

BIC in touch

23

SEPTEMBER 2013

Group BIC Shareholders' letter

EDITORIAL

**Ladies, Gentlemen,
Dear Shareholders...**

Our Group achieved good and solid First Half 2013 results thanks to the solid dynamics of our consumer business sales during the second quarter, in all categories and geographies, and in particular in Europe, the Middle East, Africa and Asia. BIC APP second quarter net sales showed some improvement in both the United States and Europe. Net sales during the second quarter increased in the United States and Europe.

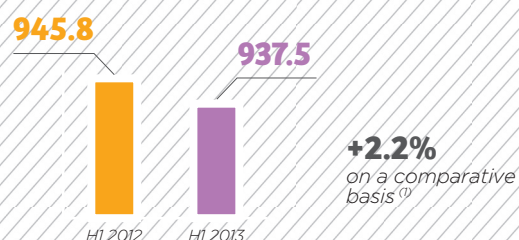
In an environment that remains volatile, we are confident that we will achieve our full year 2013 objectives. For many of you, September is synonymous of "Back to School" and as you will see in this letter, BIC has innovated again this year with the launch of many stationery products that respond to consumer needs.

Mario Guevara
Chief Executive Officer

Key Figures of First Half 2013

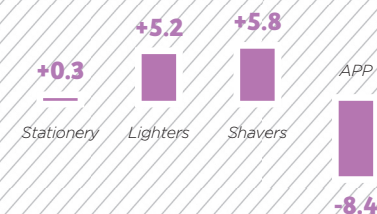
NET SALES AS REPORTED

in million euros



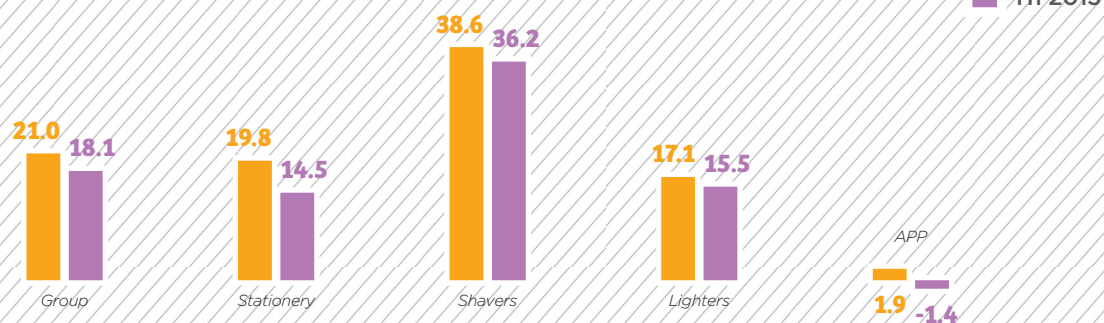
CHANGE IN NET SALES

on a comparative basis⁽¹⁾ by category
in %



NORMALIZED IFO MARGIN⁽²⁾

in %



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

(2) Normalized means excluding restructuring, BIC APP integration plan expenses, gain on disposal of phone cards activity in France (in H1 2012) and real estate gains.

Award

/ 2013 SHAREHOLDERS' MEETING AWARD



After receiving awards in 2010 for the performance of its governing bodies, in 2011 for the transparency of its information and communication, and in 2012 for its Corporate Governance and Societal Responsibility, BIC has now received the accolade for the best Shareholders' Meeting, which took place on Wednesday, 10 July 2013 at Pavillon d'Armenonville (Paris, France).

The BIC Shareholders' Meeting has been recognized in particular for its focus on innovation and the strong pedagogy of the overall presentation and documents including notice of the shareholders' meeting and resolutions.

News

/ TOUR DE FRANCE

BIC – Official Supporter of the 100th Tour de France

For the 100th edition of the Tour de France, BIC has again joined the tour in the publicity caravan and as an official supporter.

From 29 June to 21 July 2013, BIC was an official supporter of the 100th edition of the Tour de France. To celebrate the anniversary of this international cycling event alongside the 12 million roadside spectators, BIC is organizing a series of activities including:

Four cars and a flatbed truck with a sound system in the publicity caravan, customized with the colors of the brand have presented BIC® new products. More than 400,000 samples have been distributed along the course.

At each stage, an electric vehicle and the BIC® mascot have been at the finish line and have invited people to discover the back-to-school program.

Every day, hundreds of pens have been distributed to the public in the starting village, especially around the riders' autograph podium.

Every morning before the race starts, the riders have signed in with the BIC® 4-Color™ pen, the official pen of the competition.



/ SHAVERS

BIC and Colgate join forces in Central America

In May and June 2013, BIC and Colgate ran a joint consumer promotion called "BIC te regala Speed Stick ADN" (BIC gives you Speed Stick DNA). This promotion targeted young consumers and offered one Speed Stick Deodorant for free, with each purchase of a pack of BIC® Hybrid Advance or BIC® Comfort 3 Action.

The promotion, which ran in Guatemala and Costa Rica, contributed to the listing of BIC® Comfort 3 as a permanent item at Walmart Guatemala.

The second step of this winning promotion will take place in November and December 2013 with the co-promotion of packs of BIC® Comfort 3 for Women and Lady Speed Stick in Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

These activities show the importance and weight of the BIC brand in Central America.



What's new? /////

/ DISCOVER BIC'S PARISIAN CAMPAIGN!



For the third year running, BIC has launched its back-to-school campaign at one of the finest department stores in Paris: the BHV (Bazar de l'Hôtel de Ville). A giant billboard was on

display from 16 to 20 August on one of the busiest streets in Paris. The campaign has been visible to one million passersby!

/ O'PEN BICS TAKE CENTER STAGE AT AMERICAN CUP OPEN



On 17 and 18 August, 25 youth sailors (ages nine to 15) hit the water at the America's Cup Village Marina Green. The young contenders entertained a great number of spectators directly off the grand stands with the first ever O'Pen BIC High-Wind Slalom, part of the AC Open series.

2013 Back-To-School with BIC®: discover the new products!

/ HELLO KITTY

Hello Kitty goes back to school with BIC®

BIC® and Hello Kitty announced a new partnership to create a unique stationery collection that fans of the two brands would love.

Over the years, Hello Kitty became an icon all around the world. It was time for this personage to cross the road of another icon, "the BIC Boy"!

For back to school 2013, all BIC® stationery products are designed with Hello Kitty colors.



/ STATIONERY

Thanks to more than 60 years of know-how, BIC® continues to invent again!

BIC® revisits its classics and proposes stationery products that are still very attractive.

Launched for back to school, BIC® Velleda Liquid'Ink markers dispose are long-lasting and offer better erasability on white boards thanks to a new ink technology.

The BIC® 4 Couleurs™ Shine ballpen offers four standard ink colors with a shiny mettalic barrel!

It's a popular choice for students this year.



COMPANY'S DETAILS

- Limited company Capital: €184,675,714.96
- Divided into 48.344.428 shares of common stock, per value €3.821

Listed on: Euronext Paris
Isin: FR0000120966
Mnemonic: BB
Continuous quotation
552.008.443 Nanterre

FINANCIAL AGENDA

- **October 23, 2013**
3rd Quarter and 9 months 2013 results
- **February 12, 2014**
2013 Full Year results
- **April 24, 2014**
2014 1st Quarter results
- **May 14, 2014**
2014 Shareholders' meeting

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