



BIC Group

**Full Year and Quarterly 2009 figures
based on 2010 new reporting structure**



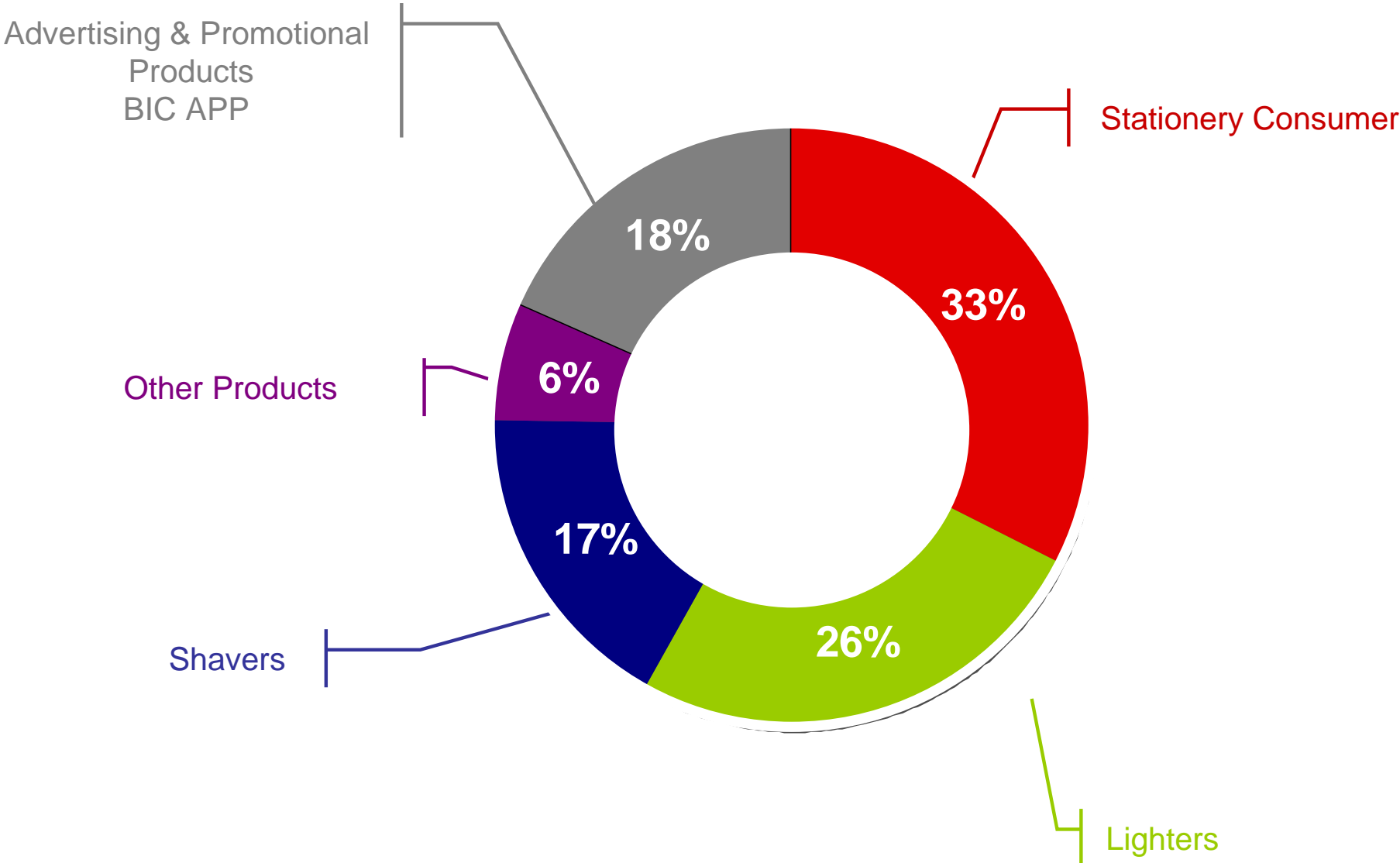
Starting from Q1 2010, BIC Group will report its results under the following structure

- Consumer Business
 - Stationery
 - Lighters (includes both consumer and promotional products)
 - Shavers
 - Other Products
- Advertising & Promotional Products (BIC APP)

This document summarized 2009 quarterly figures by category, based on the new reporting structure.

