



## Acquisition of Cello Pens

### BIC obtains a favourable award related to the full completion of the agreements

BIC Group received today a favourable award from the Tribunal constituted under the Rules of the Singapore International Arbitration Center in respect of acquisition of 40% shares in the 7<sup>th</sup> and last entity Cello Pens & Stationery (CPS) as per the definitive agreements signed on January 21, 2009 with the Cello Group. BIC now intends to proceed with the share purchase in CPS.

Historical background:

- On January 21, 2009, BIC signed a definitive agreement with Indian Cello Group whereby BIC Group was to acquire 40% of the Cello writing instrument business which was being carried out by 7 entities for 7.9 billion Indian rupees. As part of the agreement, BIC benefits from a call option in 2013 to increase its stake to 55% at a price based on a formula tied to earnings.
- On March 5, 2009 BIC's acquisition of 40% of 6 entities (out of 7) was completed for a sum of 3.8 billion Indian rupees. This proportionate share of Cello Pens net income has been accounted through the equity method in BIC Group accounts since April 1, 2009.
- On January 4, 2010, Cello management proposed to the BIC Group to unwind and terminate the definitive agreements signed on January 21, 2009 "on terms and conditions to be mutually agreed between the parties." BIC Group then confirmed its intention to ensure the implementation of the agreements.
- On August 4, 2010, BIC Group announced that it had initiated arbitration proceedings in order to obtain the full completion of the agreements, meaning the acquisition of 40% of the 7<sup>th</sup> and last entity, namely CPS.

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*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 the section, "Risk factors" in BIC's 2010 Registration Document filed with the French financial markets authority (AMF) on March 31, 2011.*

## Contacts

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For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)



## 2012 Agenda

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1 <sup>st</sup> Quarter 2012 results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters
2 <sup>nd</sup> Quarter and 1 <sup>st</sup> Half 2012 results	August 2, 2012	Conference call
3 <sup>rd</sup> Quarter and 9 months 2012 results	October 24, 2012	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 2011, BIC recorded net sales of 1,824.1 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.*

