



BIC Group

**Société Générale
Conference**

*Nice
June 6, 2008*





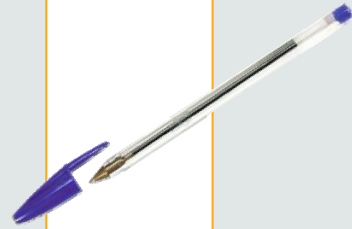
Our strategy

- **Support core products**
- **Meet consumers' needs and desires through innovative products**
- **Improve our quality & manufacturing efficiency**
- **Leverage the  brand**
- **Expand our geographical presence**
- **Capitalize on external opportunities and alliances**
- **Integrate sustainable development as a key component**



Positions in our 3 core businesses

Stationery
10% market share*



N°2

Worldwide for consumer stationery products

Lighters
35% market share*



N°1

Worldwide for branded pocket lighters

Shavers
20% market share*
of one-piece
in USA and Europe



N°2

of one-piece shavers
in major markets
(US, Europe, Latin America)

*: all market shares are in value



A worldwide presence since the beginning

50'

60'

70'

80'

90'

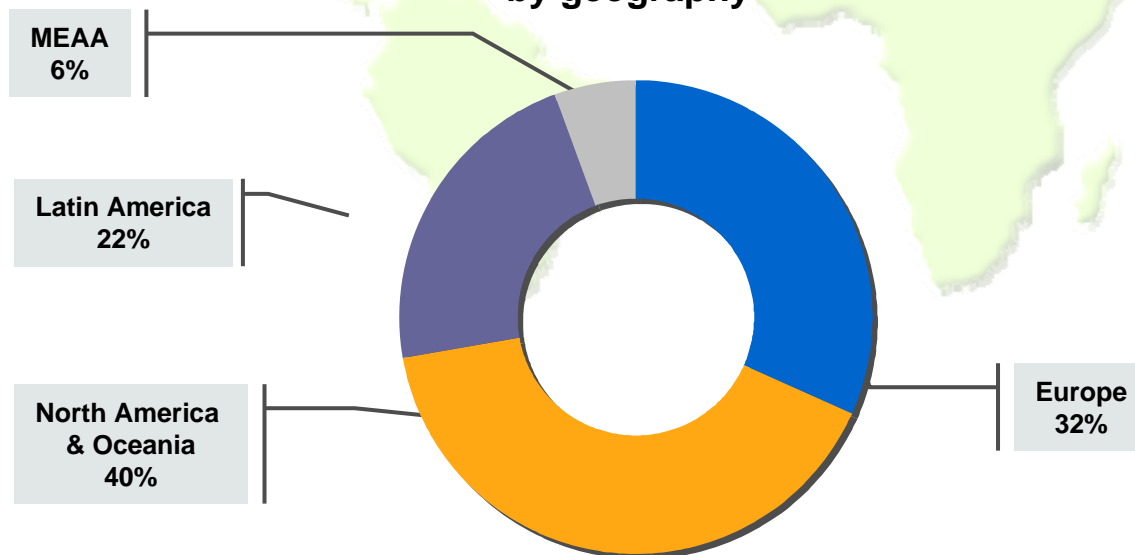
00'

Build and strengthen our presence in Western Europe

Enter and develop in North America and Latin America

Start to grow in fast emerging countries (Eastern Europe, Asia)

