

N°01//2011

BIC *tween us*

THE FIRST YEARLY MAGAZINE PUBLISHED BY BIC 

FIND
INSIDE YOUR
FREE GIFT
A BAG
HANGER

SUSTAINABLE DEVELOPMENT

BIC AND GREEN



CULTURE

Carine Brancowitz,
an illustrator hooked
on BIC® ballpoint pens

INTERVIEW

With
Bruno Bich and
Mario Guevara

MAN ON THE STREET

“I TESTED THE
BIC® COMFORT 4
SHAVER”

BIC® Fashion

A LOOK BACK OVER THE “IT” PENS OF 2010

SPECIAL REPORT

BIC® LIGHTERS: QUALITY AND SAFETY FIRST



 **Matic**



Bic Matic Grip 0.5 mm:
3.772.713



Bic Matic Grip 0.7 mm:
993.328



Bic Matic ECOlution™:
4.561.879



WRITES **2X** MORE THAN A GRAPH



LOOKS LIKE IT'S THE END
FOR YOU 2!



Bic Matic Classic 0.7 mm:
316.125

SOCIETE BIC SA - 552 008 443 RCS Nanterre

WHITE PENCIL




 **BIC**® gives you more !



Surprisingly
Smooth Glide



 gives you more !

Contents

Editorial 5
 Buzz 6
 The Company 10
 Meet... 14



Bruno Bich and Mario Guevara
 A look back at 2010, a look forward to 2011, the Group's presence in growing markets, its innovations, its social and environmental responsibility and more.

Figures 18
 Corporate Governance 22
 Advertising saga 25
 BIC® Fashion 26
 Sharp as a pen 31

FOCUS ON

Promotional Products



Find your free gift inside.

Safety 33



BIC® lighters: quality and safety first
 Lighters are subject to strict safety legislation. Ours come in limited editions and in multi-purpose lighters!

The Planet 36

Sustainable Development 40



BIC and green
 BIC's commitment to sustainable development is now part of everything the Company does. A breakdown.

High-tech 46



Shavers, the BIC Difference
 In 2010, the company once again found ways to innovate in the non-refillable shaver segment.

Man on the Street 50



"I tested the BIC® Comfort 4 shaver"

Culture 52



Interview with Carine Brancowitz
 An artist who works exclusively with BIC® pens.

Shopping 2011 54
 Shareholders' information . 56
 Last Words 60

FLICKTACULAR...



• Touch Series

• Tattoo Lighter Sleeves

• Nature Lighter Sleeves

• Tropic Lighter Sleeves

• Optical Lighter Sleeves

Are you stocking the new lighter innovations from BIC?
Introducing the New Lighter Decor Sleeves and Mini Cases.

Quality and Style from the #1 Lighter Manufacturer in New Zealand*

ALL Lighters are not created equal™

Don't sacrifice safety for lower pricing

All BIC® Lighters undergo a series of 50 automated quality tests and all meet or exceed the applicable New Zealand Safety Standards

BIC® is the #1 pocket lighter in New Zealand*

*Source: Import data - Statistics New Zealand - 07/2010

To discuss the entire range of sleeves and cases call BIC (NZ) Ltd:
Auckland: 09 630 5970 • Wellington: 04 569 228

EDITORIAL

BIC'*tween us* NOW THAT'S CLEAR

AN ANNUAL REPORT THAT LOOKS LIKE A MAGAZINE?

Once again, we're adding innovation to our communication. It reads like a magazine, in a convenient size and with a news magazine layout that's easy to find your way through, and shows off our favorite products, all to celebrate the 60th anniversary of the BIC® Cristal® ballpoint pen. A magazine that's both simple and original, just like our products. Along with the shareholder's review, key figures and an interview with the Chairman of the Board Bruno Bich and CEO Mario Guevara, the editorial team has come up a host of articles about BIC's latest developments, how we're innovating and our biggest success stories.

These difficult economic times were an opportunity to think about the BIC model and to analyze the advertising saga that's been making headlines with the new e-marketing concept for Tipp-Ex®. And then, because if you try it once, you'll be convinced, we asked one reporter to try shaving with the new BIC® Comfort 4 shaver. Lastly, we bring you an interview with illustrator Carine Brancowitz who works exclusively with BIC® ballpoint pens!

Enjoy the magazine,
The Editorial Staff

BEST OF 2010

A few examples of where BIC has left its mark...

viewed
more than
45 m
times *

TIPP-EX® YOUTUBE CAMPAIGN

The biggest story at back-to-school time this year was the Tipp-Ex® “A hunter shoots a bear” viral campaign on YouTube. It created quite a buzz in 2010. It was developed for the British, Italian, German and Spanish markets and brings a hunter face to face with a bear. Viewers are given the chance to rewrite the end of the story by typing in a word that corresponds to one of 42 different endings! It's been viewed more than 45 million times*...



SHAVERS: A VERY ECODESIGNED PAIR

BIC® Simply Soleil®/Miss Soleil® and BIC® Soleil® Easy, 2 new, triple-blade, ecodesigned women's shavers for which BIC® has yet again managed to reduce the amount of raw material used. The BIC® Simply Soleil®/Miss Soleil®'s ecological footprint has been reduced by 18% and BIC® Soleil® Easy's by 14%, compared to the versions first launched in Europe.

82%
of employees are fans of the products
and **74%**
believe in company values

-18%
in BIC® Simply
Soleil® ecological impact
-14%
in
BIC® Soleil® Easy's



“I LIKE BIC”

In 2010, BIC took stock of its employee commitment throughout the world. The survey showed that **90% of employees are proud of the BIC® brand** (82% are fans of the products and 74% believe in the company values).

* To end of March 2011.

more than
500,000*
units sold in
France, Belgium
and Spain

BIC® PHONE SPEAKS TO THE PUBLIC

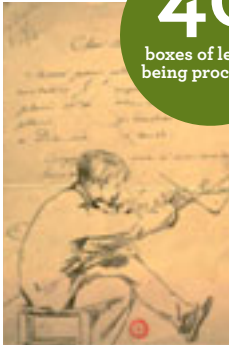
Since its launch in 2008, BIC® phone has met with continued success. This ready-to-go, rechargeable phone was developed in partnership with several different European operators. In 2010, more than 500,000* units were sold in France, Spain and Belgium. And BIC® phone got a make-over, a new design available in four fun, bright colors. Also available in gold and red.



* Figures at end of December 2010.
Source Orange et Belgacom

40

boxes of letters
being processed



PATRONAGE

“BIC IS MAKING
ART HISTORY!”

The project: catalog and digitize part of France’s national heritage in the form of letters and autographs from Delacroix, Monet, Rodin, Gauguin and other artists to provide access to them for the general public in the spring of 2011. In order to do that, the INHA (the French national institute for art history) and BIC are cooperating to carry out the operation and make these unique artifacts available online at www.inha.fr.

BIC among
the top

20

performing
French
companies



CARBON DISCLOSURE PROJECT: BIC IS MAKING THE PLEASURE LAST

The CDP (Carbon Disclosure Project) is an international organization that represents a group of 534 major investors and publishes a yearly report on how 500 of the world’s biggest companies are integrating climate change into their corporate strategy. In 2010, for the second consecutive year, BIC was among the top 20 French companies, particularly in its reduction of greenhouse gas emissions.

300,000
dollars in
contributions



BIC ON HEALTH

In 2010, BIC USA Inc. supported the Susan G. Komen for the Cure® Foundation, which works to fight breast cancer. The company’s commitment will continue in 2011, with a total contribution of \$300,000 for 2010 and 2011.

BEST OF 2010

16
eco-certified
products

“JUST WHAT’S NECESSARY” GETS REWARDS

In 2010, BIC was the only manufacturer to offer a complete range of 16 writing instruments with the NF Environnement (NF 400) French ecological certification. BIC has found a winning philosophy – create products, but only using just what’s necessary, with the minimum amount of raw materials or even including recycled materials, to make long-lasting, quality products.



1.4
million
downloads



LIGHT MY FIRE FOR CONCERTS

“My BIC® lighter” is the iPhone and iPodTouch application featuring the legendary BIC® lighter, available since early 2010. Some 1.4 million fans have downloaded the “My BIC® lighter” application, now a must-have accessory for concert-lovers. An Android version has also been launched on the North American market. Find out more at mybiclighter.com.

more than
3,000
SUP sold
in 2010



BIC SPORT

The Surf category has been the most innovative with the launch of the BIC® SUP 11'4" ACS, a new board for a new way to surf – stand up paddle (SUP). This board met with resounding success as soon as it was launched, particularly in the U.S. It's designed for use on both flat water and waves, and this board in particular offers the best quality for the price on the entire market. Only eight months after the board was introduced, it's become a major product in a sector with a bright future.

Available in
40
countries



SHEAFFER® INTENSITY® THE BIG BUZZ

In 2010 a new collection of luxury pens was launched worldwide. Sheaffer® Intensity®'s clean lines and elegant looks, combining comfort and the pleasure of writing, have made it the latest sensation. The Sheaffer® Intensity® collection includes fountain pens, rollers and ballpoint pens. In New York the product launch was accompanied by an advertising campaign in late 2010, and Sheaffer Mexico organized a major public relations event in which they invited VIPs to come and try out the new collection.

BIC CHOPPER

BIC Consumer Products USA has teamed up with Orange County Choppers (OCC), the famous motorcycle manufacturer. What better pairing for the BIC® Flex 4™ men's shaver than a specially designed chopper from OCC? The prototype was shown on the popular "American Chopper: Senior vs. Junior" show in February 2011. In August 2011, the chopper will be inducted into the Sturgis Motorcycle Museum and Hall of Fame in South Dakota.

2011

BIC-OCC
Partnership



THE ANSWER IN A CRISIS

BIC® means quality products and low prices. Overall, the Company's products are 20% cheaper than its direct competitor brands. BIC is clearly the winner in this competition.

€0.14

BIC® KIDS ECOLUTIONS™ EVOLUTION™

24 ultra-resistant, colored pencils made from recycled material and NF Environment certified.

€0.63

BIC® BRITE LINER® GRIP

The fluorescent highlighter with a comfort grip comes in 5 different colors.

€6.67

BIC® SELECT EASY CLIC™

A revolutionary fountain pen that lets you change the ink cartridge in a snap.

€1.23

TIPP-EX® MINI POCKET MOUSE®

5 meters of tape to instantly and neatly make corrections and rewrite.

€0.16

BIC® KIDS KID COULEUR

Set of 36 colored felt pens that wash off skin and most clothing.

€0.18

BIC® CRISTAL®

BIC has been continually perfecting its world-renowned classic Cristal® for 60 years.

Source Nielsen. Prices noted during special offers available in back-to-school sales in France from August 16 to September 12, 2010, calculated per unit.

EVERYTHING
FOR
SCHOOL
FOR ONLY
€11.91



€0.43

**BIC® VELLEDA
WHITEBOARD
MARKER 1721**

Erasable whiteboard
markers.



€0.22

**BIC® ECOLUTIONS™
EVOLUTION™**

An extremely sturdy graphite
pencil made from recycled material.
NF Environnement seal.

€0.54

BIC® MATIC STRIPES

This mechanical pencil
writes twice as long as a
graphite pencil. Irresistibly
fun stripes in this limited
edition.

€0.19

BIC® CRISTAL® FINE

A fine point, perfect
for learning how to write.

€1.52

BIC® 4 COLOURS™

This practical 4-in-1 pen
comes in fashion colors.

Econo BIC



A BREAK IN THE CRISIS

For back to school
2010 in France, BIC
rolled out operation
EconoBIC in
supermarkets and
stationery stores.
“The more customers
buy, the more they get,”
by stocking up on items
in the BIC®, BIC® Kids,
Tipp-Ex® and Velleda®
ranges to receive
a free gift.

What are we offering?
Games, educational
software, alarm clocks,
a chocolate fondue set...
it's a great way to get
useful products for
children and adults
during these tough
economic times.

What is it that people like so much about the brand?

Against the backdrop of the economic crisis, BIC has done remarkably well with an increase in sales of 5.9%* in 2010. The Baron Bich's manufacturing philosophy of using just the necessary amount of raw materials is just as pertinent today as ever. And the Company is always striving to provide the same high quality for customers around the world.

In the uncertain economic environment that developed countries are experiencing, BIC's economic model seems to be just what's needed to meet changes in consumer demand. All the classics are still on offer, good quality at the best prices, along with innovative, useful products with real added value.

