

BIC in touch

BIC Group
Shareholders' letter

EDITORIAL

“Ladies, Gentlemen,
Dear Shareholders...

During the first 9 months, our consumer business performed well in all categories and geographies where our teams continue to gain distribution and market share despite a challenging and competitive economic environment. This demonstrates that our quality and value proposition continues to be overwhelmingly supported by most of consumers all over the world.

As expected, BIC APP sales performance is improving regularly quarter over quarter, in the U.S. as well as in Europe.

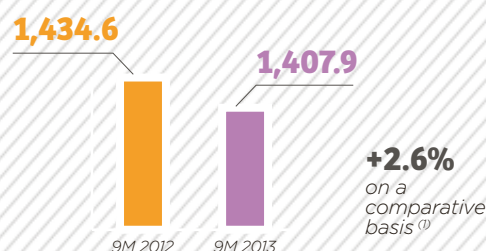
Overall, in light of our year to date performance, we are confident we will achieve our full year 2013 objectives. As we look towards the longer term, our majority stake in Cello Pens, combined with continued new product launches and disciplined investments in production capacities, will allow us to enhance our growth potential, especially in faster growing markets like the Middle East, Africa and Asia.

Mario Guevara
Chief Executive Officer

Key Figures of 9 months 2013

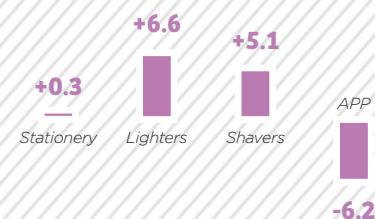
NET SALES AS REPORTED

in million euros



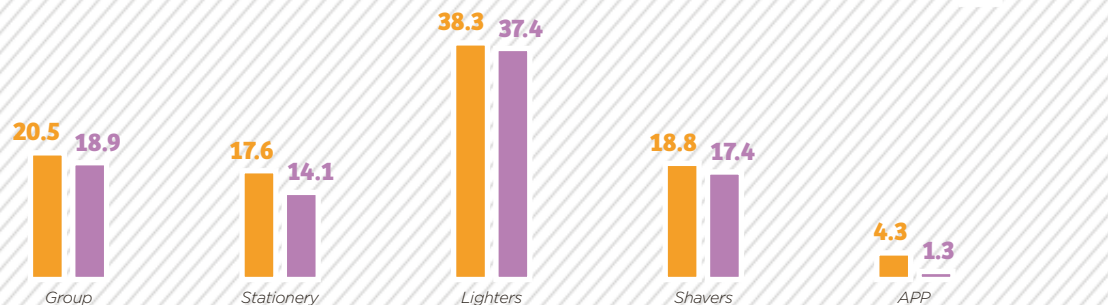
CHANGE IN NET SALES

on a comparative basis⁽¹⁾ by category
in %



NORMALIZED IFO MARGIN⁽²⁾

in %



Find the full press release here.

(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 IFO: normalized means excluding restructuring, BIC APP integration plan expenses, gain on the disposal of the phone cards distribution business in France (in 2012) and real estate gains.

Award

/GRANDS PRIX FOR FINANCIAL TRANSPARENCY: BIC AWARDED



Upon the 4th annual “French Listed Companies Transparency *Grands Prix*”, BIC was rewarded with three prizes out of 120 French companies of the SBF 120: First prize in the Consumer goods and health category, First prize for Mid-Cap Companies, and *Grand Prix* all categories.

Each year, the *Grands Prix* recognizes listed companies for the accessibility they provide to regulated information and allows issuers to measure their performances and evolution. Awards are issued after four sources of information are evaluated: the registration document, the half-year financial report, the notice of the shareholders' meeting and the website, according to 105 qualifying criteria that are defined by the agency Labrador and validated by an independent scientific committee.

News

/ CELLO PENS

Closing of the call option

On 17 September 2013, BIC Group announced that it closed the acquisition of 40% of the last (7th) stationery entity of Cello Group for a total amount of 3.7 bn INR (43.3 million euros⁽¹⁾). On 27 September 2013, BIC Group announced that it has completed the purchase of shares pursuant to the call option, exercised on 17 September, to increase its stake from 40% to 55% in Cello Pens seven entities for 2.9 bn INR (35.2 million euros⁽²⁾).

Cello Pens financial statements will be consolidated within the BIC Group from 1 October 2013.

Cello Pens is India's largest manufacturer and distributor of writing instruments with approximately 28% of Indian domestic pen market and a presence in Africa, Middle East and Asia. With its broad portfolio of products and countrywide distribution network, the Cello® brand is one of the most recognized in India. For Fiscal year 2013 (end of March-2013) Cello Pens net sales were 6.4 bn INR (76.4 million euros⁽²⁾) with an EBIT margin of 28%.

