



Q2 – H1 2009 RESULTS

5 August 2009

- **Group and category highlights** **Mario Guevara**
- Q2-H1 2009 consolidated financial figures Jim DiPietro
- Full year 2009 outlook Mario Guevara



**Resilience of top-line in declining markets
&
Market share maintained or increased in most categories and key geographies**

**Focused and efficient brand support
&
Control of OPEX**

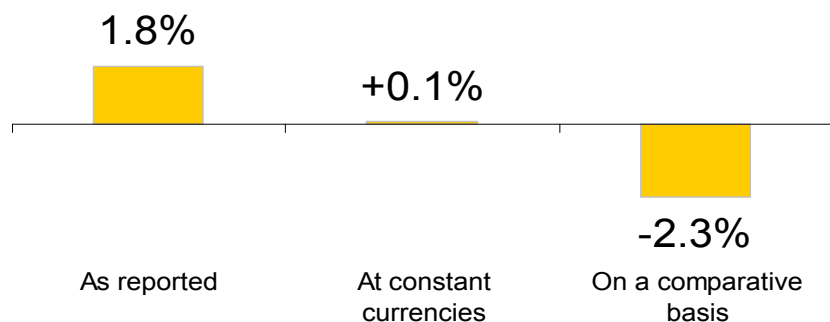
**Lower CAPEX
&
Improved working capital**

Group H1 2009 Key figures



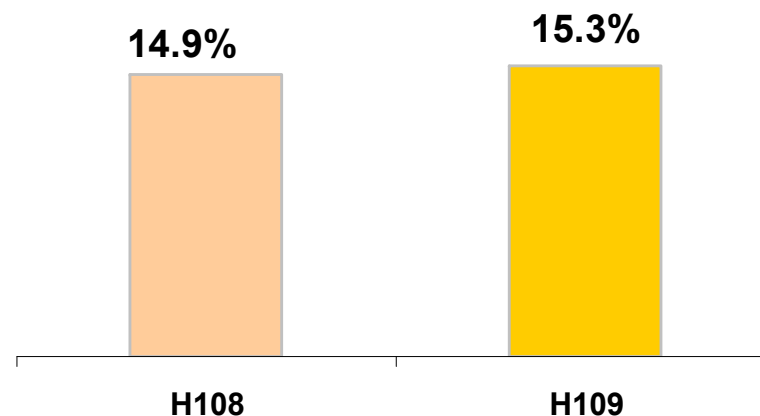
Net Sales: 713.1 million euros

% of change



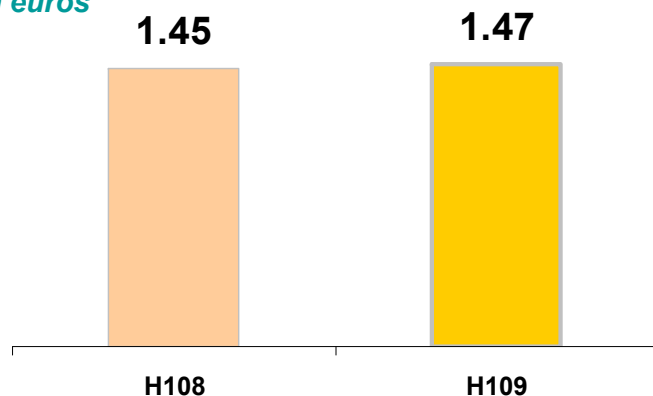
Normalized Income from Operations: 109.1 million euros