“**BIC® is the quality product at the right price.**”

Some figures to back that up? The Group sells 44 million items a day: “Combining quality with low prices allows us to keep conquering market shares, both in developed countries and developing ones” says BIC CEO Mario Guevara. In 2010 the company kept its head well above water. Normalized income from operations increased by 31.4% thanks to careful attention



Price-wary consumers are flocking to BIC.

to profitability, “and at the same time we continued investing in the brand to ensure long-term success,” the CEO points out. Customers have formed close ties to the Company over the years, and it crosses generations – BIC is part of the family, everywhere and in all sectors of society.

3.2 M POINTS OF SALE

It should be said that the company's prices are very competitive. As Marie Saglio, BIC France

manager says “BIC® is the quality product at the right price. On the whole, the brand's stationery and shaver products are 20% less expensive than their direct competitors' brands.”

RAW MATERIALS DOWN TO A MINIMUM

Is there a big secret? Well, not really; BIC® products are designed from the outset to use only the amount of raw materials that's needed, with nothing wasted. “Look at BIC® Cristal®, it has a barrel because you have to hold it; it's clear so you can see the level of the ink; it's as light as possible and has a very simple cap. And the whole thing can write for two kilometers,” Chairman of the Board Bruno Bich tells us. He continues “And millions of users like it. BIC offers products at prices and in stores that are accessible to everyone through some 3.2 million points of sale, from corner stands to supermarkets, in 160 countries.” It's no surprise then that in the current crisis price-wary consumers are flocking to the brand.

*like-for-like comparison

One of the world's most loved pens.



Just got even more loveable.

4Colours™
GRIP

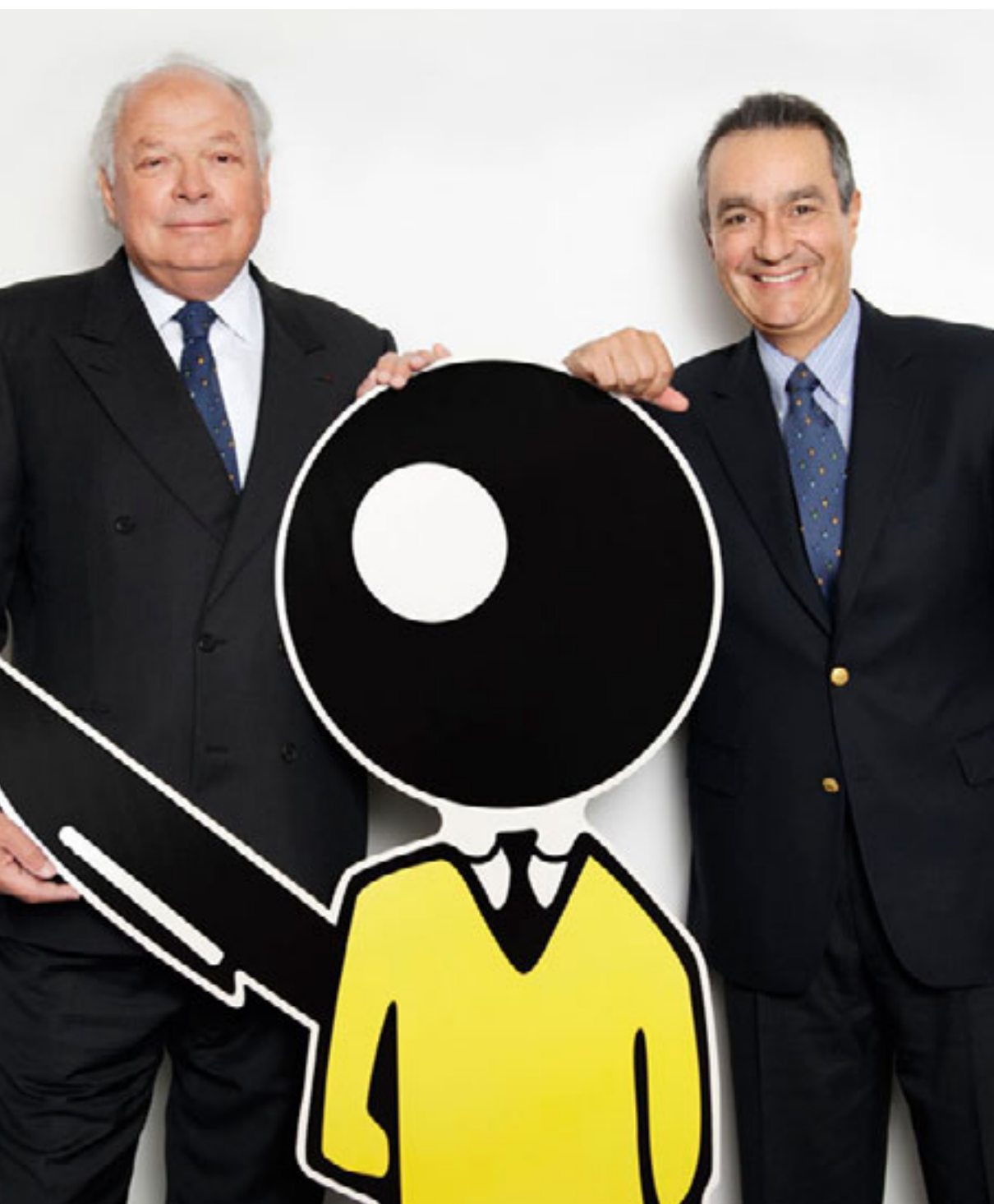
Introducing the new
BIC 4-Colour Grip
An instant classic

BIC
and
Quality or Value



See inside for details and to claim your FREE BIC lanyard.
Available from August 1st 2010

©2009 BIC Australia PTY LTD. All rights reserved.



Exclusive Interview

Bruno Bich, chairman of the Board
and Mario Guevara, CEO

INTERVIEW BY CHRISTOPHE VIDAL

“With BIC® products, consumers always get more for their money,” Chairman of the Board Bruno Bich tells us. With the economy still in difficult times, the Group, under the leadership of Mario Guevara, has managed excellent results in 2010. What’s their secret weapon?

Sales up by 5.9%* in 2010, an increase of 36.7% in Group net income, what is your analysis of BIC’s progress compared to 2009?

Mario Guevara: We had particularly good results in 2010 for consumer products; growth there was even stronger than we expected. I’m proud of every category and what they have accomplished (Stationery, Lighters, Shavers and Promotional Products). Across every geographic area our teams have adapted to shifts in the market, and we have gained market shares in our three categories in both developed and developing countries. At the same time, we have managed to improve the efficiency of our production tools and increase profitability. We started 2011 stronger

than we ended 2010, thanks to enhanced competitive positions.

How do you still manage to come out ahead given the continuing difficult economic situation?

Bruno Bich: When times are tough, we perform even

“**The repeated satisfaction of our consumers is the foundation of our brand’s strength.**”

Bruno BICH

better! (smiling) We’re used to fighting competitors who are bigger than we are.

Providing consistent quality in our products throughout the world, wherever they are manufactured, combined with the right price, is the key. Our constant goal is to satisfy our customers (retailers) and our consumers by offering products that meet **their everyday needs or their desires**. The experience of our customers throughout the world and the relationships that we have forged with them are also a real source of strength. And all of this is coordinated by top-quality management. At BIC, employees have the opportunity to take on responsibilities, grow their careers and flourish. This is reflected in their engagement to BIC.

*on a comparative basis.

In which markets has the Group done particularly well, and which ones need a little boost?

M.G.: We reached our objectives in almost all our categories in most geographic areas. In developing countries, particularly in Latin America, sales increased by more than 10% for the third year in a row. Growth was strong in North America (5%) especially for lighters.



Across every geographic area and product category our teams have adapted to shifts in the market.”

Mario Guevara

In Europe, business wasn't as brisk, but we have gained market shares. In these difficult economic times, customers are looking to BIC more than ever because they know that our products offer an excellent quality-price ratio. Across all areas we have continued to invest in the brand, which strengthens our position and paves the way for future growth in some countries like Australia, Russia and Brazil.

You acquired Norwood Promotional Products and Antalis Promotional Products. Is their integration going well, and how are sales in Advertising and Promotional Products?

M.G.: The teams worked hard to streamline production, centralize the headquarters, eliminate nonstrategic business activity and reorganize the flow of supply from Asia. At the same

time they have managed to strengthen the brands and consolidate the sales force. However, the full benefits of these efforts will not be realized for another one to two years.

As far as products go, does BIC still manage to stand out from its competitors for its innovation and quality?

B.B.: We certainly do. We always have innovative and high quality products for consumers to enjoy, but at affordable

prices. The BIC® Flex 4 shaver with our new moveable blade technology, the BIC® Easy hybrid shaver, the multi-purpose BIC® Megalighter® and our new products represented 21% of sales in 2010. As for our classic products, our consumers have been telling us for years that they know they

can count on us for excellent quality and consistently reliable products.

In 2010, BIC was recognized for the transparency of the financial information it provides and for the quality of its corporate governance. What do you have to say about this very high praise?



B.B.: Ethics and transparent financial information, especially for our individual shareholders, have been part of the Group's values, since it became a listed company. This means that BIC enjoys the utmost trust from its partners.

BIC is also among the top 20 French companies for including sustainable development in their business strategy. What are your priorities for 2011?

M.G.: Our sustainable development approach is increasingly integrated at all levels throughout the Group, and all of our employees have adopted its principles. In 2011 we will continue to develop products with environmental benefits, to display our ecovalues on our packaging and the ecolabel in France,

BRUNO BICH AND MARIO GUEVARA – FAVORITE COLORS AND STYLES

What's your absolute favorite BIC® pen?

Bruno Bich: the BIC® Reaction™ Gel pen

Mario Guevara: the BIC® Briteliner Clic retractable highlighter

Which color in the BIC® 4 Colors™ do you always use up first?

B.B.: blue

M.G.: blue

Which razor do you use to shave?

B.B.: the new BIC® Flex 3, with three independent moveable blades that's been launched in France in the spring of 2011.

M.G.: BIC® Flex four with 4 moveable blades that's been launched in the U.S. and is already number one in the men's non-refillable, quadruple blade market.

and to implement our policy of excellence in the factories while reducing our CO₂ emissions and developing our employees' skills. A new barometer for 2011-2013 will measure our performances and progress with clearly-defined goals in water and energy consumption, waste management and ISO 14001 in the factories, also integrating the BIC APP activity. In parallel, we will pursue our commitment to enabling our consumers to make responsible choices.

What message do you have for shareholders and employees?

B.B.: First, I would like to thank our shareholders who have remained so loyal and the many BIC employees who work to produce safe, high quality products every day. We have a solid balance sheet, vast experience in our markets and we design and manufacture products that are constantly improved and more competitive. We're continuing

to gain market shares, which shows that our customers and consumers trust us.

Would you like to add anything for the general public?

B.B.: Try our new products; I think you'll be quickly convinced by their excellent quality and reasonable price. They're in keeping with the brand's values – simple, inventive and reliable, at the right price around the world. And these values are even more important in economically difficult times.

