



Q3 and 9M 2010 RESULTS

October 20, 2010

Group and category highlights

Mario Guevara

Q3-9M 2010 consolidated financial figures

Jim DiPietro

Full year 2010 outlook

Mario Guevara

Group 9M 2010 highlights



Very good performance of our Consumer Business

Good back-to-school in Europe and North America
Continued market share gains in all categories and all geographies
Strong performance of developing markets

Advertising & Promotional Products Business

Impact of business environment low visibility on companies' promotional expenses
Integration plan completed in Europe and well on track in the U.S.

Better fixed cost absorption
Manufacturing productivity
Targeted brand support

Normalized IFO margin up 1.3 pts

Continued discipline around working capital and CAPEX investments

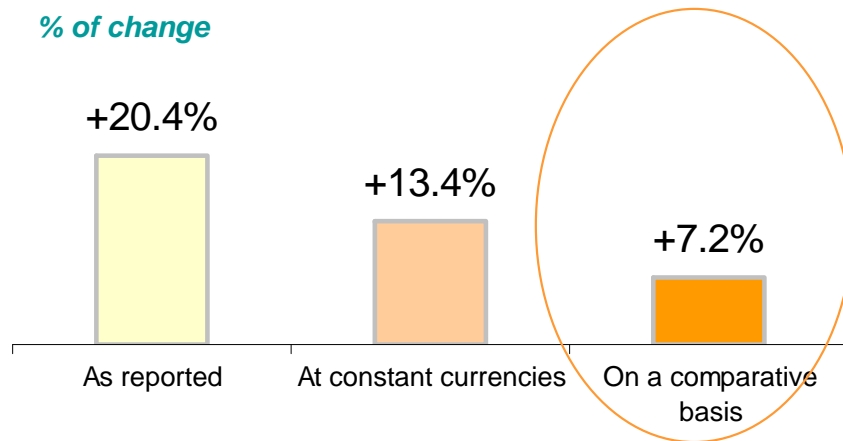
133.5 million euros improvement in year-on-year Net Cash Position

Group 9M 2010 Key figures



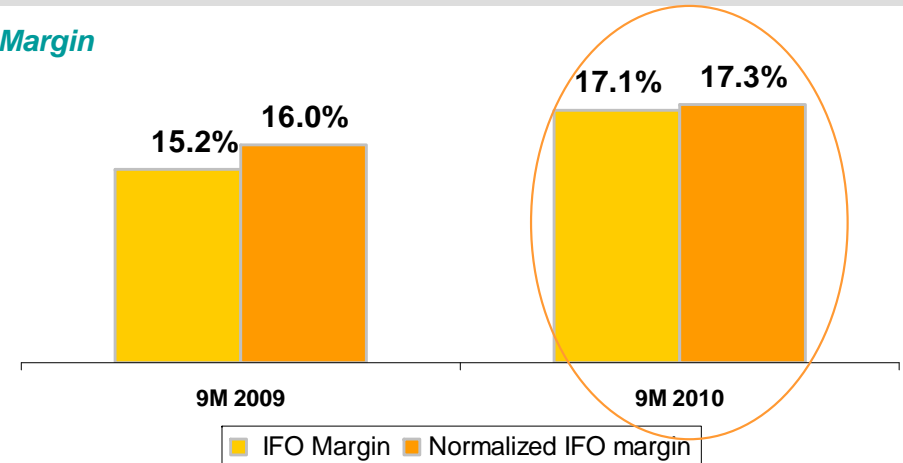
Net Sales: 1,358.2 million euros

% of change



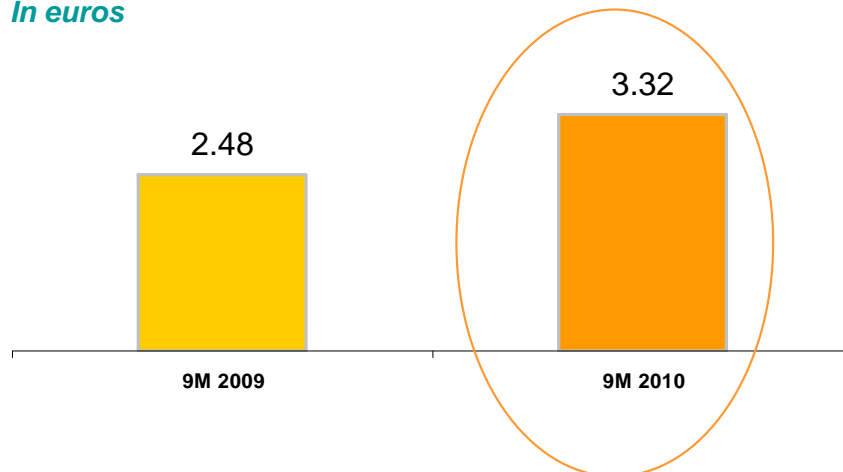
Normalized Income from Operations: 234.6 million euros