Net Sales breakdown by geography*

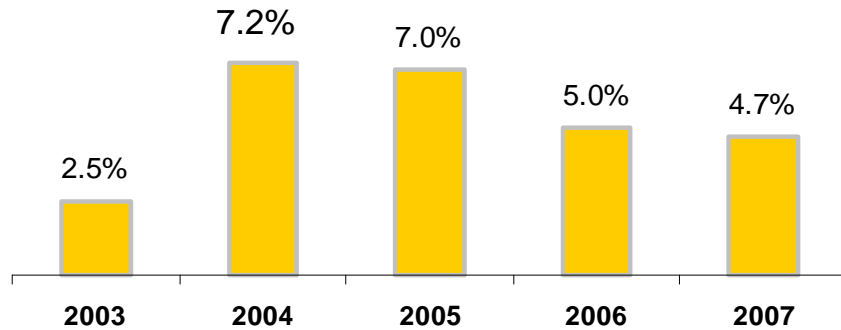


* Q1 08

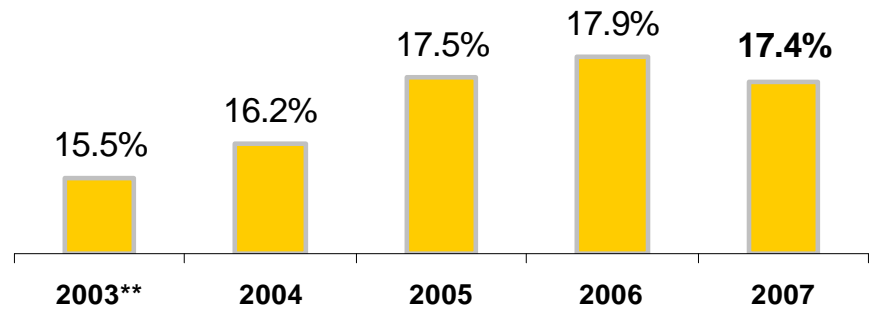


A strong business model for long-term profitable growth

2003 – 2007 Net Sales growth average at constant currencies: +5.3%

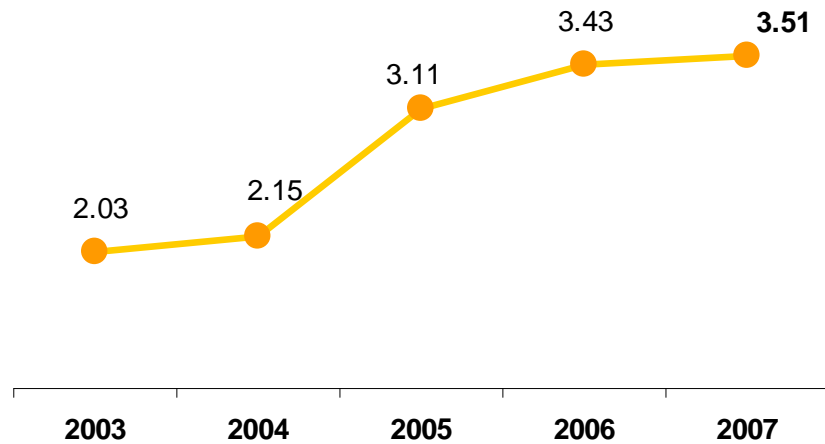


2003 – 2007 Average Normalized IFO* margin: 17%



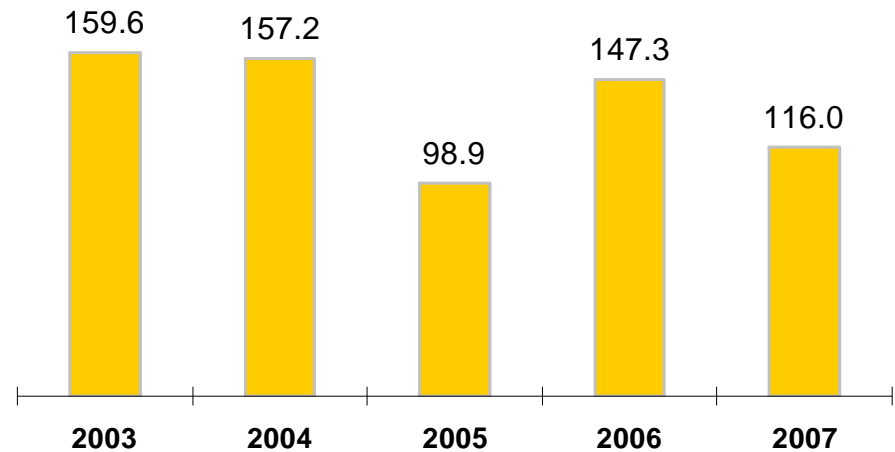
2003 – 2007 EPS* CAGR: +15%

Euros



2003 – 2007 Free Cash Flow after acquisition***

In million euros



*: actual figures

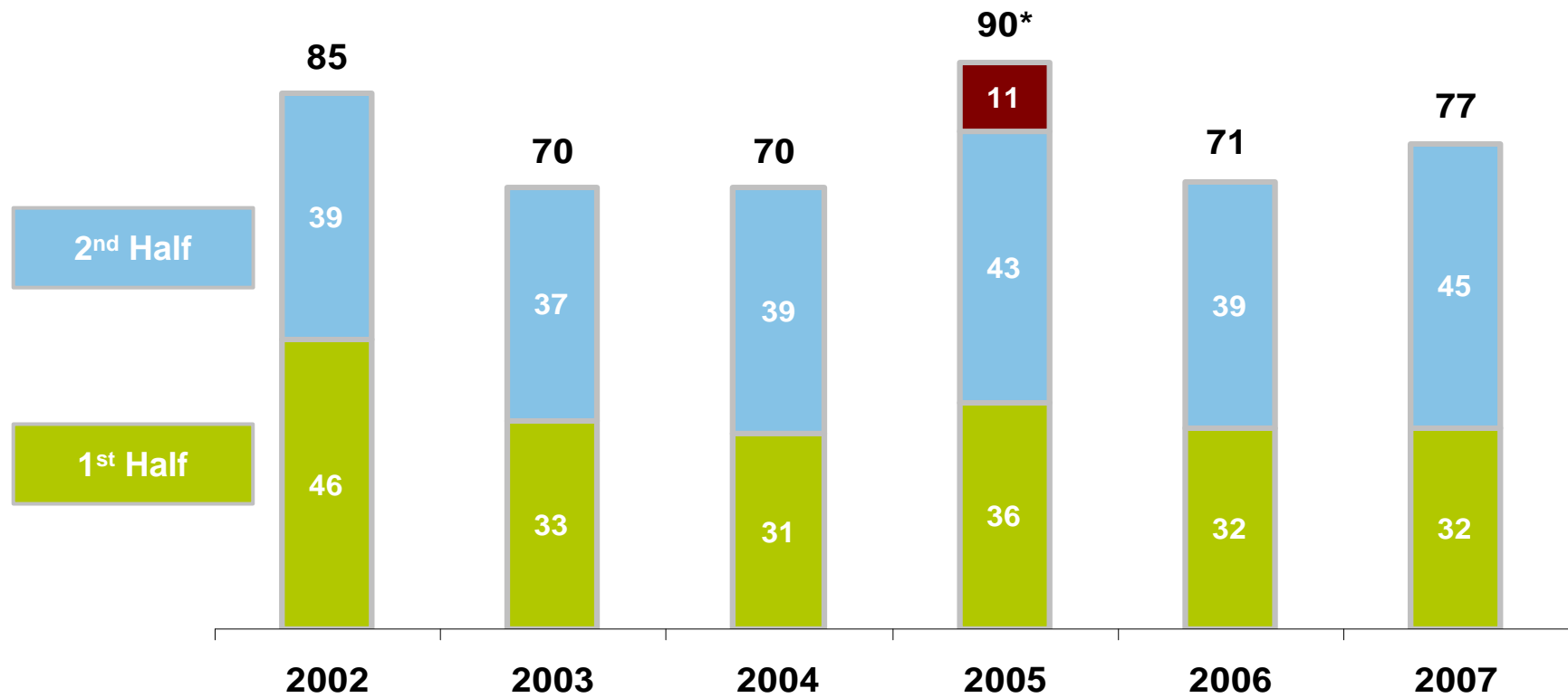
** : IFRS restated figure / French GAAP = 15.4%

*** Cash from operating activities – cash from investing activities



CAPEX

In million euros

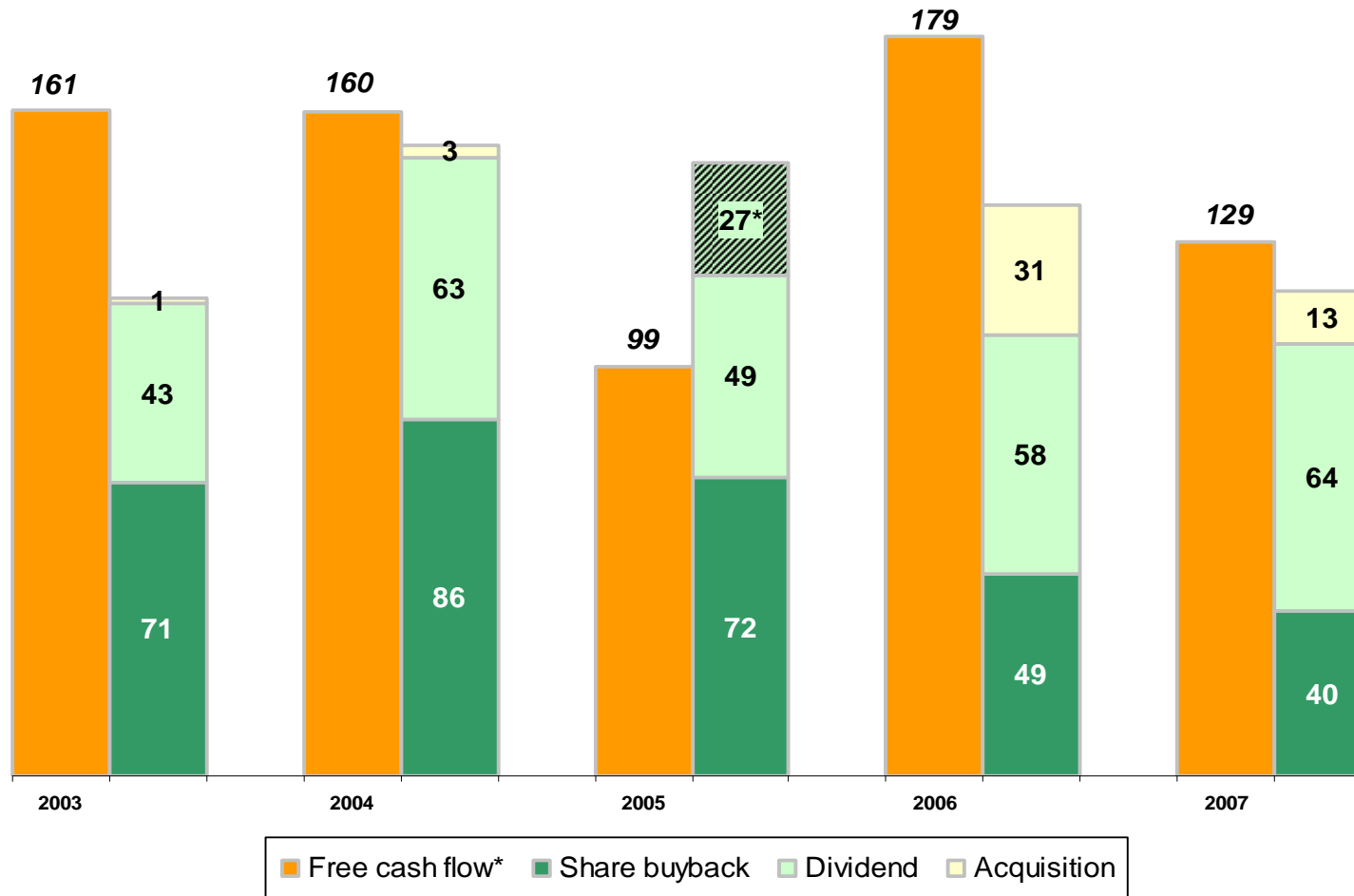


*Shelton real estate acquisition (€ 11m)



Regular return to shareholders

In million euros



*: Cash from operating activities – cash from investing activities (before acquisition)

** : 2004 exceptional dividend



A consistent use of Cash Policy

Focus on
"bolt-on"
acquisitions

10 to 50 M€
Consistent with
BIC strategy
and footprint

2006
PIMACO

-Adhesive labels
-Brazil

2007

Atchison Products

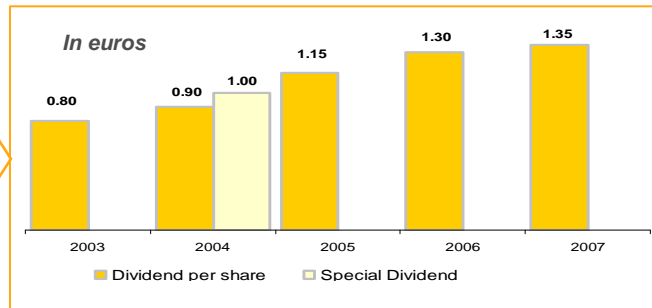
- Promotional
imprinted products
- USA

2008
Continue to look
for potential
targets

Continue to actively look for strategic acquisitions, including a bigger acquisition bigger acquisition if a target were to arise

