

BIC in touch

30

JUNE 2015

BIC Group Shareholders' letter

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“Ladies, gentlemen, dear shareholders...”

We delivered good Q1 2015 results, with solid sales performance across all geographies and an improvement in profitability.

Our consumer business posted robust organic growth in Lighters and Shavers, benefiting from distribution gains and new product launches. BIC Graphic confirmed positive sales momentum in an ever changing environment. The first three months of 2015 reinforce our confidence to achieve our full year objectives.

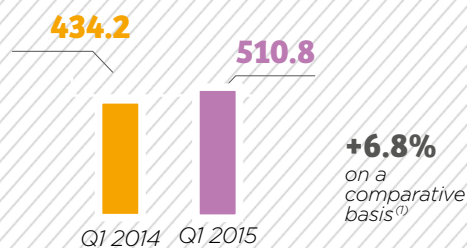
During the BIC Group Annual Shareholders' meeting, which was held on May 6, we discussed 2014 performance and first quarter 2015 results. We also presented new products such as the two new BIC® 4-Color™ pens, which offers a stylus and a fashion charm, and the shavers BIC® Flex 5™ for men and BIC® Simply Soleil® Clic for women.

/ Mario Guevara
BIC Chief Executive Officer

2015 First Quarter performance

NET SALES AS REPORTED

in million euros



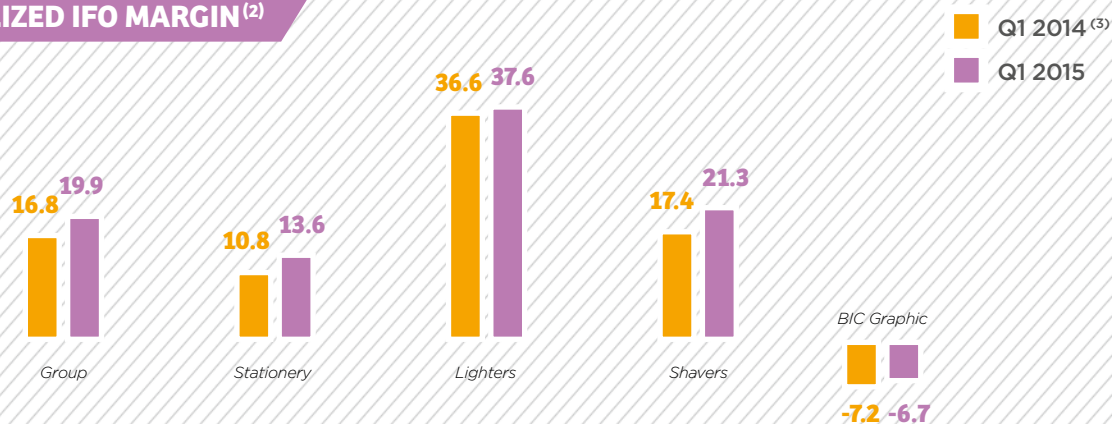
CHANGE IN NET SALES

On a comparative basis⁽¹⁾ by category in %



NORMALIZED IFO MARGIN⁽²⁾

in %



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

(2) **Normalized** means excluding restructuring for BIC Graphic, divestiture and real estate gains and the impact of retiree medical adjustments in the U.S.

(3) Restated from IFRIC 21.

http://www.bicworld.com/img/pdf/BIC_Q12015Results_PressRelease_22APR2015.pdf

Annual shareholders' meeting 2015

/ ANNUAL SHAREHOLDERS' MEETING

Annual shareholders' meeting – May 6, 2015

The Société BIC Joint Extraordinary and Ordinary Annual Shareholders' Meeting was held on Wednesday, May 6, 2015 in Clichy, France and was chaired by Mr. Bruno Bich, Chairman of the Board. The meeting gathered 184 people and the participation rate was 80.76% of the voting rights. Seven hundred sixty six shareholders present, represented or having voted by correspondence approved all of the tabled resolutions and notably the payment of an ordinary dividend amount of 2.85 euros per share, up 9.6% compared to last year's dividend.

Among the other approved resolutions:

- Financial statements for the full year 2014;
- Authorizations given to the Board of Directors to undertake operations with regards to shares of the Company (share buy backs and cancellations);
- The reappointment of Mr. John Glen, Mrs. Marie-Henriette Poinot, Société M.B.D. (represented by Mr. Edouard Bich) and Mr. Pierre Vareille as Directors of the Boards;
- The compensation elements for the fiscal year 2014 of Officers Mr. Bruno Bich, Mr. Mario Guevara, Mr. François Bich and Mrs. Marie-Aimée Bich-Dufour.

