



H1/Q2 2011 RESULTS

03 August 2011

Agenda



Group and category highlights

Mario Guevara

H1-Q2 2011 consolidated financial figures

Jim DiPietro

Full year 2011 outlook

Mario Guevara

Group H1 2011 highlights



Continued strong performance of the Consumer Business

Sustained growth in developing markets and good performance in developed markets

- Distribution gains
- Improved market shares
- Success of new products, particularly in shavers

Weak net sales performance of the Advertising & Promotional Products Business

Stronger and deeper impact of the integration process on top-line (customer service issue)

Improved manufacturing productivity
Targeted brand support

Normalized IFO margin up 4.4 points

Disciplined management of working capital
Sustained shareholder remuneration

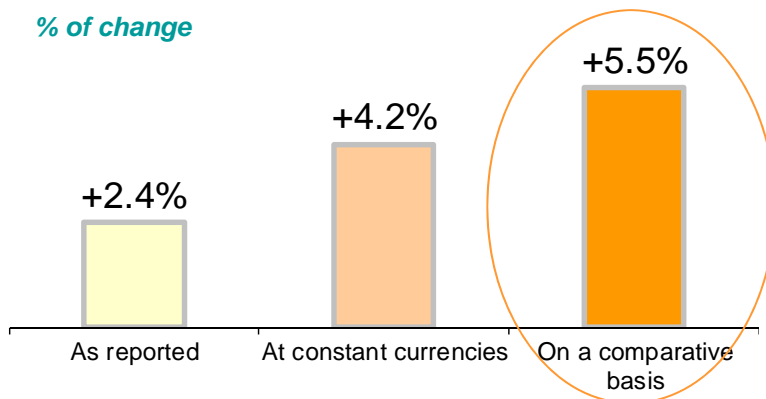
17.5 million euros improvement in year-on-year Net Cash Position

Group H1 2011 Key figures



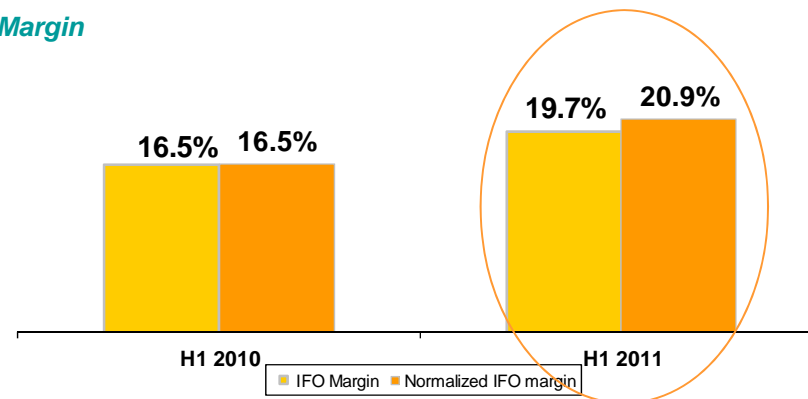
Net Sales: 886.1 million euros

% of change



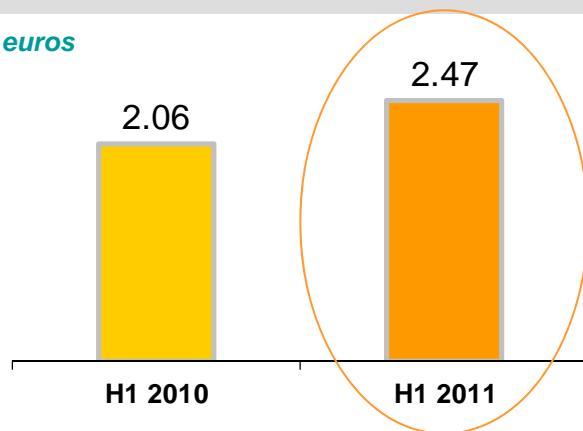
Normalized Income from Operations: 185.2 million euros