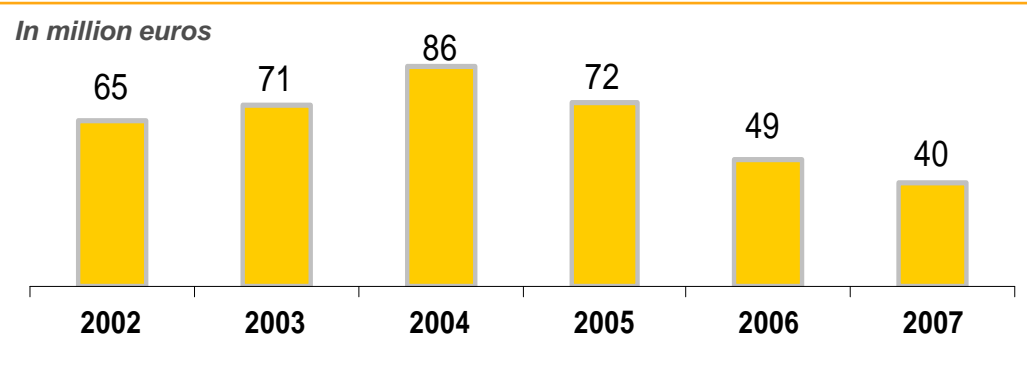
Dividend

Increase
of dividend



38.5% payout
in 2008 based on
2007 results

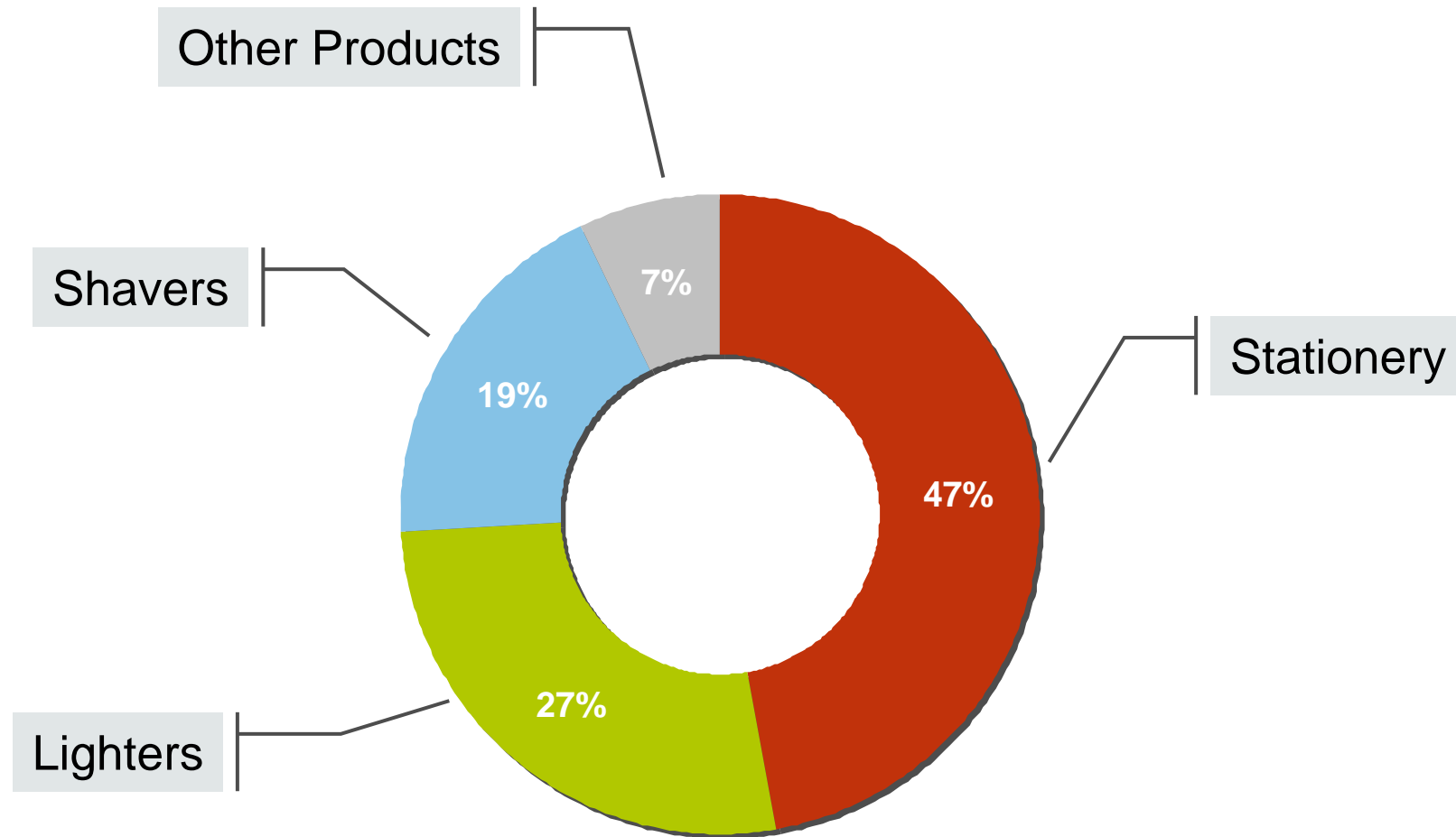
Share
Buy-back



2008
15.4 M€
invested since
January 1st
598,012
shares
cancelled



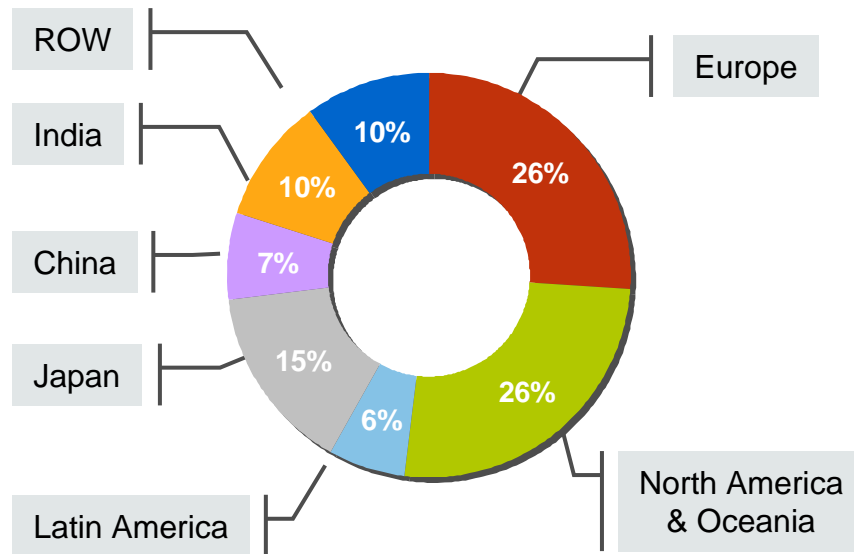
Net Sales breakdown by category (Q1 08)



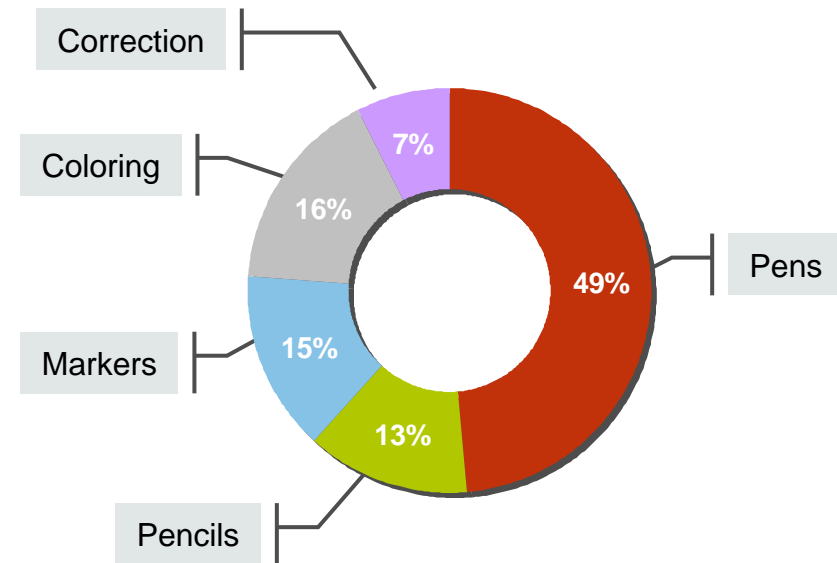


Stationery – Our marketplace

Key Geographical Markets (in value)