Margin



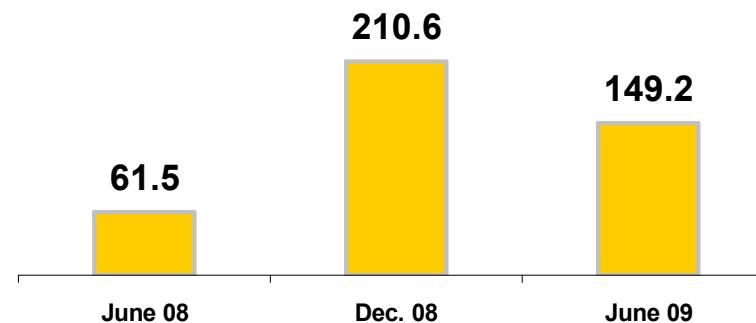
EPS: 1.4 % increase

In euros

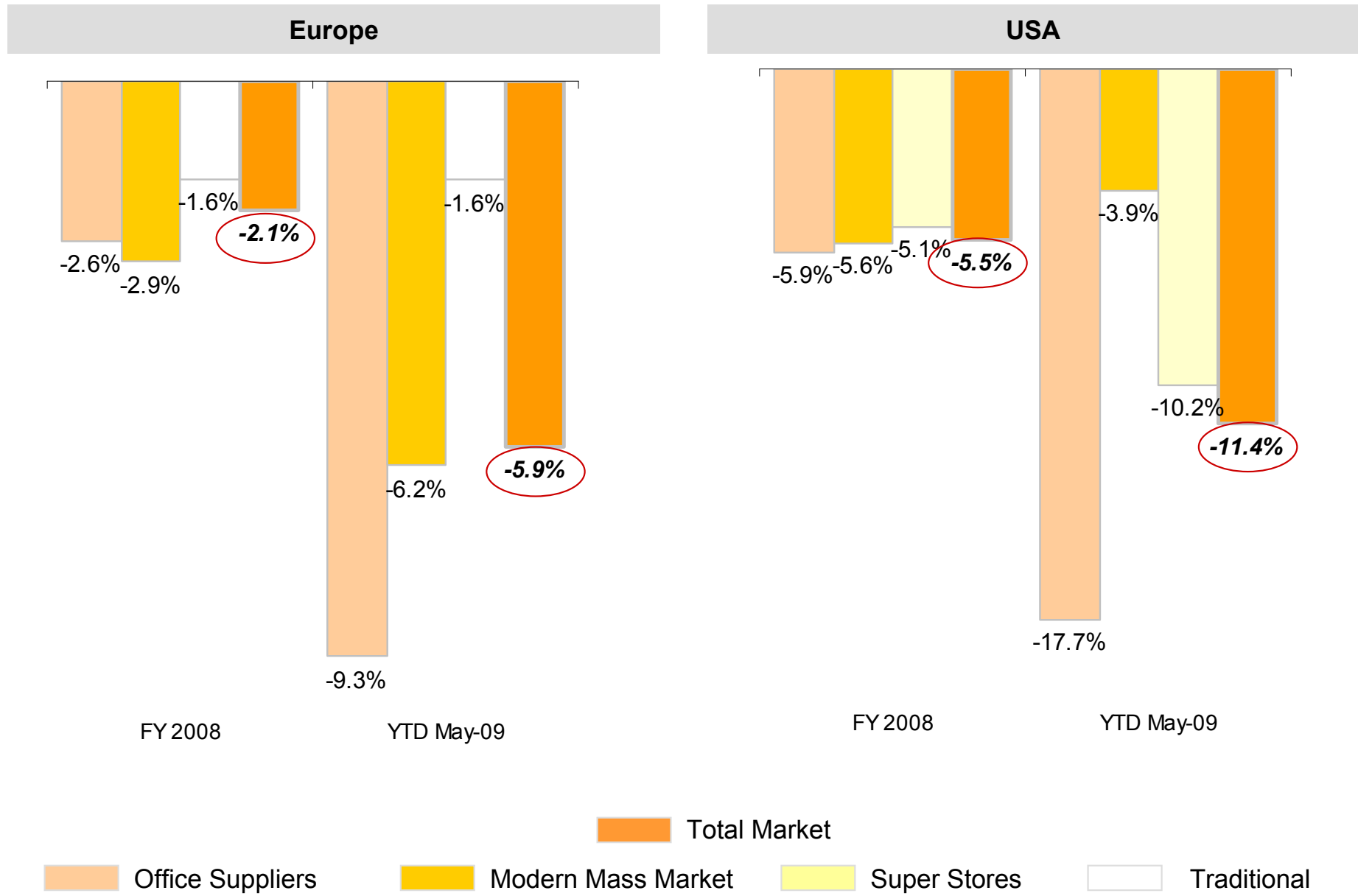


Net Cash Position

In million euros



Stationery Consumer – Market trends

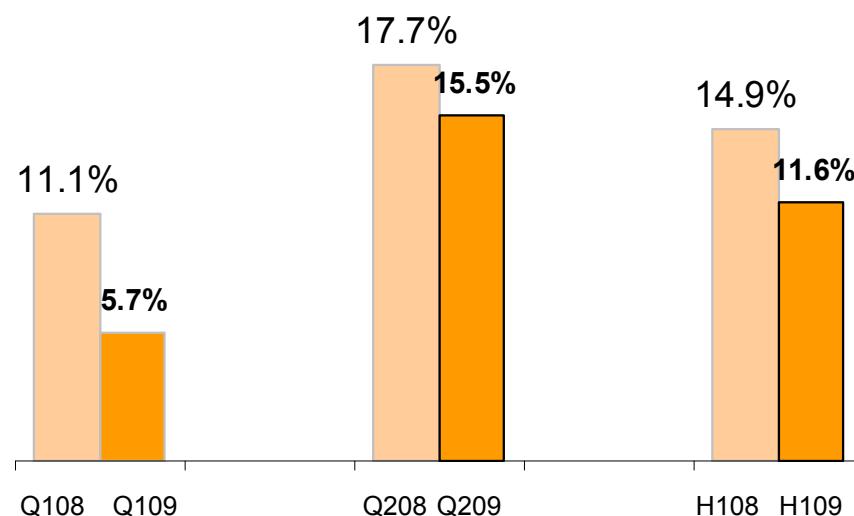


Source: NPD/IRI – excluding Wall Mart for the US & GfK for Europe

Change in net sales at constant currencies



Normalized IFO margin



H109 NET SALES

H1 2009 Consumer business : -5.4% at constant currencies, slight improvement in Q2 vs. Q1 09.

- Europe and North America
 - Continued decline of the Office Products channel for all competitors
 - Back-to-school shipments delayed by many retailers to control inventory
 - BIC market share and position has been maintained
- Latin America
 - Continued strong performance in South America, partially offset by declines in Mexico

H1 2009 BIC Graphic – Promotional Imprinted business: -24.7% at constant currencies

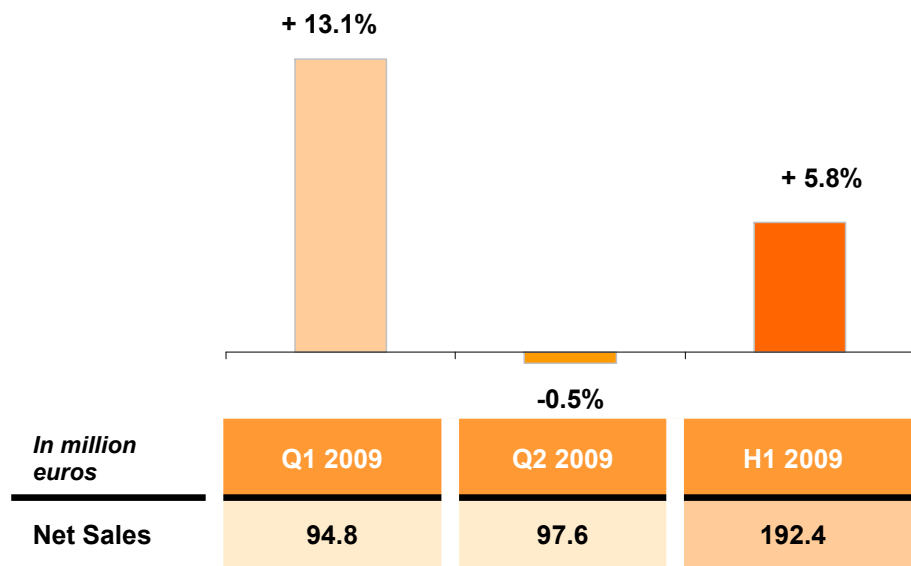
- Decrease of companies' promotional and discretionary spending
- Decline in line with industry trends

H109 IFO

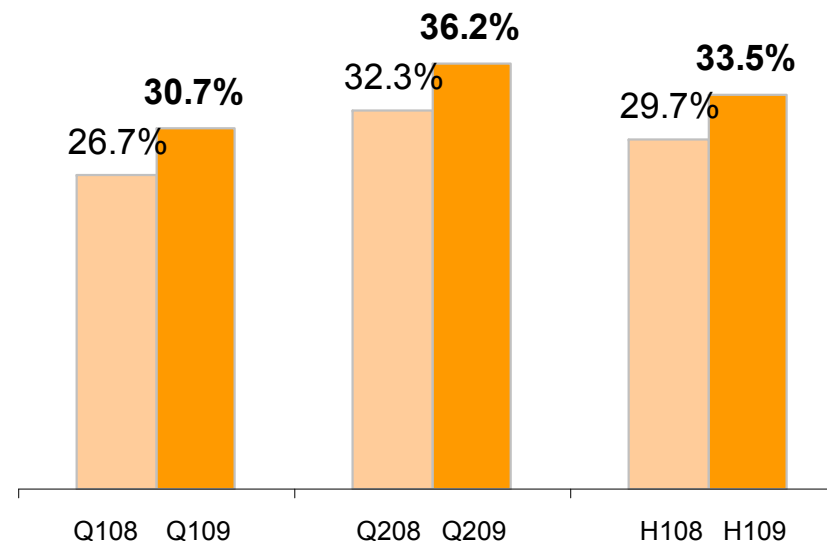
Normalized IFO margin: 11.6% in H1 2009 compared to 14.9% in H1 2008

- H1 2009 Gross profit impacted by
- lower net sales in both Consumer and Promotional Products businesses
 - lower production volumes and continuous reduction of inventories in the Consumer business