Margin



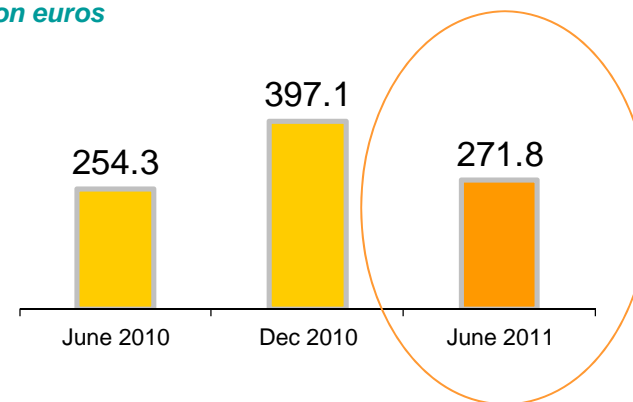
EPS: +19.9% increase

In euros



Net Cash Position

In million euros



H1 2011 net sales evolution by geographies

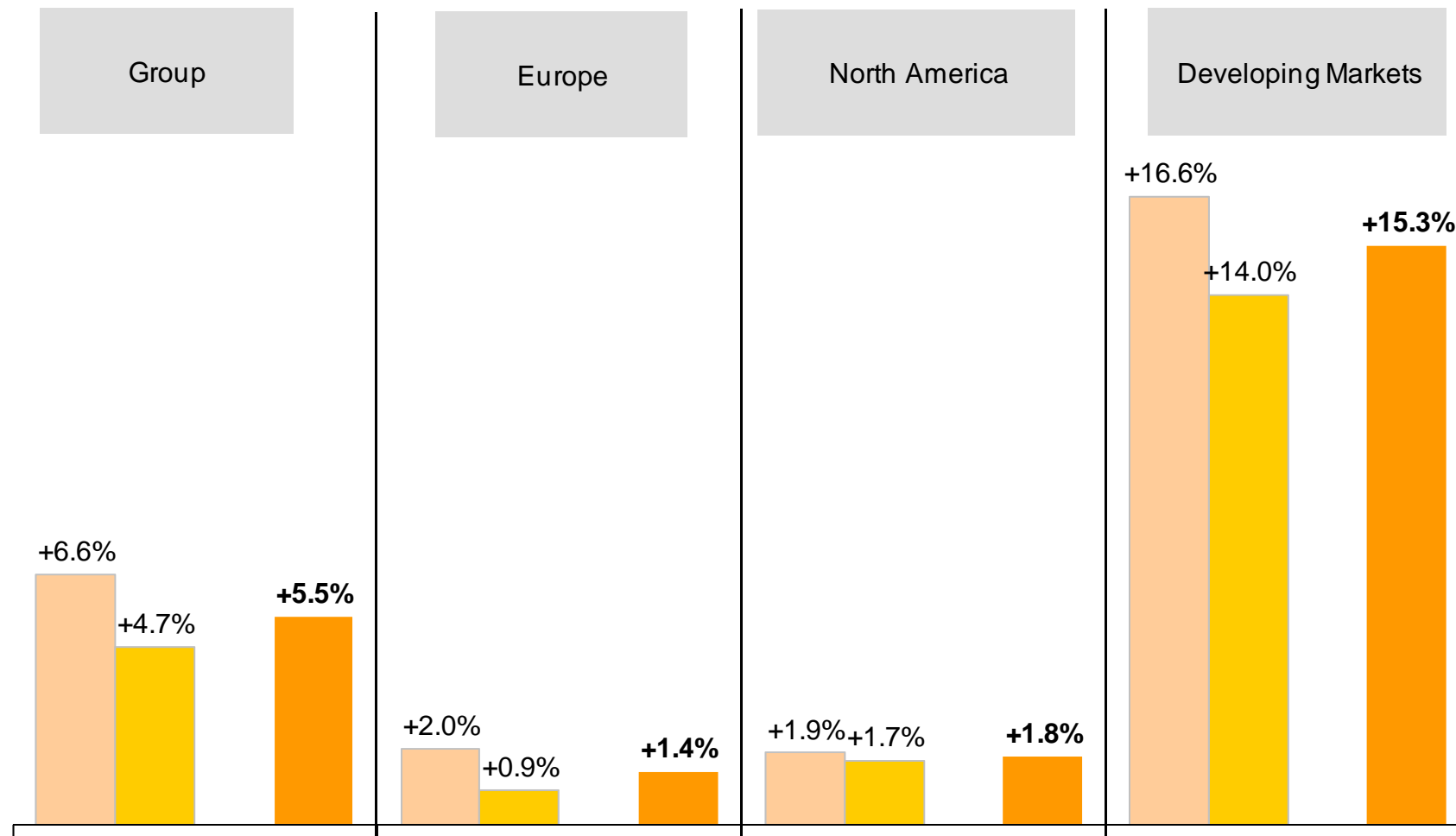


Change on a comparative basis

Q1 11

Q2 11

H1 11



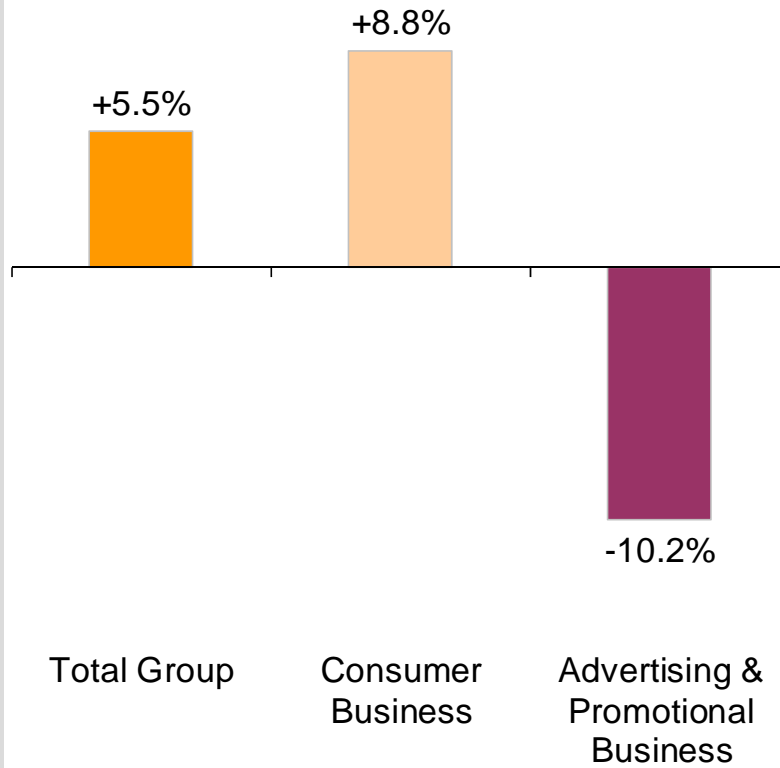
→ See appendix page 23 for main currency impact

Group H1 2011 Consumer & Advertising and Promotional Products



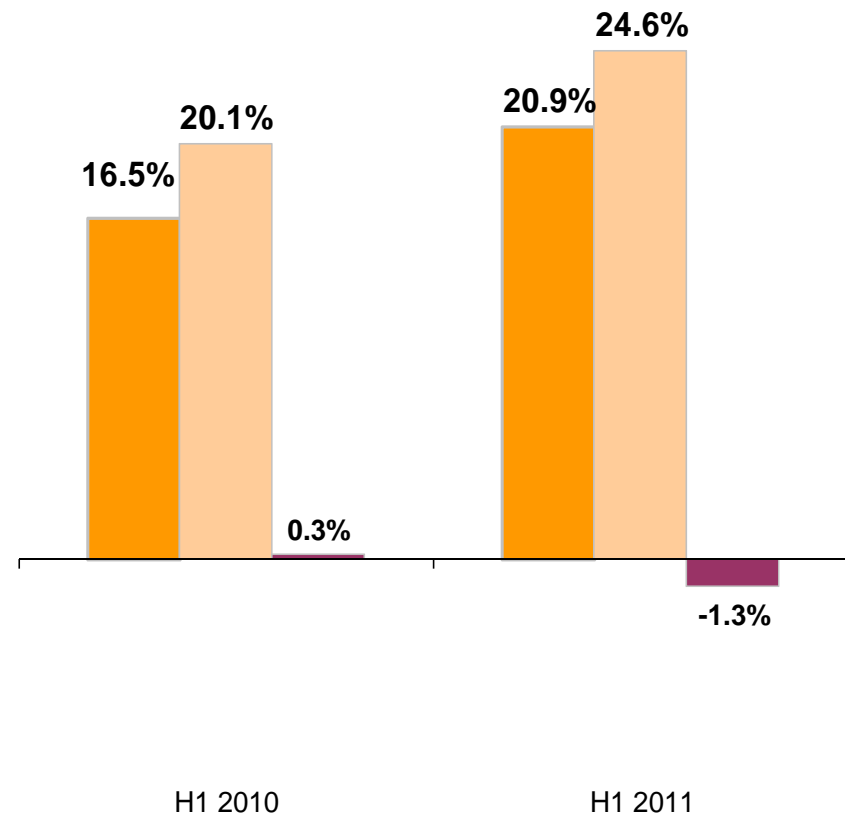
Net Sales

% of change on a comparative basis



Normalized IFO margin

% of net sales



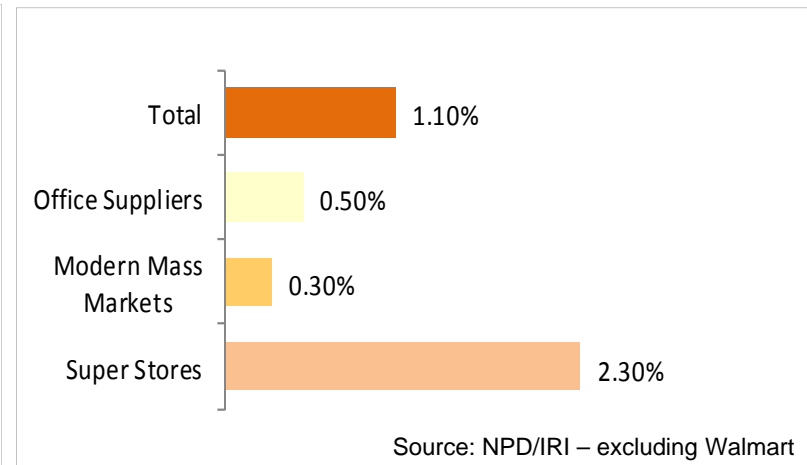
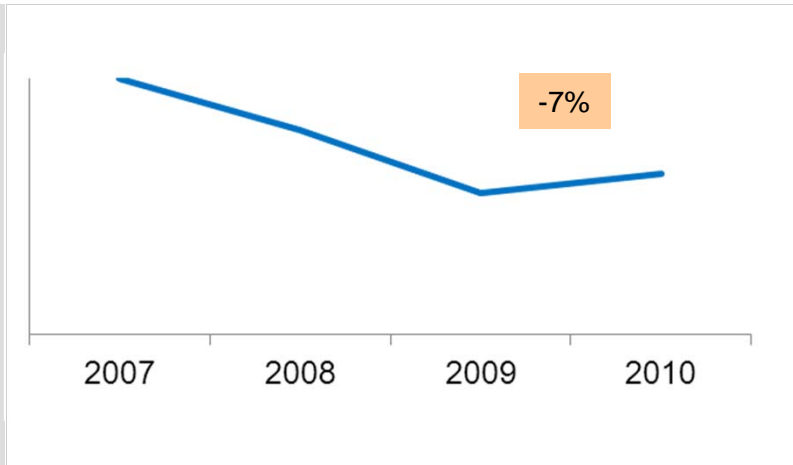
Stationery Consumer – Industry trends



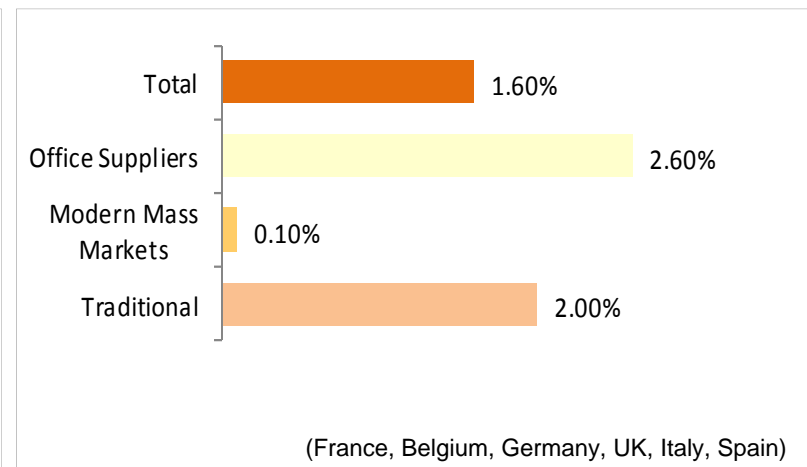
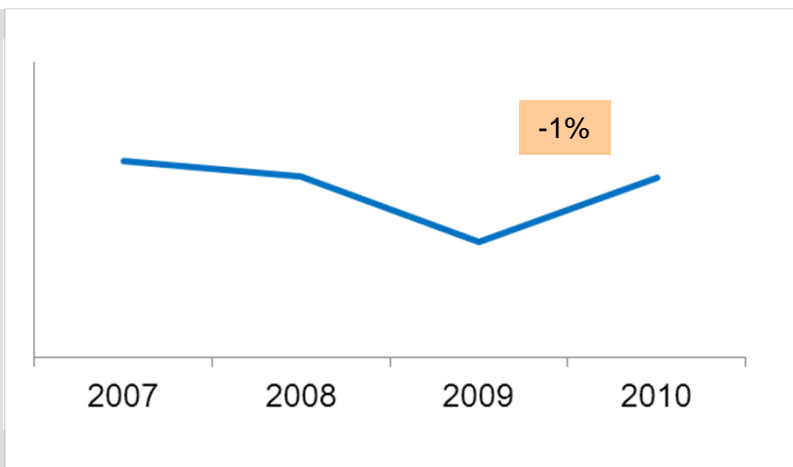
2007 – 2010 stationery markets evolution