Breakdown by main segment (in value)

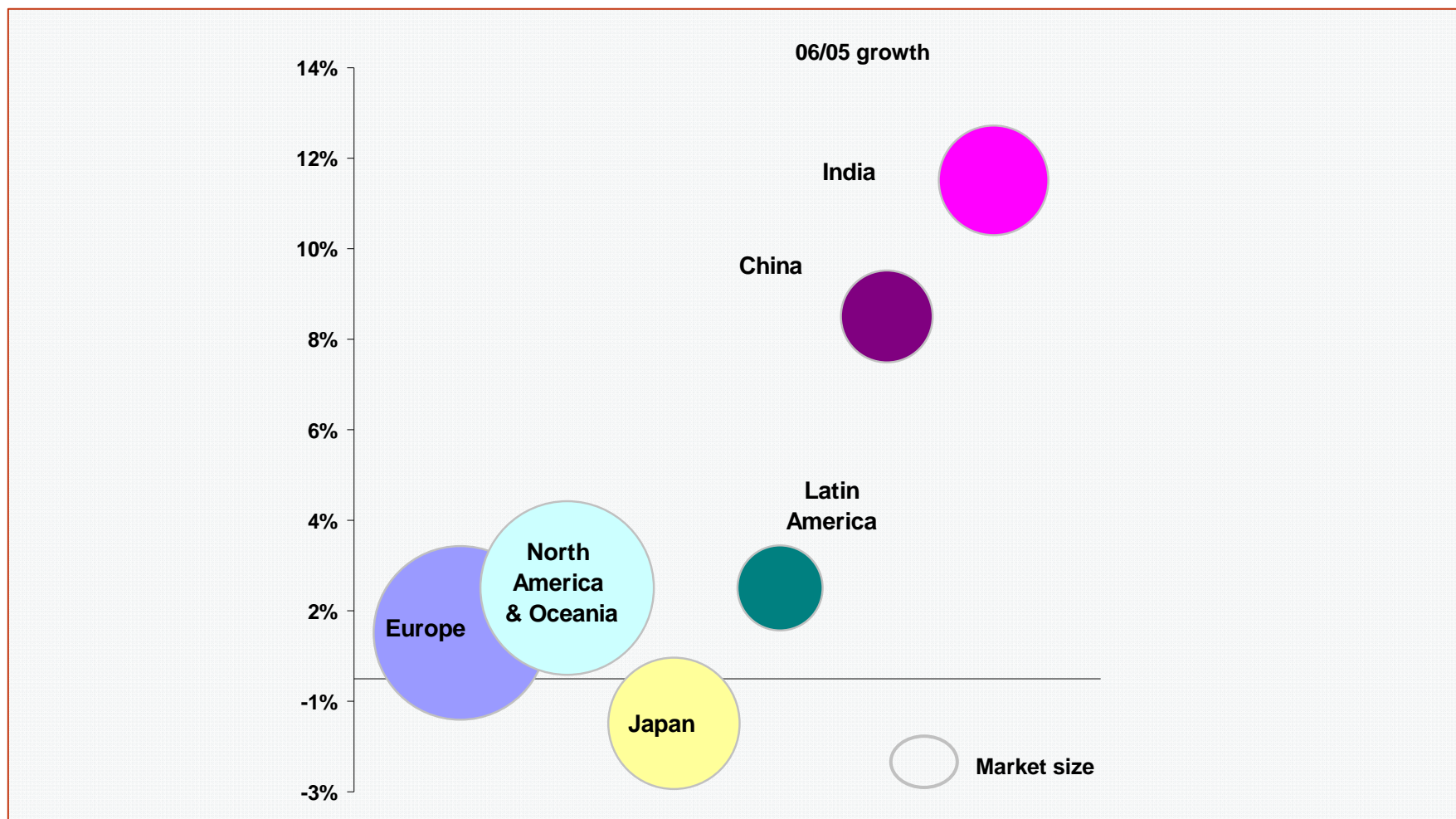


Total stationery market = 7 billion euros in 2006



Stationery – Our marketplace

2005-2006 main market trends by geographies





Stationery – strategy

Leverage strength of BIC® brand to grow share in all segments to levels achieved in our Classic Ball Pen core segment

Our challenges

1. **Grow in a market flat in mature countries**
2. **Answer to the increased competition from low-cost Asian manufacturers with inconsistent quality products**
3. **Build awareness of our innovations**
4. **Grow in value-added writing instruments**

Our strengths

1. **A brand that consumers trust**
2. **Clear positioning**
 - **Quality @ a BIC price**
 - **Great value for money**
3. **Strong positions in key segments**
4. **Superior technical know-how to drive quality control and innovation**



Stationery –positions in major market segments



N°1 in Ball Pen Classic
(16% market share)



N° 2 in Ball Pen Value-added
(9% market share)



N°1 in Mechanical Pencils*
(13% market share)



N°2 in Markers
(7.0% market share)



N°1 in Correction
(16% market share)

N° 2 worldwide
with 10% market share

N°1 in Europe
(15% market share)

N°2 in North America
(13% market share)

N°1 in Latin America
(24% market share)



Stationery – BIC Graphic



Our challenges

1. Competition from non-branded, low-cost, low-quality writing instruments
2. Global economic slowdown resulting in a reduction of customer promotional marketing budgets



Our strengths

1. A leadership position in quality and safety
2. Established distributor partnership programs, backed by service excellence
3. BIC® brand to leverage in key segments: Sticky Notes®, Mouse Pads, Magnets, Drinkware
4. Diversification in other advertising support: Atchison Products (promotional bags)



Lighters – strategy

Strengthen our position as the only branded lighter with worldwide strengths

Accelerate development of value-added lighters

Our challenges

- 1. Promote the extension and enforcement of mandatory ISO 9994 International safety standards**
- 2. Increase awareness of safety rules among distributors and consumers**

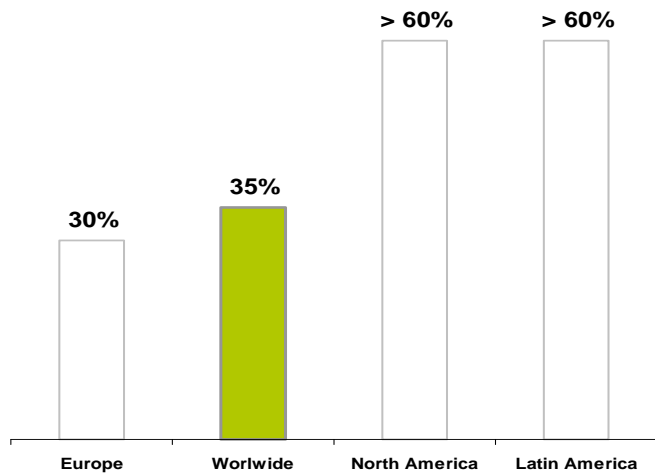
Our strengths

- 1. Our brand**
- 2. Quality**
- 3. Our safety programs**
- 4. Our distribution**
- 5. Our technical know-how**



Lighters: towards more value-added products

Estimated market shares in pocket lighters (in value)