Change in net sales at constant currencies



Normalized IFO margin



H109 NET SALES

Europe

Slight growth in net sales in H1 2009 driven by strong volumes in Q1 09

North America

Good performance in H1 09 as a result of market share gains

Latin America

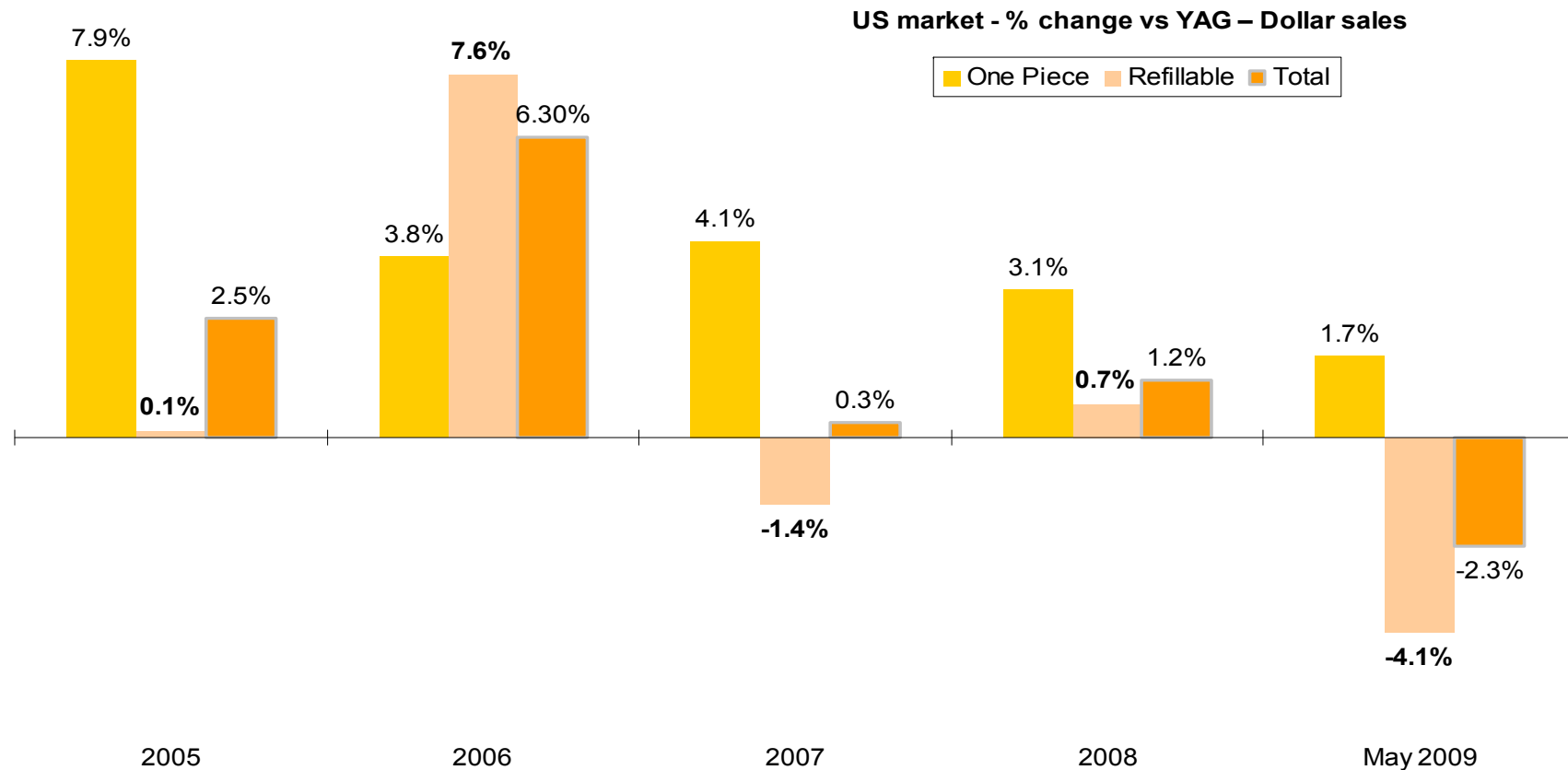
Good performance in Southern hemisphere countries, Mexico sales still soft
Market share gains in most countries

H109 IFO

Normalized IFO margin: 33.5% in H1 2009 compared to 29.7% in H1 2008

- Decrease of brand support (Child-Resistant regulation advertising campaign)
- Favorable absorption of OPEX due to sales increase

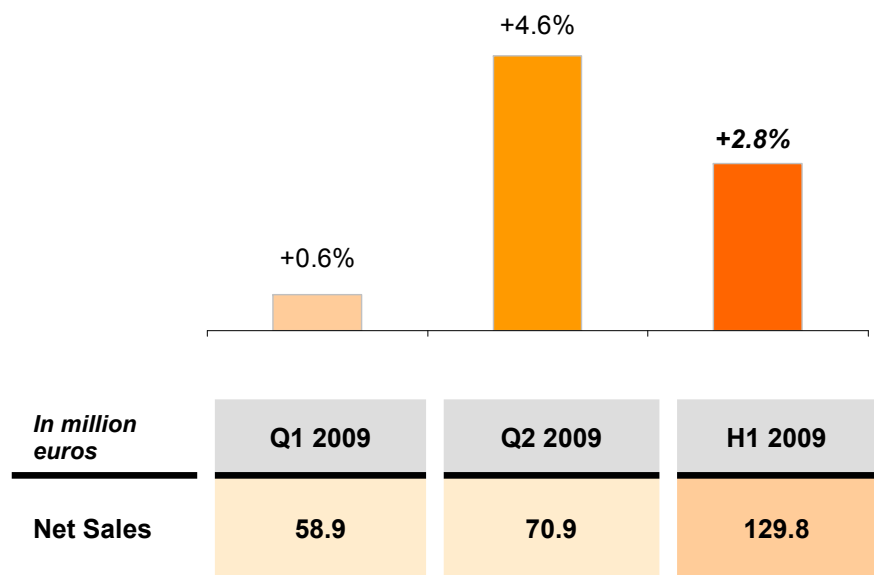
Shavers – market evolution



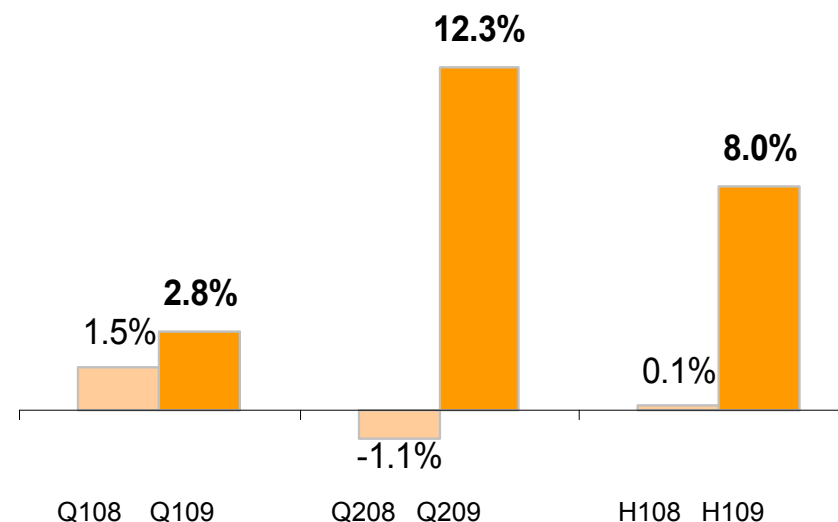
- ➔ Overall market decreasing since the beginning of 2009 but one-piece segment still growing
- ➔ Consumers seem to be marginally trading down from systems to disposables

Source : IRI FDMX – May 09

Change in net sales at constant currencies



Normalized IFO margin



H109 NET SALES

Europe

Low single digit decrease. Launch of new products in many countries offset much of the decline of our single and twin blade products.

North America

Low single digit decrease in a depressed general economic climate. Consumers continue to exercise cautious spending.

Latin America:

Solid growth as our triple-blade one-piece business continued on a positive trend.

H109 IFO

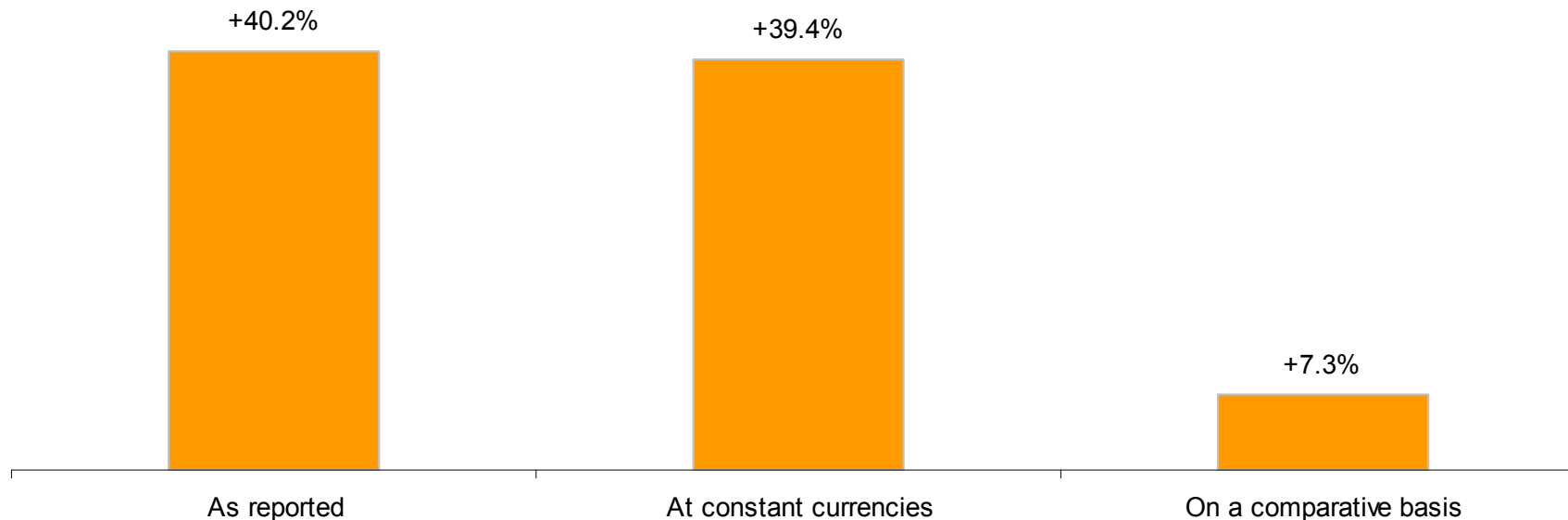
Normalized IFO margin: 8.0% in H1 2009 compared to 0.1% in H1 2008

Improvement mainly due to:

- Sales increase.
- Lower advertising investments compared to last year.