Year to date May 2011 trends

U.S.A



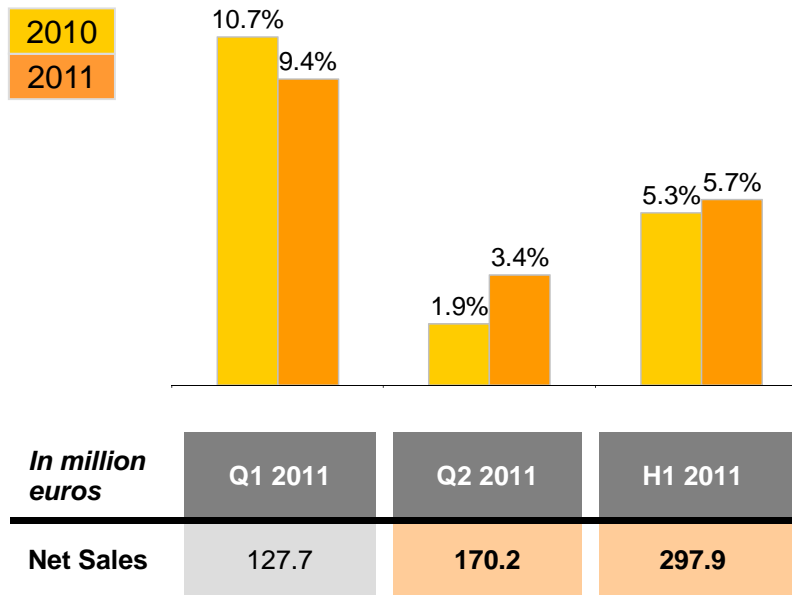
Europe (Western and Eastern)



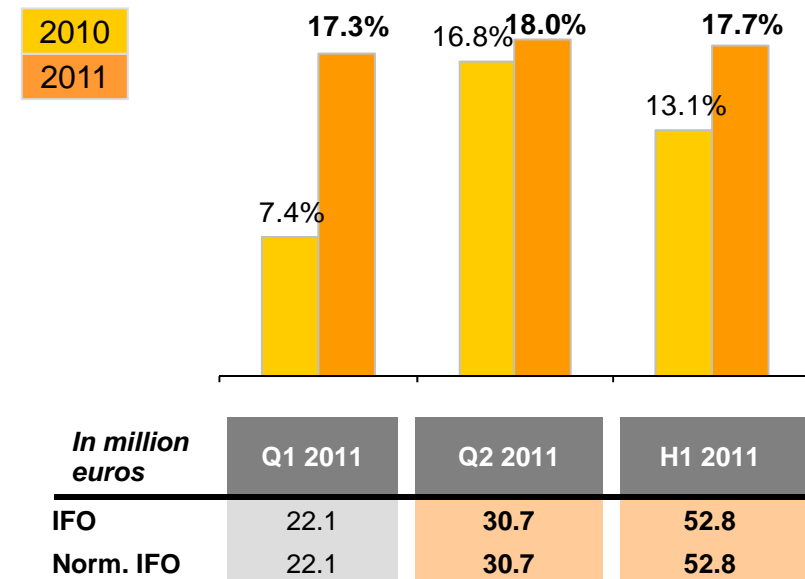
Stationery



Change in net sales at constant currencies



Normalized IFO margin



H1 NET SALES

Low single digit growth in developed markets as stationery markets remained weak in both Europe (+1.6%) and North America (+1.1%)

- Negative timing impact compared to Q2 2010 in both regions. Business is shifting from Q2 into Q3 as retailers are delaying receipt of back-to-school merchandise until the last moment.
- 2011 back-to-school season is expected to be better than 2010 for BIC® products although the retail channel performance will be a function of consumer behavior as the overall economic environment remains volatile.

Continued strong growth in developing markets, with Latin America up double digits

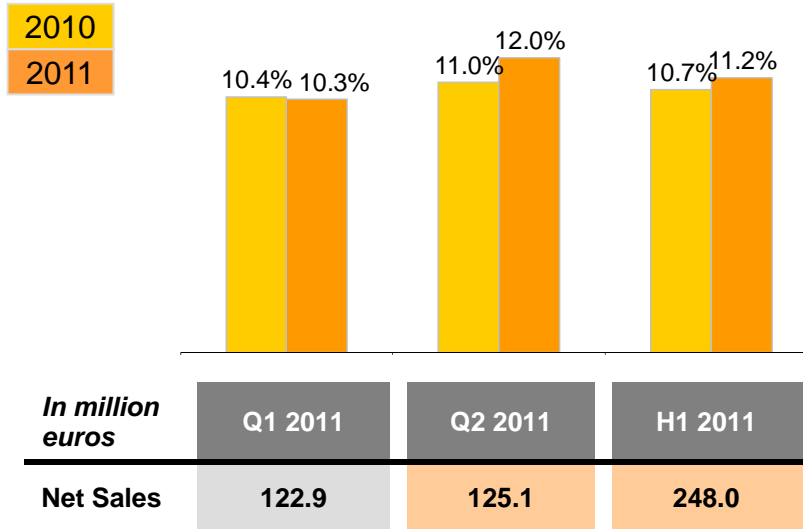
H1 IFO

Net sales increase, better fixed absorption, improved productivity and controlled OPEX

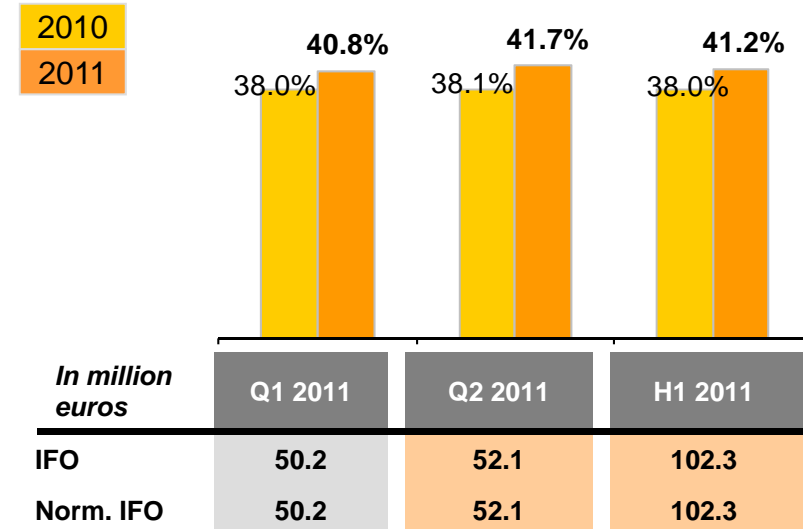
Lighters



Change in net sales at constant currencies



Normalized IFO margin



H1 NET SALES

Developed markets

Net sales were stable in Europe, with Southern European countries remaining under pressure, resulting in flat to declining sales. The main challenge in the region remains Asian low-cost imports. The complaint filed by BIC against the Netherlands in September 2010 is still being reviewed by the European Commission.

Low double-digit increase in North America

- Low single digit growth for the U.S pocket lighter market during the first months of 2011, following a high-single digit increase in 2010 due to the impact of the safe-fire cigarette regulation.
- BIC® lighters continued to gain distribution and market shares, benefiting from strong brand awareness (83% unaided among smokers) and unique safety, quality and value positioning.

Developing markets

Robust net sales performance with **double-digit growth in Latin America** thanks to further distribution gains. Strong performance in Asia, notably in Japan, thanks to the aggressive and effective marketing plan promoting the impact of the implementation of the child resistant (CR) lighter regulation.