Megalighter™
New Generation



Cases



Sleeves



Maxi

J3

Mini

Electronic

Utility lighters

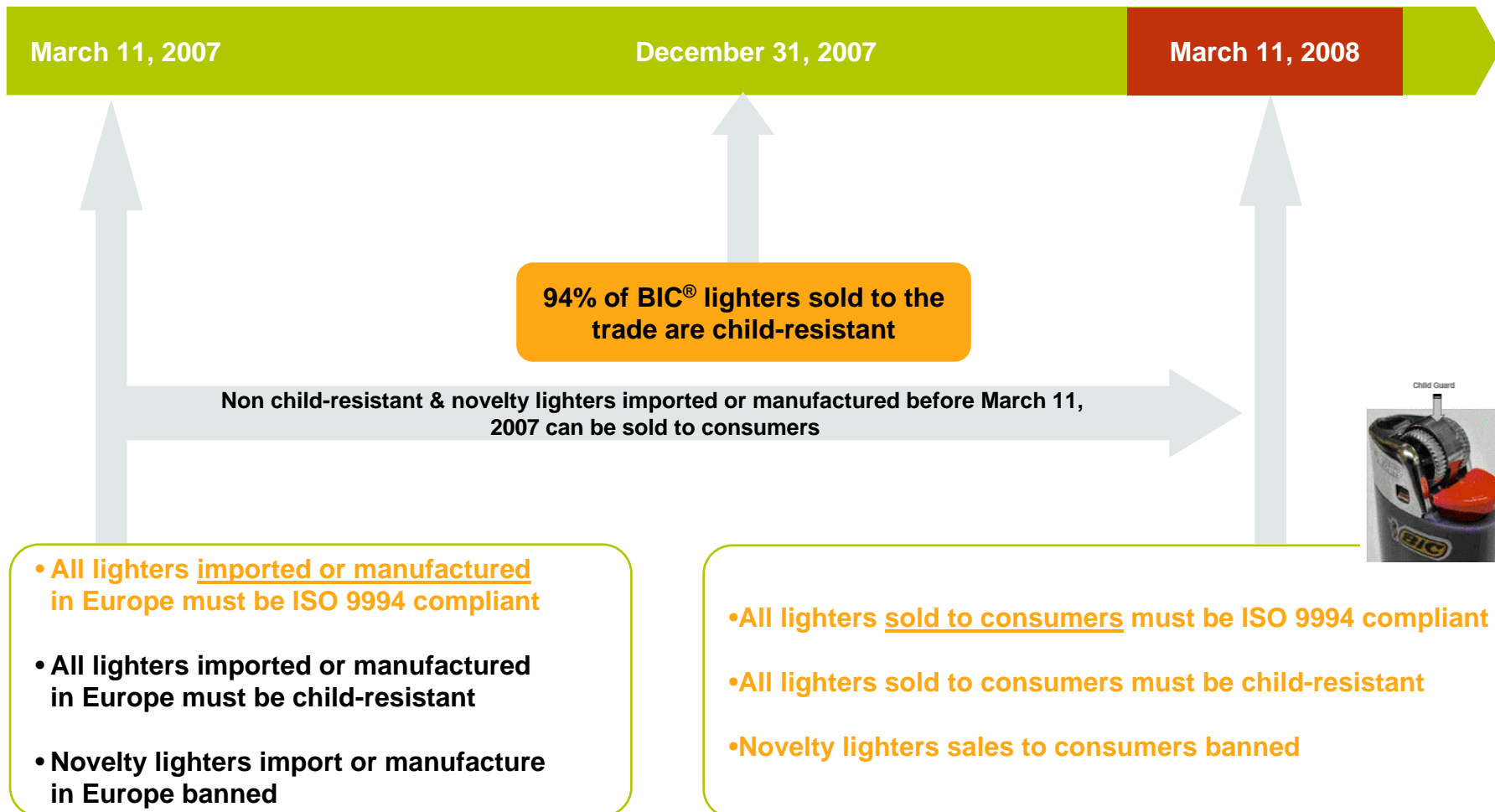
- A fast growing market linked to leisure (candles, BBQ, ...)
- Almost 30% market share in the US
- Strong success in Europe



Child-resistant Regulation in Europe

May 11, 2006: European Decision (2006/502/EC)

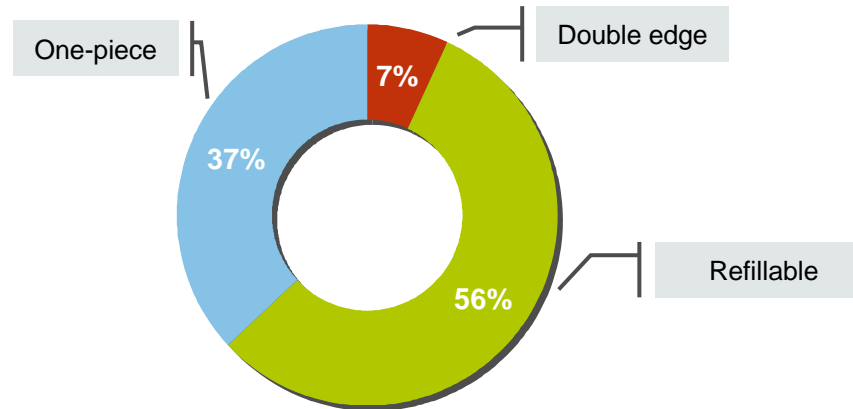
April 12, 2007: European Decision (2007/231/EC)





