contests in which the winners received a special gift.

[Find the BIC® caravan on Facebook](#)  
[The essentials in Infographics](#)

**10** Tours de France  
since 1952



**5** vehicles  
including one float

**27** persons  
in the team

### - CSR -

#### BIC receives First Place Award by Vigeo Eiris for its "Sustainable Relations with Suppliers"

In the "Top Performers 2016: Responsible Management of the Supply Chain" Study, Vigeo Eiris – the leading European Corporate Social Responsibility (CSR) agency – recognized BIC with a first place award recognizing the company's "Sustainable Relations with Suppliers." The study reviewed 181 companies worldwide.

This award recognizes that BIC is committed to including suppliers in the scope of its environmental and societal responsibility. The company maintains this commitment by evaluating the environmental actions of suppliers, reviewing social topics and developing sustainable relationships with them. This award confirms that importance for BIC to maintain these efforts with the whole supply chain.

### - INTERVIEW -

#### Bruno Bich interviewed by *The Economic Times*

In June, the Indian daily newspaper, *The Economic Times* published an interview with BIC Chairman and CEO Bruno Bich. In this interview, Bich expressed himself on the opportunities that the Indian market represents for the BIC Group, especially because of the national commitment to education. A new manufacturing facility, which should be operational in the next three years, will be a step in BIC's implantation in Asia, after acquiring Indian stationery market leader Cello Pens. With 93% of sales coming from outside of France, Mr. Bich confirmed that India was a priority for the Group.

[Read the Interview in English](#)



### - LIGHTERS -

#### Mini Geometrics Series in the United States

Based on the popularity of the Maxi Geometric series lighters in the U.S., the BIC® Mini Geometric series is making its debut! These fun and funky designs are the perfect size for pockets and small handbags.

[Available in North America](#)



### - SHAVERS -

#### BIC® Shavers takes 2<sup>nd</sup> place in Australia

In 2016, BIC Australia achieved a very good milestone. For the first time since market shares began to be measured in Australia, BIC® Shavers have managed to take the #2 position in value (non-refillable shavers), with approximately 25% market shares. The BIC Oceania team achieved this result through the launch of new products combined with a stronger presence in stores.

## NEWS



### - STATIONERY -

## BIC's 2016 Back to School Lineup

#### In Europe

- BIC® Cristal® Like me ball pen
- BIC® 4 Couleurs® Fluo ball pen
- BIC® Kids learner ball pen twist system
- Explore compass
- Experience compass
- Exact compass

#### In North America

- BIC® Cristal® Xtra Precision ball pen
- BIC® Atlantis Bold ball pen
- BIC® Atlantis Metal ball pen
- BIC® 4-Color™ Stylus and Pen
- BIC® Velocity® Side Clic™ mechanical pencil
- BIC® XTRA-Fun #2 pencils with stripes
- BIC® Brite Liner® FlexTip™ highlighter



### - SHAVERS -

## BIC® shavers: 40 years of presence in South Africa

BIC celebrated the 40<sup>th</sup> anniversary of its shavers being available in South Africa with a national promotion, an opportunity for the brand to further entrench the heritage of its shavers in the South African market. The campaign included posters in shopping centers and was supported with specially designed point of sale material. Shoppers were surprised by a classy and vintage-style barbershop in three prominent malls in the Gauteng province. They were invited to enjoy a professional shave by barbers and they received a complimentary pack of BIC® Flex 5™ shavers, as well as a booklet about the art of shaving. Participants were also encouraged to show off their new smooth looks by uploading their "before and after" pictures to the BIC South Africa Shavers Facebook page with the hashtag #GetSmooth. A successful campaign!

See BIC South Africa Facebook page

### - SHAVERS -

## New BIC® Comfort 3 Advertising in Brazil

In Brazil, BIC has launched a commercial on television and social media to promote the BIC® Comfort 3 shaver for men. The commercial features Vikings and Kung Fu masters who receive a shave with the BIC® Comfort 3... Will they like their new look?

This advertising campaign will be rolled out across Latin America in the coming months.

See the video on YouTube



### FINANCIAL AGENDA

- **26 OCTOBER 2016**  
3<sup>rd</sup> Quarter and 9 Months 2016 Results
- **17 FEBRUARY 2017**  
Full Year 2016 Results
- **26 APRIL 2017**  
1<sup>st</sup> Quarter 2017 Results
- **10 MAY 2017**  
2017 Shareholders' Meeting

### COMPANY'S DETAILS

- Limited company Capital: 183,108,384.24 euros
- Divided into 47,934,132 shares of common stock, par value 3.82 euros

**LISTED ON: Euronext Paris**  
**ISIN: FR0000120966**

Mnemonic: BB

Continuous quotation 552.008.443 registered in Nanterre, France

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