

BIC Group

Half Year 2007 Results



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1st Half 2007 Operational Highlights

	Net Sales growth on a comparative basis*	Normalized* IFO growth on a comparative basis*	Normalized* IFO margin
Group	+4.5%	+2.8%	17.2%
Stationery	-1.4%	+4.2%	15.7%
Lighters	+5.9%	+6.9%	32.8%
Shavers	+14.4%	-26.5%	5.1%

- Stationery**
 - Timing effect on sales
 - IFO margin improvement
- Lighters**
 - Good sales performance
 - Growth of normalized IFO
- Shavers**
 - Continuous success of triple-blade one-piece shavers
 - IFO was impacted by the investment in BIC® Soleil® System

→ Group 1st Half results are in line with Group objectives and full year guidance

*see glossary on page 22

Key Figures

<i>BIC Group</i> <i>In million euros</i>	1 st Half 2006	1 st Half 2007	Change	Change on a comparative basis*
Net Sales	719.5	729.0	+ 1.3%	+ 4.5%
Gross Profit	351.6	359.5	+ 2.2%	+ 5.2%
Income from Operations	122.2	125.7	+ 2.9%	+ 5.8%
Normalized* IFO	125.8	125.7	0.0%	+ 2.8%
Income before Tax	122.9	131.3	+ 6.8%	+ 9.7%
Group net income	80.4	86.6	+ 7.6%	+ 10.8%
Tax rate	34.4%	33.6%		
EPS	1.61	1.76	+ 9.2%	+ 12.4%
Normalized* EPS	1.65	1.76	+ 6.1%	+ 9.2%
Number of shares ⁽¹⁾	50,036,313	49,323,127		


● Currency fluctuation had a negative impact of 4.7 points on sales growth (mainly due to USD) and 4.8 points on income from operations

⁽¹⁾ Weighted average number of shares net of treasury shares
 *see glossary on page 22


Normalized IFO

<i>BIC Group</i> <i>In million euros</i>	1 st Half 2006	1 st Half 2007	Change
As Reported	122.2	125.7	+ 2.9%
Non Recurring			
Gain on Real Estate	0	0	
USA Restructuring*	- 3.6	0	
Normalized	125.8	125.7	-

* included in cost of goods


Gross Margin		
1st Half 2006 Gross Margin		48.9%
Change vs. 2006		
Material price increase offset by price adjustments		0.0 points
USA restructuring		+ 0.9 points
System Shaver launch		- 0.2 points
Volume / FX / Other		- 0.3 points
Total change		+ 0.4 points
1st Half 2007 Gross Margin		49.3%

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IFO and Normalized IFO Margins		
1st Half 2006	IFO	Normalized*
	17.0%	17.5%
Change vs. 2006		
Gross margin increase	+ 0.4 points	- 0.1 points
Freight & distribution	0.0 points	0.0 points
Brand support	- 1.1 points	- 1.1 points
Operating expenses	+ 0.8 points	+ 0.8 points
Other operating income/(expense)	+ 0.1 points	+ 0.1 points
Total change	+ 0.2 points	- 0.3 points
1st Half 2007	17.2 %	17.2 %

*see glossary on page 22

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Finance costs / revenue 

BIC Group
In million euros

	1 st Half 2006	1 st Half 2007
IFO	122.2	125.7
Interest income	3.7	5.7
Finance costs	-3.0	-0.1
Income before Tax	122.9	131.3

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Tax rate 

- 1st Half 2006 effective tax rate 34.4%
- Full Year 2006 effective tax rate 33.6%
- ➔ 1st Half 2007 effective tax rate 33.6%
- Full Year 2007 target range 33 - 34%