€1,831.5 M

NET SALES

€314.9 M

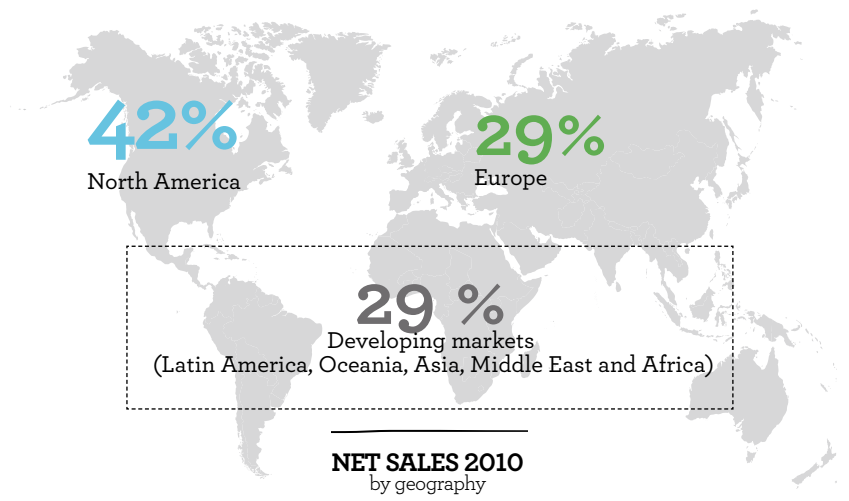
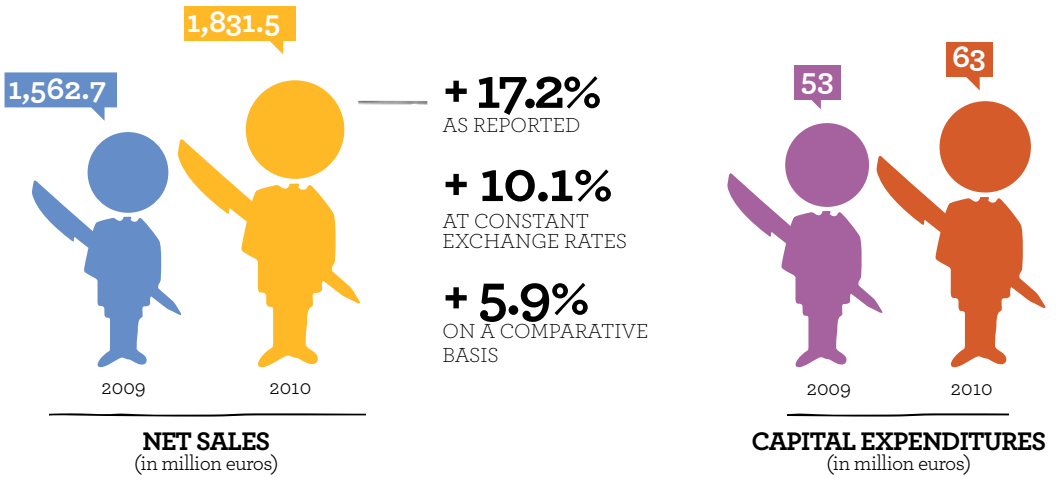
NORMALIZED INCOME FROM OPERATIONS

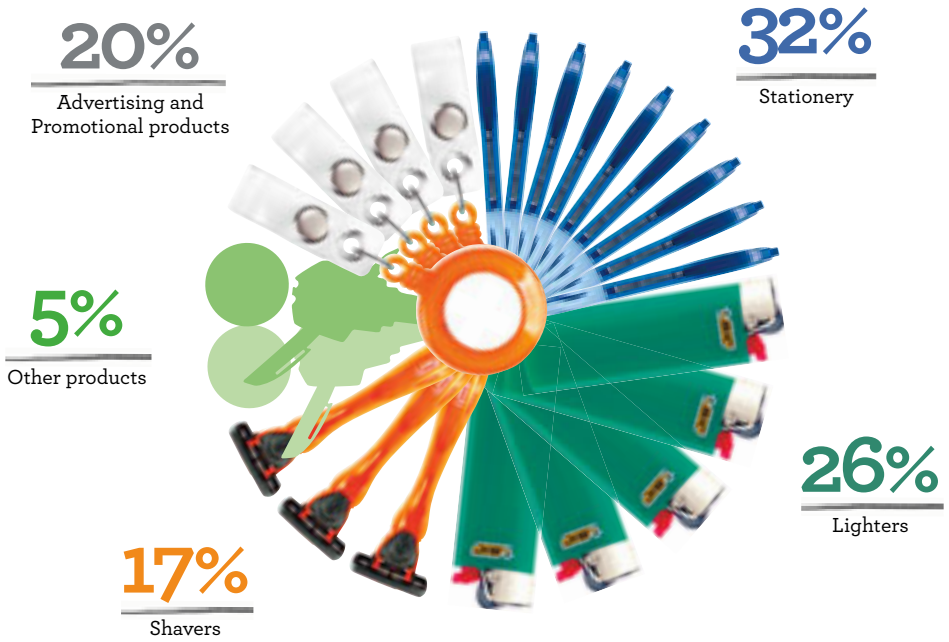
17.2%

NORMALIZED IFO MARGIN

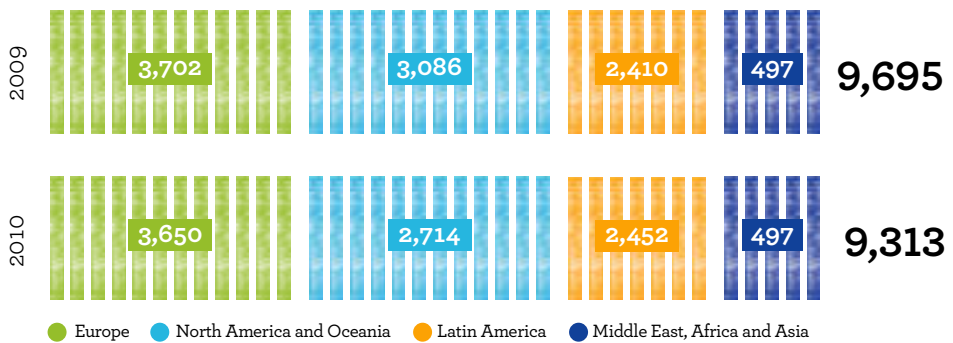
BIC

transparent accounting





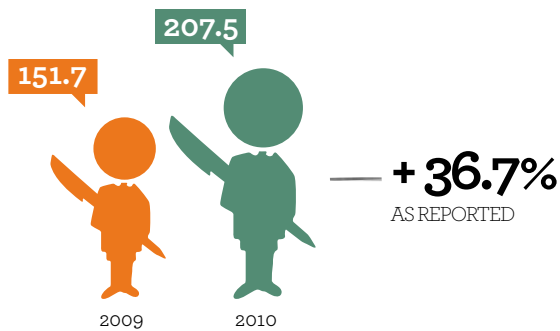
NET SALES 2010
by category



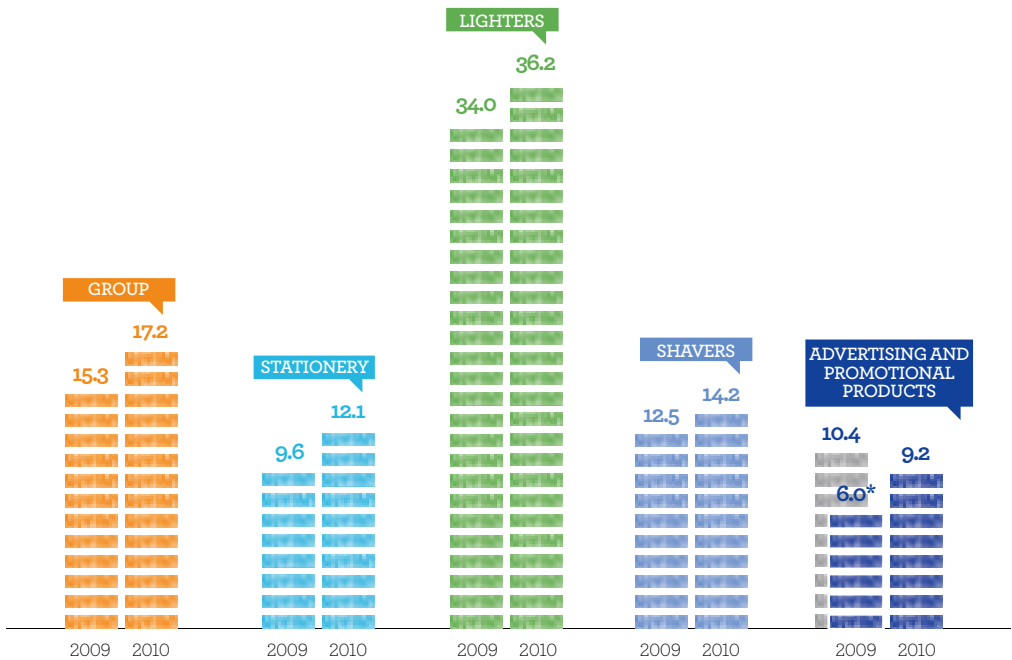
WORKFORCE
by geography



NORMALIZED INCOME FROM OPERATIONS
(in million euros)

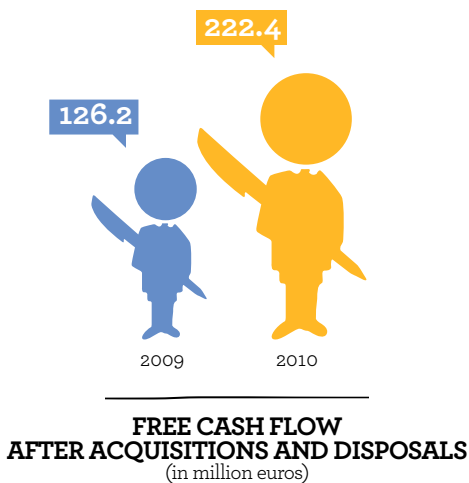


GROUP NET INCOME
(in million euros)



* based on assumed consolidation of Norwood PP in 2009. Figures not audited.

NORMALIZED IFO MARGIN (in percent)



FREE CASH FLOW AFTER ACQUISITIONS AND DISPOSALS (in million euros)

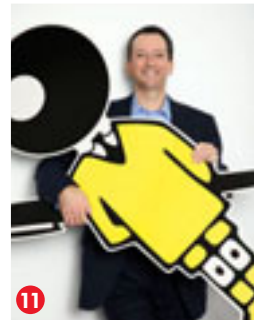


BIC RECOGNIZED FOR THE TRANSPARENCY OF ITS FINANCIAL INFORMATION

As part of the 2010 "Grand Prix de la Transparence" (Transparency Awards) organized by Labrador and the university Sciences Po, BIC was chosen from among the 120 largest French listed companies and was awarded first prize in the Consumer Goods and Health segment as well as the Grand Prize for Transparency, all items and all sectors combined.



BIC'



OFFICERS

01 Mario GUEVARA
Chief Executive Officer

02 François BICH
Executive Vice President

09 Marie-Aimée BICH-DUFOUR
Executive Vice President

OPERATIONS

02 François BICH
Lighters

03 Ed DOUGHERTY
Stationery and Shavers

04 Benoît MAROTTE
Stationery

05 Nicolas PAILLOT
Advertising and Promotional
Products

06 Billy SALHA
Europe

07 Chris MILLS
North America

08 Edgar HERNANDEZ
Latin America, Oceania, Asia,
Middle East and Africa

09 Marie-Aimée BICH-DUFOUR
Legal

10 François EYSSETTE
Human Resources

11 Jim DIPIETRO
Finance

AUDIT COMMITTEE

John GLEN (Chairman)⁽¹⁾
Édouard BICH (Société MBD)
Pierre VAREILLE⁽¹⁾

COMPENSATION AND NOMINATION COMMITTEE

Gilles PÉLISSON (Chairman)⁽¹⁾
Marie-Henriette POINSOT
Frédéric ROSTAND⁽¹⁾

AUDITORS

DELOITTE & ASSOCIÉS

Statutory Auditors

GRANT THORNTON

Statutory Auditors

BEAS

Substitute Auditors

INSTITUT DE GESTION ET

D'EXPERTISE COMPTABLE

Substitute Auditors



Award for Governance 2010

BIC received top honors for performance of its corporate governing bodies, a prize awarded by the French economic and financial magazine, Agefi as part of its Corporate Governance Awards.

team

BOARD OF DIRECTORS

Bruno BICH
Chairman

Mario GUEVARA
Director and CEO

François BICH
Director and Executive Vice President

Marie-Pauline CHANDON-MOËT
Director

John GLEN
Director⁽¹⁾

Gilles PÉLISSON
Director⁽¹⁾

Marie-Henriette POINSOT
Director

Frédéric ROSTAND
Director⁽¹⁾

Pierre VAREILLE
Director⁽¹⁾

Société MBD⁽²⁾
Director



Only one  **BIC**® Maxi Flint
lighter gives **3000 lights**



3000
Lights



3000
Lights

OUR QUALITY, YOUR SAFETY.





BIC and advertising in 2010? Eric Cantona was back, more environmentally responsible this time around, a hilarious Tipp-Ex® concept went viral on YouTube, and the slogan “BIC gives you more for your money” was heard round the world. An analysis.

“Throughout 2010, we have invested in our brand, particularly with the idea of ensuring future growth,” says Mario Guevara. In Brazil, where the stationery market is up-and-coming, the BICool campaign is mainly targeted at teenagers. In Russia, the BIC® 3 shaver has ads in subways and on the street. In France, the BIC 2010 ad featured the return of Eric Cantona. Fifteen years after his first ad for BIC, the company sought him out once again to promote the “BIC® Recycle” operation. With a nod to sustainable development, Cantona 2010 looks at his younger self and says “I think what’s really sensitive is the planet. As for myself, I’m responsible.” Raymond Poulidor, McEnroe and others, BIC has had its share of experience with VIPs. “In South Africa, Tendai Mtawarira, the rugby player known as “the Beast” has been

the brand ambassador for the past 2 years,” says Edgar Hernandez, head of developing countries operations. And all of it has the same side-splitting humor found in the interactive Tipp-Ex® campaign that went viral on YouTube (see the Buzz page).