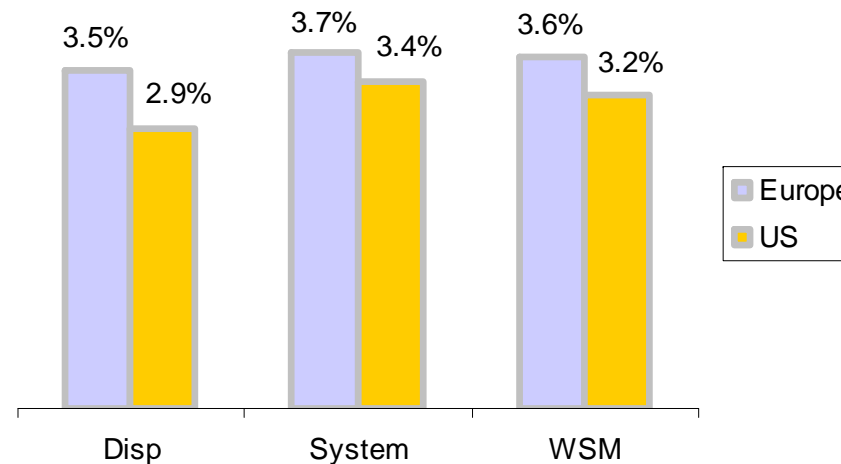
Shavers – Our marketplace

Total wet shave market in 2006: 7.9 billion euros



A growing market in both refillable and non-refillable segments

CAGR Value Growth 01-07

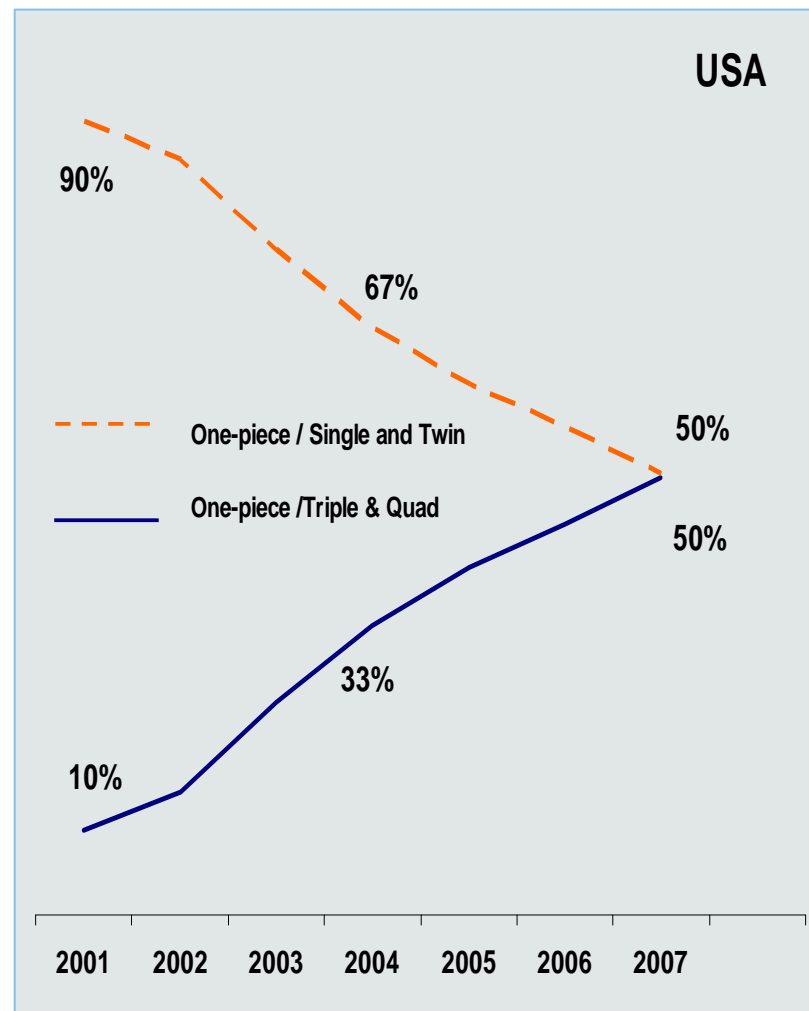
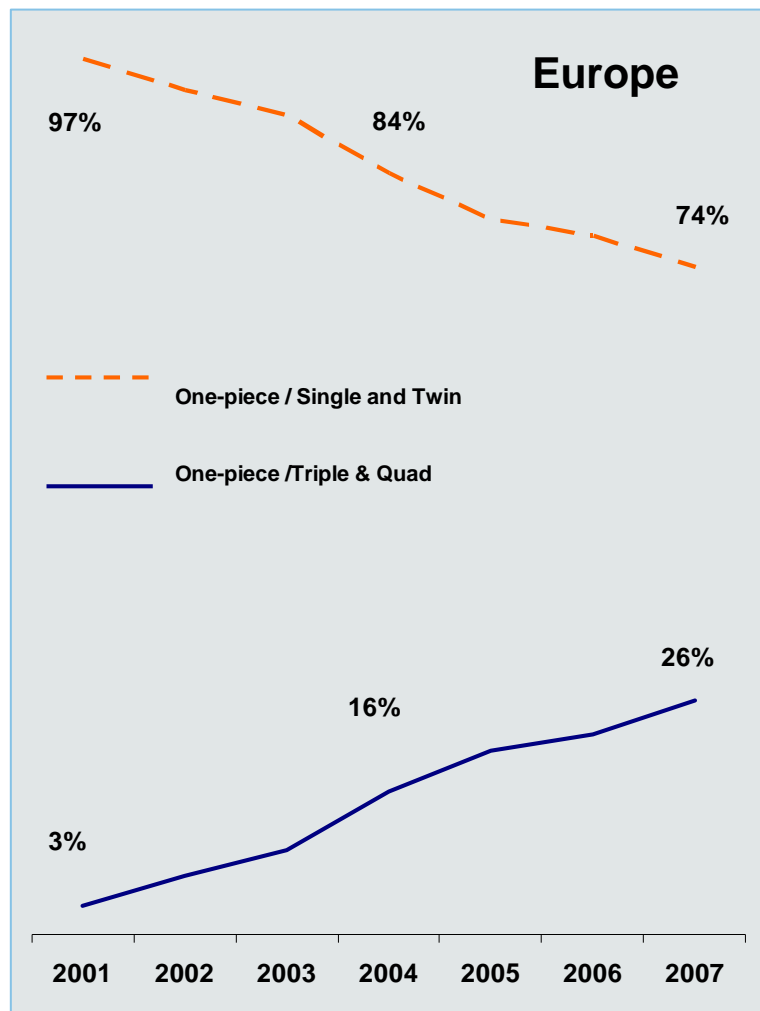


Sources: BIC estimates



Shavers – Our marketplace

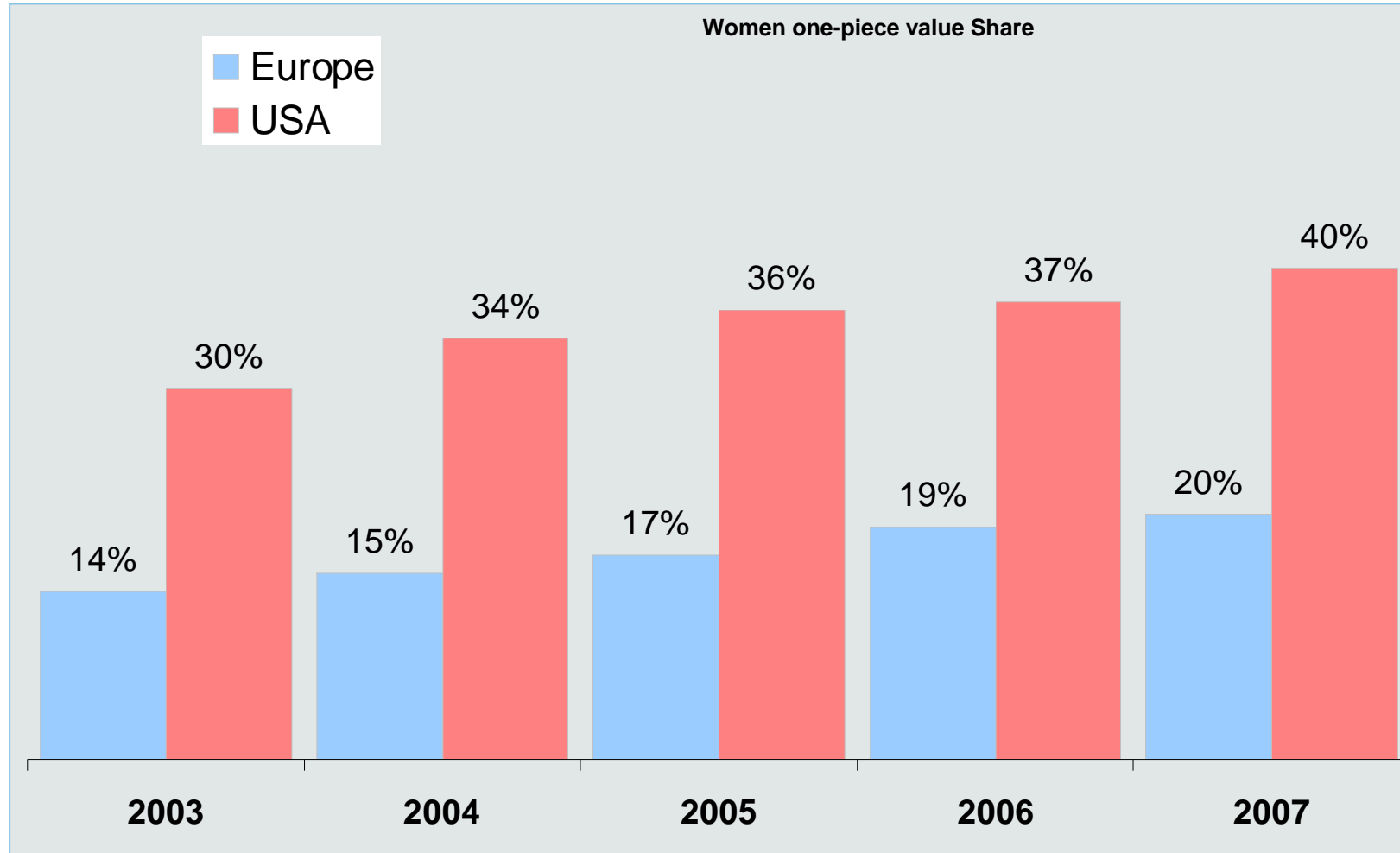
Market evolution towards more value-added products





Shavers – Our market place

Evolution of the women market segment





Shavers

Strengthen our foundation in one-piece by leveraging the BIC® Soleil® brand

Gain a foothold and continue to build our position in the refillable market segment

Our challenges

1. **A very competitive environment in both one-piece and refillable markets**
2. **More and more new product introductions in the market at accelerated pace with improved features & performance**
3. **Continue to balance top-line growth and profitability**