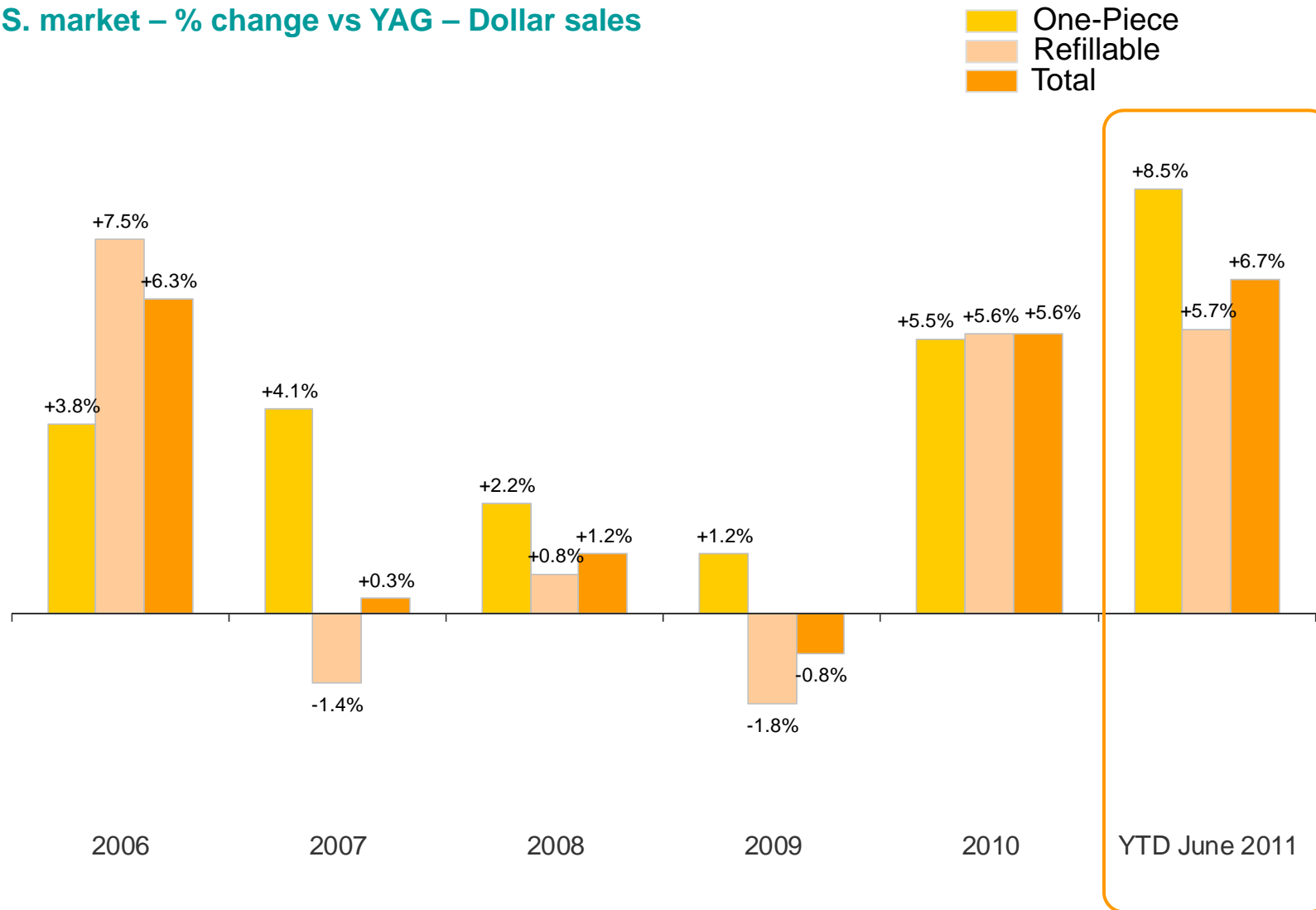
H1 IFO

Increase in net sales, higher production volumes, enhanced productivity and controlled OPEX funded brand support investments

Shavers – U.S. market evolution



U.S. market – % change vs YAG – Dollar sales

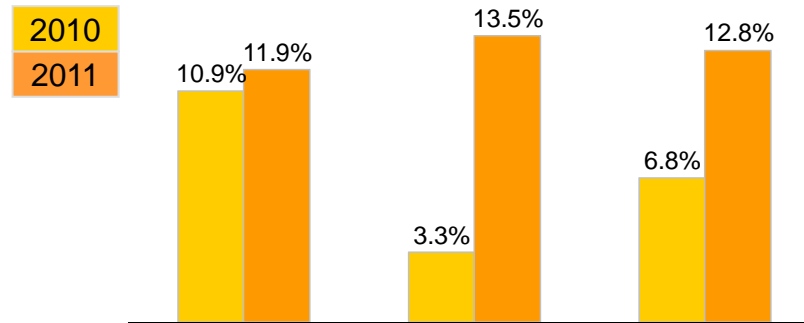


Source: IRI FDMX – June 11

Shavers

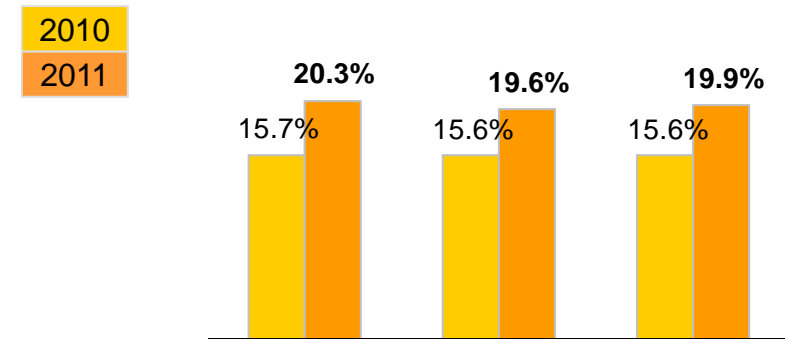


Change in net sales at constant currencies



In million euros	Q1 2011	Q2 2011	H1 2011
Net Sales	76.7	85.2	162.0

Normalized IFO margin



In million euros	Q1 2011	Q2 2011	H1 2011
IFO	15.5	16.7	32.3
Norm. IFO	15.5	16.7	32.3

H1 NET SALES

High single digit increase in both Europe and North America

- In Europe, growth was driven by both new value-added (BIC® Flex4 and BIC® Soleil® Bella™) and legacy products (BIC® Comfort Twin) offering great value.
- In North America, the BIC® brand continued to gain market shares. Growth was driven by the success of value-added products.
 - Thanks to the strong success of the BIC® Hybrid Advance™ and the BIC® Flex4, BIC is now N°2 brand in the men's one-piece segment and has reinforced its N°2 position in the women's one piece segment in the U.S. as a result of the strength of BIC® Soleil® Twilight, BIC® Silky Touch and the BIC® Soleil® Bella™.

Double-digit growth in developing Markets

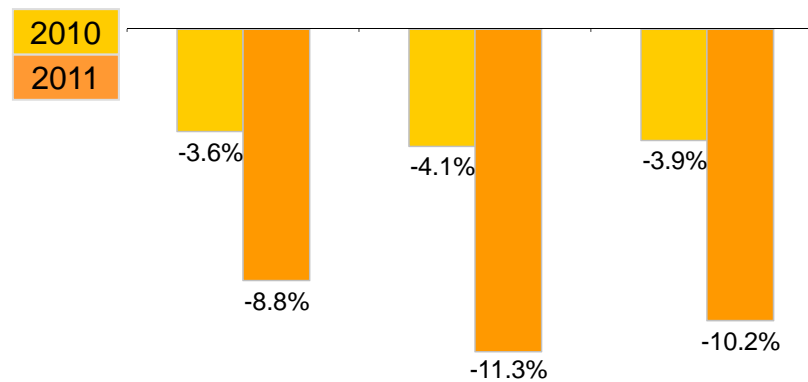
Strong performance in Middle-East and Africa.

In Latin America, Q1 steady double-digit growth confirmed in Q2 with the BIC® 3-blade Comfort 3® Advance driving the performance.

H1 IFO

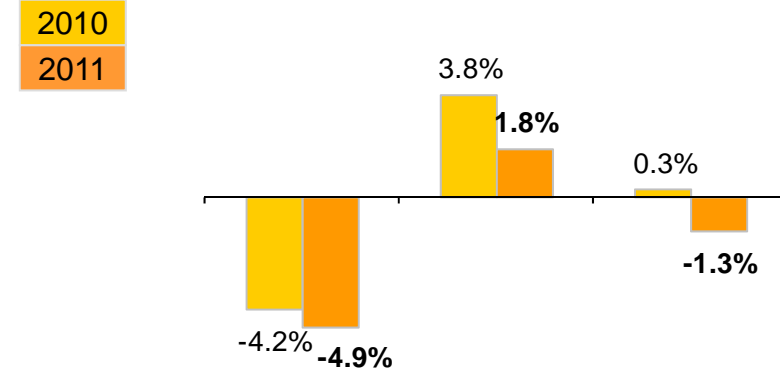
Net sales growth, better fixed cost absorption, manufacturing productivity and controlled OPEX funded higher advertising investments.

Change in net sales on a comparative basis



<i>In million euros</i>	Q1 2011	Q2 2011	H1 2011
Net Sales	58.9	68.4	127.3

Normalized IFO margin



<i>In million euros</i>	Q1 2011	Q2 2011	H1 2011
IFO	-3.9	0.4	-3.5
Norm. IFO	-2.9	1.2	-1.6

H1 NET SALES

- In the U.S, the Advertising and Promotional market has started to slowly recover but remains volatile in the current soft economic environment.
- BIC APP net sales performance negatively impacted by customer service issues (notably delayed shipments).

H1 IFO

Sharp decrease in net sales partially offset by the savings related to the integration plan. H1 Income From Operations included -1.9 million euros of non-recurring items mainly related to the reorganization of our business in Italy, following the disposal of the Antalis Promotional Products direct-sales business.

