

BIC

Group



Q2/H1

2007

Net Sales

JULY 19, 2007

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H1 2007 Group Net Sales Highlights

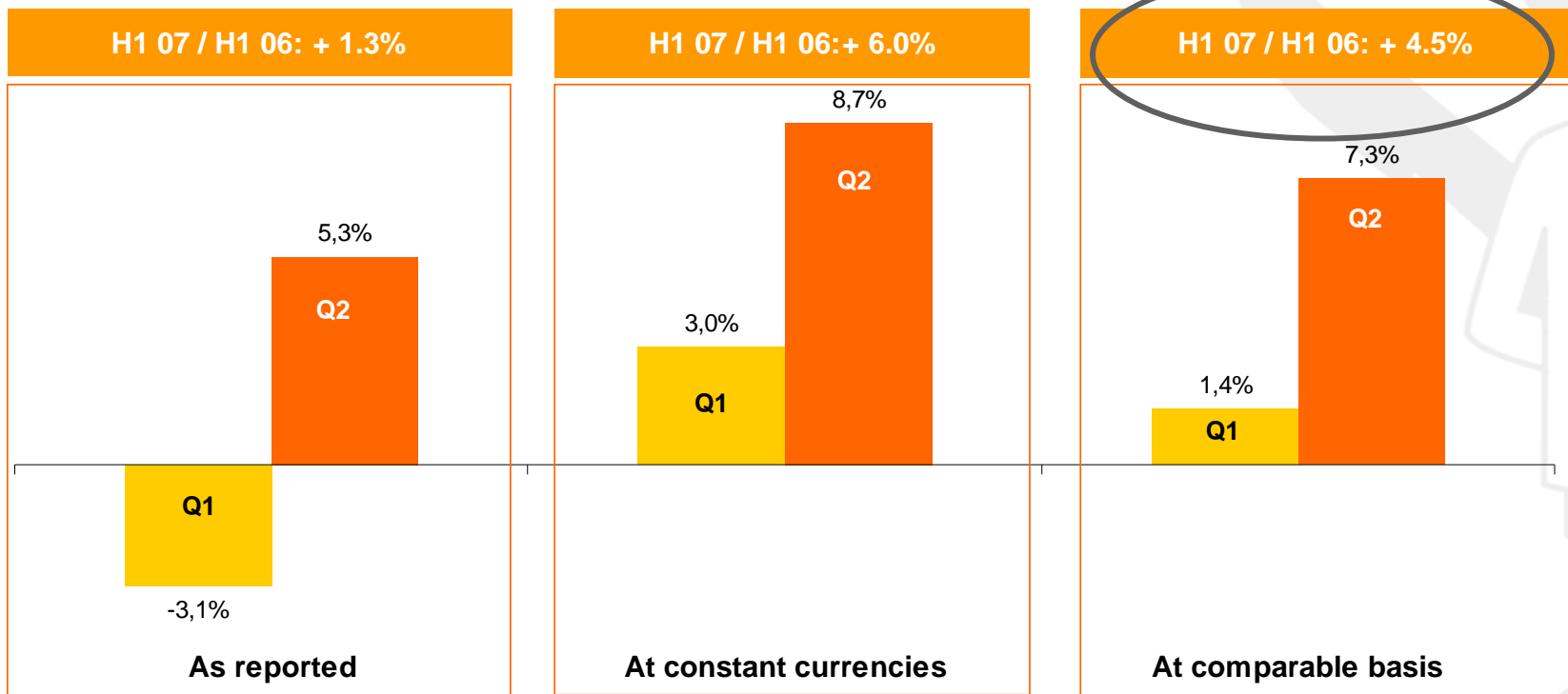


In million euros

Q2 06 Group Net Sales	Q2 07 Group Net Sales
378.5	398.6

H1 06 Group Net Sales	H1 07 Group Net Sales
719.5	729.0

Year on Year Changes



1st Half Net Sales in line with Full Year Guidance

Stationery



Organic Year on Year Changes by Quarter

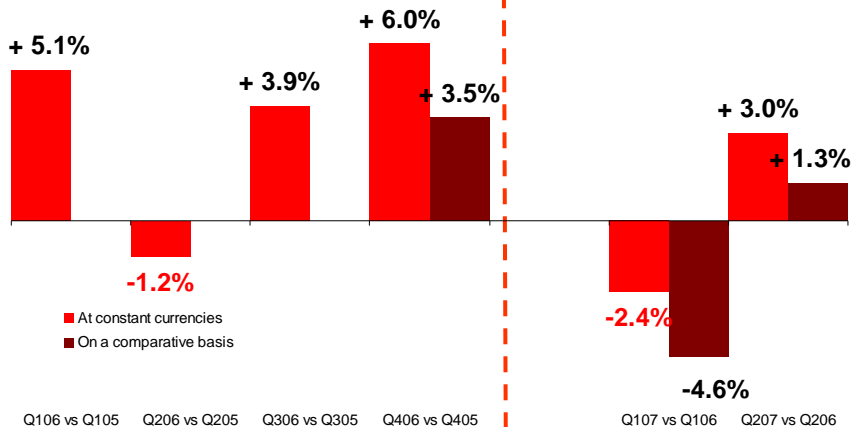
FY 2006 vs FY 2005: +3.2% @CC

FY 2006 vs FY 2005: +2.6% @CB

H106 vs H105 : +1.4% @CC

H107 vs H106: +0.6% @CC

H107 vs H106: -1.4% @CB



<i>In million euros</i>	Q2 06	Q2 07
Net Sales	209.2	208.6
	H1 06	H1 07
Net Sales	383.1	368.2

- Good 2nd Quarter performance in Europe