Find the results of the votes on www.bicworld.com/en/finance/meetings

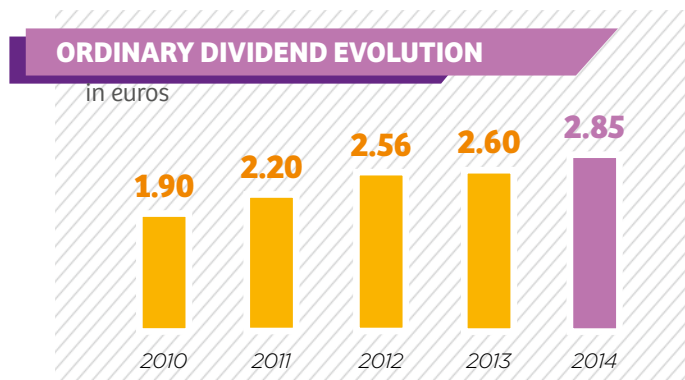


During the meeting, Bruno Bich, Mario Guevara (Chief Executive Officer) and Jim DiPietro (Chief Financial Officer) presented the 2014 results and operational trends.

Bruno Bich and Mario Guevara also presented the BIC business model. Simple, responsible, sustainable and value creator, this business model is based on historical values of the company and enables employees to daily apply the Group's vision: offer simple, inventive and reliable choices for everyone, everywhere, every time.

Bruno Bich and Mario Guevara explained the Group's long-term strategic priorities: accelerate sales growth in stationery, provide safety and quality for everyone, everywhere in the world in lighters, offer an ever increasing performance at a fair price for shaver users and progressive return to a profitable growth for BIC Graphic.

For the first time, BIC Annual Shareholders' Meeting was filmed. It is pre-recorded on the corporate website and available on www.bicag15.momentys.com



News

/ INTERVIEW

A BIC saga on the French TV, BFM Business

Bruno Bich was interviewed by the French TV station BFM Business for a segment broadcasted on April 8, 2015. The program, presented by Jean-Marc Sylvestre, focused on the Company's history, why BIC is successful today and the company's future plans, through new interviews and documents.

Watch the segment on bicworld.com website and on the Group's [YouTube](#) channel.

/ INDUSTRY

BIC awarded at the "Industry Trophies" (Trophées de l'Industrie) in France

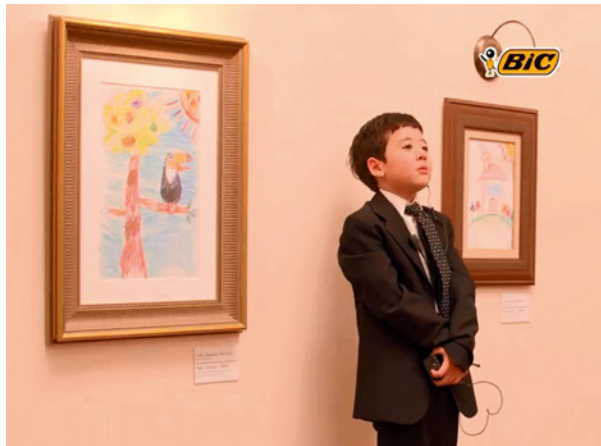
Upon the 2015 Industry Trophies organized by the *Société Industrielle du Nord de la France* in April, BIC Group received the prize for Plastics Manufacturing Industry, rewarding its policy for recruitment, welcome and integration of youth at Boulogne-sur-Mer and Samer (62, France) production sites.

At these production sites, BIC employs 250 persons and manufactures three million products each day for the world over; for several years, it has actively promoted the jobs in the field of plastics manufacturing through internships and meetings (visits in college, job fairs, etc.).



/ CAMPAIGN

"Little Artists" for the back-to-school in Brazil



Brazil launched the campaign "Little Artists" for their back-to-school season in 2014 and repeated the campaign again in 2015 for the whole BIC[®] Coloring range, Evolution[™], Visa[™] and Plastidecor[®]. The campaign positions BIC[®] as a full-line supplier for a child's development.

Through TV spot and print ads, the campaign aimed at strengthening the emotional link between the parents and the brand by communicating in a fun and unique way that the drawings of all the children are a piece of art, supported by the quality of the BIC[®] products. A piece of art not only to the eyes of the parents but most importantly to the children when expressing themselves.

/ PARTNERSHIP

BIC[®] Kids partners with Swatch[®] Flik Flak in Australia



In Australia, Swatch[®] Flik Flak, a children's watch range, choose to partner with BIC[®] for a back-to-school offer in January.

BIC provided a BIC[®] Kids coloring product with every Flik Flak product

purchased. This collaboration was made around an educational message to make telling the time a fun and educational exercise for children.

/ STATIONERY

BIC[®] classics in colorful version

This year available in France, BIC offers a variety of flashy and acid colors for its major classic products.

BIC[®] Cristal[®] Fun ballpoint pen with a large point delivers fluid writing; the cap and end plug color matches the new fun ink colors.

BIC[®] M10[®] Original Ultra Color ballpoint pen offers five bright barrel colors with blue ink.

BIC[®] Atlantis[®] Fun ballpoint pen has four new barrel colors and a fine design for a very smooth writing experience.

BIC[®] Atlantis[®] Exact Fun is equipped with a needle point for a precise, smooth writing and is available in four new ink colors.

BIC[®] 4 Colours[™] & Charm ballpoint pen offers four fashion colors of ink in one pen (pink, purple, turquoise and lime green) and a fashionable jewelry charm.