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Jim DiPietro

Full year 2011 outlook

Mario Guevara

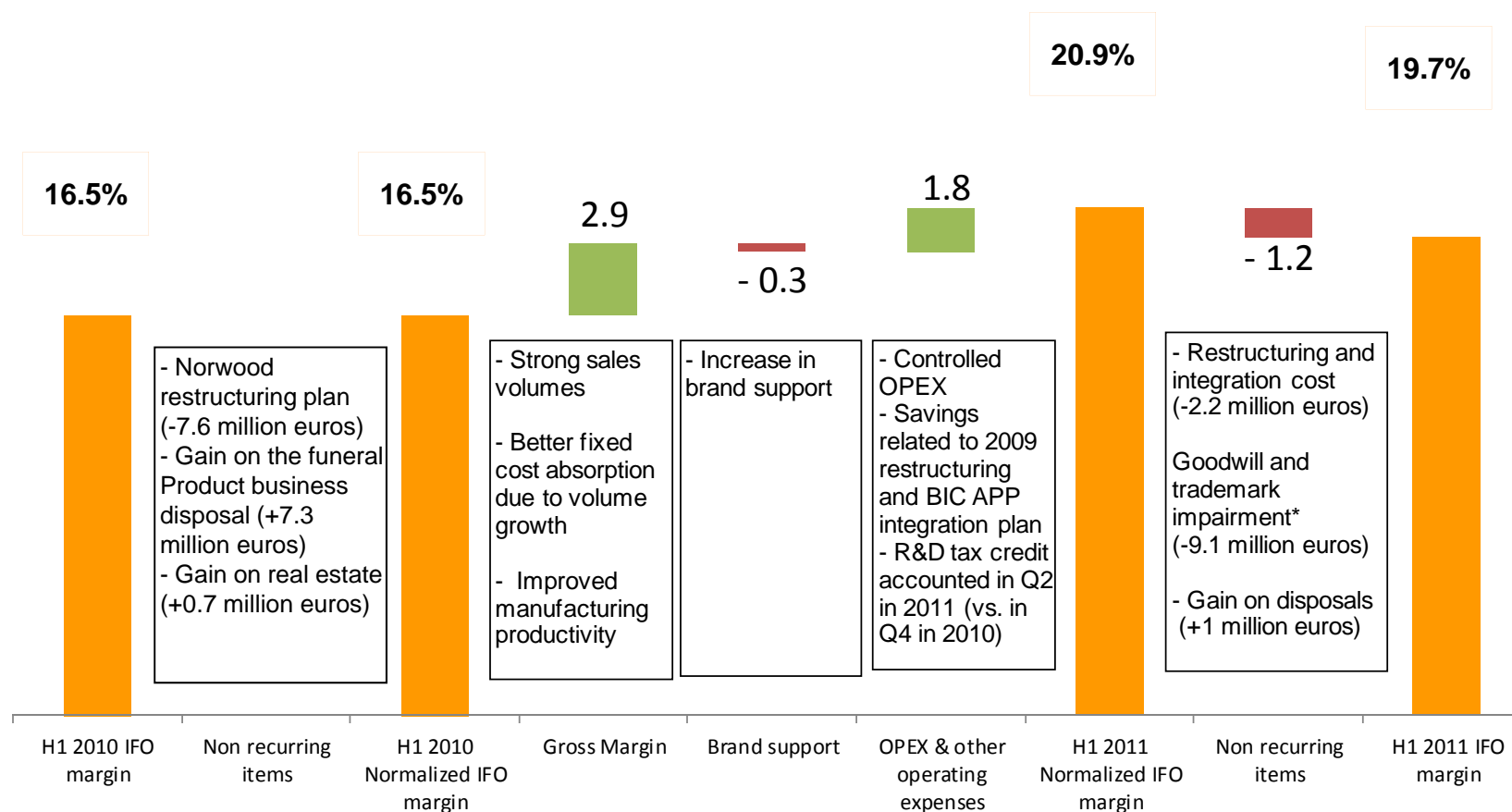
H1 2011: From Net Sales to IFO



<i>BIC Group</i> In million euros	H1 2010	H1 2011	Change	Change at constant currencies*	Change on a comparative basis*
Net Sales	865.6	886.1	+2.4%	+4.2%	+5.5%
Gross Profit	408.2	443.5	+8.7%		
Normalized Income from Operations	142.4	185.2	+30.1%		
Income from Operations	142.8	174.9	+22.4%		

*: see glossary

H1 2011 Income From Operations margin



*: related to the disposals of the PIMACO business to business divisions in Brazil

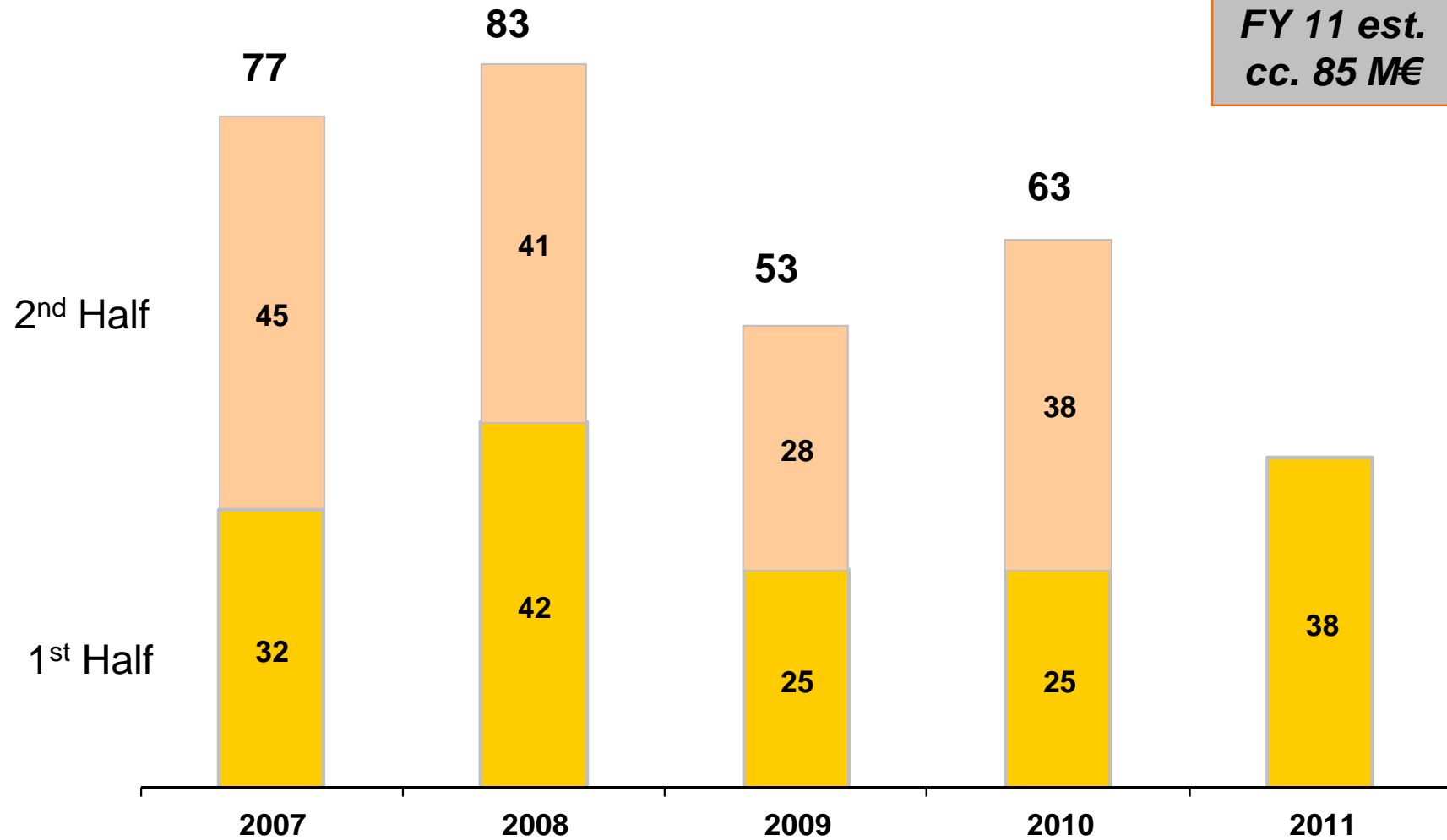
H1 2011 From IFO to Group Net Income



<i>BIC Group</i> <i>In million euros</i>	Q2 2010	Q2 2011	H1 2010	H1 2011
Normalized IFO	88.7	102.1	142.4	185.2
Non recurring items	6.3	9.2	0.4	10.3
IFO	95.0	92.9	142.8	174.9
Finance revenue/costs	-1.7	1.8	1.2	-1.9
Income before Tax	93.3	94.7	144.0	172.9
Income tax	-30.3	-31.4	-46.6	-57.3
<i>Tax rate</i>	32.4%	33.1%	32.4%	33.1%
Income from Associates	1.3	1.3	2.4	2.9
Group Net Income	64.3	64.6	99.8	118.5
<i>Net of shares outstanding net of treasury shares</i>	48,388,557	47,952,714	48,388,557	47,952,714
EPS	1.33	1.35	2.06	2.47
Normalized EPS	1.24	1.48	2.06	2.62

• The -1.9 million euros finance cost includes -4.9 million euros of unfavourable impact of monetary assets revaluation (USD vs. EUR).