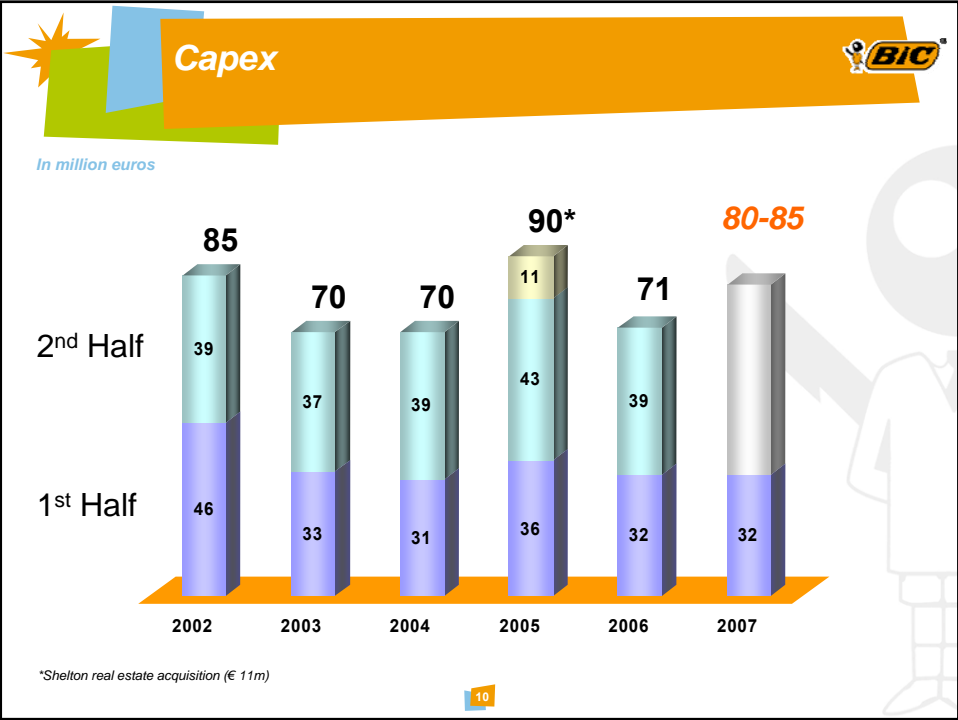
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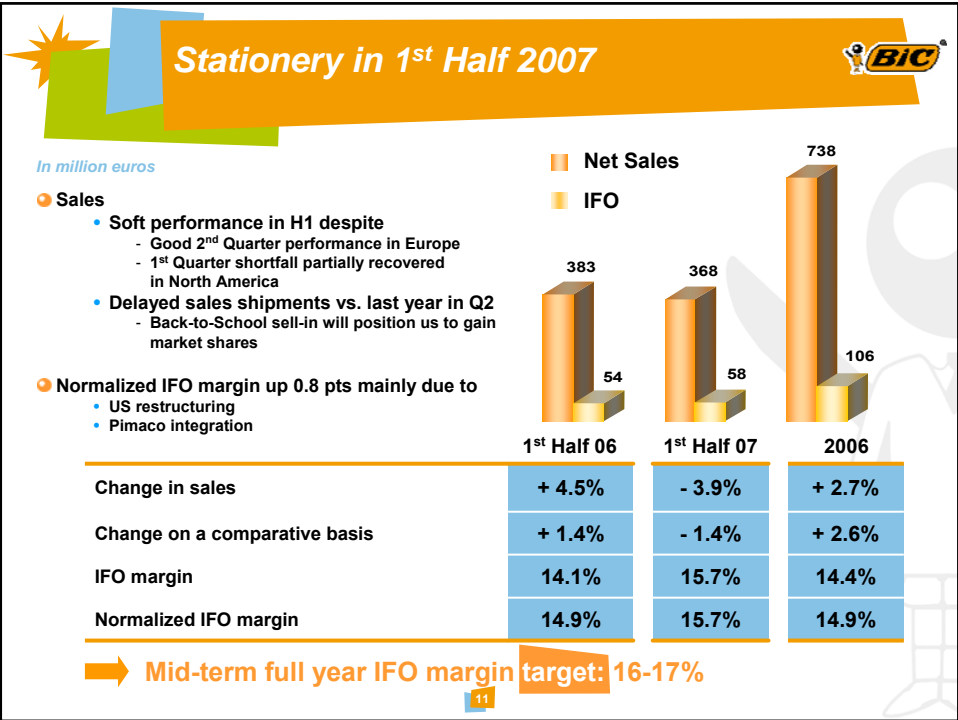
Focus on Balance Sheet


BIC Group
In million euros

	June 2006	Dec. 2006	June 2007
Working Capital	462	413	499
of which inventories	321	294	337
of which trade and other receivables	377	348	400
of which trade and other payables	-112	-94	- 104
Cash and cash equivalent	47	167	124


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BTS 2007 – North America 

WAL*MART



OfficeMax

STAPLES



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Stationery New Products - 1 

Cristal® Clic



The retractable version of the n°1 Ball Pen in the world

BIC Reaction™ Ball pen and Gel

To bring more writing comfort to consumers thanks to its unique spring effect



BIC Easy Clic™ Roller

Building on the huge success of our new fountain pen BIC Easy Clic, we now offer a Roller version with the same unique side opening device. A revolution in Rollers with a warm welcome from the Trade