SIMPLE, TO THE POINT AND... CHEEKY

In 1952 the famous poster designer Raymond Savignac developed BIC’s first advertising campaign and nearly ten years later drew the brand’s little boy. “The defining characteristic of BIC’s communication is its ability to stand out with a simple message, but one that makes sense,” explains Billy Salha, head of operations in Europe. It’s simple, to the point and sometimes... cheeky, like the BIC® phone campaign in France, touting a

The Web: a dynamic medium for BIC

Tipp-Ex® on YouTube, the 3rd season of the French “Perles du Bac” on Dailymotion, Facebook and YouTube, the special Shave the Traders website. BIC is making a buzz on the web. Have a look.

“Ready to use mobile, seeking easy, no-strings-attached relationship”; and its just as likely to be activist like the “BIC 4 Good” encouraging shaving your head to benefit a charity. The Group also works on making campaigns that use the brand’s basic values (quality, performance and the right price) like the “BIC gives you more” idea. BIC, always going the extra mile for their consumers.

BIC® Fashion

.....
A LOOK BACK OVER
THE “IT” PENS OF 2010
.....

Ballpoint pens, rollers, pencils, born yesterday or celebrating their 60th birthdays like BIC® Cristal®, they're all a hit around the world, hot colors and shapes, guaranteed better for the environment, with signature new technology... Schoolchildren, businessmen and women, graphic designers, teachers, engineers, workers - everyone has one handy.

As the number one business in writing, BIC has sold more than 100 million ballpoint pens since 1950; that's enough ink to draw a line to the moon and back, more than 20 times. How about that?

BIC® products in 3D.



BIC® 2 COLOURS™
PINK

Limited Edition
“Wild about you”

BIC® 2 colors, pink: Boys and girls, when you get out your limited edition BIC® 2 Colours™, you'll turn some heads. It's the pen of the year. A perfect pair with fun colored ink - girly pink and turquoise, at your service. It's a retractable ballpoint pen, with a medium point, pink barrel and clip. Everything you need...



BIC® ECOLUTIONS™
EVOLUTION™
GRAPHITE PENCIL

Green is good



BIC® REACTION™

The pleasure is mine!

BIC® Ecolutions™ Evolution™: did somebody say sustainable development? The eraser-tipped BIC® Ecolutions™ Evolution™ graphite pencil is made of 50% recycled material, part of the BIC® Ecolutions™ range, newly expanded for 2010. This wood-free graphite pencil is made of synthetic resin. With a solid HB graphite lead, this pencil can stand up to being chewed on by children... or adults. Like 15 other BIC® products, it has been given the French NF Environment label. **BIC® Reaction™**: welcome to high-tech. The BIC® Reaction™ will make it feel like the future's here already with a shock absorbing system for optimal writing comfort. It's retractable and has quality, quick-drying ink. For sensitive writers, the experience is a gentle one,

**BIC® VELLEDA®
MARKER**

Hooray for back to
school!



and the pen lasts so long, about 1.8 km. On the technical side, the nickel silver point measures 1.0 mm; the cartridge is spring-mounted. And the height of class, the metal cone is chrome plated and the barrel, colored to match the ink, is covered in a full length grip. You'll be won over. The Ecolutions™ version is made of 74% recycled material. And so you don't waste a second of your time, BIC has made it easily refillable (in black and blue). Now that's sharp. **Velleda® marker:** it's the favorite erasable marker at back-to-school time. A range of colors, alcohol based inks, plastic barrel, 1.5 mm line width, especially made for dry erase boards. As popular with students as it is with teachers!



BIC® CRISTAL®
Still going strong!



BIC® Cristal®: 60 years old in 2010! Happy birthday to BIC® Cristal®, the pen sold in over 160 countries. It's the best selling ballpoint pen in the world, and it never goes out of fashion. It is still just as modern today, 60 years later. As if we needed to remind anyone about it, this classic offers quality, quick-drying ink for smooth writing for 2 km. The tungsten carbide ball point is perfectly round and highly resistant. The medium point measures 1.0 mm and the line width 0.4 mm. The original, ingenious design means a hexagonal shape that won't easily roll off your desk. The barrel is transparent so you can easily see the level of ink, and the cap and plug color match the ink color.

Sharp as a pen

The Group is celebrating the 60th anniversary of the BIC® Cristal® pen. This emblematic product marked the first conquest in the now wide range of stationery: ballpoint pens, fountain pens, rollers, mechanical pencils, the BIC® Ecolutions™ line, correction, marking and coloring products, and not forgetting glue, scissors and more, the majority of them made in BIC's own plants. A close-up look at the secrets that go into making pens unlike any others.

In the lightweight 5.8 g BIC® Cristal® pen, not a thing is unnecessary. Every part contributes to one sole purpose – writing, for as long as possible, a minimum of 2 km. Which means that with one single BIC® Cristal®, the “writer” can complete 986 Sudokus or write 506 post cards, about twice as long as with nearly every competing product.

“
**BIC means
2 km of writing,
minimum.**”

“We guarantee the same quality and ease of writing, to all our users, no matter where they are in the world, from the beginning to the end of the pen,” says Bruno Bich. He adds, “Because we manufacture the ink, the points..., the balls, which we measure

down to the micron, ourselves we can produce this consistently exceptional quality every day for our millions of products.” BIC's high-tech procedures are carefully monitored by strict, rigorous quality controls.

How does it happen? The pens' ball points are made of a tungsten carbide powder. They're hardened in an oven where they become as hard as diamonds. Then they're vitrified and ground to become extremely strong, perfect spheres. Lastly, the ball point is inserted into the point support and the precision checked to ensure the quality of the writing. “BIC's extensive technical knowledge means the flow of ink is completely controlled,” says Philippe Herard, Industrial and R&D manager.



After its manufacturing, the point is tested in order to check all quality criteria through various writing checks.



BIC® Cristal®: 60 years old already! A ballpoint pen sold in 160 countries.

60 YEARS OF BALLPOINT EXPERTISE

Innovating since 1950. The Group was born for R&D. Special teams work to constantly improve products and ensure the high-level of quality BIC demands. Their latest innovation is Easy Glide™ ink. The result of five years of research, the newest generation of BIC inks is opening new possibilities for consumers. They make for 30% smoother writing, and are already used in the added value range. And another advance on the “smooth” writing front, BIC has just launched larger points on the models, Cristal® Large 1.6 mm, Velocity® 1.6 mm and Atlantis® 1.6 mm. Another feat, the Group has managed to up its markers’ “cap-off” time. This means they can sit uncapped without drying out for quite a lot longer than their competitors. That’s good news for schoolchildren, and it really lives up to the slogan “BIC gives you more for your money.”

“
**We measure
the ball points down
to the micron.**”

MADE FOR CREATIVITY

In 2010 the BIC® Mark it™ marker range brought more colors to kids and parents who like arts and crafts so that they can be even more creative. For the last back-to-school period, BIC innovated again and introduced a grip version of the 4 Colours™, an “all-in-one” fountain pen, a new line of rollers and an extended line of BIC® Ecolutions™, made from recycled material.



BIC ON FACEBOOK

A community of friends has sprung up around BIC. In the United States, the Facebook BIC® Mark-It™ page has nearly 50,000 fans. In France, the third season of the viral “Perles du Bac” campaign has been viewed by 20,000 fans, and the Sheaffer® brand has just made its very own Sheaffer® Pen page on Facebook. A passion for BIC.





“ADVERTISING AND PROMOTIONAL PRODUCTS”

the Group's
4th category





BIC PRINTS YOUR BRANDS



ADVERTISING AND PROMOTIONAL PRODUCTS

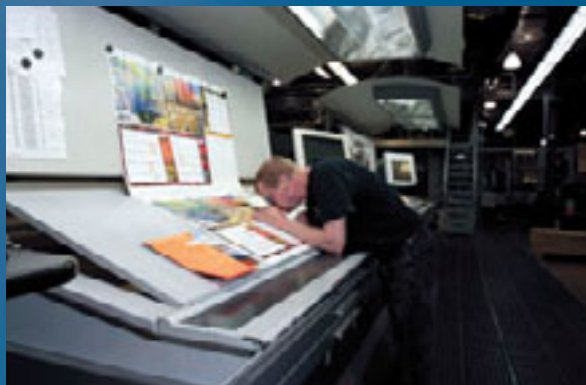
BIC has been present in the Advertising and Promotional Products market since the late 1960s with BIC Graphic's writing instruments. Today BIC APP is the number 1 supplier in the United States and number 2 in Europe. In 2010, BIC APP officially became the 4th category at BIC, representing 20% of its sales.

"Advertising and promotional products are one of the most effective and profitable advertising choices. This sector has been impacted by the recent economical crisis", explains Mario Guevara, CEO of BIC, **but Advertising and Promotional Products remains a market with strong potential for growth in mature economies and in the longer term, it has a rosy future in growing economies."**

SINCE 2007, BIC HAS ACQUIRED THREE COMPANIES

The business? It consists of printing logos or advertising messages to support a company's marketing and media strategy, on items such as pens, clothes, bags, awards, calendars and drinkware. BIC has been involved in promotional writing instruments since the late 60s, and they stepped up their diversification in 2007 by acquiring Atchison Products, a North American company that prints and distributes bags. In 2009, the time had come for European Antalis Promotional Products to join the Group, followed by Norwood Promotional Products, the 2nd largest supplier in the United States of non-apparel advertising and promotional products – two acquisitions that provided BIC with major new development potential.

Pens, clothing, bags, awards and drinkware can be printed with the logo or a message from a company, something BIC is well acquainted with already.



AN AMBITIOUS MERGING PLAN

"We wanted and were in a position to invest when things were slow," says Mario Guevara. **"In 2010, in the face of the economic crisis, we put in place an ambitious plan to merge their activities into our business, thereby consolidating BIC APP manufacturing and logistics footprint, reduce costs and increase the efficiency of our operations worldwide."** The plan is expected to result in annualized savings of approximately 15 million euros.

While a leader in North America and Europe, BIC APP is also a significant presence in Latin America, Australia, Africa and Asia (through its sourcing activities). Every day, throughout the world the 34,000 distributors sell more than 5 million BIC® APP promotional products. Quality imprinting and on-time delivery are the watchwords of the industry. The streamlining of the range and reorganization of distribution are in the works.

20%

OF SALES

If you try it once, you'll be **convinced**

The **BIC bag hanger**: the absolute must among your every day accessories.



HOW DO YOU USE IT? HOW DOES IT WORK? THE WHY AND HOW OF IT ALL...

THE BAG HANGER IS A GEM OF AN ACCESSORY FOR HANDBAGS

At a restaurant, in a bar, at the office, at home, never again will your handbag be left on the floor or a chair. With the BIC bag hanger, you can hang your bag from the edge of a table using this little, foldable hook ... how clever!

Even better, the BIC bag hanger slips right into your bag. It will also help keep your bag cleaner and looking newer for longer. And of course, the BIC bag hanger is also good for your health, no more contortionist act as you root around in your bag for your BIC® lighter or pen. Now who would have thought of that? BIC!



Lighters

quality and safety first

Every day, 5 million BIC® lighters are purchased around the world. BIC® is n°1 worldwide in branded pocket lighters. This success is due first and foremost to the quality and safety of the BIC® lighter, and for that, the Group goes all out.



The person using it might have a hard time imagining it, but a BIC® lighter has been subject to more than 50 checks before it goes to the market. All the employees in a BIC® lighter plant spend 25% of their time checking the quality of the product. “If not designed and manufactured correctly, a lighter can present a danger since its purpose is to create a flame from a pressurized gas reservoir with a lighting system,” François Bich reminds us; he has been head of operations for lighters since the category’s beginnings. The Group has therefore developed unique processes and industrial tools integrating the latest technology, which have allowed it to mass produce lighters according to the highest standards in terms of quality, safety

and performance since 1972. All BIC® pocket lighters meet or exceed the International Safety Standard ISO 9994 specifications. This standard sets the technical specifications that the product must meet (maximum flame height, resistance to elevated temperature, flame extinction, etc.) in order to ensure that a lighter conforms to basic safety criteria.

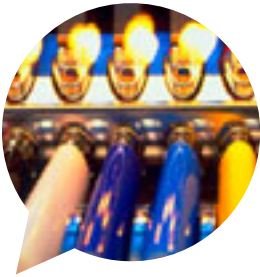
BIC ALWAYS COMMITTED TO SAFETY

While this safety standard has been a requirement in Europe since March 11, 2008, some companies on the market still don’t conform to it. BIC denounces these abuses. Tests required by the European Commission showed that about three out of four models of

ISO 9994

All BIC® pocket lighters meet or exceed the specifications for the ISO 9994 international safety standard.