CAPEX

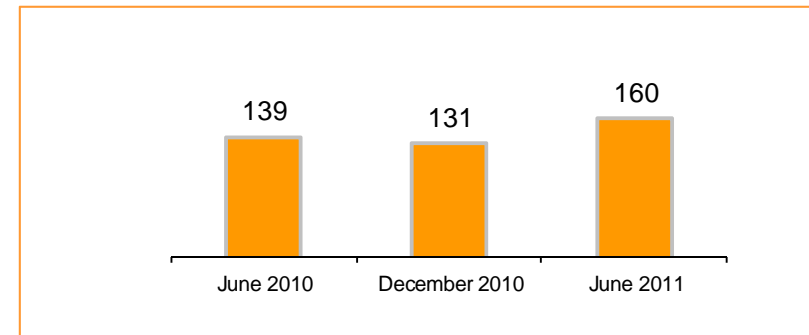


Balance sheet

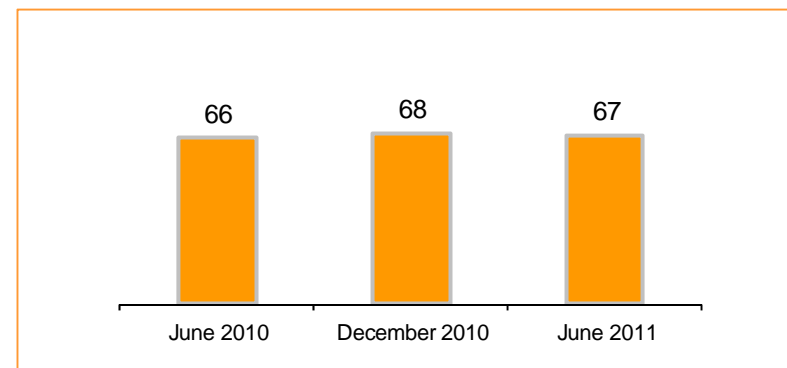


<i>BIC Group In million euros</i>	Dec. 2009	June 2010	Dec. 2010	June 2011
Working Capital	413.6	510.0	449.7	544.9
<i>Of which inventories</i>	301.0	350.7	344.0	390.5
<i>Of which trade and other receivables</i>	361.2	460.2	389.3	464.8
<i>Of which trade and other payables</i>	120.4	154.5	130.3	145.6

Inventories in days



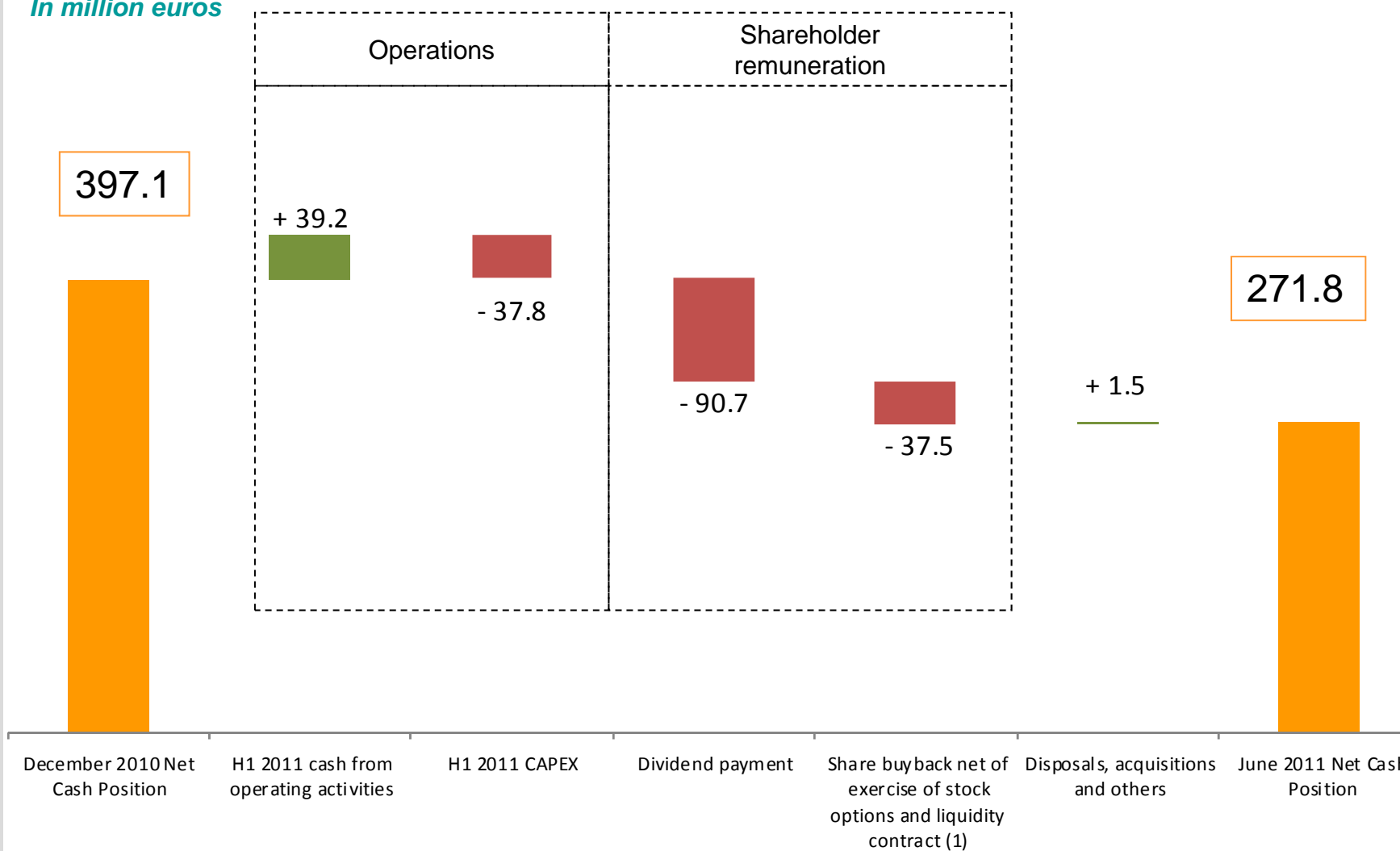
Receivables in days



Net Cash Position



In million euros



(1): Total share buy back: 51.2 million euros (808,948 shares)

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2011: outlook



Consumer business

- Net sales to exceed mid-single digit growth on a comparative basis.
- Increase in normalized IFO margin compared to full year 2010 level.

Advertising and Promotional Products

- High-single digit net sales decrease on a comparative basis.
- Normalized IFO margin should trend close to full year 2010 level.

Gross margin should be protected from raw material price increases thanks to:

- improved manufacturing efficiency,
- targeted price adjustments.



Appendix

H1 & Q2 2011 net sales – main exchange rate evolution vs. euro



	% of sales	Average rate Q210	Average rate Q211	% of change
US Dollar	37%	1.27	1.44	-12.9%
Brazilian Real	10%	2.28	2.31	-1.5%
Mexican Peso	6%	15.98	16.87	-5.5%
Canadian dollar	3%	1.31	1.40	-7.1%
Australian dollar	2%	1.44	1.35	6.4%
South African Zar	1%	9.61	9.82	-2.2%
Non Euro European countries	5%			
Sweden		9.64	9.00	6.6%
Russia		38.60	40.27	-4.3%
Poland		4.01	3.97	1.0%
British Pound		0.86	0.88	-3.1%

	% of sales	Average rate H110	Average rate H111	% of change
US Dollar	36%	1.33	1.40	-5.4%
Brazilian Real	12%	2.39	2.29	-4.2%
Mexican Peso	6%	16.82	16.66	0.9%
Canadian dollar	3%	1.37	1.37	-0.4%
Australian dollar	2%	1.49	1.36	8.9%
South African Zar	2%	10.03	9.68	3.5%
Non Euro European countries	4%			
Sweden		9.80	8.93	8.9%
Russia		39.94	40.05	-0.3%
Poland		4.00	3.95	1.3%
British Pound		0.87	0.87	0.5%

From reported IFO to Normalized IFO



<i>BIC Group</i> <i>In million euros</i>	H1 2010	H1 2011
IFO as Reported	142.8	174.9
<i>Gain on Real Estate</i>	-0.7	-
<i>Restructuring costs</i>	7.6	2.2
<i>Goodwill and trademark impairments</i>	-	9.1
<i>Gain on disposal</i>	-7.3	-1.0
Normalized IFO	142.4	185.2

Group Quarterly figures



<i>BIC Group</i> <i>In million</i> <i>euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q2 11	H111
Net Sales	308.4	404.7	415.0	434.6	1,562.7	378.3	487.3	865.6	492.6	473.3	1,831.5	409.9	476.2	886.1
YoY actual changes	+0.1%	+3.1%	+14.0%	+21.9%	+10.0%	+22.7%	+20.4%	+21.4%	+18.7%	+8.9%	+17.2%	+8.4%	-2.3%	+2.4%
YoY changes at constant currencies*	-0.8%	+0.7%	+14.3%	+25.6%	+10.1%	+21.6%	+12.0%	+16.2%	+8.7%	+1.6%	+10.1%	+4.9%	+3.5%	+4.2%
YoY changes on a comparative basis*	-0.8%	-3.4%	-0.2%	+2.1%	-0.6%	+8.8%	+3.5%	+5.8%	+9.6%	+2.6%	+5.9%	+6.6%	+4.7%	+5.5%
IFO	36.3	64.4	70.2	45.0	216.0	47.8	95.0	142.8	90.1	71.7	304.6	82.0	92.9	174.9
Normalized IFO*	36.3	72.6	71.9	58.6	239.6	53.7	88.7	142.4	92.2	80.3	314.9	83.1	102.1	185.2
IFO margin	11.8%	15.9%	16.9%	10.4%	13.8%	12.6%	19.5%	16.5%	18.3%	15.2%	16.6%	20.0%	19.5%	19.7%
Normalized IFO margin*	11.8%	17.9%	17.3%	13.5%	15.3%	14.2%	18.2%	16.5%	18.7%	17.0%	17.2%	20.3%	21.5%	20.9%
Income before tax	40.0	63.7	71.2	44.0	218.7	50.7	93.3	144.0	88.6	70.2	302.8	78.3	94.7	172.9
Net Income	26.8	43.8	48.7	32.4	151.7	35.4	64.3	99.8	61.1	46.6	207.5	53.9	64.6	118.5
EPS	0.56	0.91	1.01	0.67	3.15	0.73	1.33	2.06	1.26	0.96	4.29	1.12	1.35	2.47

