



Press Release
BIC GROUP

SOCIETE BIC's Annual Shareholders' Meeting

**2005 sales growth target above 6%
on a comparative basis**

Cancellation of 721,320 shares

May 19, 2005 – SOCIETE BIC's Annual Shareholders' Meeting was held today, Thursday, May 19, 2005 in Paris, and was chaired by Bruno Bich, Chairman and CEO.

All of the resolutions tabled for the Annual Meeting were approved. Among the resolutions approved were the following:

- the financial statements for full year 2004;
- authorization given to the Board of Directors for the Company to undertake operations with regards to the shares of the Company (share repurchase and cancellation);
- a net dividend amount of 0.9 Euro per share, up 12.5% compared to the previous fiscal year, combined with a special dividend of 1.00 Euro per share. Excluding the interim dividend of 0.40 Euro paid in November 2004, the dividend balance of 1.50 Euro, will be distributed beginning May 27, 2005.

Commenting on the 2004 full year, Bruno Bich said: *"We delivered sales growth of 6% on a comparative basis in very competitive and mature markets. Despite the challenges of currency fluctuations and rising material prices, we improved our operating margin to 15.5%. This is consistent with our performance above 15% for the 11th consecutive year."*

During the meeting, Bruno Bich emphasized one of the major foundations of BIC's strategy: quality at the right price. To illustrate this point, the three category managers (stationery, lighter and shaver) presented the various technologies that are implemented in the Group's manufacturing operations throughout the world: these processes guarantee the quality and consistency of the 37 million BIC® products sold each day (22 million stationery products, 4 million lighters and 11 million shavers).

Finally, for 2005, Bruno Bich said: *"At the end of April, our sales were up 12.2% on a comparative basis, in line with the 1st Quarter sales trend. For the full year, we now expect sales growth above 6% on a comparative basis."*



Share cancellation:

On the 19th of May, 2005, SOCIÉTÉ BIC's Board of Directors decided, pursuant to the authorization granted by the Annual Shareholders' Meeting held today, to cancel 721,320 shares. Upon completion of this transaction, the common stock of SOCIÉTÉ BIC is made up of 50,975,331 shares.

2005 shareholder's agenda

1st Half 2005 net sales will be released on July 21, 2005.

1st Half 2005 results will be released on September 8, 2005.

3rd Quarter 2005 net sales will be released on October 13, 2005.

For financial information, please consult the corporate web site: www.bicworld.com

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