- North America:
 - 1st Quarter shortfall partially recovered
- Brazil:
 - Pimaco integration on track
- Delayed sales shipments vs. last year in Q2
- Back-to-School sell-in will position us to gain market shares

Lighters

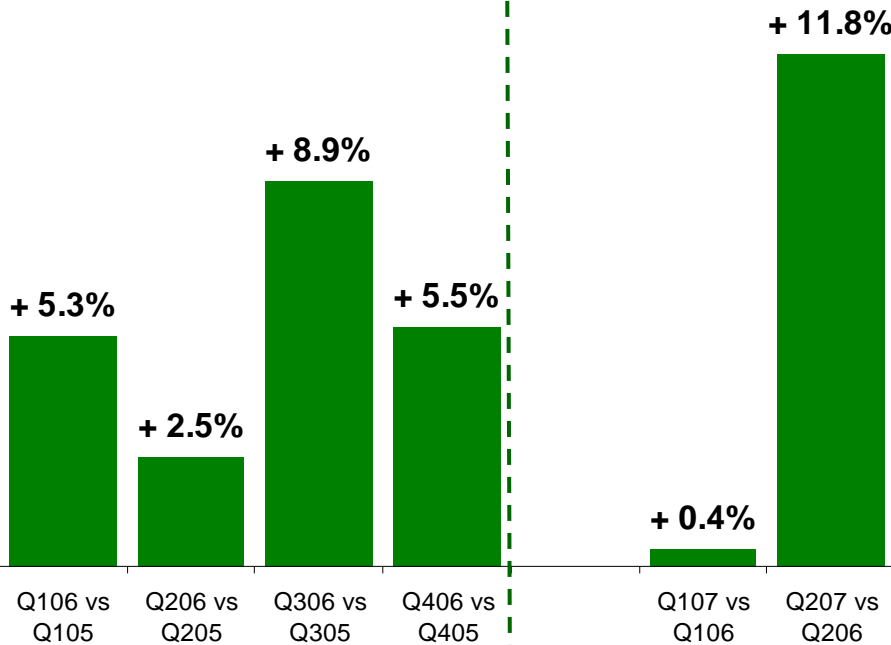


Organic Year on Year Changes by Quarter

FY 2006 vs FY 2005: + 5.6% @CC

H106 vs H105: + 3.9% @CC

H107 vs H106: + 5.9% @CC



■ At constant currencies

In million euros

Net Sales

Q2 06

90.3

Q2 07

97.2

Net Sales

H1 06

188.2

H1 07

188.8

- Growth in Europe for the fourth consecutive Quarter, despite pressure from Asian imports.
- Child-resistant regulation implementation 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)
 - Continuing information campaign towards the Trade