Q1 2010 results will be released on 21-APRIL-2010

2009 Net Sales breakdown by category



Group Quarterly figures



<i>BIC Group</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	308.4	404.7	415.0	434.6	1,562.7
<i>YoY actual changes</i>	+0.1%	+3.1%	+14.0%	+21.9%	+10.0%
<i>YoY changes at constant currencies*</i>	-0.8%	+0.7%	+14.3%	+25.6%	+10.1%
<i>YoY changes on a comparative basis*</i>	-0.8%	-3.4%	-0.2%	+2.1%	-0.6%
IFO	36.3	64.4	70.2	45.0	216.0
Normalized IFO*	36.3	72.6	71.9	58.6	239.6
<i>IFO margin</i>	11.8%	15.9%	16.9%	10.4%	13.8%
<i>Normalized IFO margin*</i>	11.8%	17.9%	17.3%	13.5%	15.3%

* see glossary

<i>BIC Group Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	274.7	352.8	326.4	320.4	1,274.3
IFO	32.9	54.1	63.6	41.4	192.1
Normalized IFO*	32.9	66.6	64.6	45.2	209.5
IFO margin	12.0%	15.3%	19.5%	12.9%	15.1%
Normalized IFO margin*	12.0%	18.9%	19.8%	14.1%	16.4%

* see glossary

Stationery Consumer



<i>Stationery Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	100.1	158.8	134.3	116.4	509.6
IFO	3.7	20.7	16.3	2.6	43.3
Normalized IFO*	3.7	23.6	16.9	4.4	48.9
IFO margin	3.7%	13.0%	12.1%	2.3%	8.5%
Normalized IFO margin*	3.7%	14.8%	12.6%	3.8%	9.6%

* see glossary

<i>Lighters¹</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	94.8	97.6	97.8	108.7	398.9
IFO	29.1	28.2	36.4	34.2	127.9
Normalized IFO*	29.1	35.3	36.4	34.8	135.7
IFO margin	30.7%	28.9%	37.2%	31.4%	32.1%
Normalized IFO margin*	30.7%	36.2%	37.2%	32.0%	34.0%

¹: includes both consumer and promotional products

* see glossary

Shavers



<i>Shavers</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	58.9	70.9	70.8	68.1	268.8
IFO	1.7	6.7	12.5	9.5	30.3
Normalized IFO*	1.7	8.7	12.7	10.4	33.5
IFO margin	2.8%	9.4%	17.6%	13.9%	11.3%
Normalized IFO margin*	2.8%	12.3%	17.9%	15.3%	12.5%

* see glossary

Other Products



<i>Other Products</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	20.9	25.5	23.4	27.2	97.0
IFO¹	-1.6	-1.4	-1.5	-4.9	-9.4
Normalized IFO*¹	-1.6	-1.1	-1.4	-4.5	-8.5
IFO margin	-7.4%	-5.7%	-6.6%	-17.9%	-9.7%
Normalized IFO margin*	-7.4%	-4.2%	-6.0%	-16.5%	-8.8%

¹: IFO and Normalized IFO include unallocated group expenses as well as allocation of existing OPEX. Excluding the impact of those 2 items, Other Products are profitable

* see glossary

Advertising & Promotional Products (BIC APP)



<i>BIC APP</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09
Net Sales	33.7	51.9	88.6	114.2	288.4
IFO	3.4	10.3	6.6	3.6	23.9
Normalized IFO*	3.4	6.0	7.3	13.4	30.1
IFO margin	10.1%	19.9%	7.5%	3.1%	8.3%
Normalized IFO margin*	10.1%	11.6%	8.2%	11.7%	10.4%

* see glossary

- **At constant currencies:**
 - Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates
- **Comparative basis:**
 - At constant currencies and constant perimeter
- **Normalized IFO:**
 - Normalized means excluding restructuring, real estate gains and Antalis Promotional Products negative goodwill

2010 Agenda



1st Quarter 2010 Results	April 21, 2010	Conference Call
2009 Shareholders' Meeting	May 12, 2010	Meeting (BIC headquarters)
2nd Quarter 2010 Results	August 4, 2010	Conference Call
3rd Quarter 2010 Results	October 20, 2010	Conference Call