- 1. Guard**
- 2.3.4. Sparkwheel:** made of 2 cheeks and a sparkwheel.
- 5. Hood**
- 6.7. Fork:** composed of a fork and a pusher
- 8. Fork spring**
- 9. Flint**
- 10. Flint spring**
- 11.12. Jet:** composed of a jet and a globe seal
- 13.14.15. Valve:** composed of a valve body, a membrane and a disk
- 16. Body**
- 17. Gas**
- 18. Base**
- 19. Ball**



Delrin®

BIC uses one of the strongest plastics in the world - Delrin®, made by DuPont de Nemours



50 inspections

DURING ASSEMBLY.

lighters sold in Europe and tested by Veritas for PROSAFE do not meet the ISO 9994 international safety standards. That can have serious consequences for the user, those close to them and the environment. Some countries in Europe are working hard to put an end to the numerous dangerous lighters on their market.

“Every BIC® lighter undergoes more than 50 separate automatic quality checks, during its assembly,” explains René Frigière, in charge of Quality and Safety for BIC® lighters. Once assembly is completed, the lighting, height, stability and extinction of the flame are controlled using the latest technology, digital video cameras and gas, flow, proximity and force detectors. “These checks are put in place to ensure that 100% of BIC® lighters function correctly before they leave the factory, guaranteeing maximum security,” René Frigière adds.



CULTURE UP IN FLAMES

In February 2005 the BIC® J1 Maxi lighter with adjustable flame was made a part of the collection of the Department of Architecture and Design of the Museum of Modern Art of New York (MoMA). In 2010 it was on view at the exhibition “Shaping Modernity: Design 1880-1980” in the Philip Johnson Architecture and Design Galleries at the MOMA.



Did you know?

About three out of four models of lighters sold in Europe don't meet the ISO 9994 International Safety Standard, which determines the technical specifications a lighter must meet. In September 2010, BIC lodged a complaint with the European Commission against the Netherlands, accused of not doing enough to control the lighters entering or sold in the Netherlands.



BIC® lighters meeting the highest standards for quality

In BIC's four manufacturing plants in France, Spain, the United States and Brazil, all ISO 9001 certified, the lighter production process is under control. The latest technologies are used to guarantee safety and quality, which go hand in hand with the highest level of expertise. The production teams throw themselves into the quest for perfection both in developing and manufacturing their products.



BIC® Megalighter®: GET A HANDLE ON YOUR FIRE

BIC® Megalighter®, a multi-purpose lighter handy for candles, gas stoves, the barbecue and more. It provides up to 750 lights, a clear view of the gas level and a handy hook for storage.



A new multi-purpose, flexible tube lighter was launched in 2010 in North America, the **BIC® Flex Wand**. Perfect for barbecuing and camping.



BIC is number 2 in the world for multi-purpose lighters.

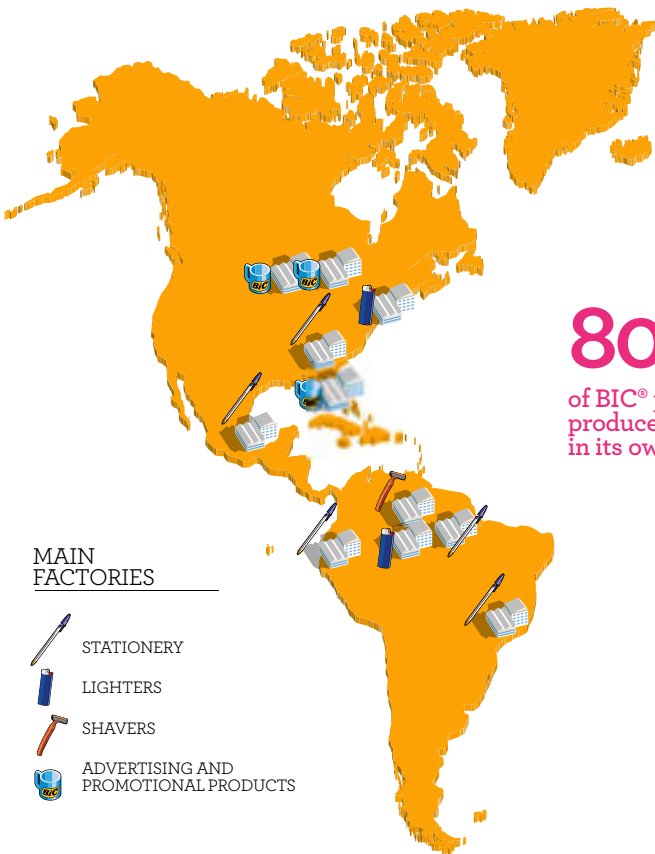
Rockin' lighters on the winner's podium

In the United States, sales of BIC® lighters continue to progress thanks to the efficient communication about their quality and safety, increased availability in various points of sale and new decorated series that are a big hit. Just how popular? The BIC® Special Edition® Rock Bands series won the CSP magazine's "Best Product of 2010" competition.



Around the world in 2010

BIC® products are available in more than 3.2 million points of sale across 160 countries. In 2010 BIC won market shares in all geographic regions in all three product categories, both in developed and developing countries.



44 M
products chosen every day
around the world.

*24 million stationery products
*5 million lighters
*10 million shavers
*5 million advertising
and promotional products

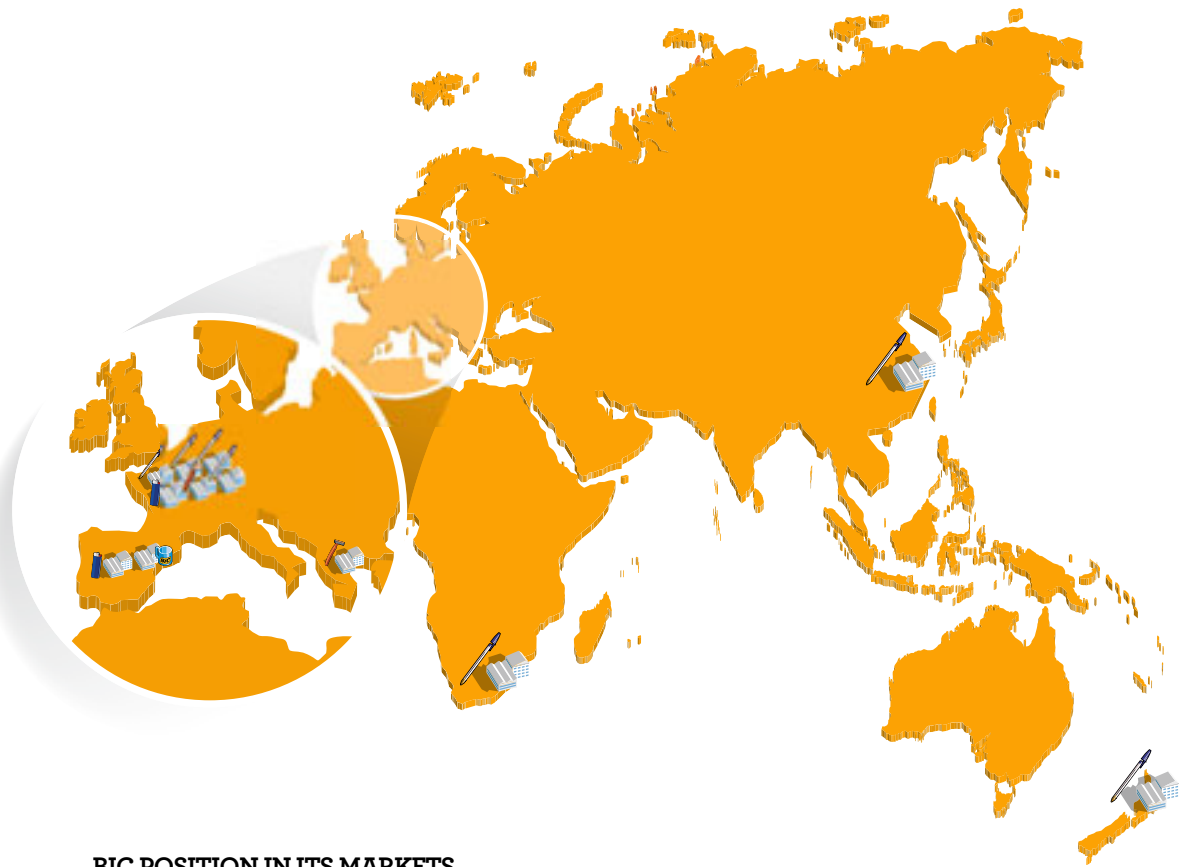
80%
of BIC® products are
produced by BIC,
in its own factories.

9,313
employees

92%
of BIC factories are located in highly
and very highly developed countries
and 8% in countries with medium
human development, according to
the Human Development Index (HDI)
of countries.

MAIN FACTORIES

-  STATIONERY
-  LIGHTERS
-  SHAVERS
-  ADVERTISING AND PROMOTIONAL PRODUCTS



BIC POSITION IN ITS MARKETS

STATIONERY

N°1

Europe
Africa
Latin America

N°2

North America
Oceania

LIGHTERS

N°1

in the world for
branded pocket
lighters

SHAVERS*

N°2

Europe
North America
Latin America

* on the non-refillable
shaver market

ADVERTISING AND PROMOTIONAL PRODUCTS

N°2

Worldwide

Hooray for back to school!



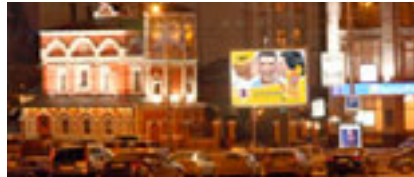
In Europe, BIC won market shares, thanks in particular to a strong back-to-school period. The limited edition BIC® 4 Colours™ Fashion helped the brand's positive outcome, as did BIC's well-known expertise in ballpoint pens and coloring. 9 out of the top 10 selling products over the back-to-school period in France were BIC® products*!

EUROPE

LIGHTER BIC quality and safety

BIC launched a major communication campaign to inform its wholesalers and distributors, as well as consumers themselves, about the quality and safety of BIC® lighters.

SHIVERS A GOOD SHOWING IN EASTERN EUROPE...



...thanks to new items and general support for the brand, an example of which is the communication campaign in Russia.

BIC innovating in Ads



2010 was a year of bold, memorable advertising investments such as the Tipp-Ex® campaign on YouTube ("A Hunter shoots a bear")



or the 3rd series of the viral campaigns in France "Les Perles du Bac".

NORTH AMERICA



Outpacing the competition

In 2010, as North America slowly emerged from the recession, BIC increased its market share in stationery thanks in particular to its "More for your Money" positioning and support to new products including the BIC® Triumph® and Easy Glide® ranges.



SHIVERS SALES MOMENTUM

A strong emphasis on the BIC "More For Your Money" promotional campaign supported by the successful launch of new products including the BIC® Flex 4, Hybrid Advance™, and Soleil® Bella® resulted in BIC being ranked number two in the non-refillable shaver category.

LIGHTERS: trusted leadership

The consumer's and customer's continued trust in BIC's quality and safety, combined with the launches of successful new lighter designs, the new BIC® Flex Wand™ multi-purpose lighter and continued improvements in distribution, resulted in a strengthened lighter category leadership position.



* Source : GfK, BTS 2010, weeks 26 to 36.

DEVELOPING MARKETS

LATIN AMERICA

+++ for all countries, all products

BIC fully developed the Cristal® family, as well as markers, and launched the Mentor™ graphite pencil. In lighters, new series of decorated items were marketed, and the distribution network was strengthened. Shaver sales also increased: stepped up sales in triple-blades and strong growth of sales of classic 1- and 2-blades.



MIDDLE-EAST AND AFRICA

Stronger presence

Double-digit growth in this region resulted in stationery and shavers gaining a more solid presence in the market while lighters continued to gain increased distribution. Continuous strategic efforts to build relationships with distributors and consumers, have strengthened BIC presence in the region.



The Trust BIC advertising campaign rolled out in the Middle East in association with point-of-sale activities.

BIC COOL

PUTTING BIC IN THE HANDS OF CONSUMERS



Brazil continued its promotion of the BIC Cool campaign in 2010. As a result, BIC continued to create brand loyalty among today's consumers. BIC® products were particularly popular during the back-to-school season.

BIC, working hard for others

In 2010, BIC was present in Chile after the earthquake in March. Employees were there, helping to rebuild one school.

ASIA

NEW PRODUCT LAUNCHES AND INCREASED DISTRIBUTION

Throughout Asia all countries achieved significant growth across all categories, thanks in particular to the introduction of new stationery products and a strengthening of lighter distribution. 15,000 new points of sale were added for this category. In Japan, the International Safety Standard ISO 9994 was implemented for lighters.

OCEANIA

Express yourself!



In Oceania (Australia and New Zealand), BIC once again strengthened its position and earned market shares in all categories. BIC® lighters maintained their marked dominance in the area through point-to-point distribution. The Express yourself stationery marketing campaign was well broadcasted in all media outlets.