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Stationery New Products - 2



Mini BIC Matic



A new "mini" Mechanical Pencil Classic to reinforce the strong BIC Matic franchise and accelerate growth

Retractable Permanent Marker



To bring the convenience of a retractable marker to consumers

Mark•it® Color Collection




36 colors in a reusable case to appeal to the consumer crafting trend



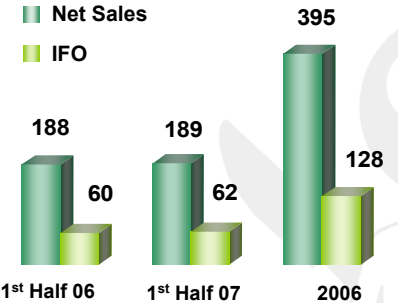
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Lighters in 1st Half 2007



In million euros

- Sales up 5.9%
 - Growth in Europe despite pressure from Asian imports
 - Strong performance in North America and Latin America
- Normalized IFO margin up 0.8 points
 - Favorable volume absorption



	1 st Half 06	1 st Half 07	2006
Change in sales	+ 9.6%	+ 0.3%	+ 5.9%
Change on a comparative basis	+ 3.9%	+ 5.9%	+ 5.6%
IFO margin	32.0%	32.8%	32.5%
Normalized IFO margin	32.0%	32.8%	32.5%

➔ Minimum mid-term IFO margin target: 26-27%

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Lighter Highlights

Child-Resistant regulation in Europe

- No market disruption to date
- Demand for CR lighters increasing
 - 32% of BIC® lighters sold to the trade in Europe were CR compliant at the end of June (vs. 8% at the end of March 07)
 - Close to 100% of BIC® lighters sold to the trade in Europe should be CR compliant by the end of the year
- Continuing information campaign towards the Trade



- Active lobbying towards the European Union and the countries' regulation authorities

New products



BIC Gripper case



Mini metal series case



U 140 Utility lighter

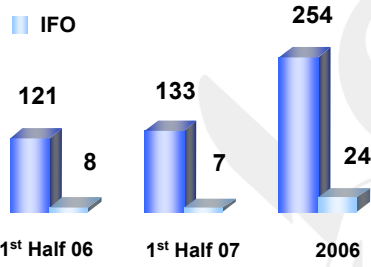
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Shavers in 1st Half 2007

In million euros

- Sales performance driven by
 - Growth in North America, Europe and Latin America
 - Continued success of our one-piece triple-blade portfolio
 - Launch of BIC® Soleil® System in USA & UK
- IFO margin impacted by advertising and promotion expenses linked to BIC® Soleil® System marketing effort
 - Majority of brand support launch investments made in the 1st half