Margin



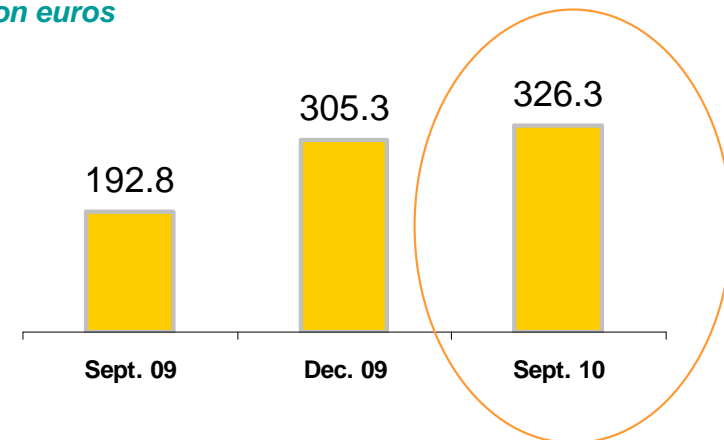
EPS: +33.9% increase

In euros



Net Cash Position

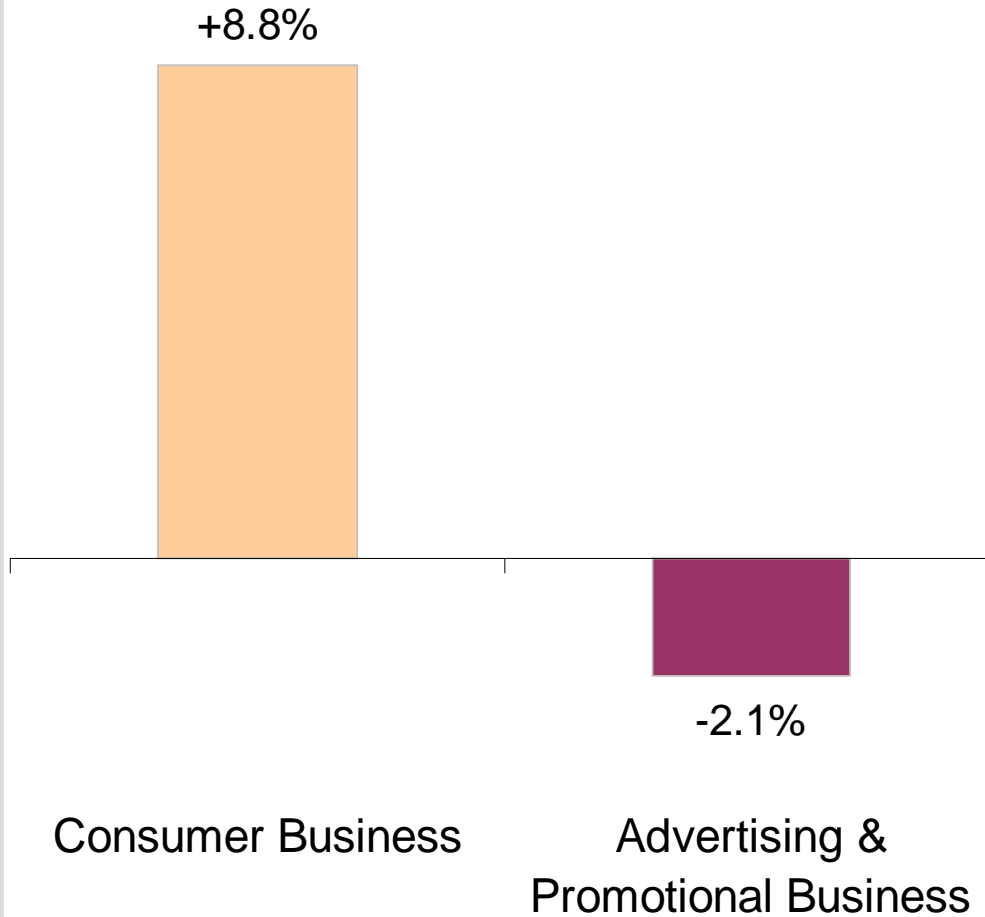
In million euros





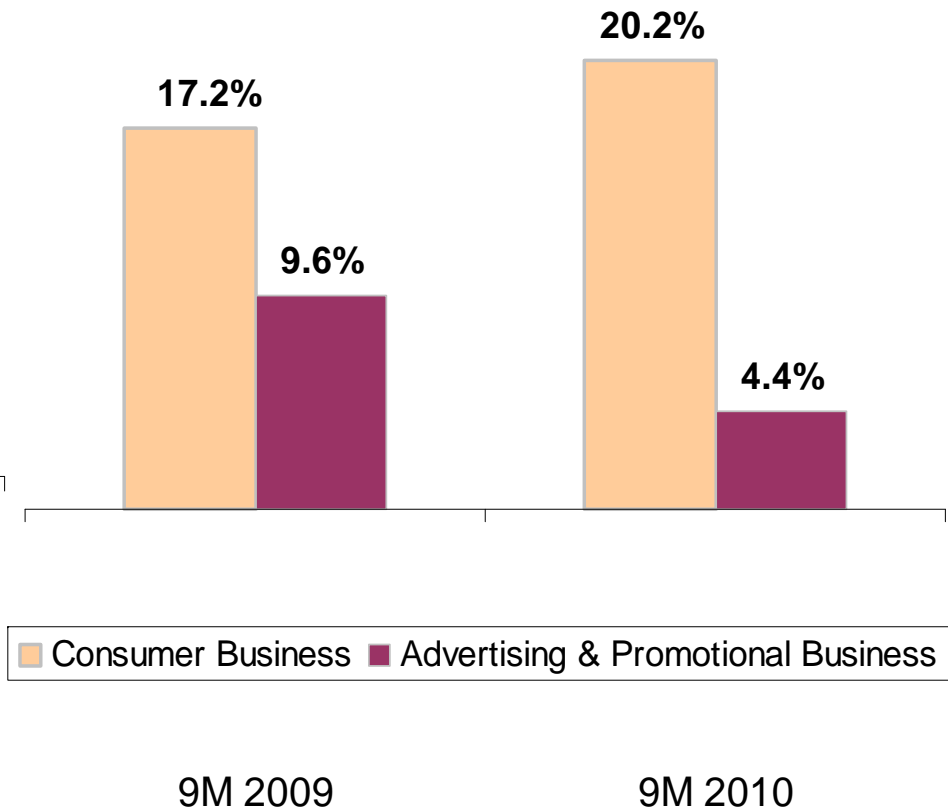
Net Sales

% of change on a comparative basis



Normalized IFO margin

% of net sales

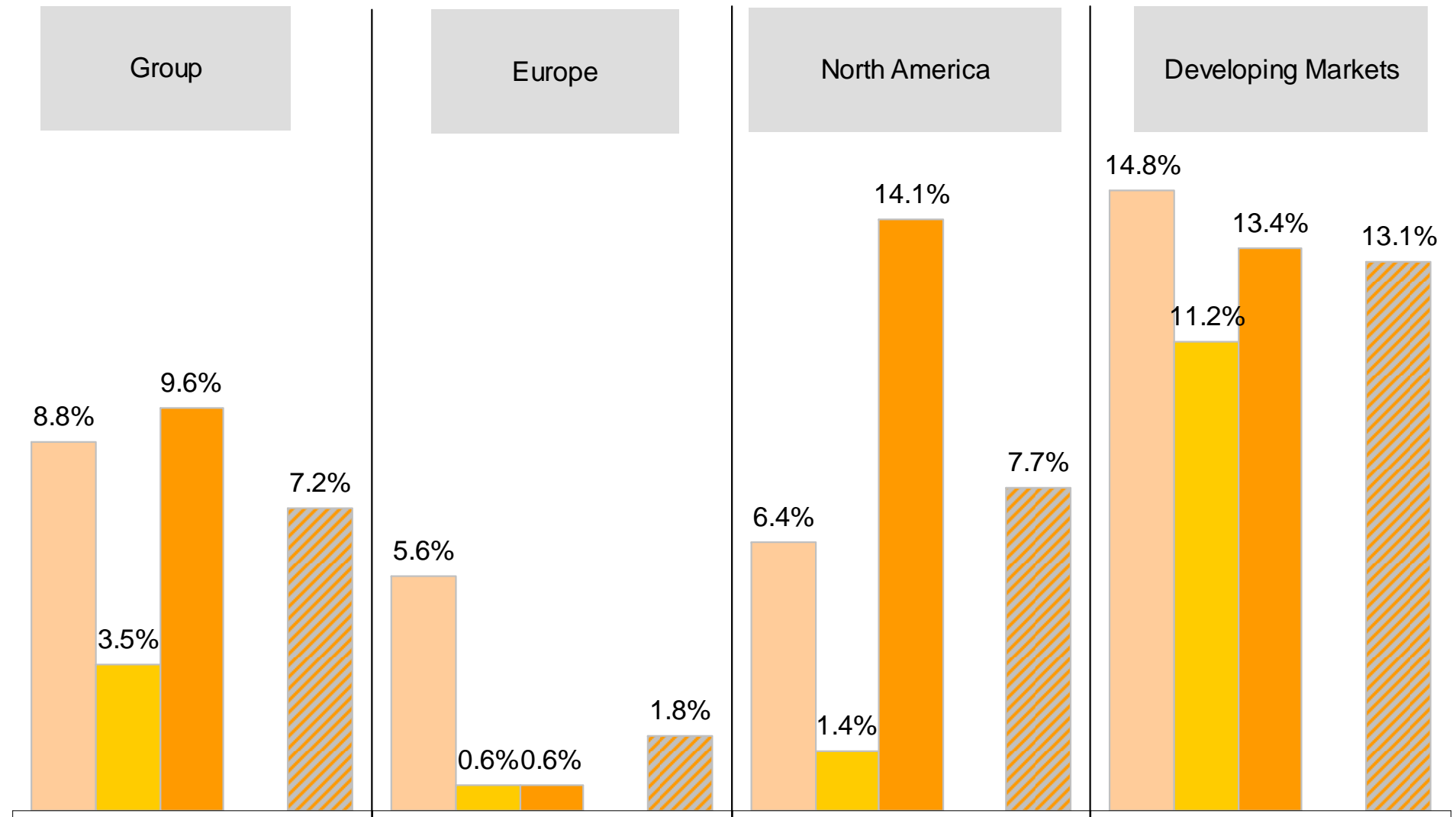


Consumer Business Advertising & Promotional Business

9M 2010 net sales evolution by geographies

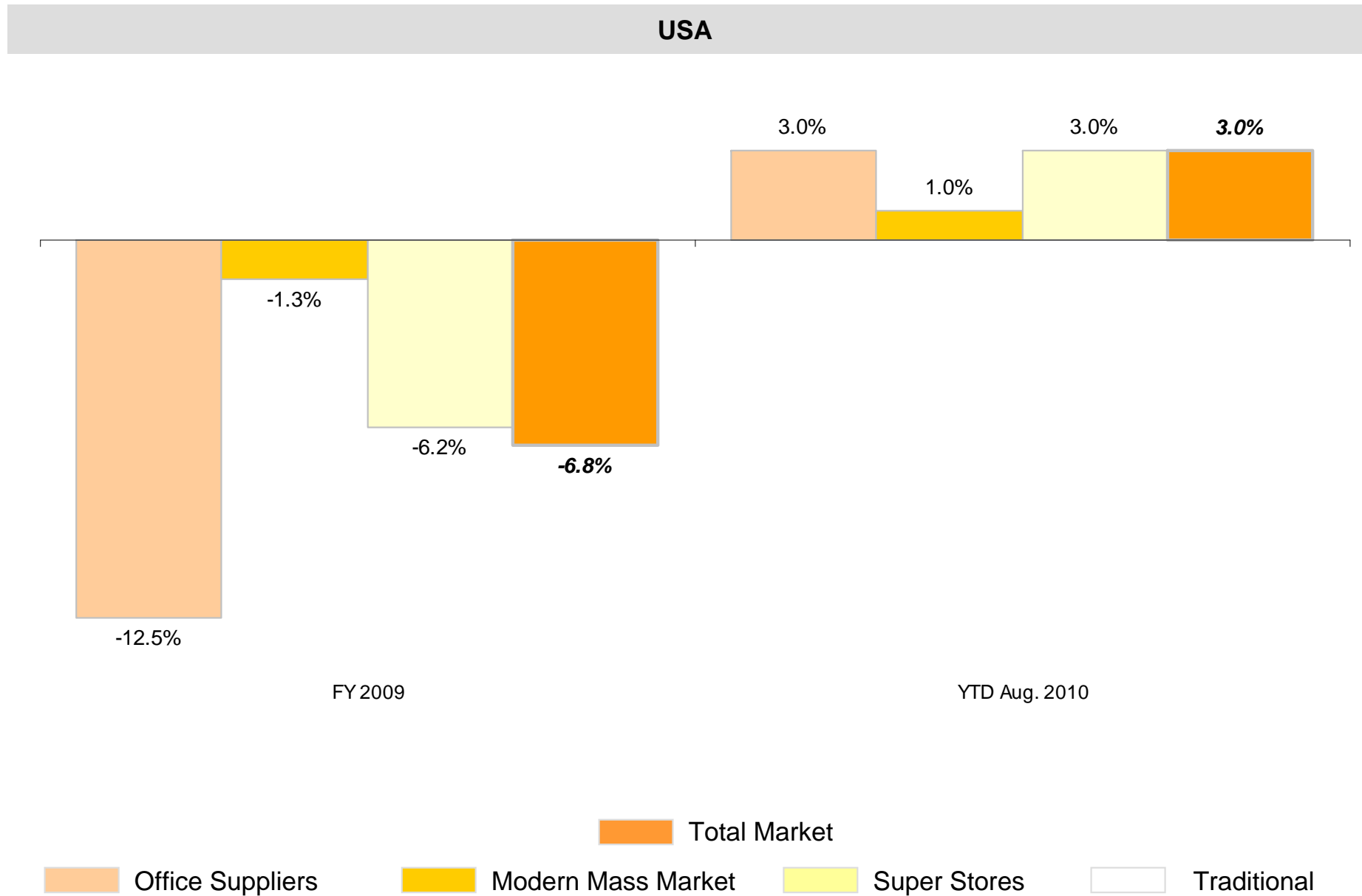


Change on a comparative basis



→ See appendix page 22 for main currency impact

Stationery Consumer – Market trends

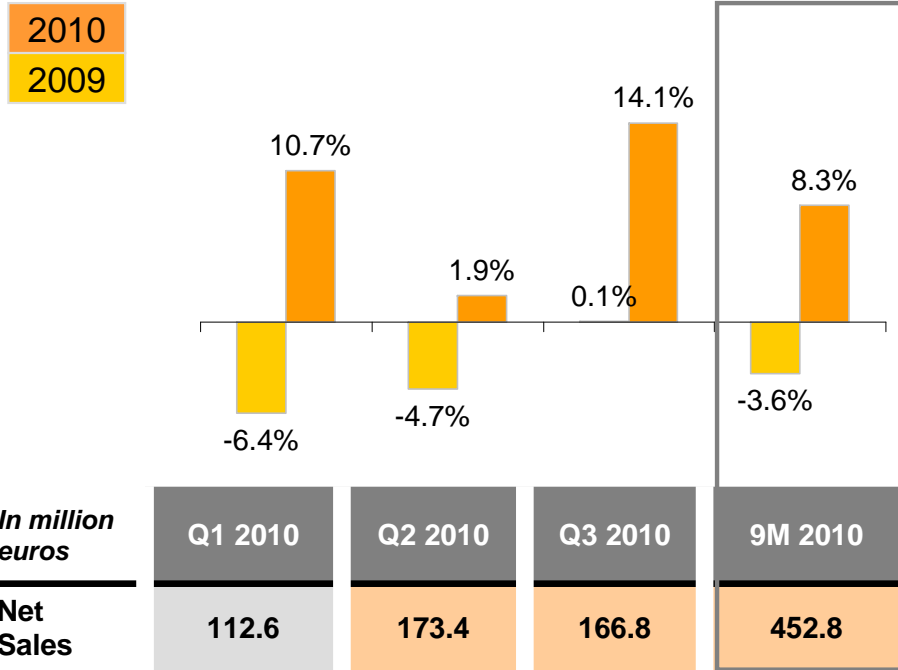


Source: NPD/IRI – excluding Walmart for the U.S.

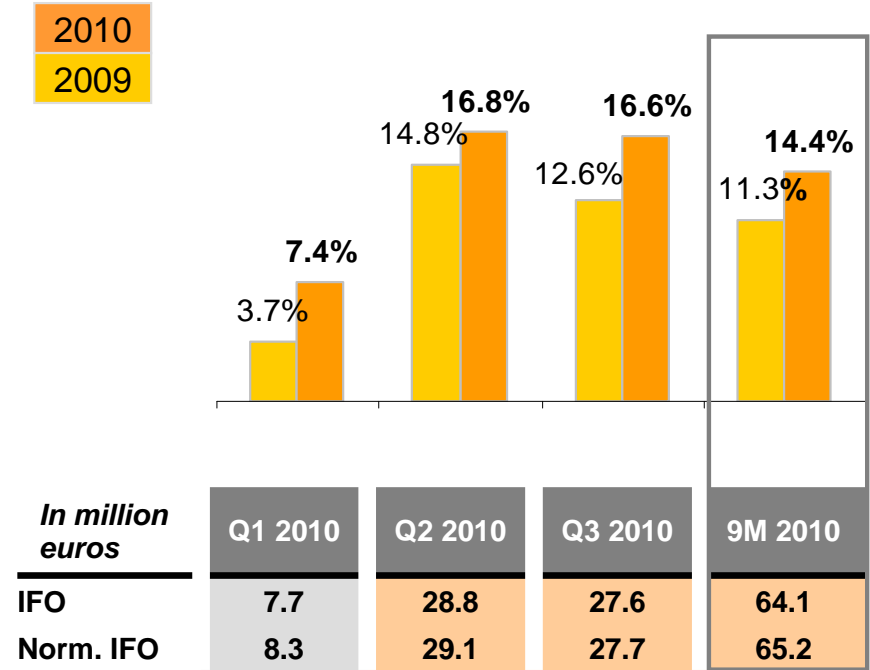