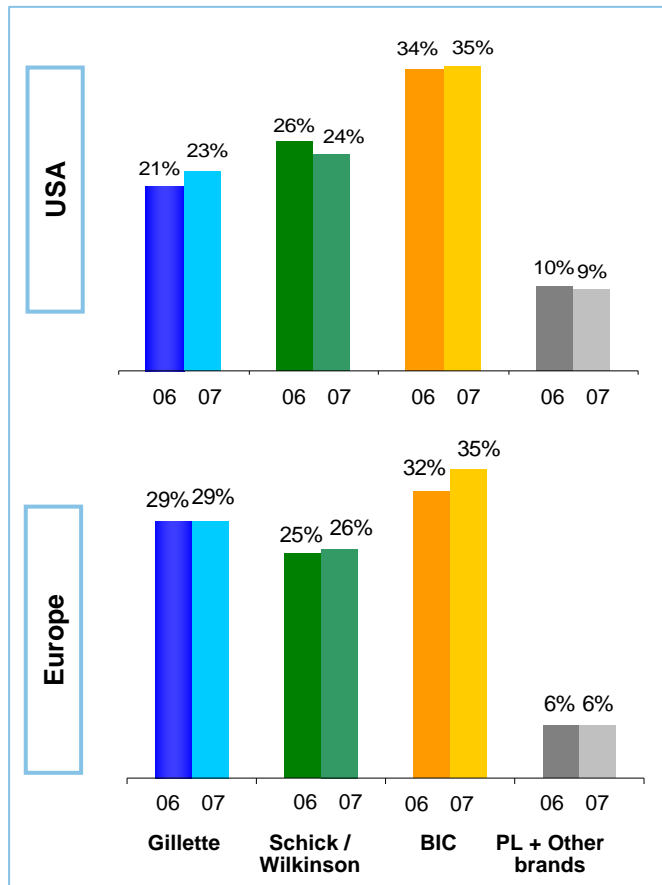
Our strengths

1. **A complete and successful range of one-piece triple-blade products for men (Comfort 3™ Advance™, Comfort 3™...)**
2. **A strong franchise in the women's segment with the BIC® Soleil® Brand**
3. **Products offering a better value**

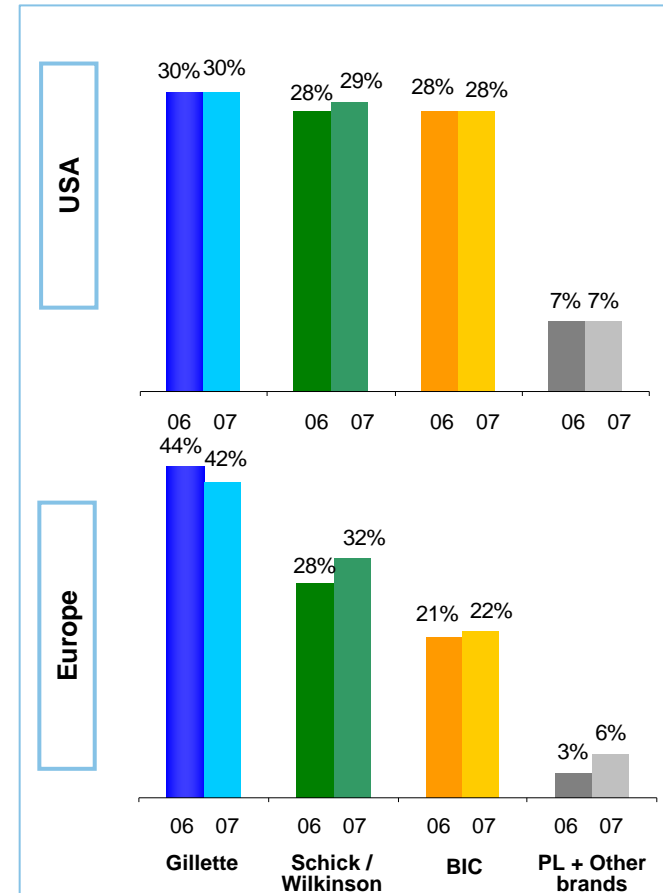


Shavers: triple-blade one-piece products

Volume market share (2006 – 2007)



Value market share (2006 – 2007)



Source: IRI Period ending Dec 2007 – USA / UK
 AC NIELSEN Period ending Oct 2007 / France, Italy, Greece, Spain



Shavers - Strong potential for the women's segment

BIC® Soleil™ Scent™

BIC® Soleil™

BIC® Soleil® Citron® with pivot head

BIC® Soleil® with cartridge refills

BIC® Soleil® Shimmer with cartridge refills

BIC® Soleil® brand sales doubled in 2 years

Source: IRI Period ending Dec 2007 – USA / UK
AC NIELSEN Period ending Oct 2007 /France, Italy, Greece, Spain



Q1 08 Highlights

**Net Sales
growth at
constant
currencies**

- 0.9%

Significant impact of US economy slowdown on consumer sales

Good performance in Europe and Latin America

Acceleration of BIC Graphic slowdown

IFO margin

12.4%

Decrease of Gross Profit

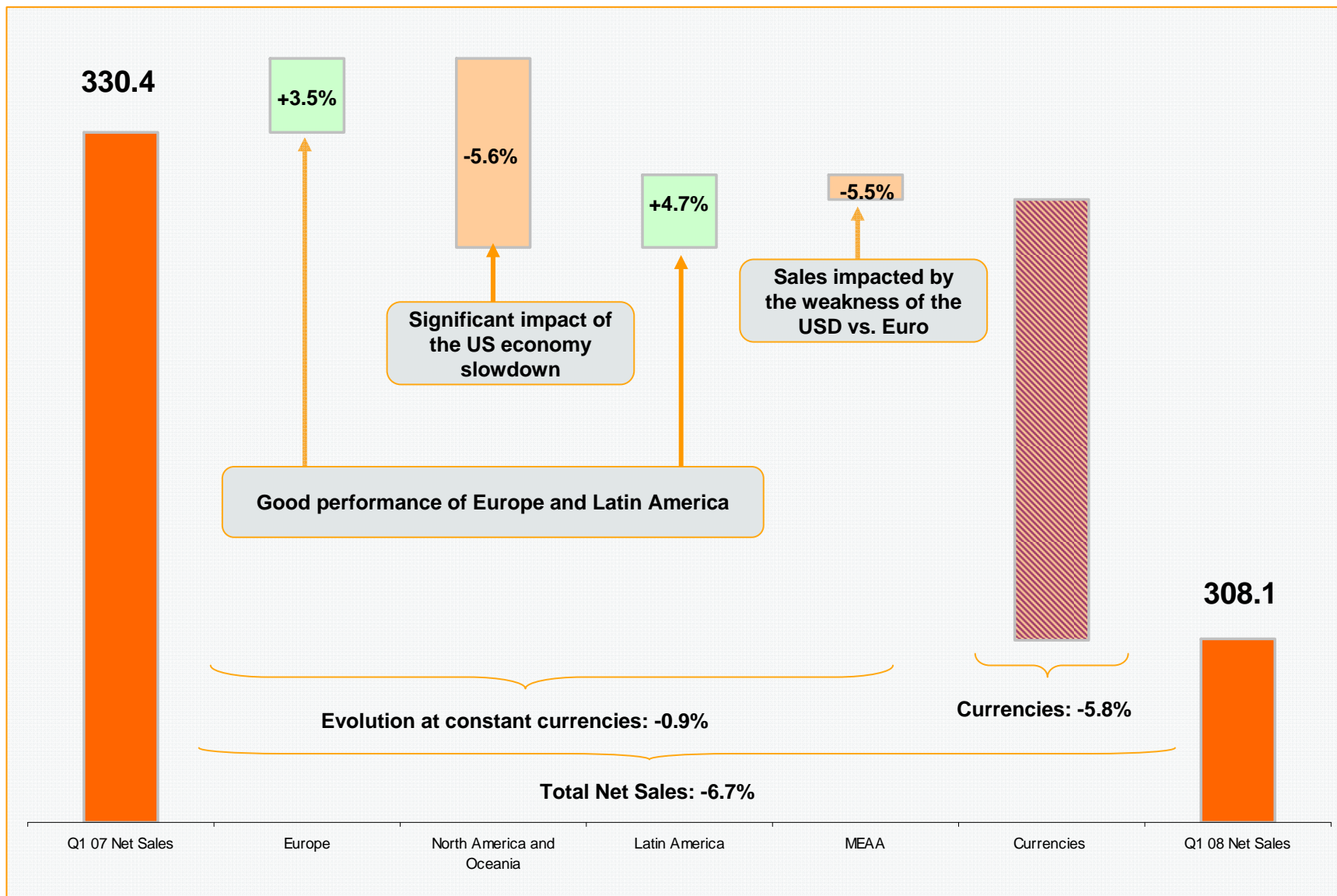
Increased brand support, notably in shavers