Shavers

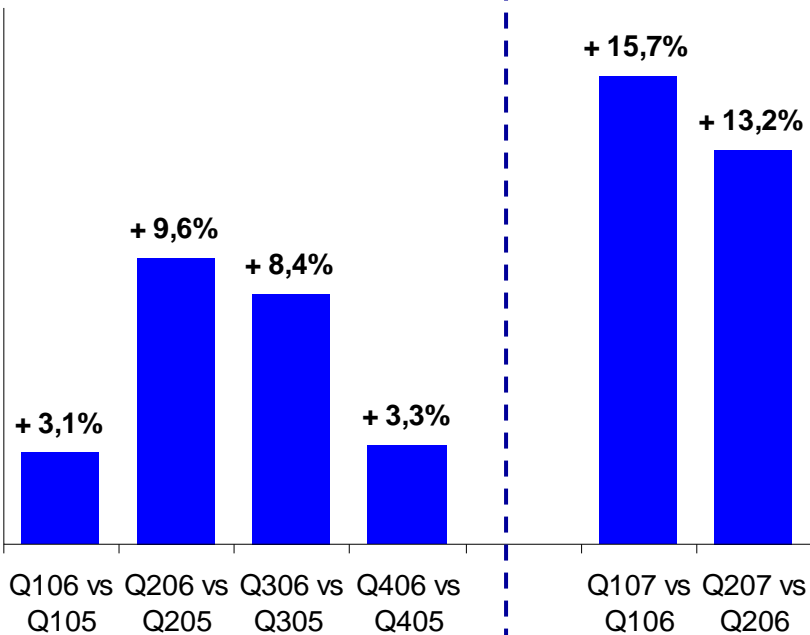


Organic Year on Year Changes by Quarter

FY 2006 vs FY 2005: +6.2% @CC

H106 vs H105: + 6.6% @CC

H107 vs H106: + 14.4% @CC



■ At constant currencies

<i>In million euros</i>	Q2 06	Q2 07
Net Sales	64.6	71.2
	H1 06	H1 07
Net Sales	121.1	132.9

- 2nd Quarter performance driven by North America and Europe
- Triple-blade shavers represented 41% of total one-piece shaver sales in H107 (vs. 35% in H106)
- BIC® Soleil® System shaver sales continue to be in line with our plan:
 - Confirmation of trade acceptance and sell-in
 - Early positive signs of consumer acceptance for handles, supported by marketing activities (advertising and promotion)
 - Too early to gauge the level of sell-out for refills

