

Shareholders' Letter



Ladies, Gentlemen, Dear Shareholders,

2009 was a decisive year in the BIC story. Our Group's resilience during this unprecedented economic downturn demonstrates the solidity of our business model. In a challenging environment, we maintained or increased our market shares in all our activities and geographies. These good performances are firstly due to the BIC® brand that offers quality and reliable products at affordable prices to all its consumers, all around the world; they are also due to the work of our teams and their deep knowledge of our markets, especially our distribution channels.

Our good full year 2009 results are mainly due to the Group's performances in developing markets representing approximately 30% of our sales. We have a strong presence in Latin America and Africa, and we want to grow in Asia. The partnership that was signed last year with Cello Pens, the Indian leader in writing instruments, is a part of this international development strategy. In spite of difficulties we've encountered, we intend to ensure the implementation of the definitive agreements signed with the Indian company.

During 2009, we continued to improve working capital and to control our operating expenses in order to support cash generation. This good financial discipline, as well as the strength of our balance sheet, allowed us to invest at a good time to prepare for the future. Thanks to the Antalis Promotional Products and Norwood Promotional Products strategic acquisitions, we reinforced our position in an industry with real growth potential: Advertising and Promotional Products. These two acquisitions have made us N°1 in the U.S. and N°2 in Europe.

Considering the Group's strong full-year 2009 performance, our Board of Directors proposed to distribute an ordinary dividend of €1.40 per share, up 3.7% in comparison with 2008. Confident in the Group's prospects and in the sustainability of its strong financial situation, they also proposed to distribute a special dividend of €1.00 per share. These propositions were approved at the Shareholders' Meeting held on May 12.

In 2010, we expect to leverage a more positive economic environment, even though still uncertain. Our 1st Quarter results were good with the Group better positioned and stronger than a year ago to leverage opportunities and meet marketplace challenges.

In Consumer Products – Stationery, Lighters and Shavers – the quality, the reliability and the affordable price of BIC® branded products remain our best assets.

In Advertising and Promotional Products in 2010, we will focus on the integration plan of our recent acquisitions, which is already well on track.

We will continue our focus on profitability improvement, while maintaining rigorous financial discipline, in order to protect cash generation. We are also committed to investing for the long term in research and development, brand support and sustainable development.

Mario Guevara
Chief Executive Officer

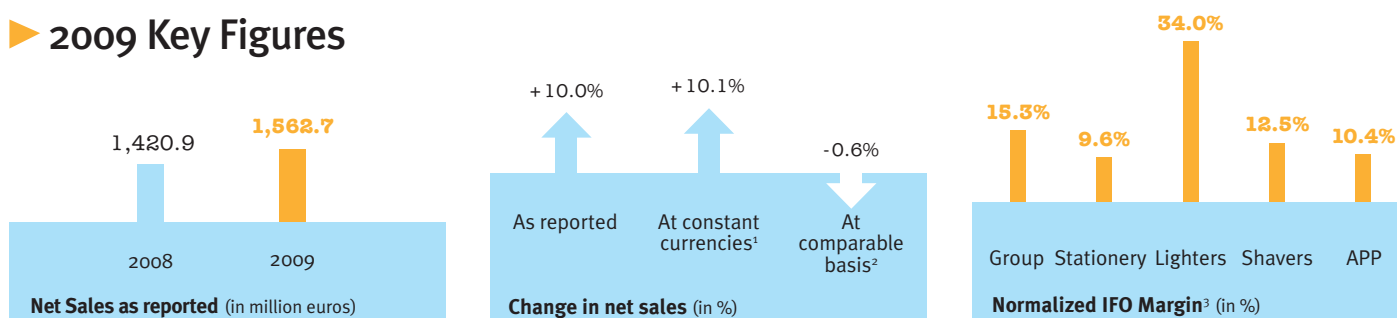




BIC today

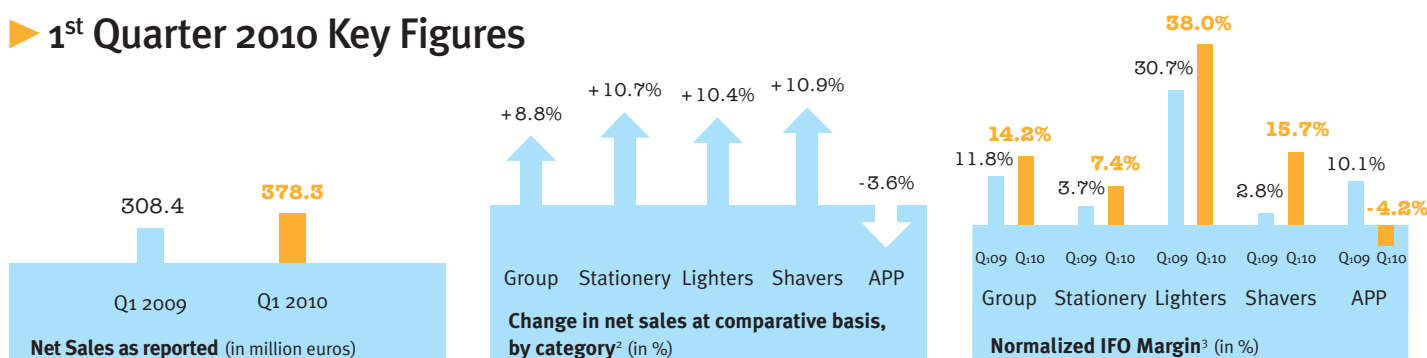
Highlights of 2009 performance and 1st Quarter 2010 results