Change in net sales – H1 2009



Consumer Business

Other Consumer Products net sales up 13.6% at constant currencies at the end of June

- Continuous success of phone card distribution in France

Promotional Products

Positive impact of APP consolidation in the second Quarter
 Net sales on a comparative basis down 16.5%

- Continued slowdown of the Promotional Products Industry

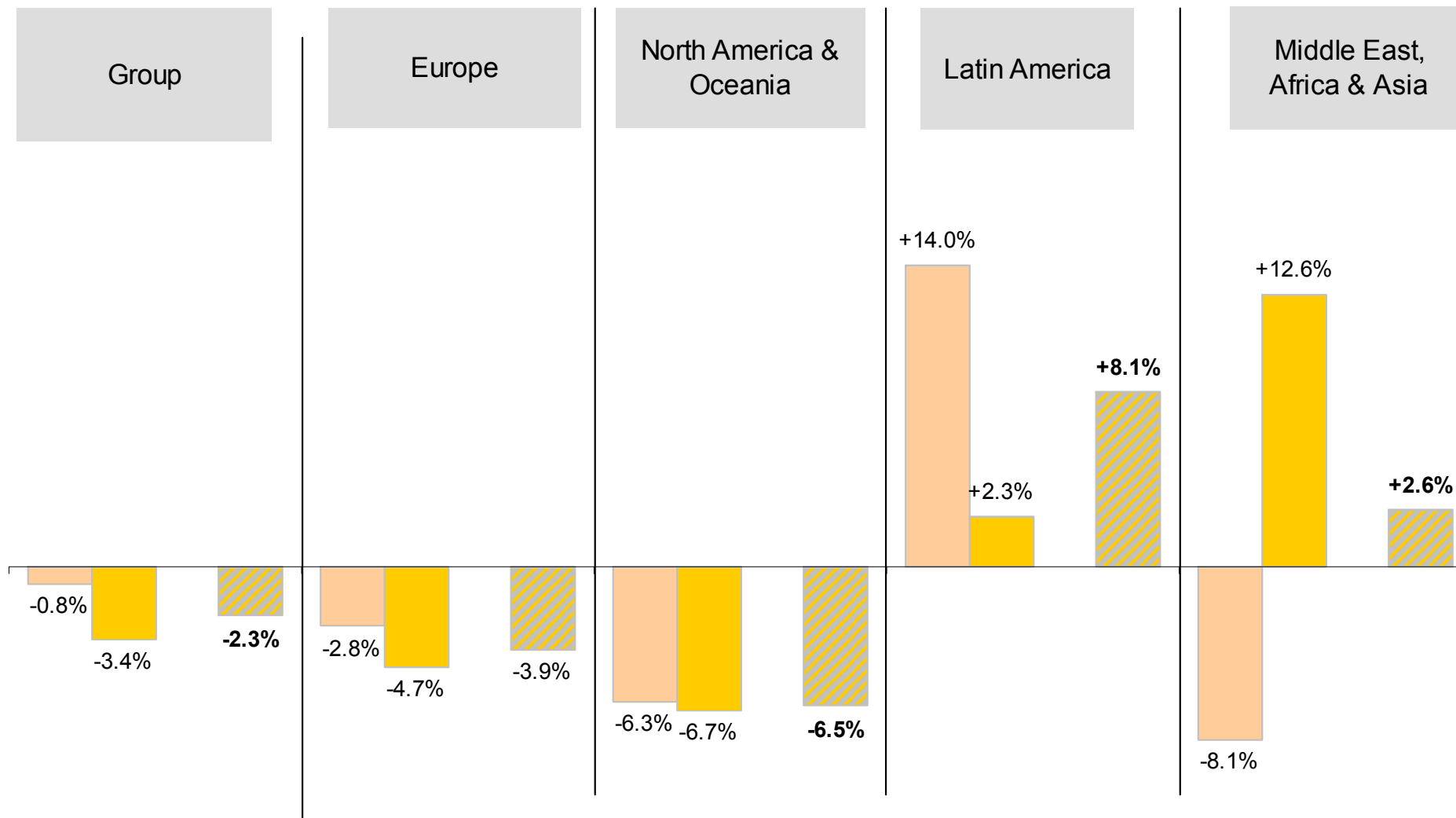
- Group and category highlights Mario Guevara
- **Q2-H1 consolidated financial figures** **Jim DiPietro**
- Full year 2009 outlook Mario Guevara