TIPP-EX[®] Mini Pocket Mouse[®] Fashion gives the choice for four colored rollers in an ultra-compact design for high quality coverage that allows for instant rewriting.



/ STATIONERY

BIC[®] license with The Minions in Asia

In 2015, BIC Asia is launching a decorated range of products that feature the Minions, which are the world famous characters of the film, *Despicable Me*. The range includes ballpoint pens, graphite pencils, highlighters and coloring crayons and targets young users; it helps develop increasing renown of the BIC[®] brand as well as new distributions. The products are available in South Korea, Singapore and Thailand, extending to other Asian countries.



/ STATIONERY

A campaign for back-to-school in Tunisia

BIC launched a large campaign for the back-to-school period in Tunisia, in order to strengthen the brand visibility among users, especially families with children.

Activated from end of August to September 2014, this campaign included posters in streets, main highways and shopping centers, as well as buses, bus shelter and in-store displays.



/ LIGHTERS

Super Bowl lighters in the United States

To celebrate the passion that Americans have for American football, BIC Consumer Products USA has launched the Special Edition[®] Super Bowl Champion Series Lighters, which feature 2015 Super Bowl Champions, the New England Patriots - the team based in the Boston area. BIC's Milford (Connecticut) facility went into production immediately following the Super Bowl to manufacture the lighters in real time.

Fans were invited to comment on the championship on the BIC Flickers Facebook page and through the "Complete the Convo" program where consumers complete the conversation between two lighters.



Actualités

/ CAMPAIGN

Men, it's Time to Smooth Up

BIC Consumer Products USA has launched its "Men, it's Time to Smooth Up" campaign in support of the new BIC[®] Flex 5[™] shaver. From March through December, the campaign will engage consumers, media and influencers through digital media, public relations, unique content partnerships, social media, FSIs and in-store displays. Digital ads about Flex 5[™] are running on sites frequented by millennial men.

A new microsite* has been launched, showing online videos created on the occasion, as well as a Twitter account, @BICRazors.

To kick off the launch of the new BIC[®] Flex 5[™] shaver, an exclusive event was hosted in New York City for media on Wednesday, March 4, 2015. Reporters from men's magazines were invited to experience the new BIC[®] Flex 5[™] shaver and representatives from Fellow Barber, a renowned New York City barbershop, were onsite to perform shaves using the new product.



Discover the Internet site <http://bicflexrazors.com/#/us>

/ CAMPAIGN

New BIC[®] 1 media plan for Sub-Saharan Africa

The new BIC[®] 1 campaign is being broadcast in Ivory Coast, Ghana, Nigeria and Cameroon, countries where this iconic product holds a leading position.

This campaign highlights the main functional benefits to consumers: closeness, hygiene, convenience and affordability - BIC[®] 1 is valued by consumers of all ages and socio-economic backgrounds. TV commercial, radio and billboard advertising deliver the same key message: "BIC[®] 1 Razor ... so unique, so many reasons to love it!".

No doubt that this will establish BIC[®] 1 as the best shaving solution for the region!



/ DIGITAL

BIC Graphic app

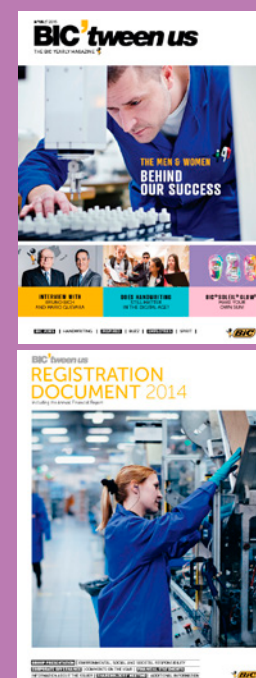


BIC Graphic catalogue comes with a digital application, the BIC Graphic app, which provides an incredible experience of Augmented Reality - a mix between the digital BIC[®] pen that appears in 3D and the real world through the camera of your smartphone or tablet.

The BIC Graphic app, also offers the possibility of configuring the color of the pen components, and to watch a video of the item.

What's new?

/ 2015 PUBLICATIONS



The 2014 BIC Group Annual report is available on the bicworld website. This is the fifth edition of BIC tween us, a document that reads like a magazine with this year's focus on teams through a photo report about BIC jobs and an infographics, a point about handwriting, the buzz of the year and artist corner. The Registration document and the Sustainable development report are also available. Discover these interactive documents at <http://www.bicworld.com/en/finance/publications>

COMPANY'S DETAILS

- _ Limited company Capital: 183,115,806.50 euros
- _ Divided into 47,936,075 shares of common stock, per value 3.82 euros

Listed on: Euronext Paris
Isin: FRO000120966
Mnemonic: BB
Continuous quotation
 552.008.443 registered in Nanterre, France

FINANCIAL AGENDA

- _ **30 July 2015**
 2nd Quarter and 1st Half 2015 results
- _ **21 October 2015**
 3rd Quarter 2015 results

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