► 2009 Key Figures



► 2009 Earnings Per Share: €3.15 (vs. €3.00 in 2008)

► 1st Quarter 2010 Key Figures



¹ At constant currencies: Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.

² Comparative basis: at constant currencies and constant perimeter. Figures at constant perimeter exclude the impacts of acquisitions and/or disposables that occurred during the current year and/or during the previous year, and this until their anniversary date.

³ Normalized means excluding restructuring, real estate gains and Antalis Promotional Products negative goodwill.

2010 perspectives and our ambitions for the next 3 to 5 years

- Grow faster than our markets thanks to our Quality & Price positioning.
- Continue to improve our operational efficiency.
- Continue to monitor working capital.
- Be ready to seize external growth opportunities through bolt-on and strategic acquisitions, while maintaining a strong balance sheet.

	Consumer business	Advertising & Promotional Products
2010 perspectives	Moderate net sales growth on a comparative basis. Slight improvement of normalized IFO margin compared to 2009.	BIC APP Normalized IFO margin close to last year's level.
Our ambitions for the next 3 to 5 years	Net Sales Annual Organic Growth* between 2% and 4%. Normalized IFO margin between 15% and 18%.	Net Sales Annual Organic Growth* between 5% and 10%. Normalized IFO margin between 8% and 12%; comparable to Group level in the long term.

* Net sales growth at constant currencies + bolt-on acquisitions.

Artist recreates “the girl with a pearl earring” using a single BIC® Cristal®!



Two hundred fifty six love letters, 986 Sudokus, 9,431 signatures or 1,615 addresses – just some of the things you can do with one BIC® Cristal®! This was demonstrated by independent scientific research into the durability of the pen, conducted by the University of Reading (UK) into the lifetime of a number of ball point pens available across the UK and Ireland, showing that the BIC® Cristal® trounced its competitors. It inspired a challenge to artist James Mylne, who recreated “The girl with a pearl earring” by Johannes Vermeer. The reproduction took artist James approx 90 hours to complete, but just a single pen was needed to finish the work! The reproduction, as well as a video of the artist at work, was seen more than 96 million times in two weeks.

The new BIC® iPhone application: *Relight your musical passion with BIC!*



Just a few days after its launch on iTunes, the “My BIC® lighter” application for iPhone and iPod Touch was downloaded by more than 712,000 fans. Representing the iconic BIC® lighter, this application is fast becoming the accessory concert-goers can’t get away from whether they are fans of rock, pop or folk. Slide the clicking wheel of the virtual lighter and you’ll hear the grating of the flint as the flame appears. Hold it up high, scream the name of your idol, the flame will come alive and move with you. Press again on the pusher and the flame is extinguished. Simple like BIC®! Don’t wait any longer and download “My BIC® lighter” for free at the iTunes App Store.

BIC creates the recyclable shaver: *Consumers send their used shavers back to BIC for free!*



As of April 2010, BIC® shaver users can recycle their shavers by sending them back to BIC!

The process is simple: consumers buy their BIC® shavers, use them, order a prepaid envelope on a dedicated website www.bicrecycle.com and send their used shavers back to BIC for free. The BIC

Group will have them recycled and turned into washing machine parts! A real commitment to responsible consumption.

BIC receives the French NF Environment ecolabel, NF 400



BIC Group is the first manufacturer to receive the French NF 400 Writing Instruments eco-label for nine of its products, including the BIC® Orange ball-point pen (fine point 0.8mm) and the BIC® Evolution 650 graphite pencil. The NF Environnement label is given by the French national organization for standardization, AFNOR (Association française de Normalisation).

It is awarded to products that have less impact on the environment yet maintain an equivalent performance. BIC® products obtained this eco-label mainly as a result of the company’s limited use of raw materials, the use of recycled materials, the long-lasting performance of its writing instruments, and the resistance of its leads.



New colors and a new offer for the BIC® phone!