H1 2009 net sales evolution by geographies



Change on a comparative basis

Q109 Q209 H109



→ See appendix page 25 for main currency impact

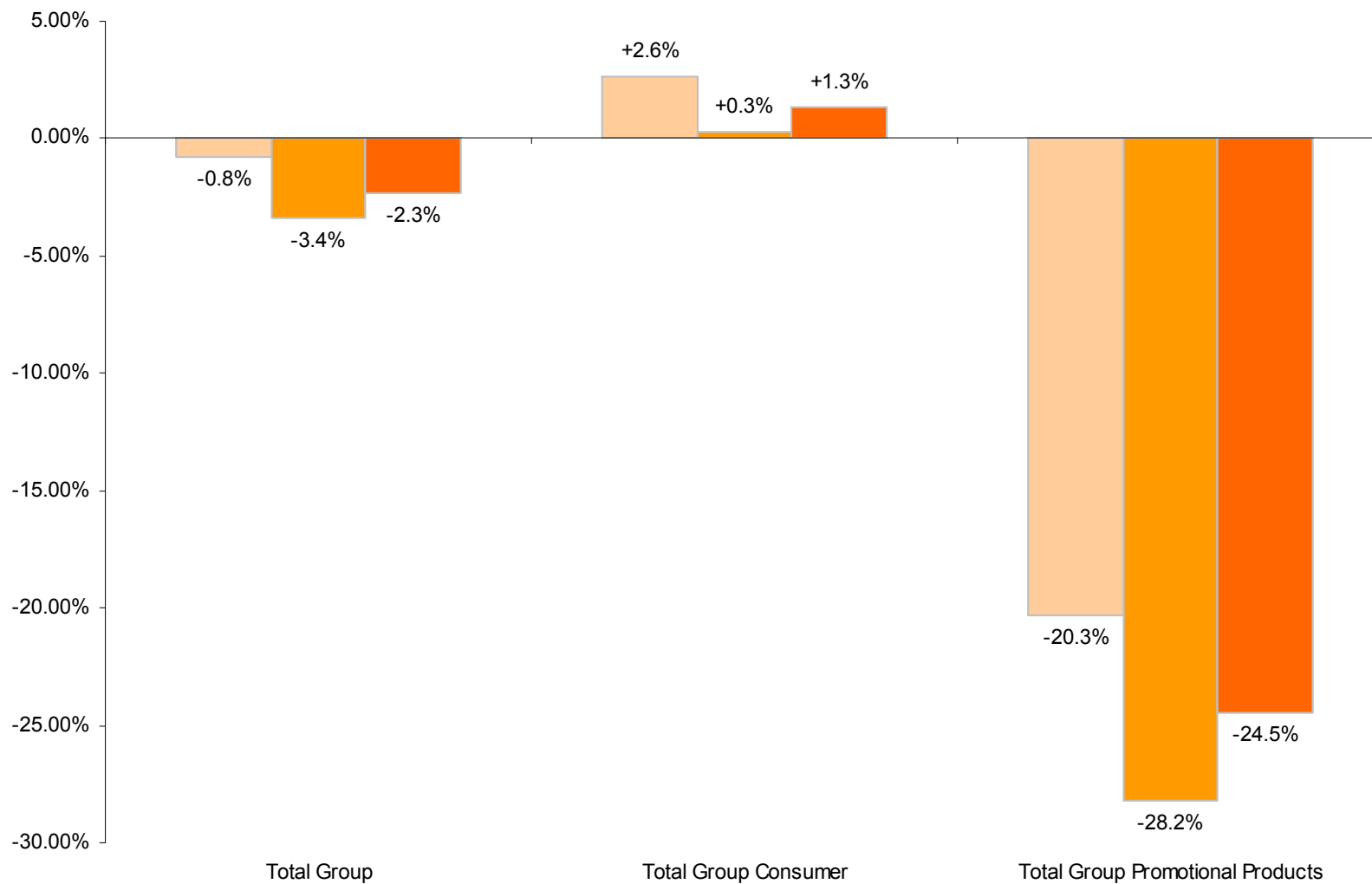
H1 2009 net sales

Consumer vs. Promotional Products



Change on a comparative basis

Q109 Q209 H109



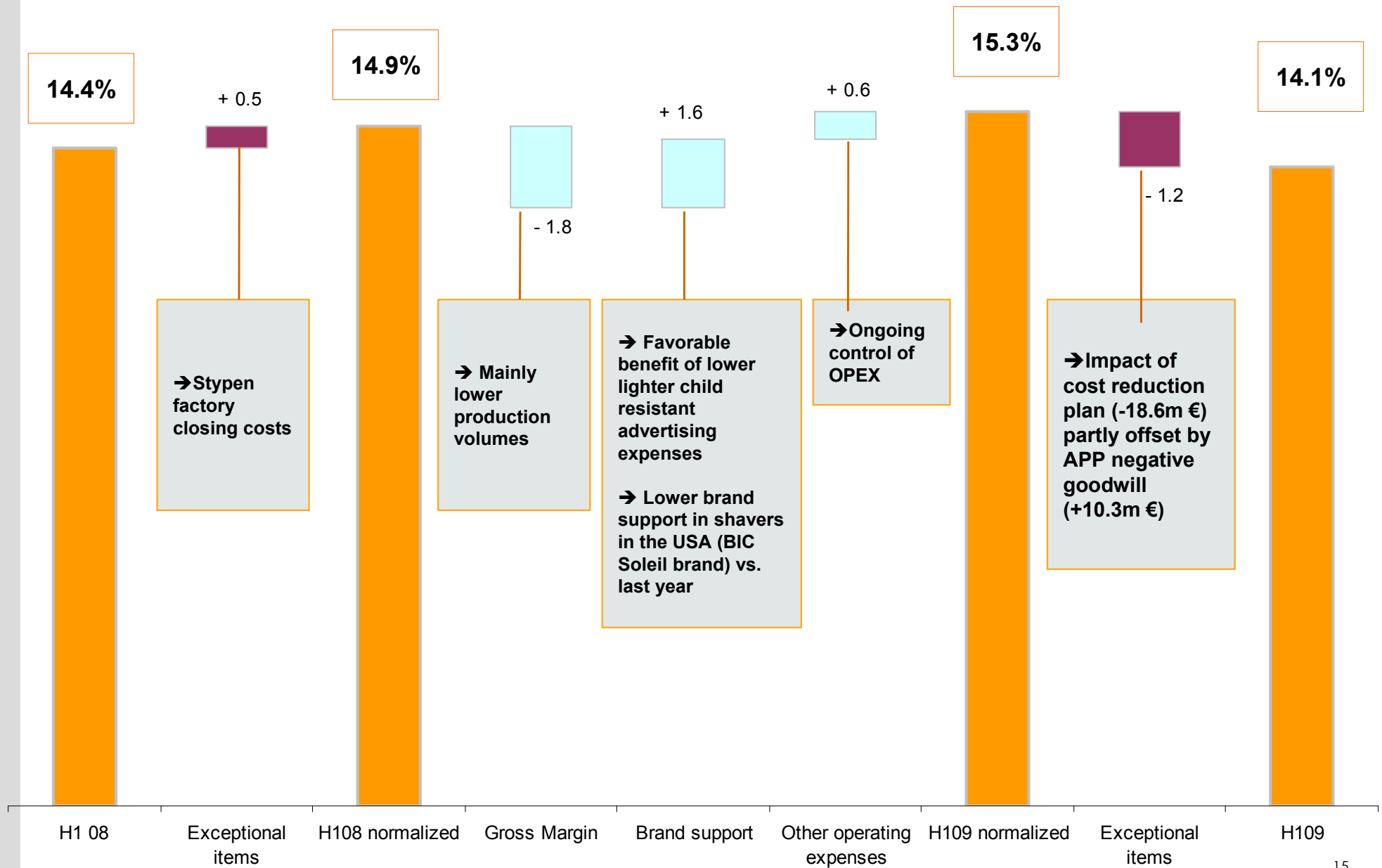
H1 2009: From Net Sales to IFO



<i>BIC Group</i> <i>In million euros</i>	H108	H109	Change	Change at constant currencies*	Change on a comparative basis*
Net Sales	700.5	713.1	+1.8%	+0.1%	-2.3%
Gross Profit	342.9	336.4	-1.9%		
Income from Operations	101.1	100.8	- 0.3%		