Stationery (Consumer)



Change in net sales at constant currencies



Normalized IFO margin



9M NET SALES

Developed markets

Good back-to-school (sell-in and sell-through)

Market still weak in **Western Europe** where the BIC® brand continues to outperform competition and gain market shares
 Good results in **Eastern Europe**.

Overall stationery market was up 3% at the end of August 2010 in the **U.S.** where both Office Suppliers and Retail Mass Market channels showed improvement vs. last year. The BIC® brand continued to gain market share.

Developing markets

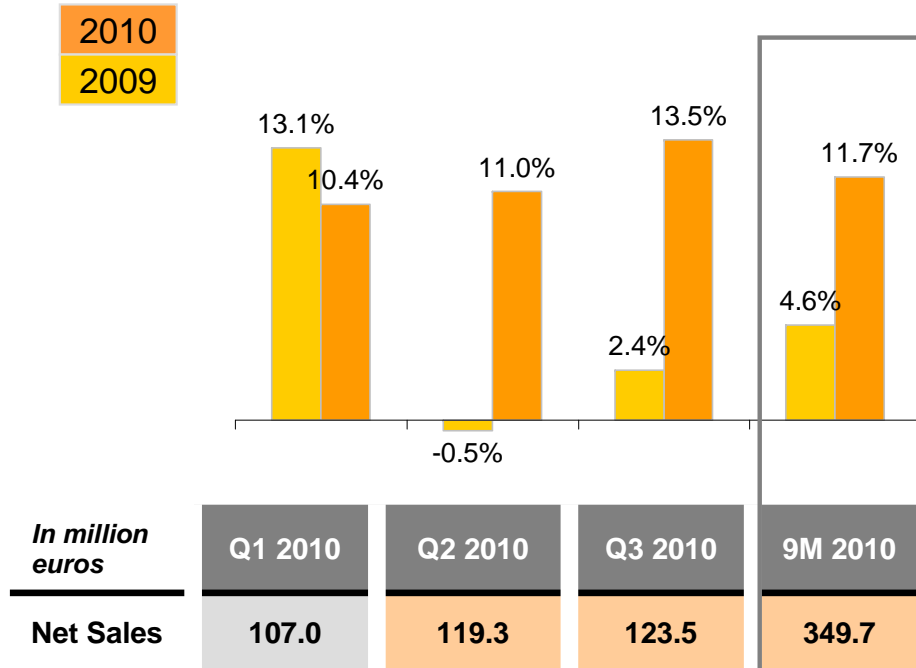
Double digit net sales increase in developing markets with a strong performance in most regions (Latin America, Middle-East and Africa).