As of spring 2010 the BIC® phone will be available in four great new colors in France, along with a new design to make it even more attractive! The four fun, metallic colors include orange, gray, blue and fuchsia pink. The BIC® phone is sold at a recommended retail price of €29 which includes a new offer of €15 calling credit (or 30 minutes of communication in France).

Once the initial credit is used, consumers may recharge their BIC® phone using Orange™ Mobicartes. Check out the whole range at www.bic-phone.fr!



BIC and You

Shareholders' Meeting held on May 12, 2010

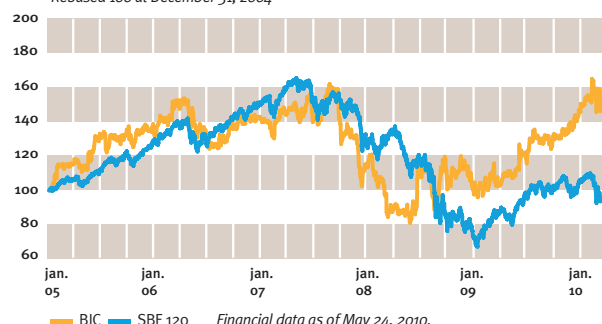
The SOCIÉTÉ BIC Joint Extraordinary and Ordinary Annual Shareholders' meeting was held on Wednesday May 12, 2010 in Clichy (92) and was chaired by Mr. Bruno Bich, Chairman of the Board.

All of the resolutions tabled for the Annual Shareholders' Meeting were approved. Among the resolutions approved were the following:

- The financial statements for the full year 2009;
- An ordinary dividend amount of €1.40 per share, distributed as of May 25, 2010 and up 3.7% in comparison with 2008;
- A special dividend amount of €1.00 per share, distributed as of May 25, 2010;
- Authorizations given to the Board of Directors to undertake operations with regard to shares of the Company (share buybacks and cancellations);
- Reappointments of Mr. Bruno Bich, Mr. Mario Guevara and Mr. Gilles Pélisson as Directors of the Board.

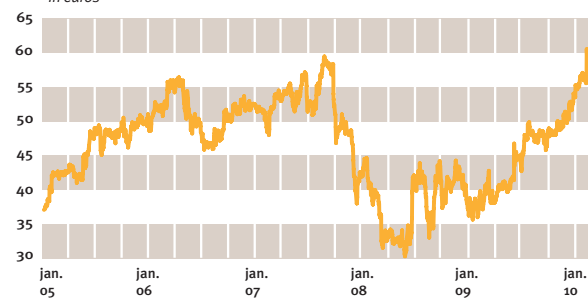
► BIC share price vs. SBF 120

Rebased 100 at December 31, 2004



► BIC share price

In euros

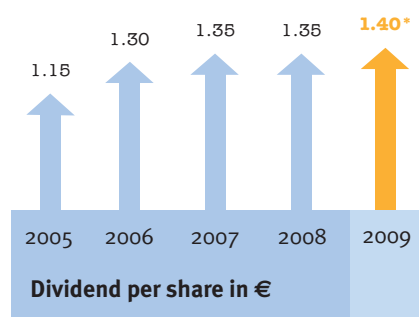


► ISF share price

► At December 31, 2009 : €48.300

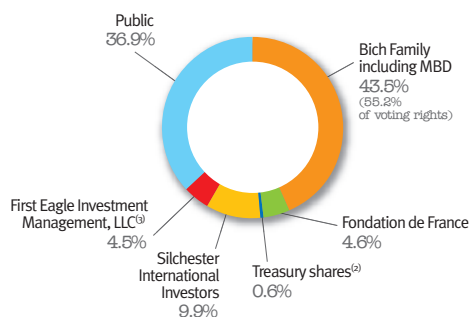
► Average of the 30 last 2009 market days: €48.178

Dividend evolution



* A special dividend of €1.00 per share was paid for year 2009.

Capital ownership as of April 14, 2010⁽¹⁾



⁽¹⁾ Figures calculated from the latest available information.

⁽²⁾ Treasury shares temporarily without voting right.

⁽³⁾ ex-Arnhold and S. Bleichroeder Advisers, LLC.

► Financial agenda

► August 4, 2010

2nd Quarter and 1st Half 2010 Results

► October 20, 2010

3rd Quarter and 9 Months 2010 Results

► Company's details

Limited company

Capital: €185,460,988.54

Divided into 48,549,997 shares of common stock, per value €3.82

► Listed on: Euronext Paris

► ISIN : FR0000120966

► Mnemonic: BB

► Continuous quotation

► SOCIÉTÉ BIC – Investors Relations

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► N°Vert 0 800 10 12 14



About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 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 2009, BIC recorded net sales of 1,562.7 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).