*: see glossary

H1 2009 Income From Operations margin

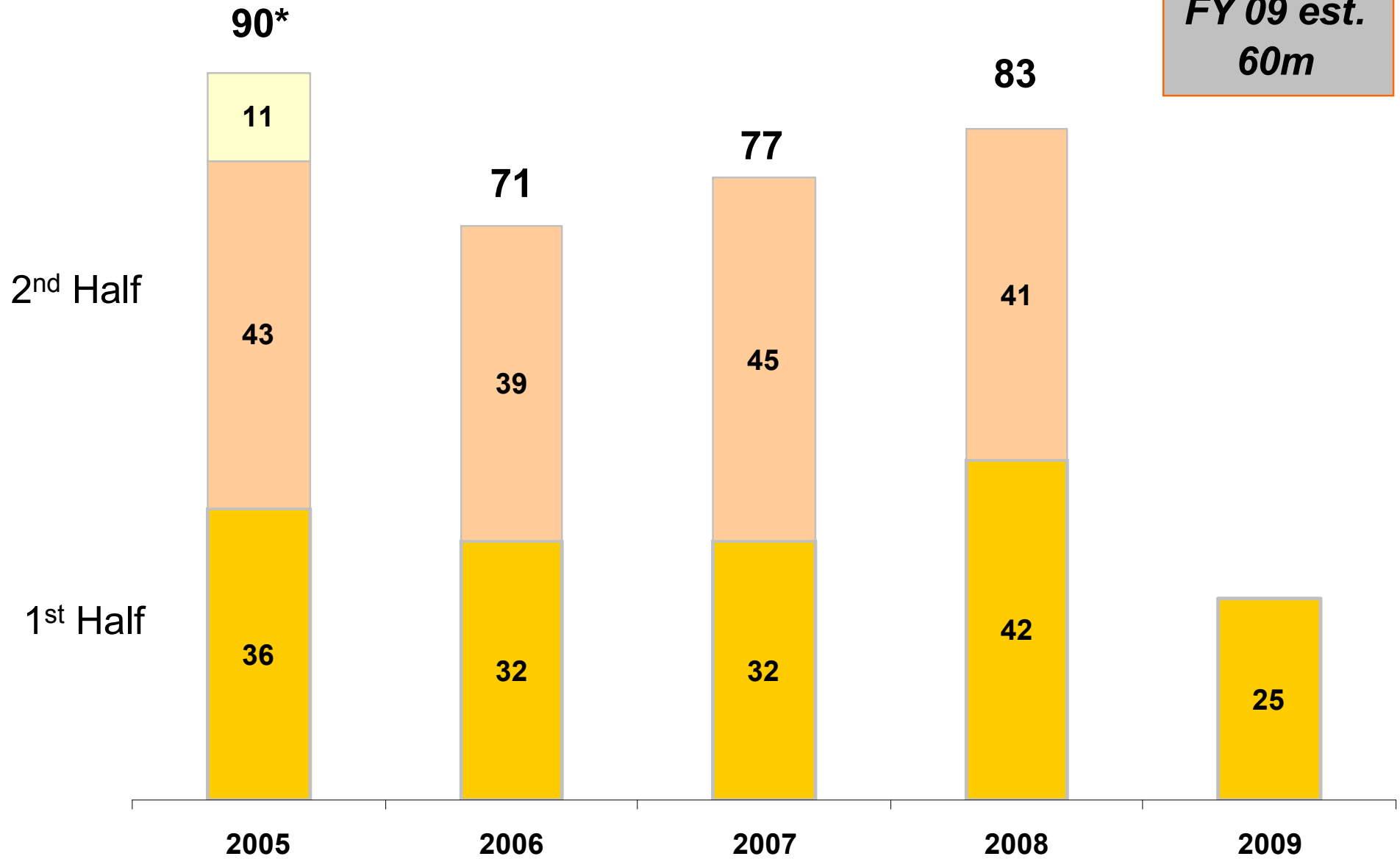


From IFO to Group Net Income



BIC Group <i>In million euros</i>	Q2 08	Q2 09	H1 08	H1 09	
IFO	62.9	64.4	101.1	100.8	<p>Lower net interest income</p> <p>Less favorable FX impact compared to last year</p>
<i>Exceptional Items</i>	-3.7	-8.2	-3.7	-8.3	
Normalized IFO	66.6	72.6	104.8	109.1	
<i>Finance revenues / (costs)</i>	5.5	-0.8	5.2	2.9	
Income before Tax	68.4	63.7	106.3	103.6	<p>Cello Pens March-June 2009</p> <p>→ Net sales: +8.3%</p> <p>→ IFO margin: 27%</p>
<i>Income tax</i>	-23.0	-21.0	-35.7	-34.2	
<i>Tax rate</i>	33.6%	33.0%	33.6%	33.0%	
Income from associates		1.2		1.2	
Group Net Income	45.5	43.8	70.6	70.6	
<i>Net of shares outstanding net of treasury shares</i>	48,531,424	48,131,917	48,531,424	48,131,917	<p>January - June 2009 shares repurchased 48,821 (1.9M€)</p>
EPS	0.94	0.91	1.45	1.47	
Normalized EPS	0.99	1.02	1.51	1.58	

CAPEX



**FY 09 est.
60m**

*Shelton real estate acquisition (€ 11m)

Balance sheet

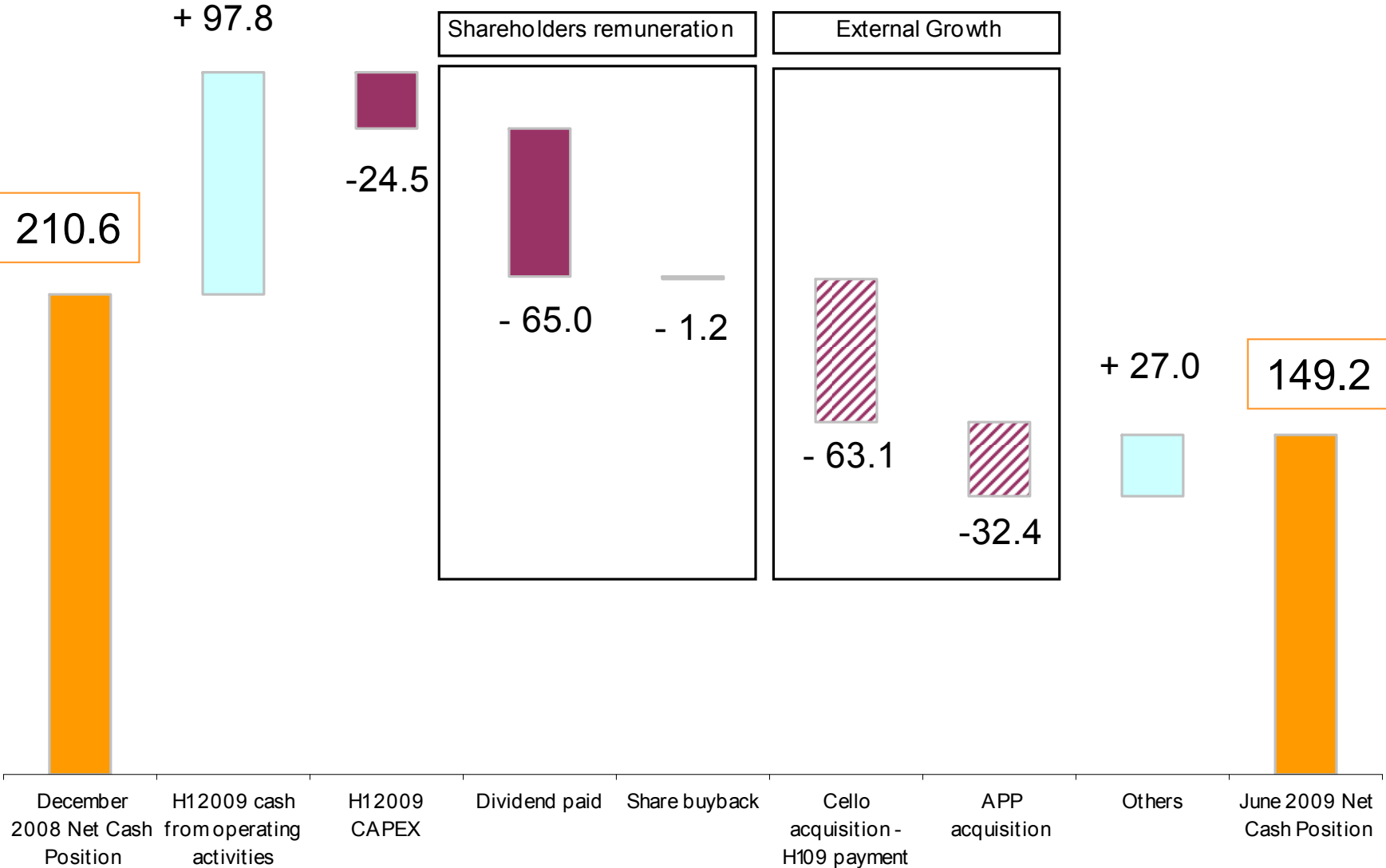


<i>BIC Group</i> <i>In million euros</i>	December 2007	June 2008	December 2008	June 2009
Working Capital				
<i>Inventories</i>	333.3	354.7	304.3	323.3
<i>Trade and other receivables</i>	346.0	407.7	315.1	392.9
<i>Trade and other payables</i>	92.4	98.6	92.1	104.2

Significant enhancement in working capital:

- Ongoing improvement of inventory management
- Tight control of trade receivables

Net Cash Position



- Group and category highlights Mario Guevara
- H1 2009 consolidated financial figures Jim DiPietro
- **Full year 2009 outlook** **Mario Guevara**

Update on cost reduction plan



Objectives

Adapt our organization to the recent evolution of our key markets

Savings

Approximately 30 million euros annualized savings starting in 2010 with full year expected benefits in 2011

FY 09 originally estimated costs

Approximately 50 million euros partially offset by negative goodwill related to the acquisition of APP

→ Net P&L impact: approximately 35 million euros fully in 2009 accounts (including APP negative goodwill)

H1 2009 realized

- Voluntary Retirement plan in the USA:
- Lighter and BIC Graphic plans completed in Spain
- Atchison plant closed

→ Total restructuring expenses: 18.6 million euros (of which 5.9 m euros cash)

- **H1 net P&L impact:**
 - 8.3 million euros (including APP negative goodwill for 10.3 millions euros)
- **Full year 2009 net P&L impact estimated to be approximately 35 million euros**

Full year 2009 expected operational trends



Stationery

Consumer

- Office Products channel should not recover before 2010
- Retail channel sales will be subject to back-to-school consumer takeaway in North America and Europe, which could impact year-end reorders

Stationery Promotional Products performance should be in line with H1 2009 trends

Lighters

Second half of 2009 net sales should be flat compared to last year at constant currencies.