9M IFO

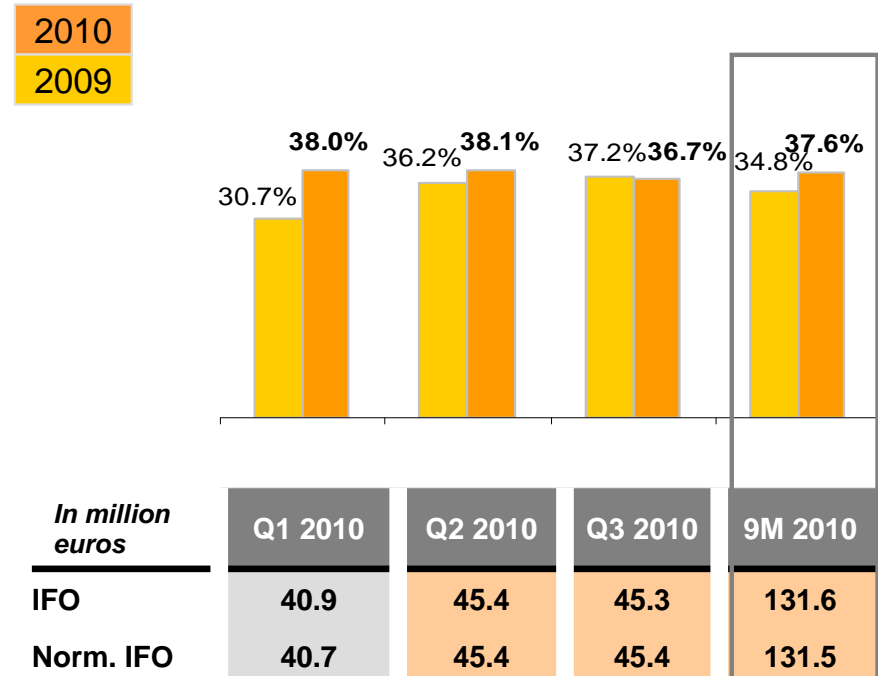
Normalized IFO margin: 14.4 % in 9M 2010 compared to 11.3% in 9M 2009

Strong sales growth
 Improved fixed cost absorption due to higher production volumes

Change in net sales at constant currencies



Normalized IFO margin



9M NET SALES

Continued increase of volumes in all key geographies

Low-single digit growth in Europe.

Overall market slowdown during the third Quarter, particularly in Southern Europe.

Low double digit growth in North America due to the influence of several factors:

- Success of the BIC® value-added limited sleeve series lighters
- Increase of overall retail inventory levels compared to last year
- Evolution of tobacco consumption in the U.S. (more adults smokers, stabilization of cigarette stick sales)
- Evolution of legislation (self extinguishing cigarettes now mandatory in all but 3 states, ban of novelty lighters)

Double digit growth in developing markets

- Continued distribution gains in all Latin American countries.
- Successful Brazilian "3,000 lights" advertising campaign highlighting the benefit of BIC® lighters vs. matches

9M IFO

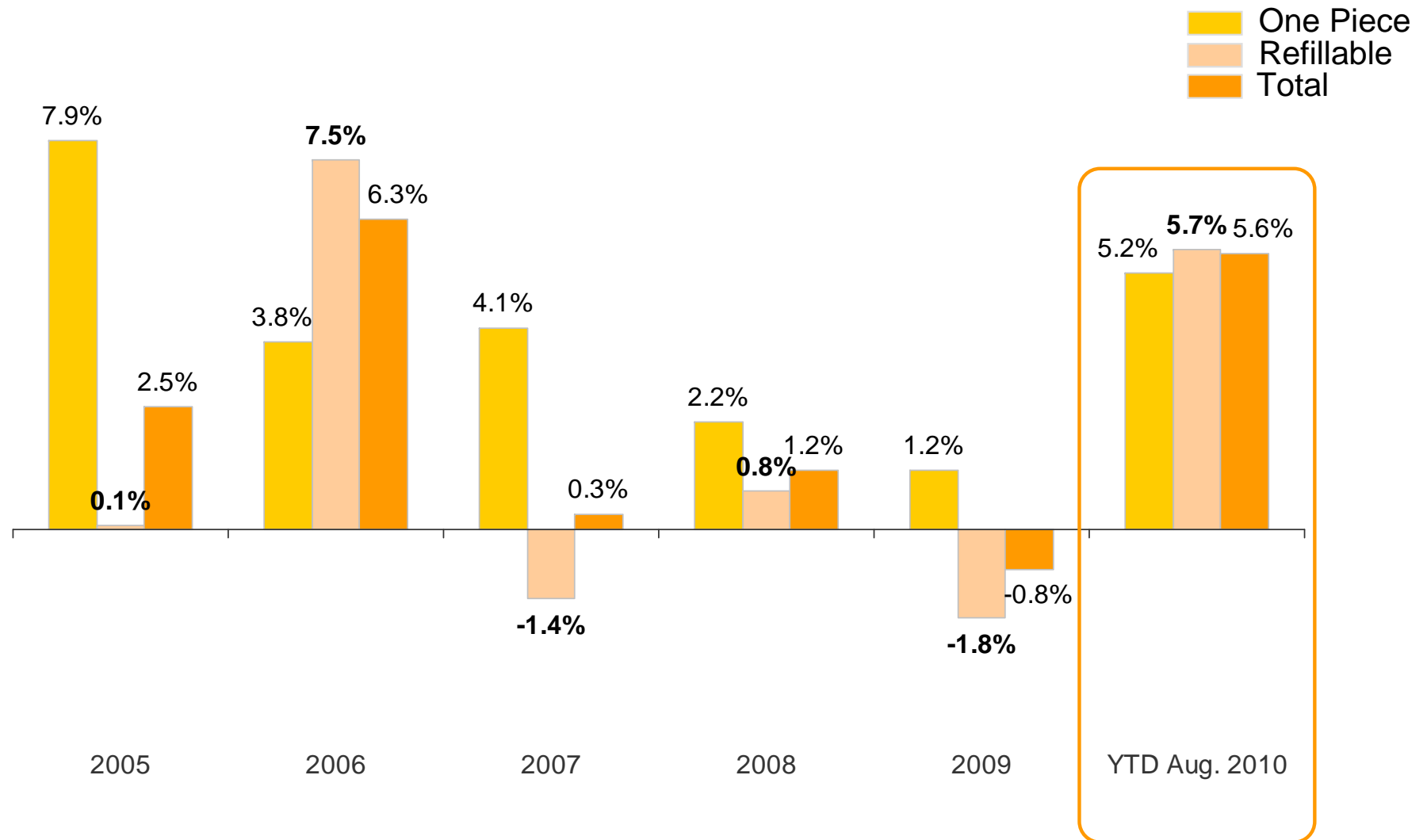
Normalized IFO margin: 37.6% in 9M 2010 compared to 34.8 % in 9M 2009

- Sales increase
- Higher production volumes.

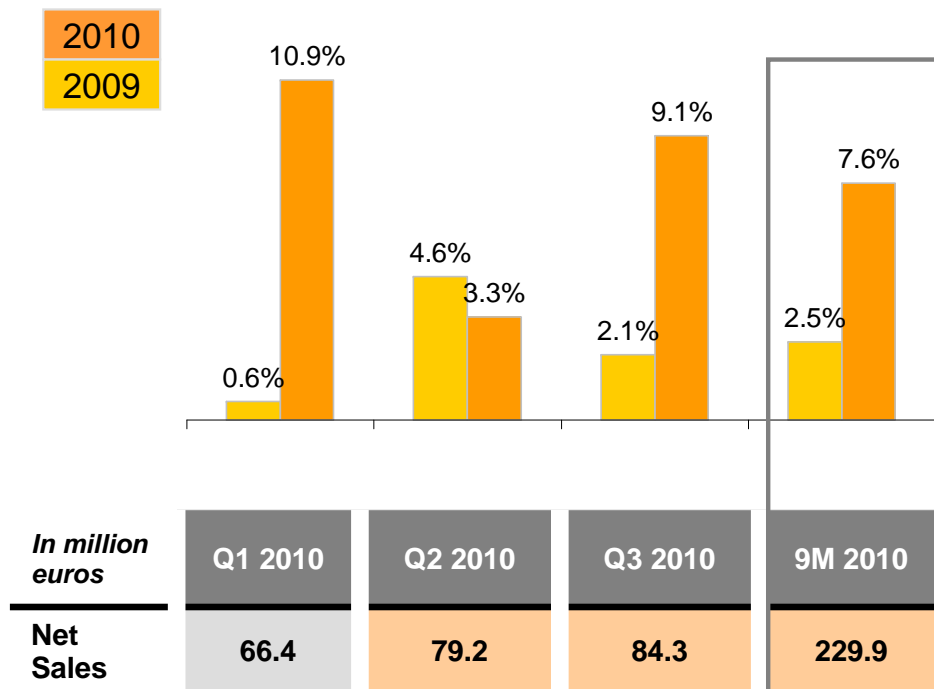
Shavers – U.S. market evolution



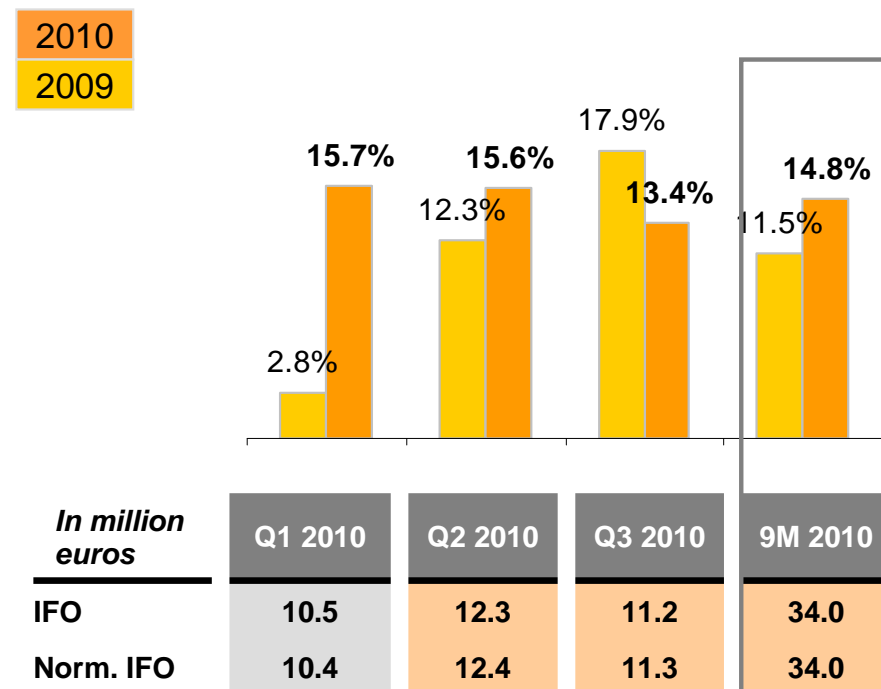
U.S. market – % change vs YAG – Dollar sales



