



BIC GROUP – PRESS RELEASE
NAIROBI (KENYA)

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BIC INAUGURATES EAST AFRICA FACILITY IN KENYA

Today BIC officially inaugurated its East Africa facility in Kasarani, Nairobi. This new venture comes as BIC transferred its manufacturing in Kenya and distribution in the East African region from HACO Industries Kenya Ltd earlier this year.

After four decades of presence in the region through a local distributor and under a licensed manufacturing model, BIC established its East Africa subsidiary in Kenya to implement its proximity strategy and expand its brand presence. The subsidiary will act as a development engine for the domestic market and an export hub servicing Kenya, Burundi, Djibouti, Eritrea, Ethiopia, Rwanda, Somalia, South Sudan, Tanzania, and Uganda.

Commenting on the inauguration, BIC's Chief Executive Officer, Gonzalve Bich said: *"Today marks an important milestone for us as we strengthen our presence in Kenya. We thank Dr. Chris Kirubi & HACO Industries for their stewardship in helping BIC to become the country's leading writing instrument brand. Our focus now is on expanding our footprint in the African continent and providing high-quality, affordable products to our consumers. With a population of 300 Million inhabitants, 45% of whom are under 14 years of age; East Africa is a key market for our stationery business."*

He added: *"In line with our "Writing the Future, Together" sustainable development program, BIC will be investing in driving social impact. We stand committed to growing our current business and developing the local talent base, starting with our own employees, by providing additional opportunity for career growth and the building of new skills and competencies as part of our global enterprise operation. Also, the BIC Corporate Foundation will be focusing on driving education in the country, as we look to support projects that improve learning conditions for children in Kenya and East Africa."*

The revamped manufacturing facility will produce BIC ballpoint pens and include the assembly of BIC Shavers. The factory benefits from the introduction of new technologies, smart solutions, and environmental management systems that help to drive efficiency and reduce the factory's footprint in line with the company's "Writing The Future" Sustainable Development Commitments for 2025.

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ABOUT BIC

BIC is a world leader in stationery, lighters and shavers. For more than 70 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2018, BIC Net Sales were 1,949.8 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following Socially Responsible Investment indexes: CDP's "Leadership Level" (A-) and "Leadership Level" for the additional "Supplier" module, Euronext Vigeo – Eurozone 120, Euronext Vigeo – Europe 120, FTSE4Good indexes, Ethibel Pioneer and Ethibel Excellence Investment Registers, Ethibel Sustainability Index (ESI) Excellence Europe, Stoxx Global ESG Leaders Index.