Europe

- €524.9 M net sales 2010
- 29% of the Group's sales
- +0,5% on a comparative basis

North America

- €773.8 M net sales 2010
- 42% of the Group's sales
- +5,0% on a comparative basis

Developing Markets

- €532.8 M net sales 2010
- 29% of the Group's sales
- +13,8% on a comparative basis

BIC and green

BIC® products are designed and manufactured leaving out anything that is superfluous. Lightness, quality and long-lasting have been the Group's guiding principles since 1950. In 2004, BIC committed to a sustainable development approach, and in January 2008, the Company took another major step, setting ambitious but realistic goals for the end of 2010 concerning products, plant management, logistics and relations with employees and communities. This management tool, the BIC the barometer for sustainable development, has helped bring about major progress. Six years later on, what results have come out of BIC's commitment?

PHILANTHROPIC PROJECTS

BIC subsidiaries and distributors are present in many different countries where they support local humanitarian actions through product donations, financial aid and employee volunteer work.

LONG LASTING

2 km of writing for a BIC® Cristal® ballpoint pen, 3,000 lights for a BIC® Maxi pocket lighter and more than 10 shaves with a BIC® triple-blade shaver.

DIVERSIFIED, RESPONSIBLE DISTRIBUTION

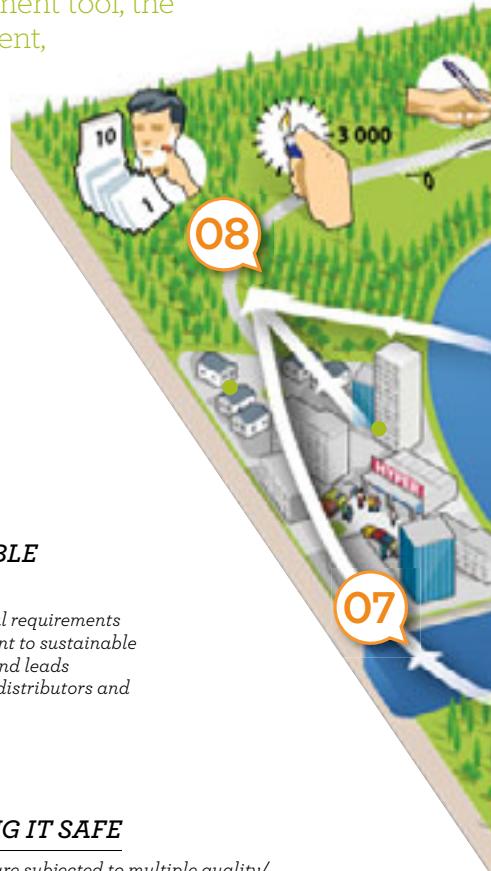
Product distribution is adapted to the local requirements and possibilities. As part of the commitment to sustainable development, BIC gives presentations to and leads activities with its customers, office supply distributors and commercial purchasers.

OPTIMIZING TRANSPORT

BIC measures its greenhouse gas emissions and works to reduce the number of miles that freight forwarders run empty. The Group seeks to favor transportation methods that pollute less for the same service.

MAKING IT SAFE

BIC® products are subjected to multiple quality/safety tests. Inks are reviewed by an independent toxicologist and every lighter undergoes 50 automated controls before it is available for sale.



01 ECODESIGN

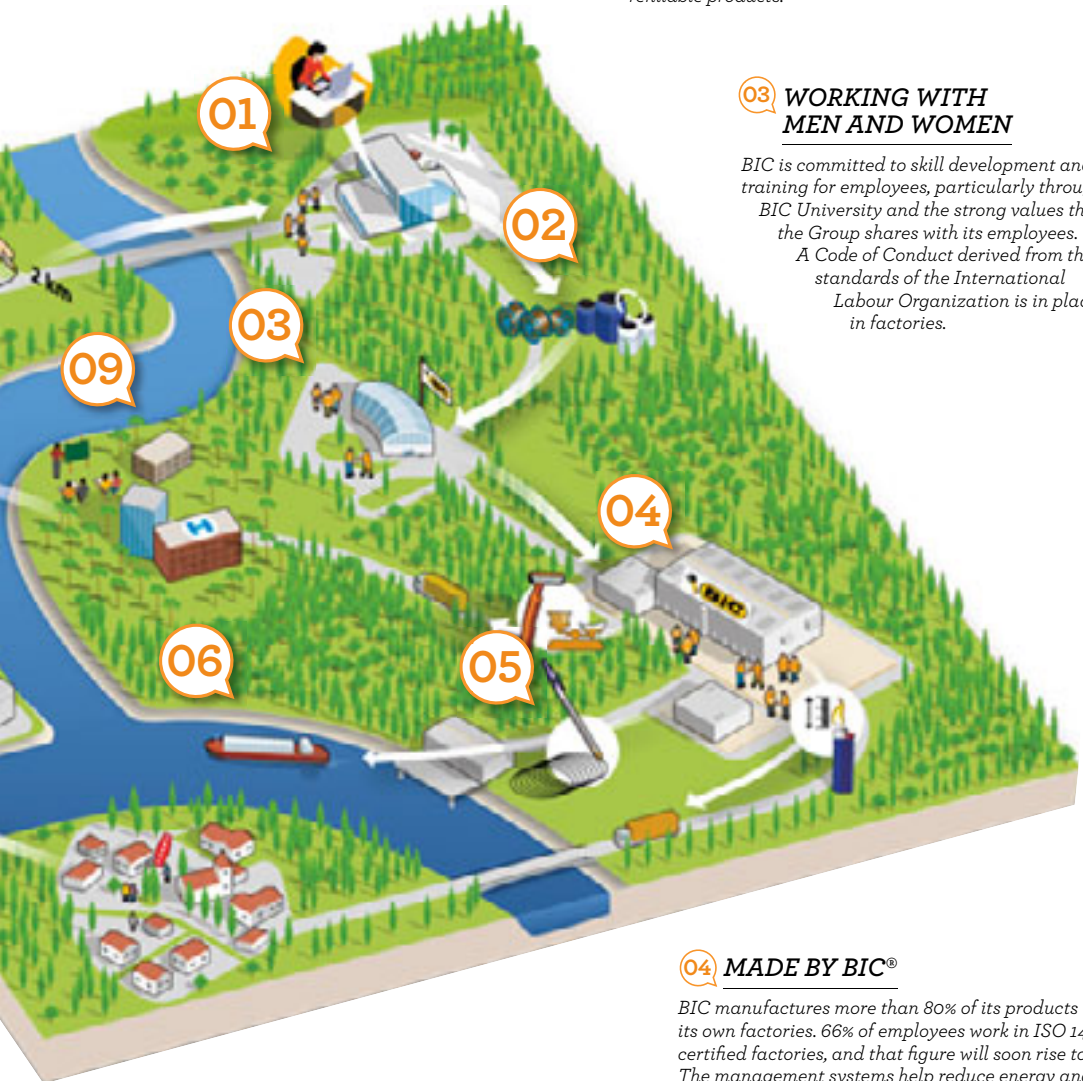
Starting at the product design phase, a measurement tool enables BIC to work on ways to reduce the environmental impact of a product for its entire life cycle. This process has been approved by the French eco-label NF Environment granted for 16 BIC® writing instruments.

02 RAW MATERIALS TO A MINIMUM

BIC decreases its use of fossil fuel products by minimizing the quantity of materials used, by using new recycled materials and by developing refillable products.

03 WORKING WITH MEN AND WOMEN

BIC is committed to skill development and training for employees, particularly through BIC University and the strong values that the Group shares with its employees. A Code of Conduct derived from the standards of the International Labour Organization is in place in factories.



04 MADE BY BIC®

BIC manufactures more than 80% of its products in its own factories. 66% of employees work in ISO 14001 certified factories, and that figure will soon rise to 80%. The management systems help reduce energy and water consumption and CO₂ and waste production.



(Top) Ecodesign to reduce environmental impact.
(Bottom) The BIC Shaver plant in Longueil-Ste-Marie (France) has been awarded triple certification, ISO 9001, ISO 14001 and OHSAS 18001.



Research for new materials.

“ This year the sustainable development program at BIC has come into its own. We’ve noticed that all the categories have really taken the process on board,” notes Christine Desbois, Director of Sustainable Development at BIC. BIC was the first writing instrument manufacturer to

“ ***BIC is the first manufacturer to be granted the NF Environnement* eco-label.*** ”

receive the French official NF Environnement ecological label (NF400), granted by AFNOR. To date, 16 BIC® products have been granted the label, including classic products like the BIC® Cristal® ballpoint pen sold in boxes of 50 and BIC® 4 Colours™ as well as BIC® Ecolutions™ products manufactured using recycled material. “With these products we are

meeting customer demand for “responsible” products that are certified less harmful for the environment,” notes Christine Desbois. This deep commitment to sustainable development was highlighted and included in the Group’s communication with operation “BIC® recycle” and its advertising campaign featuring Eric Cantona. Objective - help French consumers recycle their BIC® shavers.

ECODESIGNED PRODUCTS

“We measure the environmental impact of our products over the entire life cycle,” explains Christine Desbois. All of the research and development teams at BIC work with SimaPro ecodesign software for the creation of their pens, lighters and shavers; it enables them see the environmental impact of a product starting at its design phase. Many BIC® products are designed to have a minimal ecological footprint, like the ecodesigned BIC® Easy/BIC® Hybrid Advance™ hybrid shaver that provides 60 days of shaving with an environmental impact that’s

*The mark NF Environnement is the official French ecological label.



(Top) BIC employees are committed.
(Bottom) In France, BIC proposes shaver recycling to consumers.



been reduced by 59% over its entire life cycle. It was such a success that the Group is extending the line with the women's BIC® Soleil® Easy shaver in 2011.

TAKING RESPONSIBILITY, BIC MANUFACTURES IN ITS OWN PLANTS

The Group manufactures more than 80% of its products in its own factories. In 2007, BIC deployed its Environment and Health & Safety Management Systems to reduce energy and water consumption and CO₂ and waste production. The Company has begun ISO 14001 certification and 6 plants were granted certification in 2010, three in France, one in Mexico, one in the United States and one in Brazil. 66% of employees work in ISO 14001 certified factories, and that figure will soon reach 80%. In July of last year the BIC shaver factory in Longueil-Ste-Marie (France) became the Company's second triple-certified factory with ISO 9001 (Quality), ISO 14001 (Environment) and OHSAS 18001 (Health and Safety).



THE COMPANY'S RANKING IN SUSTAINABLE DEVELOPMENT INDEXES

BIC is listed in three major indexes for sustainable development, FTSE4 Good Europe, the ASPI Eurozone® and Ethibel Excellence Index® Europe. And further proof of how important sustainable development is for the company, for the second year in a row BIC was listed among the top 20 performing companies for including climate change in their strategy, a listing established by the CDP (Carbon Disclosure Project), an international organization that represents a group of 534 major investors. For BIC, sustainable development is a battle that's led on all fronts.

Haiti: a home, a future
Haiti: un toit, un avenir
Haiti: un projet, un futur



(Top) Mexico: BIC optimizes its transportation operations.
(Bottom) BIC is active in humanitarian causes, notably through product donations.

HEALTH AND EDUCATION

Subsidiaries support their local community in different ways, through product donations, financial aid and employee volunteer work. In 2010, 181 activities, representing more than 0.5% of the company's income before taxes, were led throughout the world. "Given the company's business, BIC works mainly in the areas of education and health. These two categories account for 77% of our actions," notes Christine Desbois.

"We are also active in environmental causes, emergency humanitarian aid and sports." The Group has carried out operations in Haiti in the "BIC Citizens in action" program and brought its support to the victims of Hurricane Alex in Mexico. In 2010, BIC USA Inc. also supported the American Susan G. Komen for the Cure® Foundation which works to fight breast cancer.

MEASURE TO BETTER REDUCE

BIC strives to optimize its transport operations by measuring its carbon footprint every year. The company is also working to reduce its packaging in cooperation with Walmart, its leading distributor (United States). To have an overview of its progress around the world, the "BIC Barometer" was developed. "In three years, we've improved by 21 points," says Christine Desbois.

SOCIAL RESPONSIBILITY

In 2010, the company pursued its commitment to developing employee skills and providing training. An employee satisfaction survey done in 2010 shows that with a commitment rate of 61%, BIC is among the best employers*. "We develop their employability, in other words we set up programs and training sessions that help employees adapt to changes in the work environment," explains François Eyssette, Group Human Resources Director.