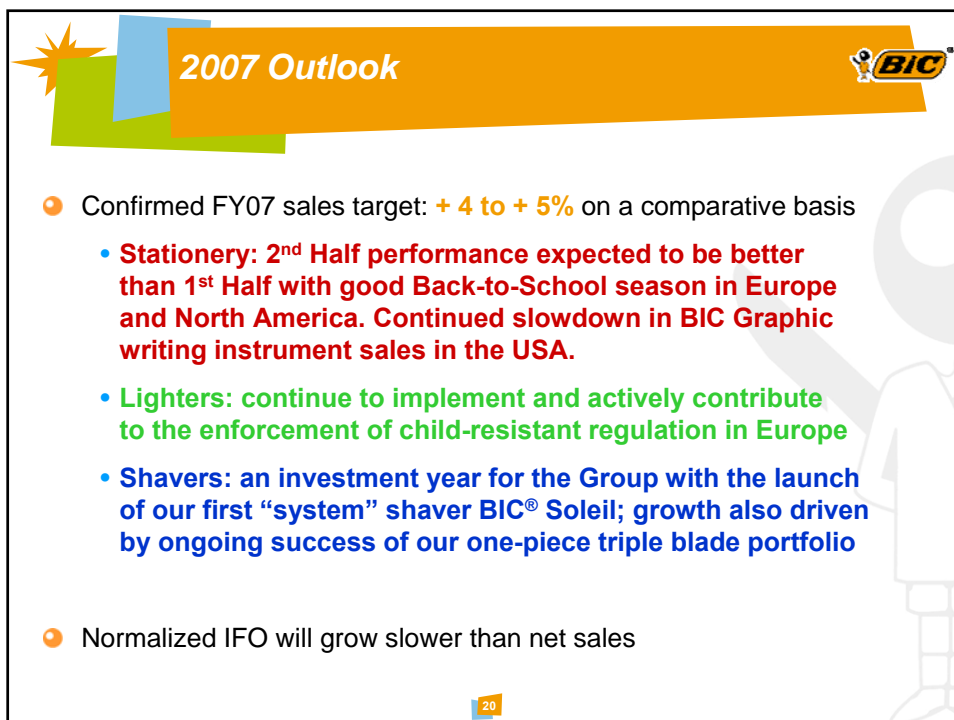
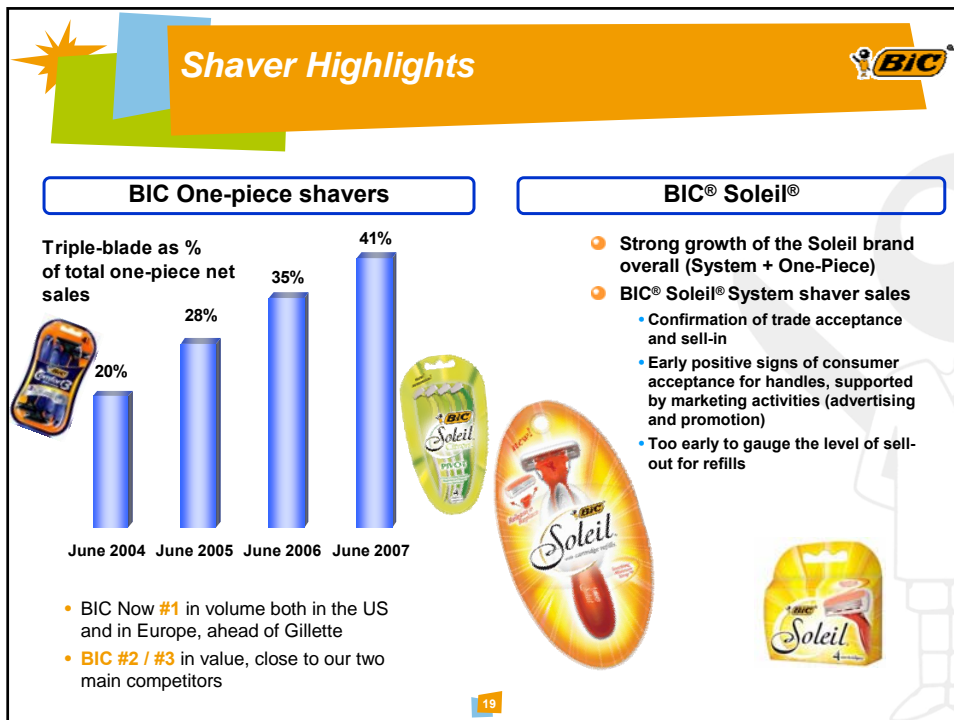
■ Net Sales
■ IFO




	1 st Half 06	1 st Half 07	2006
Change in sales	+ 10.8%	+ 9.7%	+ 6.3%
Change on a comparative basis	+ 6.6%	+ 14.4%	+ 6.2%
IFO margin	6.6%	5.1%	9.5%
Normalized IFO margin	7.3%	5.1%	9.9%


➔ Mid-term IFO margin target: 11-13%



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Calendar




 9 months 2007 Net Sales	October 30, 2007
 Full Year 2007 Net Sales	January 17, 2008






Glossary



- **Normalized IFO:** *normalized means excluding USA restructuring and real estate gains*
- **On a comparative basis:** *comparative basis means at constant currencies and at comparable perimeter. For the 1st Half 2007, comparative basis excludes the additional sales of Pimaco (consolidated from October 1, 2006). There was no change in perimeter in the lighter and shaver categories. Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.*



BIC Group
Half Year 2007 Results

Appendix




1st Half 2007 Highlights on share buyback program and authorized capital

- Share buyback:
in 1st Half 2007, BIC bought 68,000 shares
- As of June 30, 2007, the authorized share capital of SOCIÉTÉ BIC is made up of 49,704,361 shares

