



REPORT OF THE JOINT EXTRAORDINARY AND ORDINARY SHAREHOLDERS' MEETING HELD ON MAY 11, 2011 PAYMENT OF 1.90 EUROS DIVIDEND PER SHARE

The SOCIÉTÉ BIC Joint Extraordinary and Ordinary Annual Shareholders' Meeting was held on Wednesday, May 11, 2011 in Clichy (92) and was chaired by Mr. Bruno Bich, Chairman of the Board.

It approved the payment, from May 25, 2011, of an ordinary dividend amount of 1.90 euros per share, up 35.7% compared to the last year ordinary dividend, and all of the resolutions tabled for the Annual Shareholders' Meeting, among them:

- the financial statements for the full year 2010;
- 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 François Bich, Marie-Pauline Chandon-Moët and Frédéric Rostand as directors of the board;
- the renewal of the mandates of the statutory auditors and of the alternate auditors;
- the insertion, into the articles of incorporation, of an age limit of 70 years old to exercise the functions of Chairman, Chief Executive Officer and Executive Vice-Presidents.

Bruno Bich, Chairman of the Board, said: "2010 was a good year for the BIC Group: we continued to reinforce our competitive position through distribution and market share gains while improving profitability in all geographies. In 2011, in an environment which remains volatile, we will continue to benefit from our "More for your money" positioning and the on-going dynamism of the developing markets."

2011 Agenda

2 nd Quarter & 1 st Half 2011 Results	August 3, 2011	Conference call
3 rd Quarter & 9 Months 2011 Results	October 19, 2011	Conference call

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2010, BIC recorded net sales of 1,831.5 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2010 (CDLI).



For more information, please consult the corporate web site: www.bicworld.com

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