Shavers

Full year 2009 net sales growth at constant currencies is likely to be in line with H1 2009 levels.



Gain share in all categories

Protect cash generation



Appendix

H1 2009 net sales – main exchange rate evolution vs. euro



	% of sales	Average rate H108	Average rate H109	% of change
US Dollar	36%	1.53	1.33	13.0%
Brazilian Real	9%	2.59	2.92	-12.9%
Mexican Peso	5%	16.19	18.46	-14.0%
Canadian dollar	3%	1.54	1.60	-4.2%
Australian dollar	2%	1.65	1.88	-13.8%
South African Zar	1%	11.75	12.27	-4.4%
Non Euro European countries	5%			
Sweden		9.37	10.86	-15.9%
Russia		36.52	44.26	-21.2%
Poland		3.49	4.48	-28.3%
British Pound		0.78	0.89	-15.4%

From reported IFO to Normalized IFO



<i>BIC Group</i> <i>In million euros</i>	H1 08	H1 09
IFO as Reported	101.1	100.8
<i>Gain on Real Estate</i>	-	-
<i>Cost related to the closing of the Stypen factory in France</i>	+3.7	-
<i>Cost related the restructuring plan announced in April 2009</i>	-	+18.6
<i>Negative Goodwill related to the acquisition of Antalis Promotional Products</i>	-	-10.3
Normalized IFO	104.8	109.1

Consolidated P&L



<i>BIC Group</i> <i>In million euros</i>	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	1,456.1	308.1	392.4	363.9	356.5	1,420.9	308.4	404.7
Gross Profit	715.0	154.7	188.3	168.7	158.3	669.9	147.9	188.5
Income from Operations	255.8	38.2	62.9	62.0	46.5	209.6	36.3	64.4
Normalized IFO*	253.5	38.2	66.6	63.5	45.8	214.3	36.3	72.6
Income before Tax	261.2	37.8	68.4	63.9	46.1	216.3	40.0	63.7
Group net income	172.9	25.1	45.5	42.5	31.9	144.9	26.8	43.8
EPS	3.51	0.52	0.94	0.88	0.66	3.00	0.56	0.91
<i>Number of shares ⁽¹⁾</i>	49,244,579	48,620,706	48,531,424	48,429,501	48,357,724	48,357,724	48,134,632	48,131,917

*: see glossary

(1) Weighted average number of shares net of treasury shares

Group Quarterly figures



<i>BIC Group In million euros</i>	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	1,456.1	308.1	392.4	363.9	356.5	1,420.9	308.4	404.7
<i>YoY actual changes</i>	+0.6%	-6.7%	-1.6%	-0.6%	-1.3%	-2.4%	+0.1%	+3.1%
<i>YoY changes at constant currencies*</i>	+4.7%	-0.9%	+5.8%	+4.2%	-0.1%	+2.4%	-0.8%	+0.7%
<i>YoY changes on a comparative basis*</i>	+3.3%	-1.8%	+4.5%	+3.0%	-0.1%	+1.6%	-0.8%	-3.4%
IFO	255.8	38.2	62.9	62.0	46.5	209.6	36.3	64.4
Normalized IFO*	253.5	38.2	66.6	63.5	45.8	214.3	36.3	72.6
IFO margin*	17.6%	12.4%	16.0%	17.0%	13.0%	14.7%	11.8%	15.9%
Normalized IFO margin	17.4%	12.4%	16.9%	17.5%	12.9%	15.1%	11.8%	17.9%

*: see glossary

Stationery Quarterly figures



BIC Group In million euros	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	714.9	145.8	202.6	172.2	152.7	673.3	130.3	189.6
YoY actual changes	-3.1%	- 8.6%	- 2.9%	-6.3%	-6.3%	-5.8%	-10.6%	-6.4%
YoY changes at constant currencies*	-0.6%	- 2.3%	+ 4.7%	-1.3%	-3.9%	-0.4%	-10.8%	-8.7%
IFO	108.0	16.2	32.1	25.5	16.7	90.5	7.5	21.0
Normalized IFO*	108.0	16.2	35.8	27.1	16.0	95.2	7.5	29.4
IFO margin*	15.1%	11.1%	15.8%	14.8%	10.9%	13.4%	5.7%	11.1%
Normalized IFO margin	15.1%	11.1%	17.7%	15.7%	10.5%	14.1%	5.7%	15.5%

*: see glossary

Lighters Quarterly figures



<i>BIC Group In million euros</i>	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	390.3	82.3	94.4	95.6	104.5	376.9	94.8	97.6
<i>YoY actual changes</i>	-1.1%	- 10.2%	- 2.9%	-1.0%	-0.3%	-3.4%	+15.2%	+3.4%
<i>YoY changes at constant currencies*</i>	+3.7%	- 4.8%	+ 4.6%	+3.5%	-0.2%	+0.8%	+13.1%	-0.5%
IFO	125.3	22.0	30.4	29.0	28.5	110.0	29.1	28.2
Normalized IFO	125.3	22.0	30.4	29.0	28.5	110.0	29.1	35.3
<i>IFO margin</i>	32.1%	26.7%	32.3%	30.4%	27.3%	29.2%	30.7%	28.9%
<i>Normalized IFO margin</i>	32.1%	26.7%	32.3%	30.4%	27.3%	29.2%	30.7%	36.2%

*: see glossary

Shavers Quarterly figures



<i>BIC Group In million euros</i>	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	266.7	57.8	66.9	70.6	69.0	264.3	58.9	70.9
<i>YoY actual changes</i>	+5.1%	- 6.3%	- 6.0%	+6.3%	+2.3%	-0.9%	+1.8%	+6.1%
<i>YoY changes at constant currencies*</i>	+9.2%	- 0.4%	+ 1.0%	+11.2%	+3.5%	+3.9%	+0.6%	+4.6%
IFO	22.0	0.9	-0.8	8.3	2.5	10.9	1.7	6.7
Normalized IFO	22.0	0.9	-0.8	8.3	2.5	10.9	1.7	8.7
<i>IFO margin</i>	8.2%	1.5%	-1.1%	11.7%	3.6%	4.1%	2.8%	9.4%
<i>Normalized IFO margin</i>	8.2%	1.5%	-1.1%	11.7%	3.6%	4.1%	2.8%	12.3%