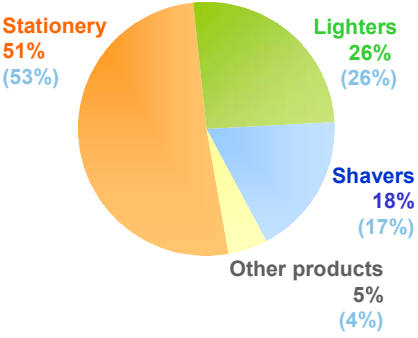
Restructuring in the US

- Estimated impacts: \$ 90m
- \$ 25m related to pension reflected as an adjustment to equity
- P&L impact: \$ 66m vs estimation of \$ 65m, with \$ 35m non-cash
 - Full Year 2004: \$ 51m (€40m)
 - Full Year 2005: \$ 9m (€7m)
 - Full Year 2006: \$ 6m (€5m)
- Expected savings: \$ 25m on a full year basis in 2007 (2006 savings: \$18m)
 - Half year 2007 incremental:
 - \$ 3.9m (€2.9m) in cost of goods
 - \$ 0.8m (€0.6m) in OPEX
- Payback: approximately 3.5 years and a little less than 2 years on a cash basis



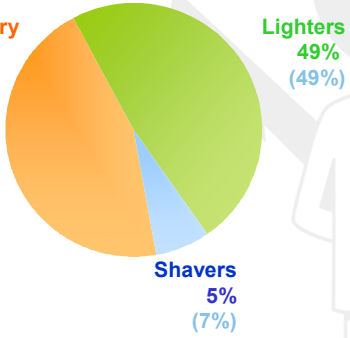
1st Half 2007 Category Breakdown

Net Sales




Category	2007	2006
Stationery	51%	(53%)
Lighters	26%	(26%)
Shavers	18%	(17%)
Other products	5%	(4%)

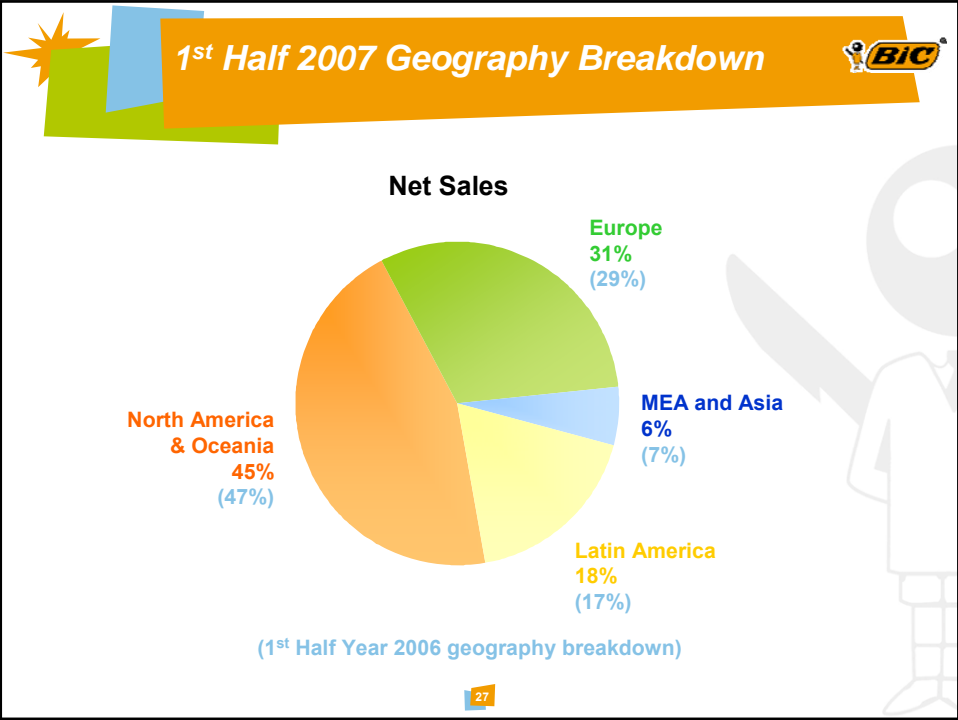
IFO



Category	2007	2006
Stationery	46%	(44%)
Lighters	49%	(49%)
Shavers	5%	(7%)

(1st Half Year 2006 category breakdown)





Currency Impact on Sales

<i>BIC Group</i>	As reported	At constant currencies
Europe*	+ 8.0%	+ 7.8%
North America and Oceania	- 2.8%	+ 4.3%
Latin America	+ 6.3%	+ 11.9%
MEA** and Asia	- 12.2%	- 5.9%
Total Group	+ 1.3%	+ 6.0%