* see glossary

Group Consumer



<i>BIC Group Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	274.7	352.8	326.4	320.4	1,274.3	308.6	398.2	706.7	399.9	362.3	1,469.0	351.0	407.7	758.8
YoY actual changes						+12.3%	+12.9%	+12.6%	+22.5%	+13.1%	+15.3%	+13.8%	+2.4%	+7.4%
YoY changes at constant currencies*						+10.3%	+4.6%	+7.1%	+12.2%	+5.2%	+7.9%	+9.8%	+8.0%	+8.8%
YoY changes on a comparative basis*						+10.3%	+4.6%	+7.1%	+12.2%	+5.2%	+7.9%	+9.8%	+8.0%	+8.8%
IFO	32.9	54.1	63.6	41.4	192.1	56.4	84.8	141.2	81.3	54.6	277.2	85.9	92.4	178.4
Normalized IFO*	32.9	66.6	64.6	45.2	209.5	56.7	85.3	142.0	81.6	57.9	281.5	85.9	100.9	186.8
IFO margin	12.0%	15.3%	19.5%	12.9%	15.1%	18.3%	21.3%	20.0%	20.3%	15.1%	18.9%	24.5%	22.7%	23.5%
Normalized IFO margin*	12.0%	18.9%	19.8%	14.1%	16.4%	18.4%	21.4%	20.1%	20.4%	16.0%	19.2%	24.5%	24.7%	24.6%

* see glossary

Stationery Consumer



<i>Stationery Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	100.1	158.8	134.3	116.4	509.6	112.6	173.4	286.0	166.8	128.0	580.7	127.7	170.2	297.9
YoY actual changes						+12.5%	+9.2%	+10.5%	24.2%	+9.9%	+14.0%	+13.4%	-1.8%	+4.2%
YoY changes at constant currencies*	-6.4%	-4.7%	+0.1%	+0.3%	-2.7%	+10.7%	+1.9%	+5.3%	14.1%	+1.1%	+6.7%	+9.4%	+3.4%	+5.7%
YoY changes on a comparative basis*	-6.4%	-4.7%	+0.1%	+0.3%	-2.7%	+10.7%	+1.9%	+5.3%	14.1%	+1.1%	+6.7%	+9.4%	+3.4%	+5.7%
IFO	3.7	20.7	16.3	2.6	43.3	7.7	28.8	36.6	27.6	5.2	69.3	22.1	30.7	52.8
Normalized IFO*	3.7	23.6	16.9	4.4	48.9	8.3	29.1	37.4	27.7	5.1	70.3	22.1	30.7	52.8
IFO margin	3.7%	13.0%	12.1%	2.3%	8.5%	6.9%	16.6%	12.8%	16.5%	4.0%	11.9%	17.3%	18.0%	17.7%
Normalized IFO margin*	3.7%	14.8%	12.6%	3.8%	9.6%	7.4%	16.8%	13.1%	16.6%	4.0%	12.1%	17.3%	18.0%	17.7%

* see glossary

Lighters



<i>Lighters</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	94.8	97.6	97.8	108.7	398.9	107.0	119.3	226.3	123.5	131.1	480.8	122.9	125.1	248.0
YoY actual changes	+15.2%	+3.4%	+2.3%	+4.0%	+5.9%	+12.8%	+22.3%	+17.6%	+26.3%	+20.6%	+20.5%	+14.9%	+4.9%	+9.6%
YoY changes at constant currencies*	+13.1%	-0.5%	+2.4%	+7.0%	+5.3%	+10.4%	+11.0%	+10.7%	+13.5%	+11.4%	+11.6%	+10.3%	+12.0%	+11.2%
YoY changes on a comparative basis*	+13.1%	-0.5%	+2.4%	+7.0%	+7.0%	+10.4%	+11.0%	+10.7%	+13.5%	+11.4%	+11.6%	+10.3%	+12.0%	+11.2%
IFO	29.1	28.2	36.4	34.2	127.9	40.9	45.4	86.3	45.3	42.0	173.6	50.2	52.1	102.3
Normalized IFO*	29.1	35.3	36.4	34.8	135.7	40.7	45.4	86.1	45.4	42.6	174.0	50.2	52.1	102.3
IFO margin	30.7%	28.9%	37.2%	31.4%	32.1%	38.2%	38.1%	38.1%	36.7%	32.0%	36.1%	40.8%	41.7%	41.2%
Normalized IFO margin*	30.7%	36.2%	37.2%	32.0%	34.0%	38.0%	38.1%	38.0%	36.7%	32.5%	36.2%	40.8%	41.7%	41.2%

* see glossary

Shavers



<i>Shavers</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	58.9	70.9	70.8	68.1	268.8	66.4	79.2	145.6	84.3	77.8	307.8	76.7	85.2	162.0
YoY actual changes	+1.8%	+6.1%	+0.4%	-1.4%	+1.7%	+12.8%	+11.6%	+12.2%	+19.0%	+14.3%	+14.5%	+15.6%	+7.6%	+11.2%
YoY changes at constant currencies*	+0.6%	+4.6%	+2.1%	+2.1%	+2.4%	+10.9%	+3.3%	+6.8%	+9.1%	+7.7%	+7.6%	+11.9%	+13.5%	+12.8%
YoY changes on a comparative basis*	+0.6%	+4.6%	+2.1%	+2.1%	+2.4%	+10.9%	+3.3%	+6.8%	+9.1%	+7.7%	+7.6%	+11.9%	+13.5%	+12.8%
IFO	1.7	6.7	12.5	9.5	30.3	10.5	12.3	22.8	11.2	7.9	41.9	15.5	16.7	32.3
Normalized IFO*	1.7	8.7	12.7	10.4	33.5	10.4	12.4	22.8	11.3	9.6	43.6	15.5	16.7	32.3
IFO margin	2.8%	9.4%	17.6%	13.9%	11.3%	15.8%	15.5%	+15.6%	13.3%	10.2%	13.6%	20.3%	19.6%	19.9%
Normalized IFO margin*	2.8%	12.3%	17.9%	15.3%	12.5%	15.7%	15.6%	+15.6%	13.4%	12.3%	14.2%	20.3%	19.6%	19.9%

* see glossary

Other Consumer Products



<i>Other Consumer Products</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	20.9	25.5	23.4	27.2	97.0	22.6	26.3	48.9	25.3	25.5	99.7	23.7	27.2	50.9
YoY actual changes						+7.8%	+3.3%	5.3%	+8.2%	-6.4%	+2.7%	+4.9%	+3.5%	+4.1%
YoY changes at constant currencies*						+5.4%	0.0%	2.4%	+5.2%	-8.3%	+0.1%	+3.3%	+4.3%	+3.8%
YoY changes on a comparative basis*						+5.4%	0.0%	2.4%	+5.2%	-8.3%	+0.1%	+3.3%	+4.3%	+3.8%
IFO*	-1.6	-1.4	-1.5	-4.9	-9.4	-2.6	-1.7	-4.4	-2.8	-0.5	-7.6	-1.9	-7.1	-9.0
Normalized IFO*	-1.6	-1.1	-1.4	-4.5	-8.5	-2.7	-1.6	-4.3	-2.8	0.6	-6.4	-1.9	1.4	-0.5