Change in net sales at constant currencies



Normalized IFO margin



9M NET SALES

Developed Markets

Strong trade and consumer acceptance of our new hybrid 3 blade shavers (BIC® Easy / Hybrid Advance™) and 4 movable blade shavers (BIC® Soleil® Bella™ for women and BIC® Comfort 4 / BIC® Flex4™ for men)

Low single digit growth in Europe

Overall slowdown of trends, notably in Greece and Spain

High single digit growth in North America

Market share gains driven by the success of new products

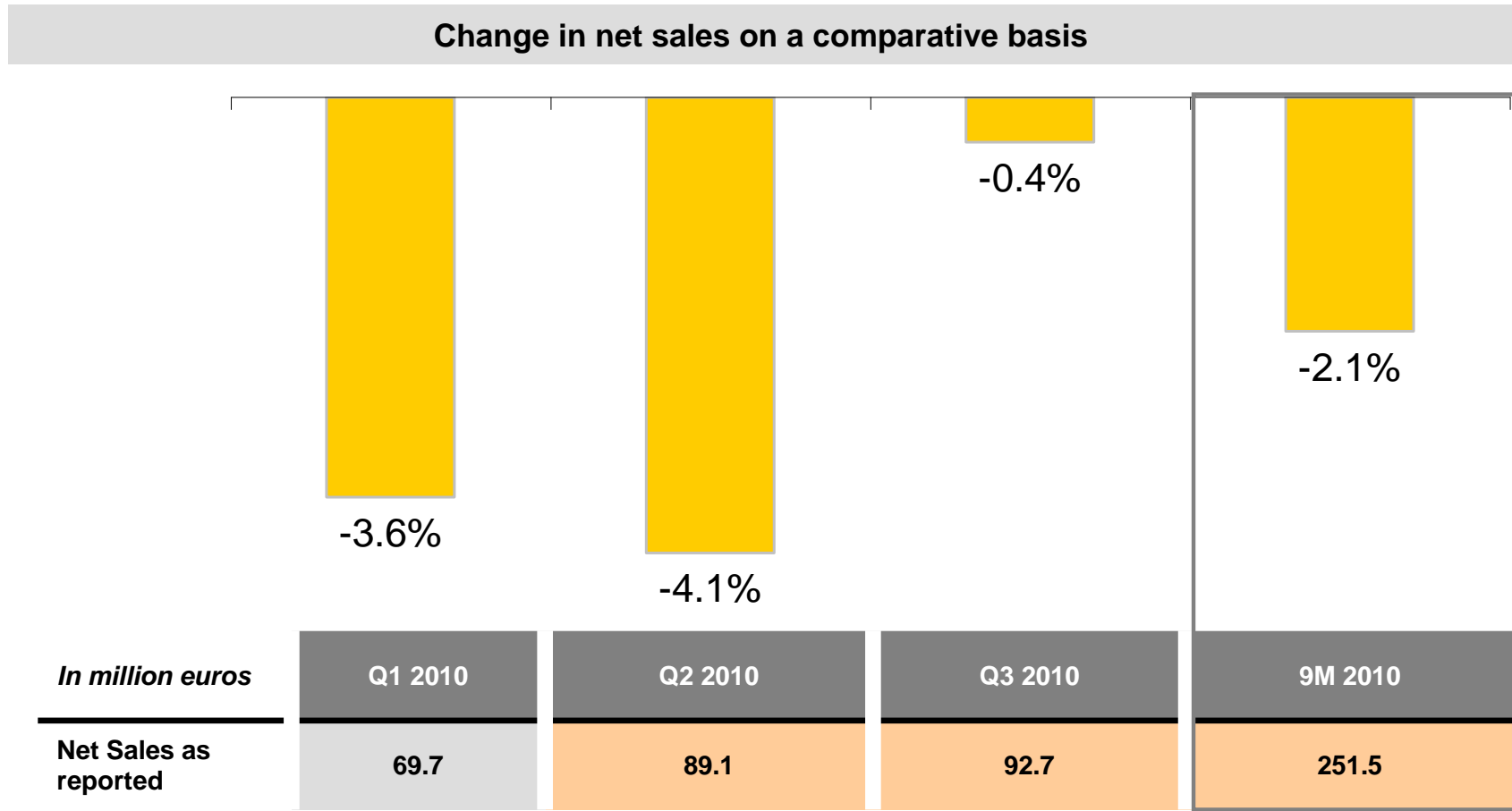
Developing Markets

Double digit growth led by strong performance in Latin America for all BIC® products (1B, 2B and especially 3B products)

9M IFO

Normalized IFO margin: 14.8% in 9M 2010 compared to 11.5% in 9M 2009

Net sales growth
Improved fixed cost absorption due to increased production
Better manufacturing productivity.



9M NET SALES

Overall Advertising and Promotional Products **markets remained weak** during Q3

In the U.S., the slight improvement experienced in Q2 was not confirmed during Q3 due to worsening business visibility in this country.

Normalized Income From Operations

<i>In million euros</i>	Q1 2010	Q2 2010	Q3 2010	9M 2010
Reported IFO	-8.6	10.2	8.8	10.3
<i>Restructuring plan</i>	-5.7	-0.5	-1.9	-8.1
<i>Gain on funeral disposal</i>	-	+7.3	-	+7.3
Normalized IFO	-2.9	3.4	10.6	11.0

Normalized Income From Operations margin based on the assumption of consolidation of Norwood PP in H1 2009 – non audited



9M IFO

BIC APP's 9M 2010 reported IFO margin: 4.1%
 -8.1 million euros costs related to Norwood PP integration plan in the U.S. (of which -1.9 million euros in Q3)
 +7.3 million euros net gain related to the disposal of the funeral products business

BIC APP 9M 2010 normalized IFO margin: 4.4%
 Q3 2010 normalized IFO margin reached 11.4% (positive impact of the Calendar business seasonality)

Integration plan is well on track
 In Europe, consolidation of operations in Spain with a single logistic platform completed.
 In the US, transfer of writing instruments imprinting to Tampa done during Q3, as planned