* Western and Eastern Europe
** Middle-East and Africa

Other operating income / (expense)		BIC	
<i>In million euros</i>			
<ul style="list-style-type: none"> 1st Half 2006 			
Gain & loss on PP&E	1	} Non-recurring impact	
Other restructuring and impairment	(1)		

1st Half 2006 impact	(0)	} Change 07/06	€ 1m
<ul style="list-style-type: none"> 1st Half 2007 			
Gain & loss on PP&E	1		

1st Half 2007 impact	1		

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Condensed Balance Sheet		BIC			
<i>BIC Group</i>					
<i>In million euros</i>					
	June 30 2006 ⁽¹⁾	Dec. 31 2006	June 30 2007	Change vs. Dec 06	Change vs. Jun 06
Non-current assets	709	731	716	(15)	7
Current assets	773	715	800	85	27
Cash & cash equivalents	73	177	145	(32)	72
Total Assets	1,555	1,623	1,661	38	106
Shareholder's equity	1,048	1,110	1,148	38	100
Minority interests	2	2	-	(2)	(2)
Non-current liabilities	200	219	196	(23)	(4)
Current liabilities	305	292	317	25	12
Total liabilities and shareholders' equity	1,555	1,623	1,661	38	106

⁽¹⁾ Restated of the impact of the retroactive application of SoRIE IAS 19 amendment

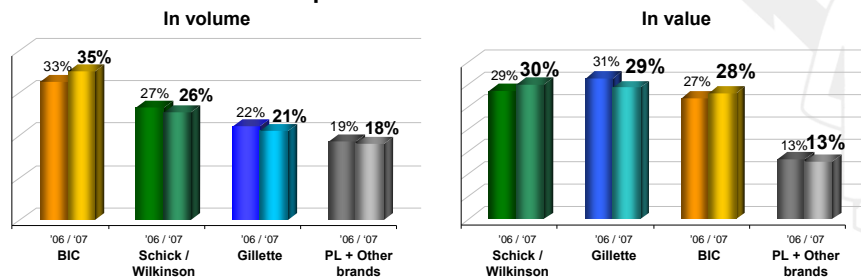
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Triple-blade (and quad-blade) shavers in the US



- YTD report shows BIC's volume share leadership growing in Triple/Quad-blade segment, ahead of both Gillette and Schick
- Key drivers: continued success of BIC® Soleil™, BIC Comfort 3® and BIC Comfort 3® Advance™ ranges

Market Share of one-piece Triple/Quad-blade shavers



Source: IRI - US FDMX YTD - Period ending 1-Jul-07

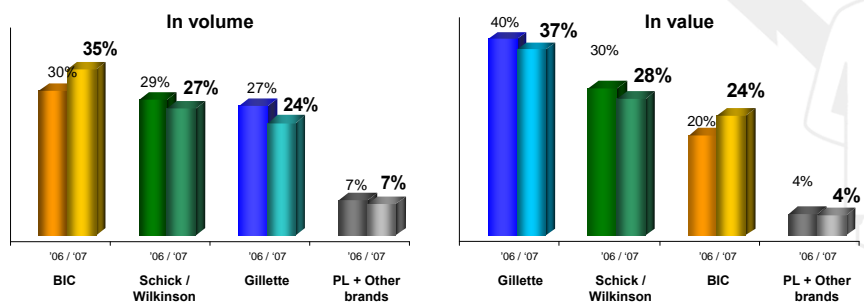
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Triple-blade shavers in Europe