*: see glossary

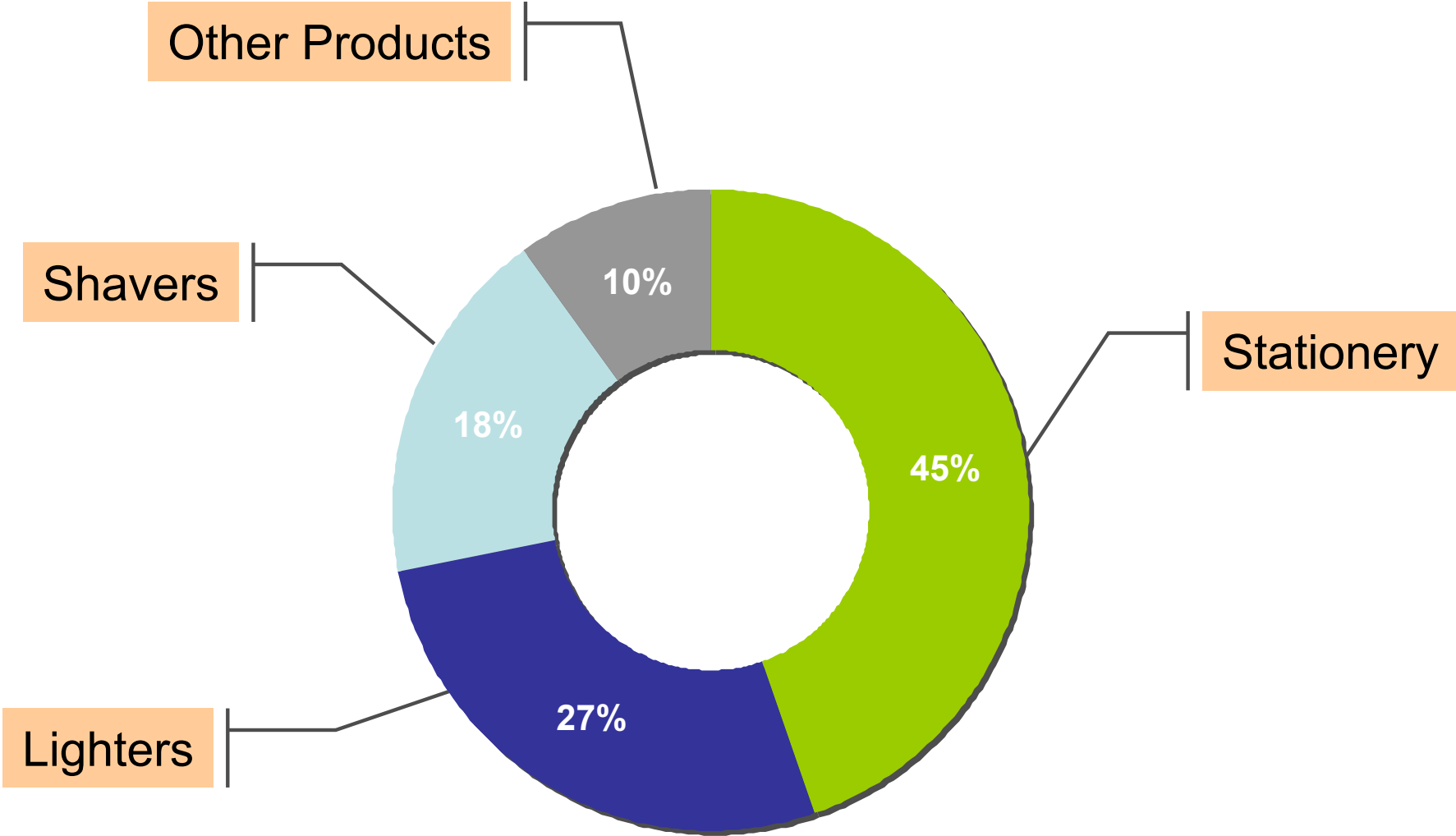
Other Products Quarterly figures



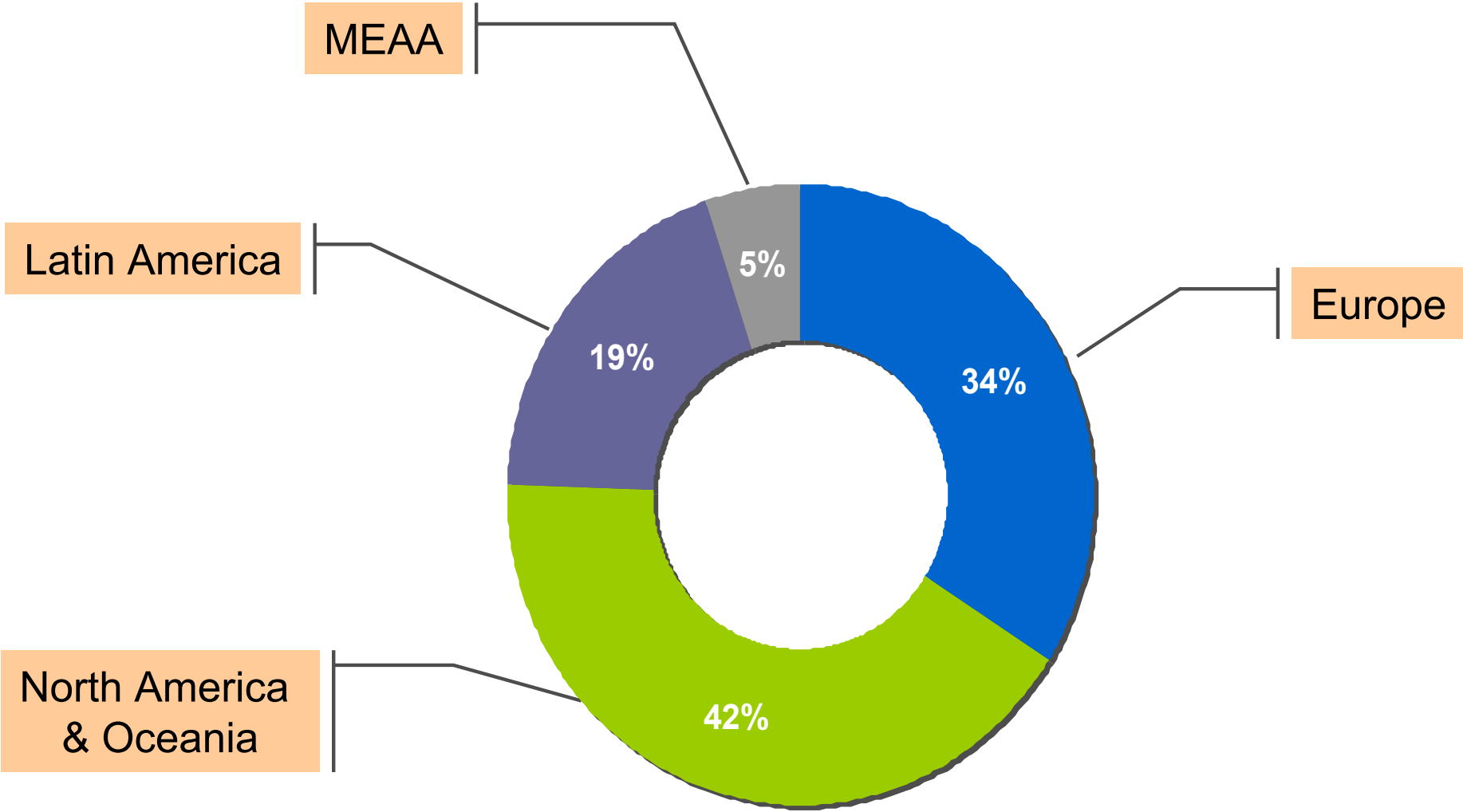
<i>BIC Group In million euros</i>	FY07	Q108	Q208	Q308	Q408	FY08	Q109	Q209
Net Sales	84.2	22.2	28.5	25.5	30.2	106.5	24.4	46.6
<i>YoY actual changes</i>	+35.5%	+ 27.1%	+ 31.5%	+33.1%	+16.7%	+26.4%	+9.8%	+63.8%
<i>YoY changes at constant currencies*</i>	+37.6%	+ 30.5%	+ 36.6%	+36.2%	+15.6%	+28.8%	+9.4%	+62.8%
<i>YoY changes on a comparative basis*</i>							+9.4%	+5.6%

*: see glossary

H1 09 Net Sales breakdown by category



H1 09 Net Sales breakdown by geography





- Capital evolution:
 - Authorized share capital on June 30, 2009: 48,465,420 shares

- 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 APP (Antalis Promotional Products) negative goodwill

2009 Agenda



3rd Quarter 2009 Results

October 21st, 2009

Conference Call

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 31 March 2009