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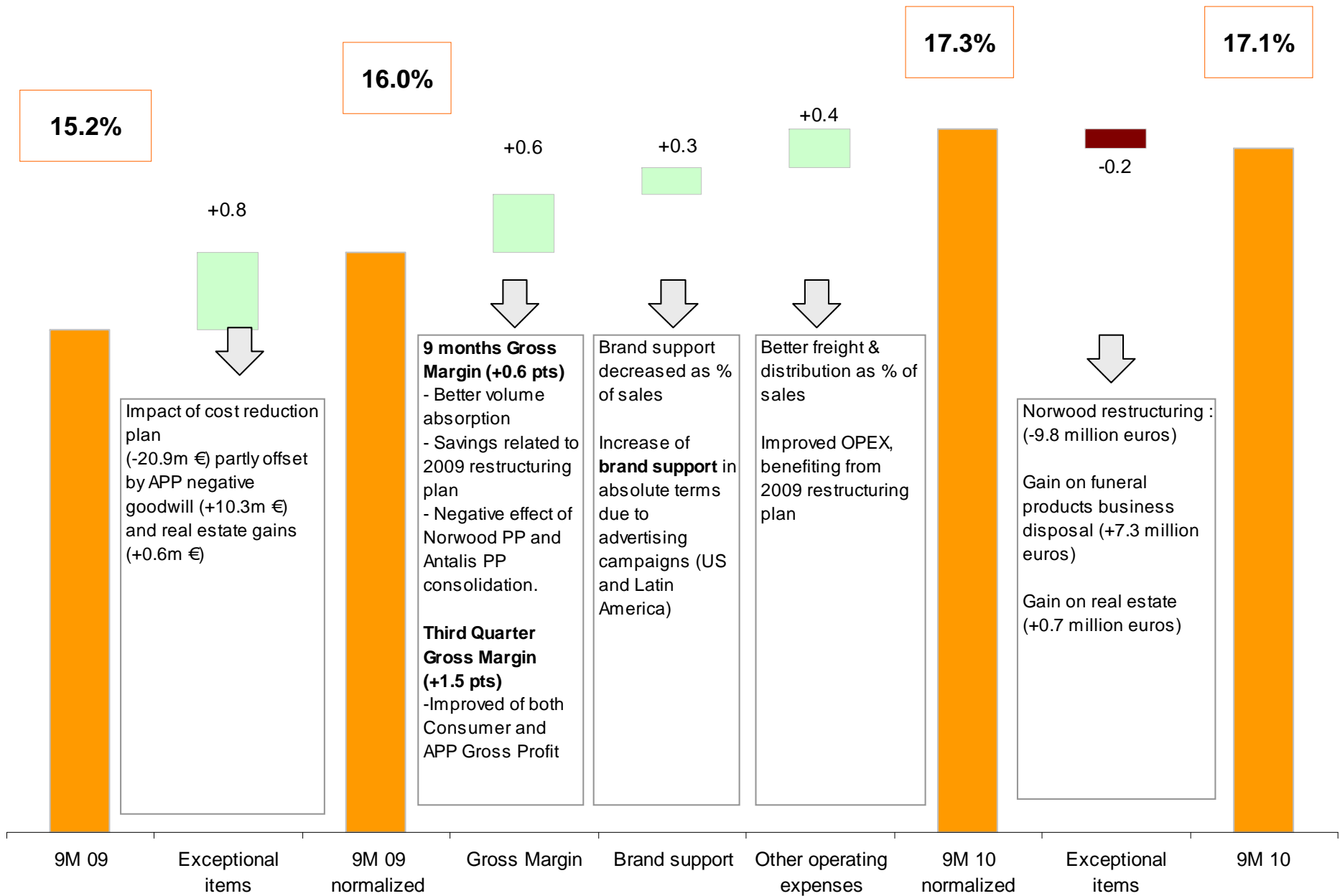
9M 2010: From Net Sales to IFO



<i>BIC Group</i> <i>In million euros</i>	9M 2009	9M 2010	Change	Change at constant currencies*	Change on a comparative basis*
Net Sales	1,128.1	1,358.2	+20.4%	+13.4%	+7.2%
Gross Profit	527.2	642.2	+21.8%		
Income from Operations	171.0	232.9	+36.2%		

*: see glossary

9M 2010 Income From Operations margin



Impact of cost reduction plan (-20.9m €) partly offset by APP negative goodwill (+10.3m €) and real estate gains (+0.6m €)

9 months Gross Margin (+0.6 pts)
 - Better volume absorption
 - Savings related to 2009 restructuring plan
 - Negative effect of Norwood PP and Antalis PP consolidation.
Third Quarter Gross Margin (+1.5 pts)
 - Improved of both Consumer and APP Gross Profit

Brand support decreased as % of sales
 Increase of **brand support** in absolute terms due to advertising campaigns (US and Latin America)

Better freight & distribution as % of sales
 Improved OPEX, benefiting from 2009 restructuring plan

Norwood restructuring : (-9.8 million euros)
 Gain on funeral products business disposal (+7.3 million euros)
 Gain on real estate (+0.7 million euros)

➔ +15 million euros savings related to 2009 restructuring plan

9M 2010 From IFO to Group Net Income



<i>BIC Group</i> <i>In million euros</i>	Q3 09	Q3 10	9M 09	9M 10
Normalized IFO	71.9	92.2	181.0	234.6
<i>Exceptional Items</i>	-1.7	-2.1	-10.0	-1.7
IFO	70.2	90.1	171.0	232.9
<i>Finance revenues / (costs)</i>	0.9	-1.5	3.8	-0.3
Income before Tax	71.2	88.6	174.8	232.6
<i>Income tax</i>	23.5	28.7	57.7	75.3
<i>Tax rate</i>	33.0%	32.4%	33.0%	32.4%
Income from associates	1.0	1.2	2.2	3.6
Group Net Income	48.7	61.1	119.3	160.9
<i>Weighted average number of shares outstanding net of treasury shares</i>	48,130,404	48,403,786	48,130,404	48,403,786
EPS	1.01	1.26	2.48	3.32
Normalized EPS	1.04	1.29	2.62	3.35

→ -4.1 million euros unfavorable change over the 9 months explained by

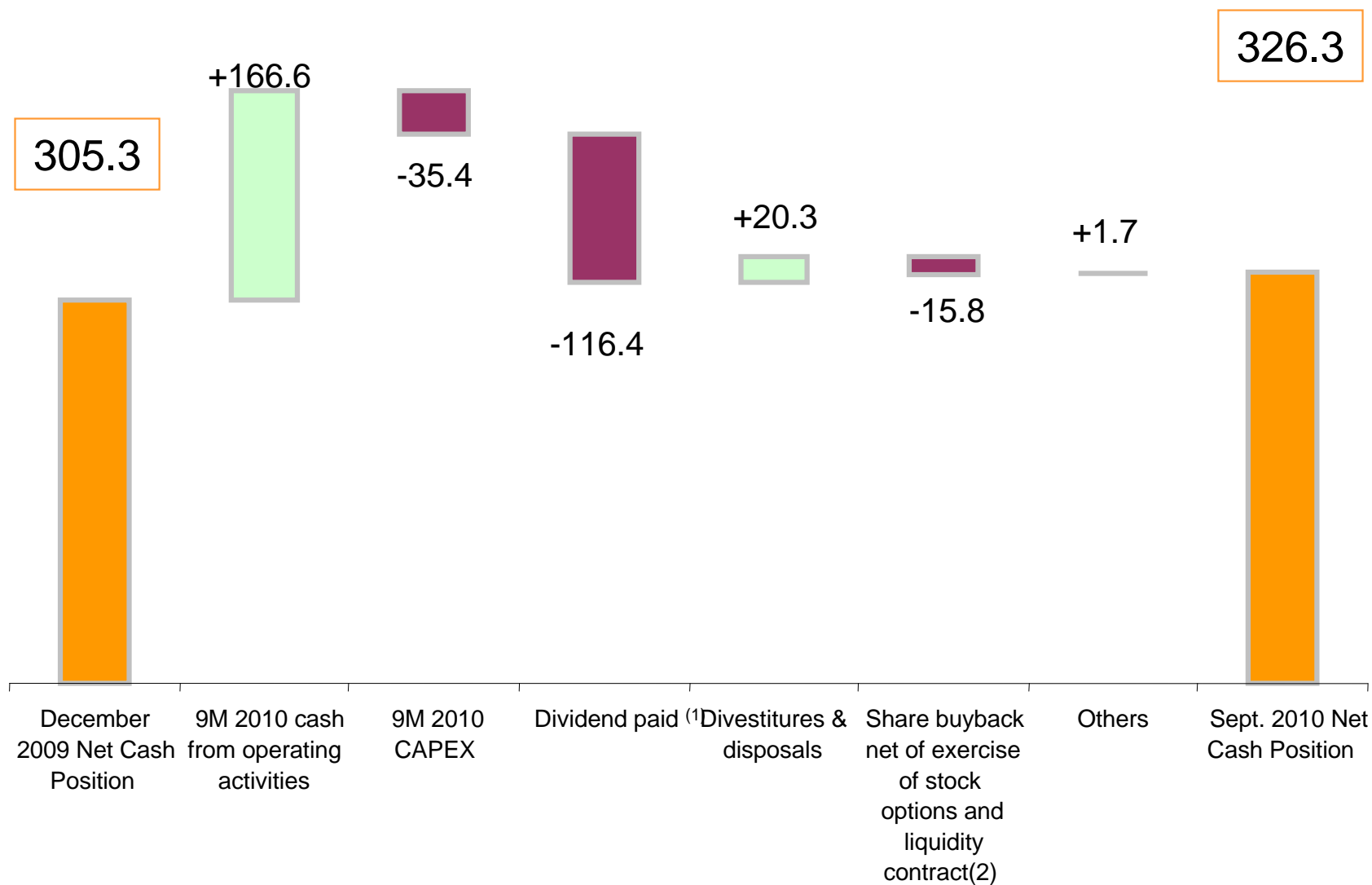
- Higher cumulative interest expenses due to Cello and Norwood loans (repaid in H1 and Q3 2010)
- Lower interest income due to lower rates

→ In Q3, unfavorable revaluation impact of monetary assets (USD vs. Euro)

Net Cash Position



In million euros



(1): 67.9 million euros for the ordinary dividend and 48.5 million euros for the special dividend

(2): total share buy back: 29.4 million euros

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Consumer Business

Following 9 months very good performance, we anticipate Q4 2010 to trend close to Q4 2009's low single digit growth and therefore, **for the full year 2010, net sales growth on a comparative basis should be around 7%.**