Find the press releases dated on 17 September and 27 September.

(1) 84.53 INR = 1 euro (13-SEP-2013; ECB Reference rate) – (2) 83.80 INR = 1 euro (26-SEP-2013; ECB Reference rate)



/ INNOVATION

Brite Pix: a BIC APP* innovation

BIC APP teams have developed the Brite Pix concept, a new imprinting technology that delivers full color printing capacities as well as higher personalization. This new imprint solution has been well received and is already available across multiple product categories.

* Advertising and Promotional Product branch of BIC



/ EXHIBITION

BIC® Cristal® ballpoint pen used in the creation of *The Blue Carpet*



Parisian artist Jonathan Bréchignac designed this impressive work entirely out of blue BIC® Cristal® pens and is currently part of an exhibition titled "The Blue Route" in Brussels, Belgium.

The Blue Carpet is 115x73 cm in dimension. It is an illustration on paper featuring symmetrical and complex geometric shapes. Jonathan Bréchignac essentially works with BIC® Cristal® pen and was interviewed for the 2012 BIC annual report (BIC'tween us page 50).

On display at the *Fondation Boghossian - Villa Empain in Brussels, Belgium, through February 2014.*

Discover the artist's website.
<http://www.joeadnathan.com/work/-the-blue-carpet/>

/ SHAVERS

A Sunny Campaign in the United States

BIC rolled out a media campaign from June to September 2013 to promote the BIC® Soleil® shaver, which is number 2 in the U.S. market. The BIC® Soleil® "Make your own sun" advertising campaign has run on various media (television, magazine and Internet) and has reached millions of American women.

See the video on YouTube.
<http://www.youtube.com/user/BICSoleil>



/ LIGHTERS

BIC and pioneers

BIC Benelux has launched a lighter series in partnership with the charity oneMen, which supports pioneers working in grassroots organizations in Africa, Asia and Latin America. By providing transport equipment and means of communication, oneMen enables them to act more efficiently for freedom of press, women's rights or against children abuse.

Each lighter features a pioneer with his/her own story. Every time a lighter is sold, BIC donates 0.10 euro directly to oneMen.



/ PATRONAGE

BIC on show at the new Modern Art Center in Clichy

At the beginning of October 2013, the new Modern Art Center was opened close to the Clichy headquarters in France.

Following an extensive renovation project, an historic 18th century building, the *Pavillon Vendôme*, hosts from now on temporary exhibitions as well as collections with local historical significance for the town of Clichy. These collections will be displayed successively thus sharing with the public the industries that have favored Clichy's expansion since the 19th century.

The BIC Group, which has been headquartered in Clichy since its beginnings more than 60 years ago, contributed to the funding of the project and has a dedicated exhibition area. Through the different objects on display, the public can discover the Group's product diversification and innovation. The collection includes the BIC® Cristal® ballpoint pen, its fabrication process as well as the works of artists it has inspired. Seven wall panels present BIC's past and present.

BIC at the Pavillon Vendôme - Modern Art Centre, 7 rue du Landy 92110 Clichy, France. Info : +33 (0)1 47 15 31 05. Entrance is free.



What's new? //

/ BIC SPORT ELECTED BRAND OF THE YEAR

at a ceremony organized by EuroSIMA (European Surf Industry Manufacturers Association). The award honors and recognizes the outstanding contribution of companies, athletes and individuals who play an active role in helping develop the boardsports industry in Europe.



/ A SCRIBBLE NOTEBOOK ILLUSTRATED WITH BIC® BALLPOINT PENS BY ISABELLE KESSEDJIAN

French publisher Dessain et Tolra (Larousse) partnered with BIC to publish a "Scribble notebook special candy" nicely illustrated with BIC® pen drawings by French illustrator Isabelle Kessedjian. In this notebook she teaches us technics for ball pen drawings! On sale at the price of 8.50 euros at stationery's and online like on the Fnac site.



COMPANY'S DETAILS

- Limited company Capital: €184,675,714.96
- Divided into 48.344.428 shares of common stock, per value €3.82
- Listed on:** Euronext Paris
- Isin:** FR0000120966
- Mnemonic:** BB
- Continuous quotation** 552.008.443 RCS Nanterre

FINANCIAL AGENDA

- **12 November 2013** Shareholders' meeting in Lille (France) with F2iC
- **12 February 2014** Full Year 2013 results
- **24 April 2014** 1st Quarter 2014 results
- **14 May 2014** 2013 Shareholders' meeting
- **31 July 2014** 2nd Quarter and 1st Half 2014 results
- **22 October 2014** 3rd Quarter 2014 results

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