The company has also instituted a Code of Conduct derived from the standards of the International Labour Organization (ILO); it applies to production units. What's more, in 2010 the Advertising and Promotional Products teams within BIC APP, who adopted the Group's sustainable development policy in 2009, received training to perform social audits on sub-contractors.

“**Today, 66% of employees work in ISO 14001 certified factories.**”

For more information, see the Sustainable Development Report 2010, available online at bicworld.com

*Hewitt Method

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

back to school ♥ back to savings

SAVE
\$1.00
NOW

**GIVE THEM THE BEST
FOR LESS**



BIC

MORE FOR YOUR MONEY

- Send them off with the tools they need at a value you'll love
- Choose from our pens, mechanical pencils, markers, highlighters or correction products for the best value on school supplies

©2014 BIC USA Inc., Dallas, TX 75241

MANUFACTURERS COUPON

EXPIRES 8/31/14

SAVE \$1.00

on any TWO (2) BIC® Stationery Products



COUPON: Only one coupon is redeemable per purchase and only on BIC® Stationery products. Coupon may not be combined with any other offer and not subject to double dipping. Coupon may not be reproduced, copied, purchased, traded or sold. Void if copied or misused. Void where prohibited or otherwise restricted. Consumer must pay any sales tax. Void only in USA. Coupon expires on 8/31/14. ©2014 BIC USA Inc. We reserve the coupon for \$1.00 per purchase. If you receive it on the sale of any one BIC® Stationery Product, it is offered in compliance with BIC USA Inc.'s Coupon Redemption Policy available upon request. Stationery: Any purchase of sufficient stock to cover coupon presented must be shown on request. BIC USA Inc., P.O. Box 189012, Dallas, Texas 75218-0112. Each value 1/21 of 1¢. Issuance and redemption based on ©2014 BIC USA Inc., Dallas, TX 75241



BIC More for your money



VOID

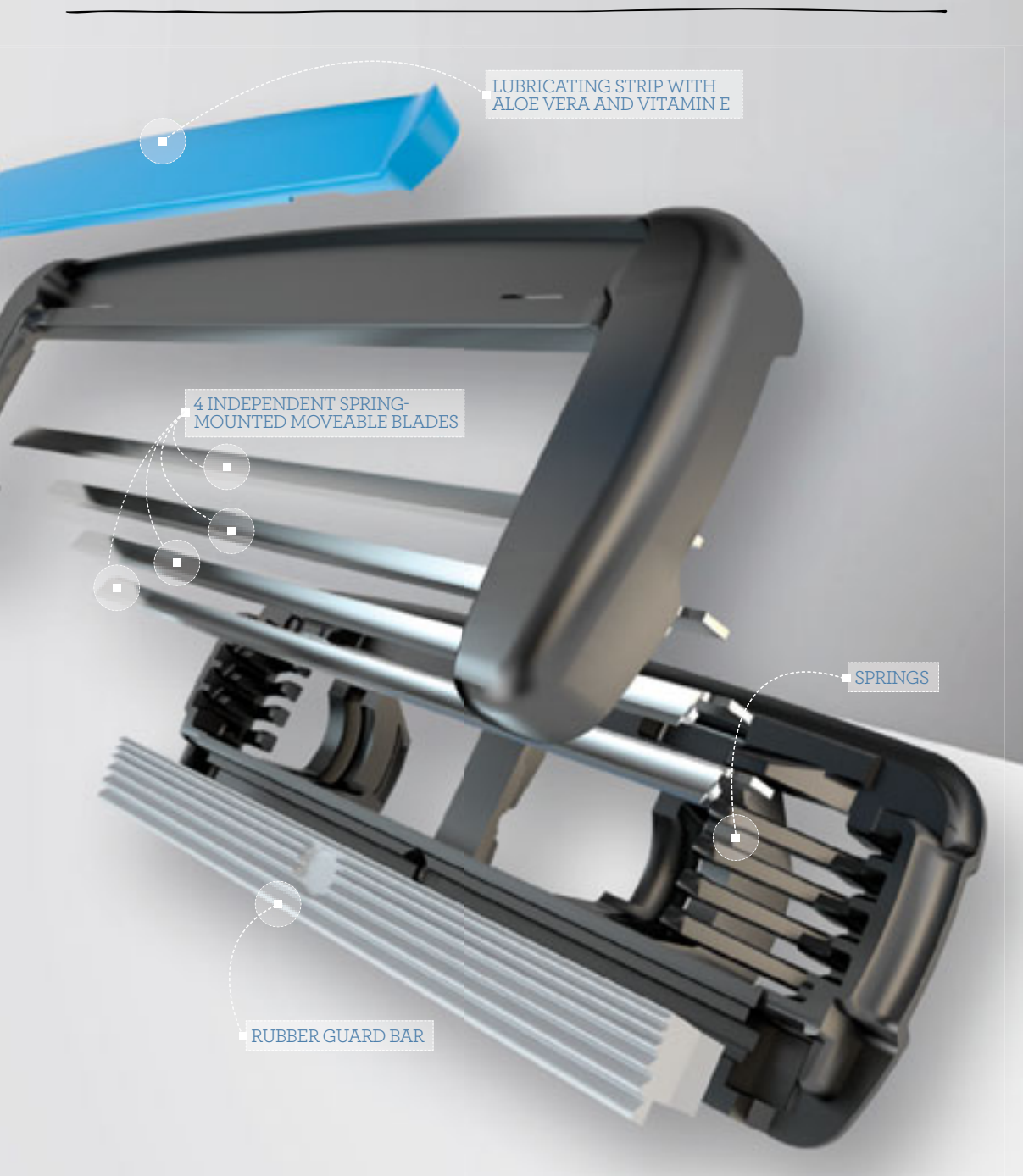
back to school ♥ back to savings

back to school ♥ back to savings

SHAVER

The BIC Difference

In 2010 the company once again found ways to innovate in the non-refillable shaver segment: the BIC® Flex 4 4 moveable blade shaver was launched in the United States and the BIC® Comfort 4 in Europe, and the ecodesigned BIC® Easy / Hybrid Advance™ in the United States and Oceania.



Head of a BIC® Flex 4 and BIC® Comfort 4 shavers

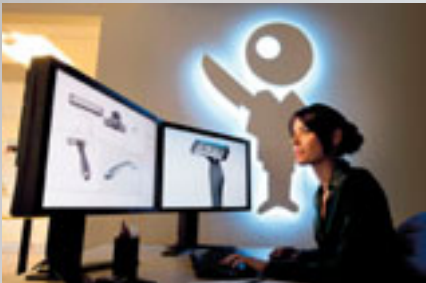


Moveable blade technology

6 BIC® MODELS WITH THE LATEST TECHNOLOGY, THREE OR FOUR MOVEABLE BLADES: BRINGING YOU COMFORT, SAFETY AND PRECISION

BIC's latest technology is being put to good use for men and women's shaving in 2010.

The spring-mounted blades move independently, to evenly distribute pressure and absorb shocks during shaving, providing optimum contact with the skin and a blade that follows every curve on the face and body.



BIC is number 2 in Europe and America in one-piece shavers. Every day across the world 10 million consumers choose BIC® shavers. In 2010 the Group's shaver sales increased by 7% in volume (+7.6% in net sales). "Despite a continuing difficult economic backdrop, our shaver category has achieved excellent results. Our 'quality and price' positioning plays a big role there," says Ed Dougherty, in charge of the Group's Shaver category.

Today shavers represent 17% of sales; they are entirely manufactured in three BIC-owned plants, where technology is an integral part of the production. For BIC, a shaver has a simple purpose, to cut hairs. That's simple, in theory, but to guarantee the success of that mission, the R&D and production teams work hard to provide the consumer with the best that technology has to offer at a very

BIC price. Every one of the 16 million BIC® blades produced daily is guaranteed to meet the company's high standards for quality

A blade 2000 times thinner than a human hair

In a fully automated production process (molds, sharpeners, assembly machines), every blade is visually inspected and every shaver is quality controlled before it leaves the factory. "We offer excellent quality at the right price," points out Thomas Brette, Marketing Manager for Shavers. "Our twin-blades are about 20 to 25% less expensive than our competitors, and the triple-blades are 30 to 40% less." Producing BIC® blades is really an art, requiring no less than 10 steps, from the hardening process to the coat of chromium and PTFE (poly tetra fluoro ethylene) to enhance its performance. As for the plastic parts, they're made by high-precision injection molding.





BIC® Flex 4

#1

one-piece 4-blade
for men in the U.S.

Quality, price, performance Signature of a brand

4 TRULY INDEPENDENTLY MOVEABLE BLADES

Users are flocking to BIC's latest technology in shavers, and BIC® Flex 4 is already number one in one-piece, 4-blade for men shavers in the United States! The 4-blade BIC® Bella™ also won the women's vote both in Europe and the United States. Another reason for the success of the entire range of BIC® shavers is undoubtedly the attraction of the "BIC gives you more for your money" campaign that stressed the product's value in some markets.

* Source: IRI, February 2010, USA.

**BIC® Easy/
BIC® Hybrid
Advance™,
60 days
of shaving,
minimum**



THIS BIC INNOVATION IS A BURGEONING SUCCESS

This all in one shaver includes a handle and six cartridges, not sold separately. Sold since 2009 in Europe, it is now available under the name BIC® Hybrid Advance™ in North America and Oceania, where it's met with stunning success. Ecodesigned, its environmental impact has been reduced by 59% over the complete product life cycle compared to similar, non-refillable shavers. BIC® Easy's pivoting head sports a lubricating strip made with Aloe Vera and Vitamin E.



7:33 a.m.



7:34 a.m.



7:36 a.m.

THIS MONTH'S TEST
BY
GEORGES C.

“I tested the **BIC**[®] **Comfort 4** shaver.”



The alarm rings after a short night's sleep. I have a 3-day beard, tired-looking skin, low hand-eye coordination at this hour and the bathroom light is blinding.



I pick up the BIC[®] Comfort 4. The handle is long, curved, ergonomic with non-slip grip, now that was clever

thinking. In my hand, the shave makes sense. I turn it all around, focus on the 4-blades. Yep, they're all there.

They tell me it takes 10 separate production steps to make one blade. BIC measures the hardness of the steel, the sharpening angle, the thickness of the blade, and of course, to make sure it's long-lasting, they inspect the edge of the blade with an electron microscope. That means it comes out 2000 times thinner than a human hair!



Starting to shave. Just a little foam and here I go. It says “4 independent spring-mounted moveable blades to distribute pressure, providing optimal contact with the skin and a comfortable shave.” Sounds great, especially since I have sensitive skin. The springs do indeed distribute pressure among the four blades. Straight away I can feel the lubricating



7:37 a.m.



7:38 a.m.



7:40 a.m.

In 2010, BIC launched the BIC® Comfort 4 for men, a shaver with 4 independently moveable blades. The editors at BIC'Tween us asked one of their reporters to see how it shaves. "Extreme conditions" test...

strip with its Vitamin E and Aloe vera – they are known to be good for your skin.

The blue rubber guard bar right below the blades is particularly effective. It stretches out the skin before the blade passes over it, spreads the shaving cream and lines up the hairs for a better cut. I can really feel it. First impression – a precise, smooth, easy shave with no nicks in sight. I keep going.



How will the BIC® Comfort 4 take the chin? I'm really testing it now, and the pivoting head gets the job done without blinking. The springs follow the curves of my face. I push it just a bit further; the head adapts perfectly to sensitive areas. It's an effortless shave, precise and comfortable. I take a look in the mirror and can't find a single problem. Zero irritation.



End of the shave. Optimum time of 7 minutes. Now I come to the least fun part, and what might just be the stumbling block for this razor – the rinse. With four blades, I expect the worst. Not at all. A few seconds under running water and the shaver is perfectly rinsed. Let's do this again tomorrow.

Carine Brancowitz

INTERVIEW

Carine Brancowitz is an illustrator. She works with a host of fashion magazines and for many major brand names. The first showing of her work was at the Dexter Gallery in Paris in September 2009, and she will also be present at the 56th Salon d'Art Contemporain de Montrouge in May 2011. Fun fact – she works exclusively with BIC® pens.



Bio

Born in 1972, Carine Brancowitz studied illustration at the Ecole Estienne in Paris. She started her career in the fashion industry in 1996 as the artistic director in a communications agency. In 2001, she set up shop for herself as a graphic artist, and in 2007 she decided to focus on illustration. She has worked with various magazines (Dazed & Confused, Nylon, Elle Girl, Elle, Die Zeit, Figaro Madame, Playboy, Arena, Avant Garde, Vogue, l'Officiel, to name a few) and major brand names (Céline, Testoni, Silvera, Nokia).



“For my work, I wish that BIC would make yellow ink, not fluorescent and not orangey. The exact shade would be a dark cadmium yellow.”