We expect Full Year 2010 Consumer Normalized IFO margin to reach the high end of our consumer business mid-term target of **15% to 18%.**

Advertising & Promotional Products

In light of overall Advertising and Promotional market trends, **we do not expect APP net sales to recover before the end of this year.**

Thanks to the initial positive impact of Norwood Promotional Products and Antalis Promotional Products integration, **we maintain our target of high single digit (7% to 9%) normalized IFO margin for 2010.**

Discipline maintained on cash generation



Appendix

Q3 and 9M 2010 net sales – main exchange rate evolution vs. euro



	% of sales	Average rate Q309	Average rate Q310	% of change
US Dollar	42%	1.43	1.29	9.8%
Brazilian Real	12%	2.66	2.25	15.3%
Mexican Peso	4%	18.94	16.43	13.2%
Canadian dollar	3%	1.57	1.34	14.7%
Australian dollar	2%	1.72	1.43	16.7%
South African Zar	1%	11.17	9.44	15.5%
Non Euro European countries	4%			
Sweden		10.41	9.39	9.8%
Russia		44.61	39.39	11.7%
Poland		4.20	4.01	4.4%
British Pound		0.87	0.83	4.6%

	% of sales	Average rate 9M09	Average rate 9M10	% of change
US Dollar	40%	1,36	1,31	3,7%
Brazilian Real	11%	2,83	2,34	17,3%
Mexican Peso	5%	18,62	16,69	10,4%
Canadian dollar	3%	1,59	1,36	14,5%
Australian dollar	2%	1,83	1,47	19,6%
South African Zar	1%	11,91	9,83	17,4%
Non Euro European countries	4%			
Sweden		10,71	9,66	9,8%
Russia		44,38	39,76	10,4%
Poland		4,38	4,00	8,7%
British Pound		0,89	0,86	3,2%

From reported IFO to Normalized IFO



BIC Group
In million euros

	9M 2009	9M 2010
IFO as Reported	171.0	232.9
<i>Restructuring costs</i>	<i>+20.9</i>	<i>+9.8</i>
<i>Gain on Real Estate</i>	<i>-0.6</i>	<i>-0.7</i>
<i>2009 APP negative goodwill</i> <i>2010 gain on funeral business disposal</i>	<i>-10.3</i>	<i>-7.3</i>
Normalized IFO	181.0	234.6

Group Quarterly figures



<i>BIC Group</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	308.4	404.7	415.0	434.6	1,562.7	378.3	487.3	492.6	1,358.2
<i>YoY actual changes</i>	+0.1%	+3.1%	+14.0%	+21.9%	+10.0%	+22.7%	+20.4%	+18.7%	+20.4%
<i>YoY changes at constant currencies*</i>	-0.8%	+0.7%	+14.3%	+25.6%	+10.1%	+21.6%	+12.0%	+8.7%	+13.4%
<i>YoY changes on a comparative basis*</i>	-0.8%	-3.4%	-0.2%	+2.1%	-0.6%	+8.8%	+3.5%	+9.6%	+7.2%
IFO	36.3	64.4	70.2	45.0	216.0	47.8	95.0	90.1	232.9
Normalized IFO*	36.3	72.6	71.9	58.6	239.6	53.7	88.7	92.2	234.6
IFO margin	11.8%	15.9%	16.9%	10.4%	13.8%	12.6%	19.5%	18.3%	17.1%
Normalized IFO margin*	11.8%	17.9%	17.3%	13.5%	15.3%	14.2%	18.2%	18.7%	17.3%
Income before tax	40.0	63.7	71.2	44.0	218.7	50.7	93.3	88.6	232.6
Net Income	26.8	43.8	48.7	32.4	151.7	35.4	64.3	61.1	160.9
EPS	0.56	0.91	1.01	0.67	3.15	0.73	1.33	1.26	3.32

* see glossary

Group Consumer



<i>BIC Group Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	274.7	352.8	326.4	320.4	1,274.3	308.6	398.2	399.9	1,106.7
<i>YoY actual changes</i>						+12.3%	+12.9%	+22.5%	+16.0%
<i>YoY changes at constant currencies*</i>						+10.3%	+4.6%	+12.2%	+8.8%
<i>YoY changes on a comparative basis*</i>						+10.3%	+4.6%	+12.2%	+8.8%
IFO	32.9	54.1	63.6	41.4	192.1	56.4	84.8	81.3	222.5
Normalized IFO*	32.9	66.6	64.6	45.2	209.5	56.7	85.3	81.6	223.6
IFO margin	12.0%	15.3%	19.5%	12.9%	15.1%	18.3%	21.3%	20.3%	20.1%
Normalized IFO margin*	12.0%	18.9%	19.8%	14.1%	16.4%	18.4%	21.4%	20.4%	20.2%

* see glossary

Stationery Consumer



<i>Stationery Consumer</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	100.1	158.8	134.3	116.4	509.6	112.6	173.4	166.8	452.8
<i>YoY actual changes</i>						+12.5%	+9.2%	24.2%	+15.2%
<i>YoY changes at constant currencies*</i>						+10.7%	+1.9%	14.1%	+8.3%
<i>YoY changes on a comparative basis*</i>						+10.7%	+1.9%	14.1%	+8.3%
IFO	3.7	20.7	16.3	2.6	43.3	7.7	28.8	27.6	64.1
Normalized IFO*	3.7	23.6	16.9	4.4	48.9	8.3	29.1	27.7	65.2
IFO margin	3.7%	13.0%	12.1%	2.3%	8.5%	6.9%	16.6%	16.5%	14.2%
Normalized IFO margin*	3.7%	14.8%	12.6%	3.8%	9.6%	7.4%	16.8%	16.6%	14.4%

* see glossary

<i>Lighters</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	94.8	97.6	97.8	108.7	398.9	107.0	119.3	123.5	349.7
<i>YoY actual changes</i>						+12.8%	+22.3%	+26.3%	+20.5%
<i>YoY changes at constant currencies*</i>						+10.4%	+11.0%	+13.5%	+11.7%
<i>YoY changes on a comparative basis*</i>						+10.4%	+11.0%	+13.5%	+11.7%
IFO	29.1	28.2	36.4	34.2	127.9	40.9	45.4	45.3	131.6
Normalized IFO*	29.1	35.3	36.4	34.8	135.7	40.7	45.4	45.4	131.5
IFO margin	30.7%	28.9%	37.2%	31.4%	32.1%	38.2%	38.1%	36.7%	37.6%
Normalized IFO margin*	30.7%	36.2%	37.2%	32.0%	34.0%	38.0%	38.1%	36.7%	37.6%

* see glossary

<i>Shavers</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	58.9	70.9	70.8	68.1	268.8	66.4	79.2	84.3	229.9
<i>YoY actual changes</i>						+12.8%	+11.6%	+19.0%	+14.6%
<i>YoY changes at constant currencies*</i>						+10.9%	+3.3%	+9.1%	+7.6%
<i>YoY changes on a comparative basis*</i>						+10.9%	+3.3%	+9.1%	+7.6%
IFO	1.7	6.7	12.5	9.5	30.3	10.5	12.3	11.2	34.0
Normalized IFO*	1.7	8.7	12.7	10.4	33.5	10.4	12.4	11.3	34.0
IFO margin	2.8%	9.4%	17.6%	13.9%	11.3%	15.8%	15.5%	13.3%	14.8%
Normalized IFO margin*	2.8%	12.3%	17.9%	15.3%	12.5%	15.7%	15.6%	13.4%	14.8%

* see glossary

Other Consumer Products



<i>Other Consumer Products</i> <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	20.9	25.5	23.4	27.2	97.0	22.6	26.3	25.3	74.2
<i>YoY actual changes</i>						+7.8%	+3.3%	+8.2%	+6.3%
<i>YoY changes at constant currencies*</i>						+5.4%	0.0%	+5.2%	+3.4%
<i>YoY changes on a comparative basis*</i>						+5.4%	0.0%	+5.2%	+3.4%
IFO*	-1.6	-1.4	-1.5	-4.9	-9.4	-2.6	-1.7	-2.8	-7.2
Normalized IFO*	-1.6	-1.1	-1.4	-4.5	-8.5	-2.7	-1.6	-2.8	-7.0