One-time impact of child-resistant lighter advertising campaign in Europe

BIC Graphic brand support heavily weighted in Q1 08

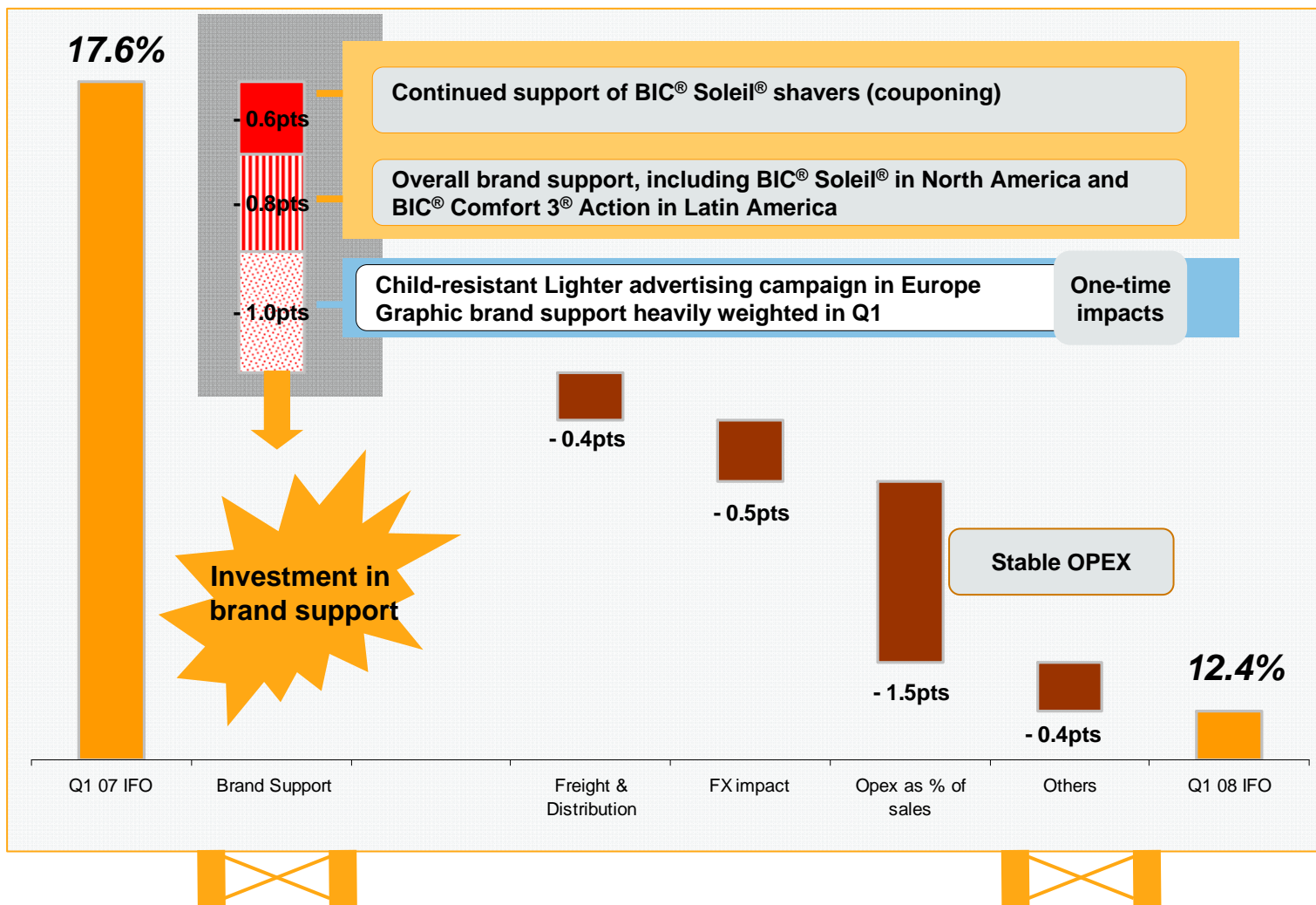


Net Sales evolution





Income From Operations





BIC Group

Appendix





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2008 Agenda

1st Half 2008 results

August, 6th

Conference Call

3rd Quarter 2008 results

October, 22nd

Conference Call



Consolidated P&L

BIC Group <i>In million euros</i>	Q107	Q207	Q307	Q407	FY07	Q108
Net Sales	330.4	398.6	365.9	361.2	1,456.1	308.1
Gross Profit	169.5	190.0	179.9	175.7	715.0	154.7
Income from Operations	58.2	67.5	67.5	62.6	255.8	38.2
Normalized IFO *	58.2	67.5	67.5	60.3	253.5	38.2
Income before Tax	62.9	68.4	62.4	67.6	261.2	37.8
Group net income	41.2	45.4	41.4	44.9	172.9	25.1
EPS	0.83	0.92	0.84	0.91	3.51	0.52
<i>Number of shares ⁽¹⁾</i>	49,302,989	49,323,127	49,300,858	49,244,579	49,244,579	48,620,706

* see glossary

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



Stationery Quarterly figures

BIC Group <i>In million euros</i>	Q107	Q207	Q307	Q407	FY07	Q108
Net Sales	159.5	208.6	183.7	163.0	714.9	145.8
<i>YoY actual changes</i>	- 8.3%	- 0.3%	+ 1.9%	- 6.4%	- 3.1%	- 8.6%
<i>YoY changes at constant currencies*</i>	- 2.4%	+ 3.0%	+ 5.2%	- 2.5%	+ 1.0%	- 2.3%
<i>YoY changes on a comparative basis*</i>	- 4.6%	+ 1.3%	+ 3.0%	- 2.5%	- 0.6%	- 2.3%
IFO	22.0	36.0	31.5	18.5	108.0	16.2
IFO margin	13.8%	17.2%	17.2%	11.3%	15.1%	11.1%

* see glossary



Lighter Quarterly figures

BIC Group <i>In million euros</i>	Q107	Q207	Q307	Q407	FY07	Q108
Net Sales	91.6	97.2	96.6	104.8	390.3	82.3
<i>YoY actual changes</i>	- 6.4%	+ 7.6%	- 2.5%	- 2.3%	- 1.1%	- 10.2%
<i>YoY changes at constant currencies*</i>	+ 0.4%	+ 11.8%	+ 0.9%	+ 2.6%	+ 3.7%	- 4.8%
<i>YoY changes on a comparative basis*</i>	+ 0.4%	+ 11.8%	+ 0.9%	+ 2.6%	+ 3.7%	- 4.8%
IFO	30.6	31.3	30.4	33.1	125.3	22.0
<i>IFO margin</i>	33.4%	32.2%	31.4%	31.6%	32.1%	26.7%

* see glossary



Shaver Quarterly figures

BIC Group <i>In million euros</i>	Q107	Q207	Q307	Q407	FY07	Q108
Net Sales	61.7	71.2	66.4	67.5	266.7	57.8
<i>YoY actual changes</i>	+ 9.2%	+ 10.2%	- 4.2%	+ 6.3%	+ 5.1%	- 6.3%
<i>YoY changes at constant currencies*</i>	+ 15.7%	+ 13.2%	- 1.5%	+ 11.1%	+ 9.2%	- 0.4%
<i>YoY changes on a comparative basis*</i>	+ 15.7%	+ 13.2%	- 1.5%	+ 11.1%	+ 9.2%	- 0.4%
IFO	6.9	-0.1	6.9	8.2	22.0	0.9
IFO margin	11.2%	-0.2%	10.5%	12.2%	8.2%	1.5%

* see glossary



Other Product Quarterly figures

BIC Group In million euros	Q107	Q207	Q307	Q407	FY07	Q108
Net Sales	17.5	21.6	19.2	25.9	84.2	22.2
YoY actual changes	+ 37.5%	+ 49.7%	+ 24.4%	+ 32.5%	+ 35.5%	+ 27.1%
YoY changes at constant currencies*	+ 40.1%	+ 51.3%	+ 24.8%	+ 35.8%	+ 37.6%	+ 30.5%
YoY changes on a comparative basis*	+ 27.4%	+ 40.5%	+ 14.3%	+ 11.1%	+ 22.1%	+ 13.2%

* see glossary



Glossary

- **Normalized IFO:** normalized means excluding USA restructuring and real estate gains
- **On a comparative basis:** comparative basis means at constant currencies and at comparable perimeter. For the full year 2007, comparative basis excludes the sales of PIMACO until September 30th, 2007 and the additional sales of Atchison Products (consolidated from October 1st, 2007). There was no change in perimeter in the lighter and shaver categories. Constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.



Disclaimer

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 April 3th, 2008