Why did you choose to use BIC® pens for your illustrations?

The BIC® 4 Colours™ ballpoint pen is easy to carry around, it has bright colors and the contrast of shades is just right. I like the texture of the ink on different kinds of paper, the precise line suits me perfectly. It's a great pen! The black of BIC® Cristal® is very deep; BIC® red is vibrant. Even after a couple of hours of use, the ballpoint pen doesn't run or make a mess.

Do you have some favorite pens?

I can only get the right look for hair with a BIC® 4 Colours™ (fine point, red barrel). For backgrounds or flatter surfaces, I use BIC® Cristal®. I've tried other brands and in comparison I can say that at BIC, they take quality very seriously! When I'm working for the fashion industry, I can draw really tiny details because the point gives such a fine line, and materials like leather come out really well with a BIC® pen, very realistic, life-like. For their journalistic publications, the British and Americans really like the modern yet timeless look of BIC® pens.

What's your relationship to BIC® pens?

I'm not a collector. I must have about 50 BIC® pens and even more cartridges for the BIC® 4 Colours™. People give me BIC® pens all the time. I love having full jars of pens around, it's inspiring...



<http://carinebrancowitz.com>

Simon Bernheim Edition



BIC® Flex 4



Miss Soleil®



Ecolutions™ Glue Roller

M10® Clic



Comics

BIC® Matic Mini



SHOP

20

Brite liner®



BU3 Grip



BIC® for Her Gel



BIC® for Her



Products available only in certain markets.

11

PING

WHAT'S NEW

Soleil®
Easy

Black
Chic

BIC®
Flex 3

Mini
Pocket
Mouse®

BIC™[®]

BIC®
Atlantis
1,6 mm

Cristal®
for Her

4
Colours™
Grip
Pro

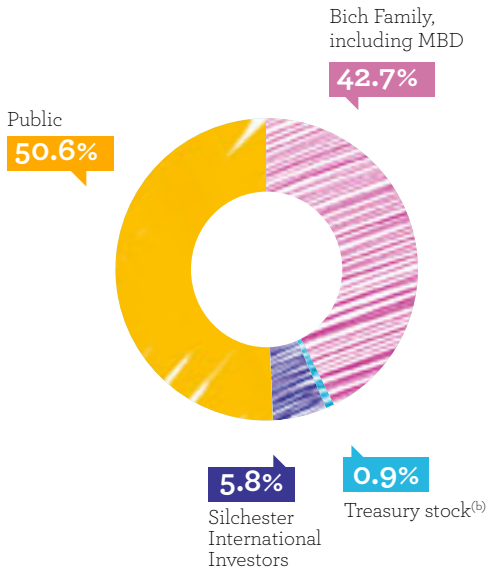
Mega-
lighter®

4
Colours™
Grip

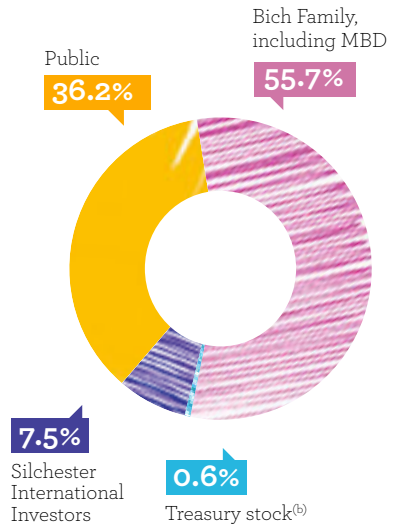
* Name used in Europe, Brazil and Mexico.

Shareholders'

review

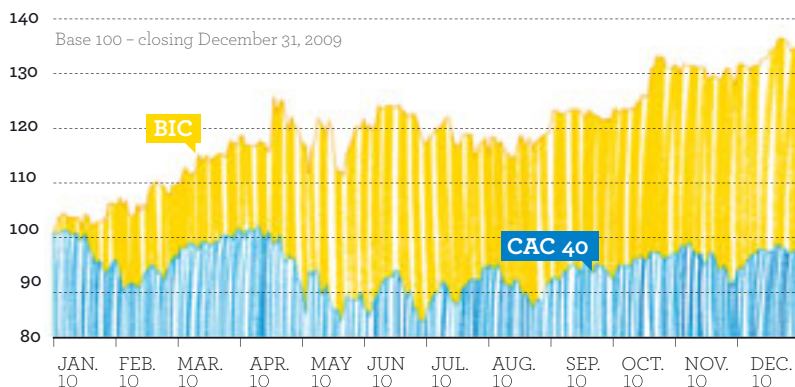


**CAPITAL OWNERSHIP
AS OF DECEMBER 31, 2010**

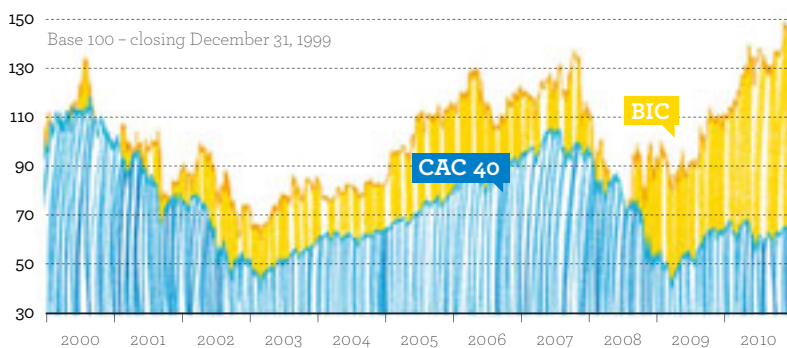


**VOTING RIGHTS
AS OF DECEMBER 31, 2010^(a)**

(a) At December 31, 2010, the number of voting rights was 71,962,868 (including voting rights for treasury shares).
(b) Treasury shares temporarily without voting right.



BIC SHARE PRICE IN 2010
on Euronext Paris



BIC SHARE PRICE SINCE 2000
on Euronext Paris

PER SHARE DATA in euros	2006	2007	2008	2009	2010
Earnings per share	3.43	3.51	3.00	3.15	4.29
Net dividend per share	1.30	1.35	1.35	1.40 ⁽¹⁾	1.90 ⁽²⁾
Payout ratio	38%	38%	45%	44%	44%
Average number of shares outstanding net of treasury shares	49,661,931	49,244,579	48,357,724	48,151,691	48,341,785

(1) For the fiscal year 2009, the company paid a special dividend of 1.00 euro.

(2) The Board of Directors will propose an ordinary dividend of 1.90 euro at the Annual Shareholders' Meeting on May 11, 2011.

Key indicators

UNTIL 2003: FRENCH GAAP
FROM 2004: IFRS

in million euros	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Net sales	1,533.3	1,491.6	1,360.1	1,264.9	1,380.8	1,448.1	1,456.1	1,420.9	1,562.7	1,831.5
Income from operations	256.9	252.5	209.0	172.6	238.4	253.9	255.8	209.6	216.0	304.6
Normalized IFO				205.0	241.1	258.7	253.5	214.3	239.6	314.9
Capital expenditures	106	85	70	70	90 ⁽¹⁾	71	77	83	53	63
Free cash flow after acquisitions and disposals	73	186	160	157	99	147	116	143	126	222

UNTIL 2003: FRENCH GAAP
FROM 2004: IFRS

in euros	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Earnings per share or EPS	2.14	2.23	2.03	2.15	3.11	3.43	3.51	3.00	3.15	4.29
Dividend per share	0.65	0.80	0.80	0.90 ⁽²⁾	1.15	1.30	1.35	1.35	1.40 ⁽²⁾	1.90 ⁽³⁾

(1) Shelton real estate acquisition (11 million euros).

(2) A special dividend of 1.00 euro per share was paid for the years 2004 and 2009.

(3) The Board of Directors will propose an ordinary dividend of 1.90 euros at the Annual Shareholders' Meeting on May 11, 2011.

STATIONERY	FORMER ORGANIZATION				NEW ORGANIZATION ⁽¹⁾	
	2006	2007	2008	2009	2009	2010
Net sales in million euros	737.6	714.9	673.3	634.0	509.6	580.7
IFO Margin	14.4%	15.1%	13.4%	9.2%	8.5%	11.9%
Normalized IFO margin	14.9%	15.1%	14.1%	11.1%	9.6%	12.1%

LIGHTERS	2006	2007	2008	2009	2010
Net sales in million euros	394.6	390.3	376.9	398.9	480.8
IFO Margin	32.5%	32.1%	29.2%	32.1%	36.1%
Normalized IFO margin	32.5%	32.1%	29.2%	34.0%	36.2%

SHAVERS	2006	2007	2008	2009	2010
Net sales in million euros	253.8	266.7	264.3	268.8	307.8
IFO Margin	9.5%	8.2%	4.1%	11.3%	13.6%
Normalized IFO margin	9.9%	8.2%	4.1%	12.5%	14.2%

BIC® 3- and 4-blade one-piece shavers accounted for 49.4% of total BIC® one-piece sales in 2010.

OTHER PRODUCTS	FORMER ORGANIZATION				NEW ORGANIZATION ⁽¹⁾	
	2006	2007	2008	2009	2009	2010
Net sales in million euros	62.1	84.2	106.5	261.0	97.0	99.7

ADVERTISING AND PROMOTIONAL PRODUCTS	2009	2010
Net sales in million euros	288.4	362.6
IFO Margin	8.3%	7.6%
Normalized IFO margin	10.4%	9.2%

(1) Organization: since 2010 the product categories have been redefined and are now as follows: stationery (consumer), lighters, shavers, other products (consumer) and advertising and promotional products.

Letters

from readers

Our users from around the world keep up with the latest news and ask questions about our commitments.

FELL IN LOVE WITH BIC® PHONE

I recently discovered the rechargeable BIC® phone. Since I only use a cell phone occasionally, I didn't want to have a contract. The BIC® phone concept is really fun, and just what I need. I'm hoping there will be new designs for 2011.

Pascal P., Clermont-Ferrand, France

When I was visiting your website, I read that a BIC® lighter lights 3000 times compared to an average of 1500 for other lighters with a similar format. That's a huge difference! How do you do it?

Elena R., Santiago du Chili

Ed. – *We use one of the strongest plastics in the world, Delrin® made by DuPont de Nemours,*

while lower quality imported lighters use cheaper plastics that aren't as strong and can't withstand the pressure of the gas as well. The walls of those lighters have to be much thicker, so they contain less gas and don't give as many lights.

You're currently doing a lot of PR about sustainable development. Doesn't your newfound conscience come a bit late?

Jean-Paul W., Metz, France

Ed. – *We follow the philosophy of the Company's founder, Baron Bich: manufacture products using "just what's necessary." We do our utmost to design and manufacture products with the least amount of raw materials, without anything superfluous. Lightness, quality and long-lasting durability are the*

principles the Company has lived by since 1950.

I'm a teenager; I'm just starting to shave and I have trouble understanding what makes a 4-blade BIC® Comfort 4 any better. Can you tell me what the difference is?

John B., New York

Ed. – *If you're just learning to shave, this is the perfect choice. Thanks to the latest developments in technology, the blades move independently, distributing the pressure of the blades and providing optimum contact with the skin. There is also a wide lubricating strip that helps it glide more easily over the skin.*



SOCIÉTÉ BIC
14, rue Jeanne d'Asnières
92611 Clichy Cedex, France

Limited Company capital euros 185,494,856.66
Divided into 48,558,863 shares of euro 3.82
Quoted on Eurolist Euronext Paris
Isin: FR0000120966
Mnemonic: BB
Continuous quotation
552.008.443 registered in Nanterre, France

Design and production: agence **Aristophane**⁵
Redaction: Christophe Vidal
Photos credit: Kai Jünemann, BIC Group, Jack Burlot, Olivier Lecomte, Getty
This report is printed on FSC certified paper.
This document is available on
www.bicworld.com

www.bicworld.com www.bickids.com www.sheaffer.com www.mybiclighter.com
www.flickyourbic.com www.bicgraphic.com www.bicsport.com

Tipp-Ex

A hunter ~~SHOOT~~S a bear
The Digital buzz of 2010!

MORE THAN 40 MILLION VIEWS IN OVER 200 COUNTRIES



TYPE "TIPP-EX" ON YouTube
TO DISCOVER THE CAMPAIGN

THE CAMPAIGN
RECEIVED 4 AWARDS
AT THE 2011



**Cristal
Festival**

Tipp-Ex

**White and
rewrite**



SUMMER FUN FOR LESS



BIC

MORE FOR YOUR MONEY

- Triple and quad blade comfort
- Ergonomically designed handle
- Bright and beautiful colors
- Soothing Moisture Strip™