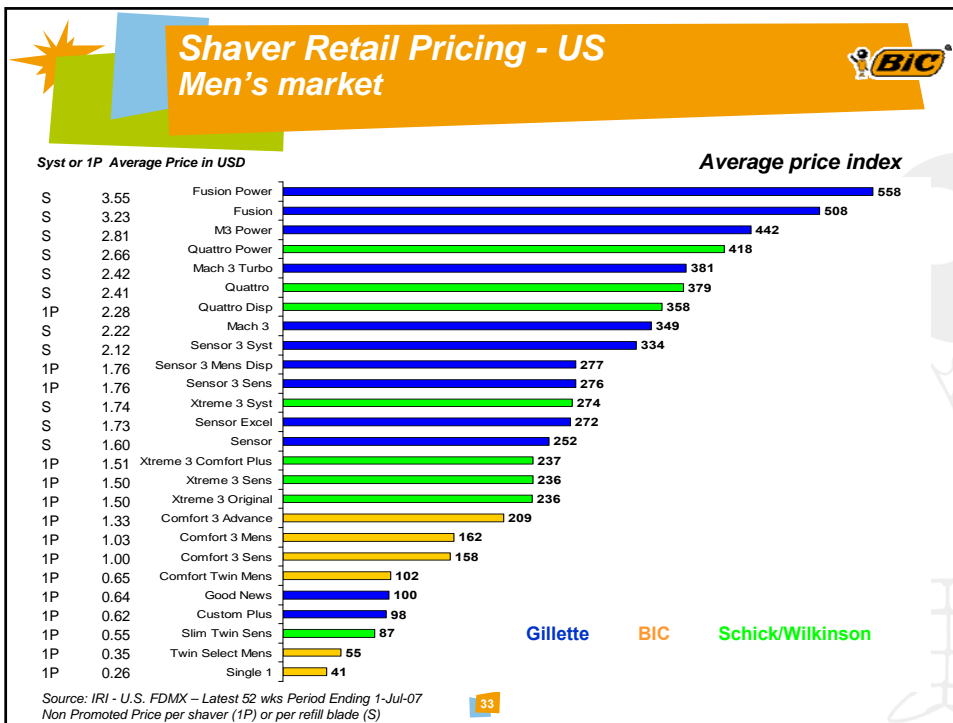
- In Europe, BIC has #1 volume share of triple-blades, ahead of Gillette. BIC is the driver of market growth, both in volume (+5pts vs. 06) and value (+4pts vs. 06)
- Key driver: the launches of BIC® Pure 3™ Lady, Comfort 3® Advance and BIC® 3

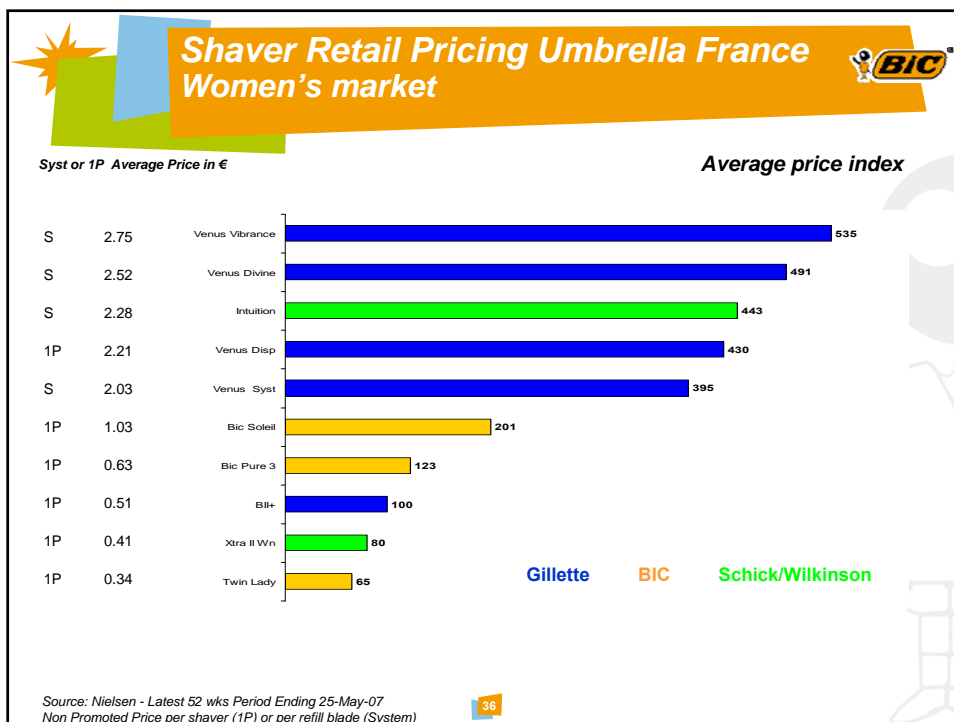
Market Share of one-piece triple-blade shavers




Source: AC-Nielsen - YTD - Period ending End Apr 07 - Total Europe 5

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Disclaimer 

This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties.

A description of the risks borne by BIC appears in section "Risks and Opportunities" of BIC "Reference Document" filed with the French financial markets authority (AMF) on April 4th, 2007

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