

# BIC in touch

20

NOVEMBER 2012

Group BIC shareholders' letter



EDITORIAL

/ Mario GUEVARA  
Chief Executive  
Officer

“Ladies,  
gentlemen,  
dear  
shareholders...”

Our solid 9 months results confirm the strength of our business model.

We maintain our strategy: consistently invest in our business to generate profitable long-term growth.

Overall, the BIC® brand continues to be well-received by consumers around the world, because it always stands for high quality and value.

For all these reasons, we are confident to achieve our Full Year objective to maintain the 2012 Group normalized Income From Operations margin in line with 2011's peak level, despite accelerated investments in Research and Development, new products and manufacturing capacities.”

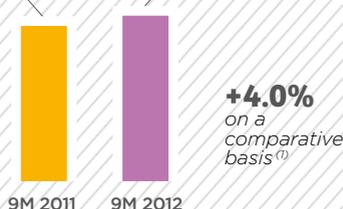
Mario Guevara  
Chief Executive Officer

## Key Figures of 9 months 2012

### NET SALES AS REPORTED

in million euros

1,354.3      1,434.6



### CHANGE IN NET SALES

on a comparative basis<sup>(1)</sup> by category in %



### NORMALIZED IFO MARGIN<sup>(2)</sup>

in %

20.4      20.8



Group

16.2      17.9



Stationery

40.4      38.6



Lighters

19.9      19.1



Shavers

2.8      4.8



APP

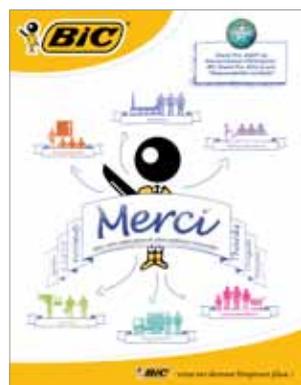
(1) Comparative basis: at constant currencies and constant perimeter. Figures at constant perimeter exclude the impacts of acquisitions and/or disposals that occurred during the current year and/or during the previous year, until their anniversary date.

(2) Normalized IFO: normalized for 2012 means excluding restructuring, the costs of BIC APP integration plan, the gain on the disposal of the phone cards distribution business in France and real estate gains - for 2011 excluding restructuring, impairment of goodwill and trademarks related to the disposal of PIMACO business to business divisions in Brazil and the gain on the disposal of REVA peg business.

## Award

/ GOOD RELATIONSHIPS WITH OUR SHAREHOLDERS AND INVESTORS

### BIC receives the 2012 AGEFI Corporate Governance GRAND PRIX



Awarded in 2010 for the performance of its governing bodies and in 2011 for the transparency of its information and communication, BIC received the 2012 Corporate Governance GRAND PRIX which was granted by the French Economic and Financial Magazine AGEFI. BIC was also awarded the “Societal Responsibility” prize.

The GRAND PRIX is awarded annually to French companies that distinguish themselves by the quality of their relations with shareholders and investors. One of the objectives of the awards is to encourage the creation of rules for good practices in corporate governance.

Companies are nominated on the basis of the results of a survey completed by financial professionals, reviewed by a steering committee made up of financial professionals and governance specialists including members of the French Asset Management Association, the French Society of Financial Analysts and minority shareholder associations.



# News

/ A SIMPLE AND INNOVATIVE EDUCATIONAL SOLUTION

## In collaboration with Intel, BIC launched BIC® Education in France, a next generation digital educational solution for schools

BIC® Education is a simple and innovative educational solution for primary schools, combining handwriting and digital technology. Equipped with digital tablets, one for each student, and educational software designed for and with teachers, it is a comprehensive tool for today's teaching methods. The entire solution is made in France.



Equipped with an ergonomic stylus for children, which was developed using BIC®'s 60 years of experience in handwriting, the digital BIC® Education tablets are designed primarily for students to develop their writing skills. In addition to handwriting, tablets also encourage discovery and the desire to learn in all subjects, thanks to numerous interactive applications that can be added by teachers.

BIC® Education includes educational software that makes it very easy to create and share educational materials with students on the digital tablets in real-time, regardless of the subject that is being taught. The teacher can also follow the progress of each student in a simple and dynamic manner, and even analyze their reasoning a posteriori.