Other Products



Organic Year on Year Changes by Quarter

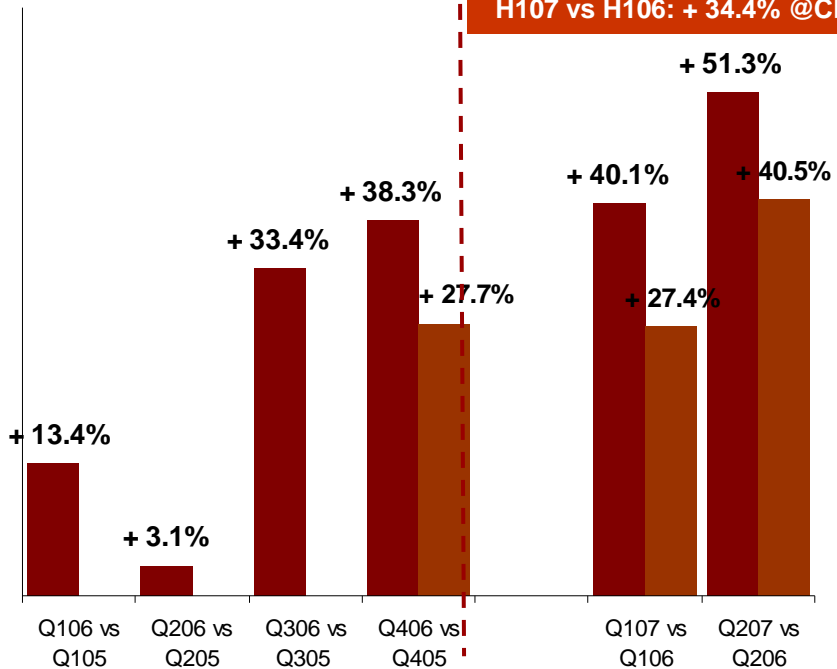
FY 2006 vs FY 2005: +22.1% @CC

FY 2006 vs FY 2005: +19.1% @CB

H106 vs H105: + 7.6% @CC

H107 vs H106: + 46.1% @CC

H107 vs H106: + 34.4% @CB



■ At constant currencies

■ On a comparative basis

In million euros

Net Sales

Q2 06

14.4

Q2 07

21.6

H1 06

27.1

H1 07

39.1

Net Sales

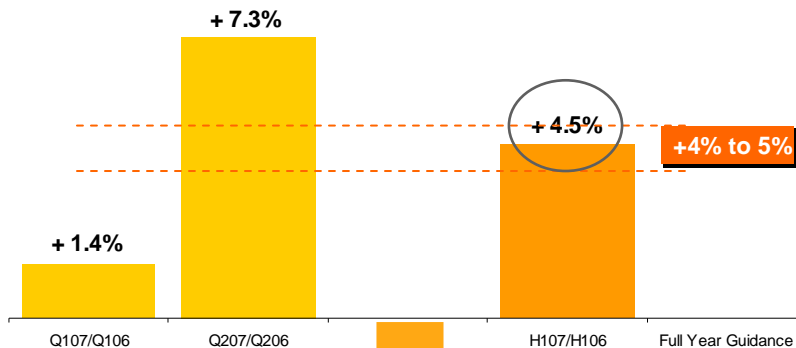
- Positive impact of the introduction of new products in 2nd Half 2006
- Perimeter:
 - Positive impact of Pimaco divisions in Latin America (10.8 points in Q207 vs. 12.7 points in Q107)

Conclusion



1st Half 2007 Net Sales in line with Full Year guidance

Growth on a Comparative Basis



Stationery

- Good Back-to-School season expected in Europe and North America to offset stationery soft performance in the 1st Half

Lighters

- Positive trend for lighters confirmed in Europe in the 2nd Quarter of 2007
- Good performance in North America
- No market disruption linked to child-resistant regulation implementation in Europe to date

Shavers

- Continued positive trend confirmed for one-piece triple-blade shavers (BIC[®] Comfort 3 Advance, BIC[®] Soleil[®], ...)
- Encouraging response from trade for our System shaver BIC[®] Soleil[®] with cartridge refills and early signs of good consumer acceptance for handles

2007 full year guidance confirmed

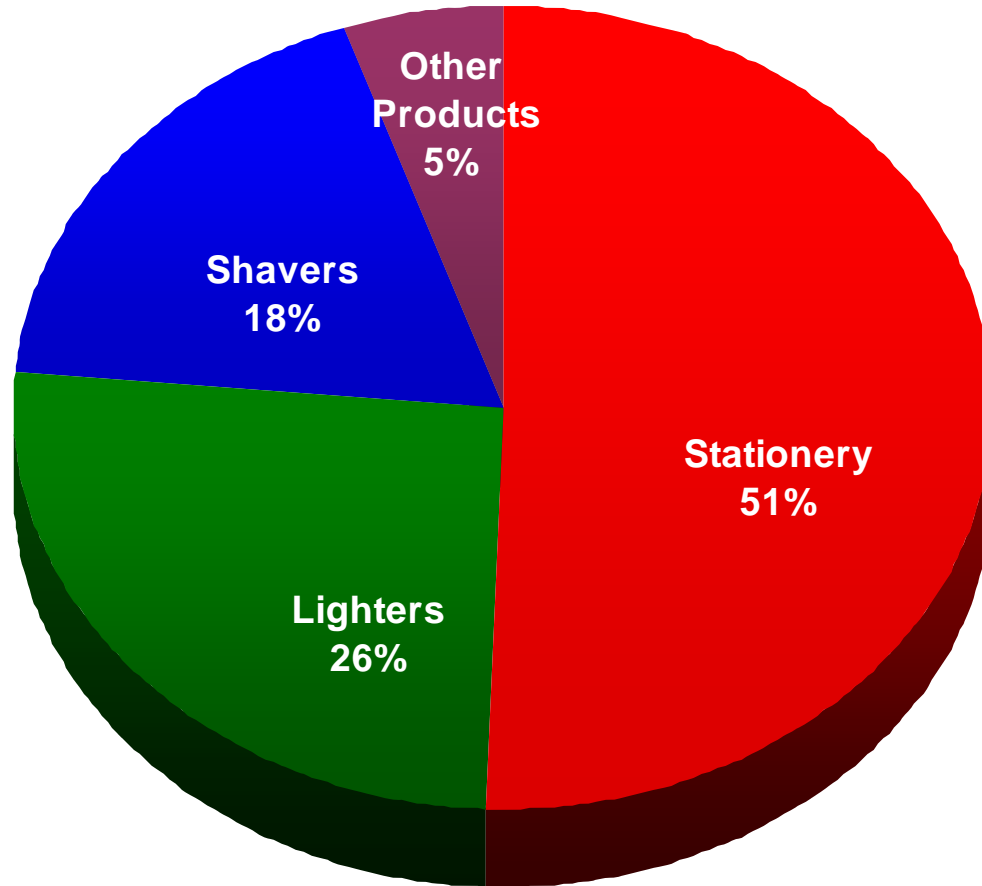
→ + 4% to +5% sales growth on a comparative basis