* see glossary

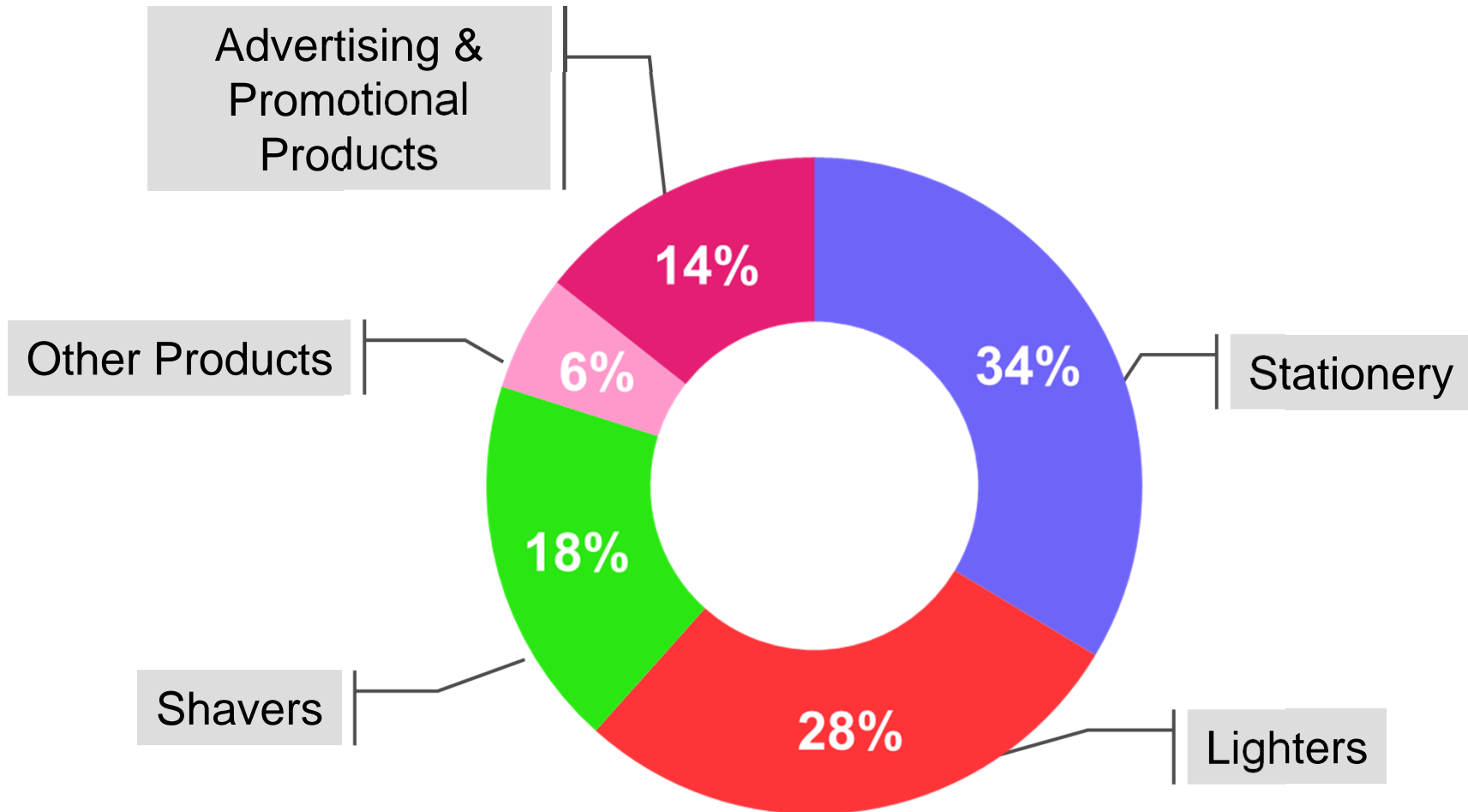
Advertising & Promotional Products (BIC APP)



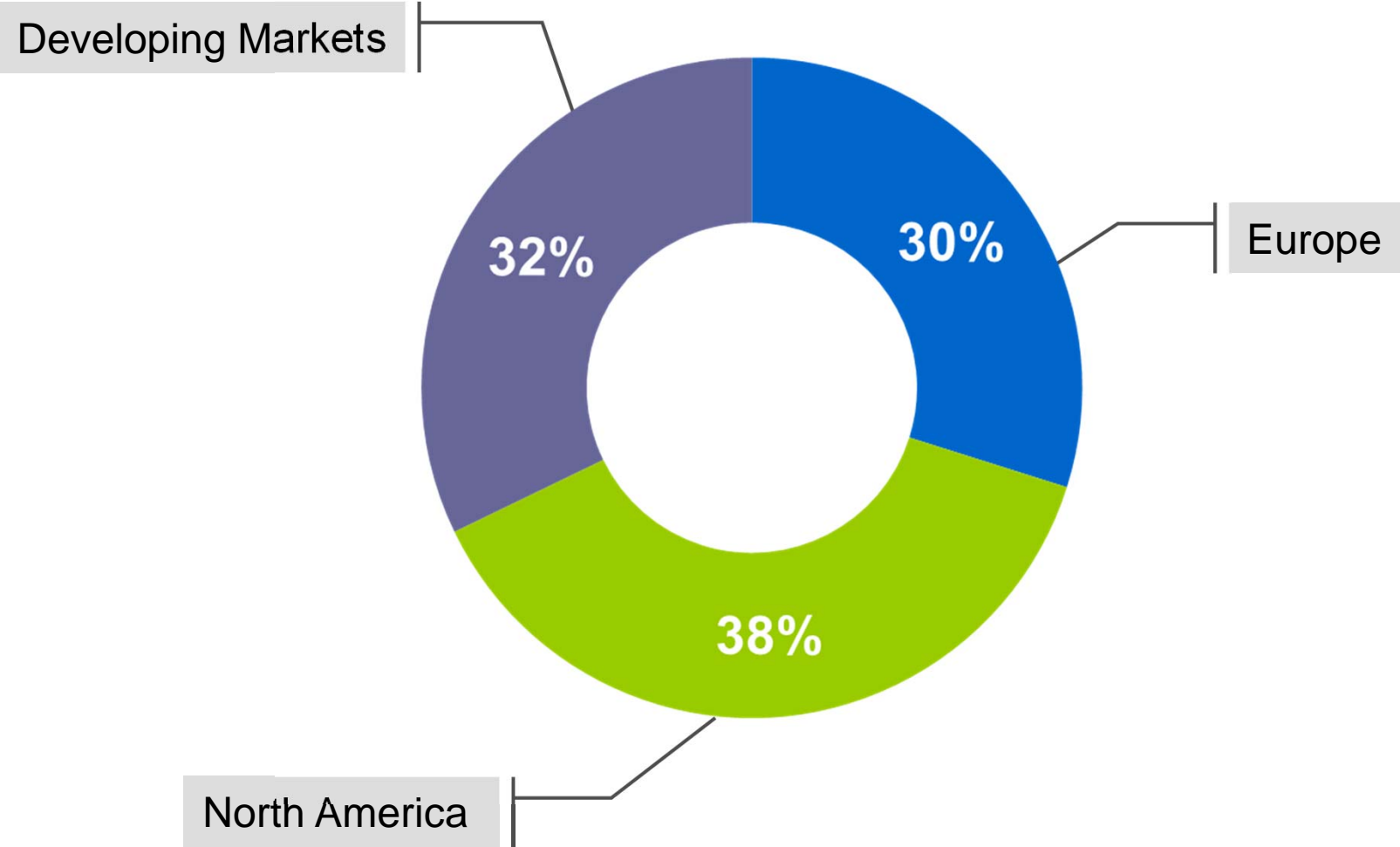
<i>BIC APP</i> In million euros	Q109	Q209	Q309	Q409	FY09	Q110	Q210	H110	Q310	Q410	FY 10	Q1 11	Q211	H111
Net Sales	33.7	51.9	88.6	114.2	288.4	69.7	89.1	158.9	92.7	111.0	362.6	58.9	68.4	127.3
YoY actual changes						+107.0%	+71.8%	+85.7%	+4.6%	-2.8%	+25.7%	-15.5%	-23.3%	-19.9%
YoY changes at constant currencies*						+114.1%	+62.8%	+83.0%	-4.4%	-8.7%	+19.8%	-16.6%	-16.5%	-16.6%
YoY changes on a comparative basis*						-3.6%	-4.1%	-3.9%	-0.4%	-5.1%	-3.3%	-8.8%	-11.3%	-10.2%
IFO	3.4	10.3	6.6	3.6	23.9	-8.6	10.2	1.6	8.8	17.1	27.4	-3.9	0.4	-3.5
Normalized IFO*	3.4	6.0	7.3	13.4	30.1	-2.9	3.4	0.4	10.6	22.4	33.4	-2.9	1.2	-1.6
IFO margin	10.1%	19.9%	7.5%	3.1%	8.3%	-12.3%	11.4%	1.0%	9.5%	15.4%	7.6%	-6.7%	0.6%	-2.7%
Normalized IFO margin*	10.1%	11.6%	8.2%	11.7%	10.4%	-4.2%	3.8%	0.3%	11.4%	20.2%	9.2%	-4.9%	1.8%	-1.3%

* see glossary

H1 2011 Net Sales breakdown by category



H1 2011 Net Sales breakdown by geography





- Capital evolution:
 - Authorized share capital at the end of June 2011:
48,058,243 shares

- **At constant currencies:** Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates. All net sales category comments are made at constant currencies or comparative basis.
- **Comparative basis:** at constant currencies and constant perimeter. Figures at constant perimeter exclude the impacts of acquisitions and/or disposals that occurred during the current year and/or during the previous year, until their anniversary date.
- **Normalized IFO:** normalized means excluding restructuring, BIC APP integration plan expenses, real estate gains and the impact of REVA pegs business in Australia and PIMACO business to business divisions divestitures.

2011 and 2012 Agenda



3rd Quarter 2011 Results	October 19, 2011	Conference Call
FY 2011 Results	February 15, 2012	Meeting (BIC headquarters)
1st Quarter 2012 Results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters

All dates to be confirmed

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 factors" of BIC Registration Document filed with the French financial markets authority (AMF) on 31 March 2011.