BIC® Education is proud to provide schools with the many benefits of digital technology, while allowing teachers to use this new technology to greatly benefit their students and maintain control of their class. The solution is mobile and can be shared among multiple classes within the same school, benefiting 100% of the students.

Available as of October 2012, BIC® Education integrates BIC® Connect software as well as 6, 15 or 30 digital BIC® Tab tablets and their charging docks. Various support services for implementation, learning and hotline are also included in the solution.

For more information, please visit: [www.bicworld.com](http://www.bicworld.com) and [www.bic-education.com](http://www.bic-education.com)

/ CHALLENGE

## 2012 BIC® Cristal® Challenge in the United Kingdom

BIC has launched the 2012 BIC® Cristal® Challenge: "£10 says you won't finish it".

The program challenged British consumers to finish a BIC® Cristal® pen. To participate, consumers have to purchase BIC® Cristal® pens between September 1, 2012, and December 31, 2012. Once their pens are completely out of ink, consumers are asked to send them, and include the story of how they finished the pen; they are then eligible to receive £10.

To launch the campaign, BIC commissioned the Welsh artist Nathan Wypurn to re-create the iconic image of the French Cosette using only BIC® Cristal® pen parts. The mosaic appeared on social networks and on many renowned news websites such as BBC Online, Metro Online, the Telegraph, Dealer Support and many more, thus creating a huge buzz!



/ LIGHTERS

## Limited Edition 2012: Elegance with bite!

The world's famous lighter gets younger every year and never ceases to amaze us. It's secret: constant innovation.

BIC constantly introduces fresh new collections and brilliant ideas. Once again, the limited edition will cause a stir and fire the imagination.

To celebrate the end of 2012, the BIC® "crocodile" radiates urban elegance with its unique look and texture. But hurry, quantities are limited and they'll be snapped up fast!



/ MEDAL

## Grand Prix des Actions

BIC was awarded the "Bronze Medal" at the 2012 annual "Grand Prix des Actions" (Stock Awards) organized annually since 2009 by "Mieux Vivre votre Argent" (one of France's most popular magazines dedicated to active individual shareholders).

These prizes are awarded according to 3 criteria:

- 1/ the performance of the stock over the past 3 years,
- 2/ the commitment to social responsibility,
- 3/ the "shareholder friendliness" of the company.



/ STOXX® GLOBAL ESG AND GAIA INDEXES

## BIC has been elected in STOXX® Global ESG and Gaia indexes

Last October, BIC has been elected as a component of the STOXX® Global ESG Leaders index for the second consecutive year. The STOXX Global ESG Leaders is an index that offers a representation of the leading global companies in terms of Environmental, Social and Governance criteria, based on ESG indicators provided by Sustainalytics.

BIC has also been elected in the Gaia index 2012/2013 for the third consecutive year. This index gathers 70 best-in-class small and mid-cap French companies selected among a panel of 230 companies in three major sectors of the French economy: industry, services and distribution. The evaluation methodology is organized with three segments: environment, social and governance.

## What's new?

/ CONTEST

Design on fire contest results

In 2011, BIC launched a new contest giving art lovers opportunity to design a BIC lighter collection for 2013. The winner is Noe Two, a French artist. In 2013, 1.000.000 lighters bearing his design will be produced and sold throughout Europe.



/ ART

A photorealistic drawing by Samuel Silva... using BIC® ballpoint pens!



Samuel Silva, a 29 year old Portuguese lawyer, drew this portrait using 8 different BIC pens. It took him 30 hours to complete his work of art.

More information, please visit the artist's website: <http://uianaarts.deviantart.com/>

## COMPANY'S DETAILS

- Limited company Capital: Euros 182,206,275.96
  - Divided into 47,697,978 shares of common stock, per value Euros 3.82
  - 552,008,443 Nanterre
- Listed on: Euronext Paris  
Isin: FR0000120966  
Mnemonic: BB  
Continuous quotation

## FINANCIAL AGENDA

- November 19, 2012  
Shareholders' meeting in Toulouse (France) with F2iC
- February 13, 2013  
2012 Full Year results

## SHAREHOLDER CONTACT

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