→ Normalized IFO growth slower than sales growth

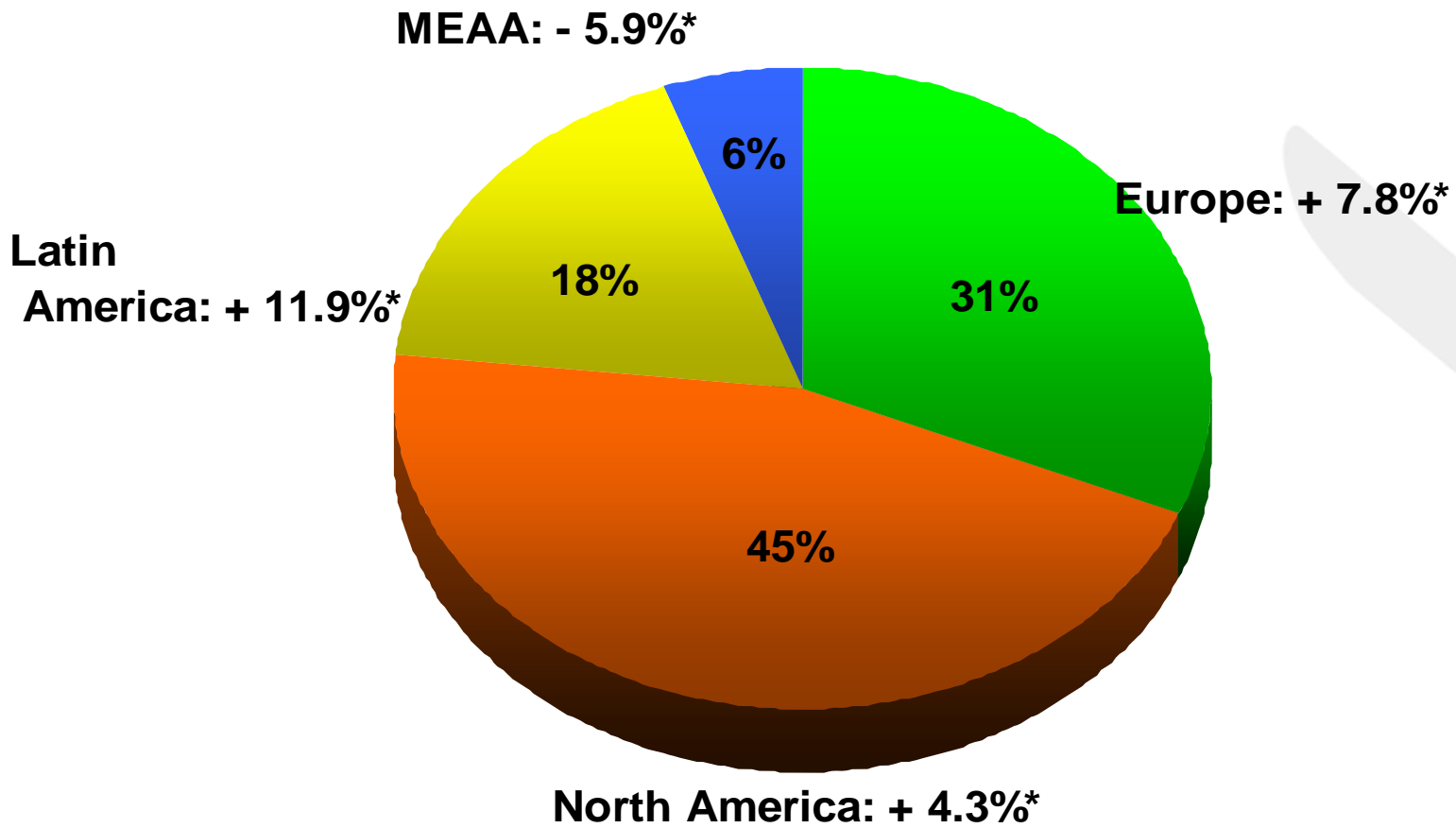
Appendix



1st Half 2007 Net Sales breakdown by category



1st Half 2007 Net Sales breakdown by geography



*: at constant currencies

2007 Agenda



 1st Half 2007 Results August 30, 2007
→ Conference call and web cast schedule at 3pm Paris time

 3rd Quarter 2007 figures October 30, 2007



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