* see glossary

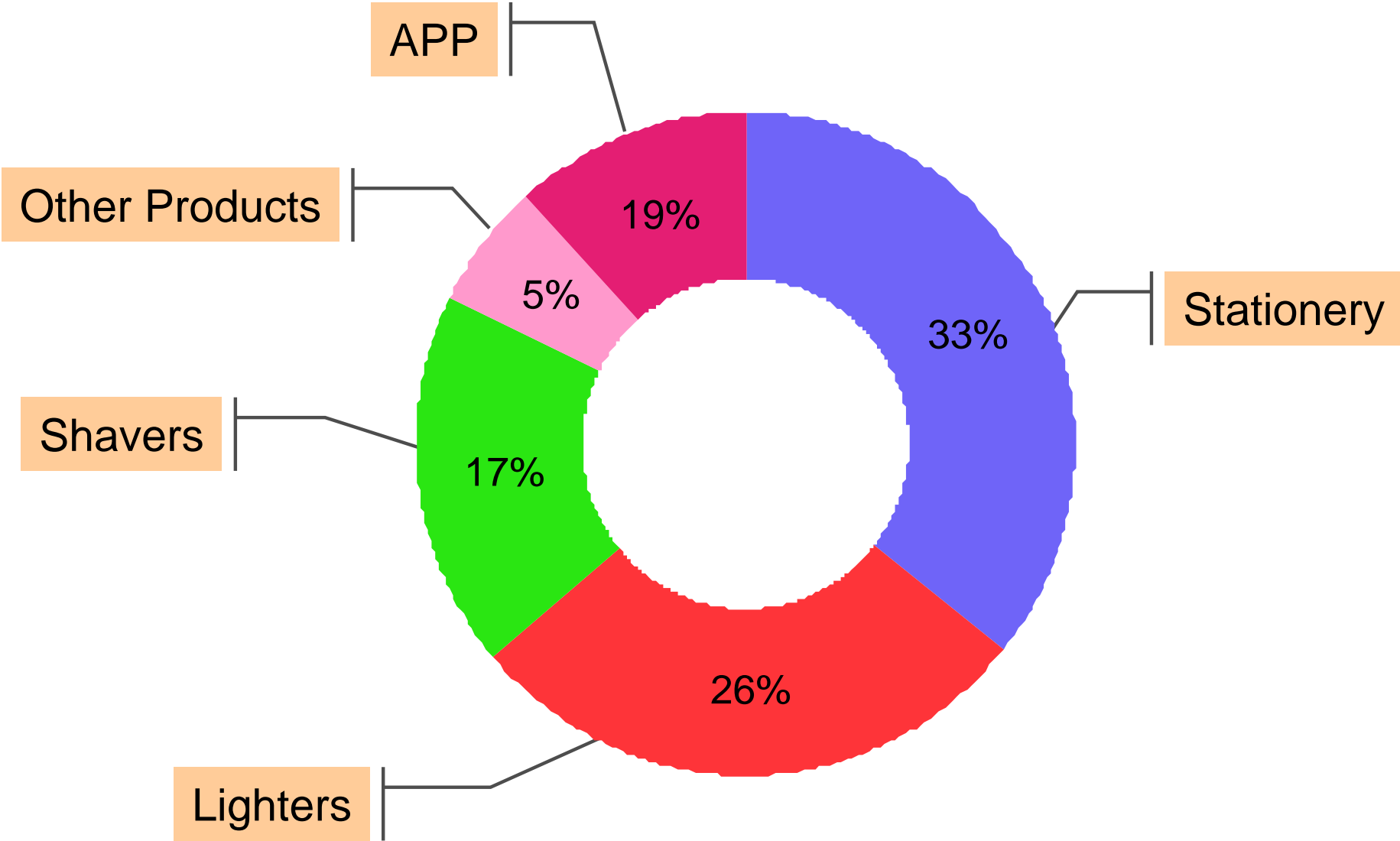
Advertising & Promotional Products (BIC APP)



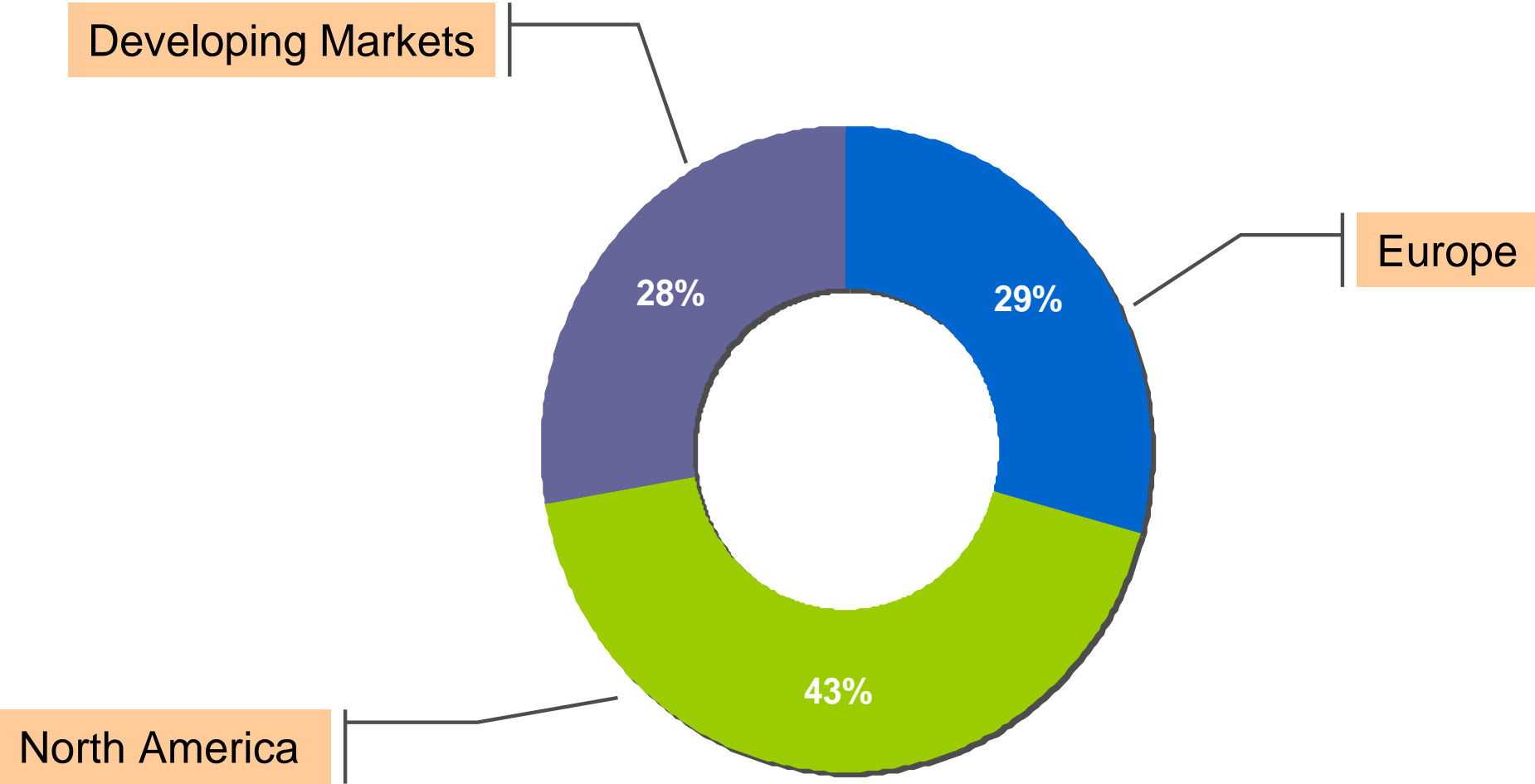
BIC APP <i>In million euros</i>	Q109	Q209	Q309	Q409	FY09	Q110	Q210	Q310	9M10
Net Sales	33.7	51.9	88.6	114.2	288.4	69.7	89.1	92.7	251.5
<i>YoY actual changes</i>						+107.0%	+71.8%	+4.6%	+44.4%
<i>YoY changes at constant currencies*</i>						+114.1%	+62.8%	-4.4%	+38.5%
<i>YoY changes on a comparative basis*</i>						-3.6%	-4.1%	-0.4%	-2.1%
IFO	3.4	10.3	6.6	3.6	23.9	-8.6	10.2	8.8	10.3
Normalized IFO*	3.4	6.0	7.3	13.4	30.1	-2.9	3.4	10.6	11.0
IFO margin	10.1%	19.9%	7.5%	3.1%	8.3%	-12.3%	11.4%	9.5%	4.1%
Normalized IFO margin*	10.1%	11.6%	8.2%	11.7%	10.4%	-4.2%	3.8%	11.4%	4.4%

* see glossary

9M 10 Net Sales breakdown by category



9M 10 Net Sales breakdown by geography



- Capital evolution:
 - Authorized share capital on October 19, 2010: 48,404,253 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. Figures at constant perimeter exclude the impacts of acquisitions and/or disposals that occurred during the current year and/or during the previous year, and this until their anniversary date.
- Normalized IFO: normalized means excluding restructuring, Antalis Promotional Products negative goodwill, the gain on sale of APP Funeral business and real estate gains

Full Year 2010 Results	February 16, 2011	Meeting (BIC headquarters)
1st Quarter 2011 Results	April 20, 2011	Conference Call
2010 Shareholders' Meeting	May 11, 2011	Meeting (BIC headquarters)
2nd Quarter 2011 Results	August 3, 2011	Conference Call
3rd Quarter 2011 Results	October 19, 2011	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 01 APRIL 2010