



Made to last

For you For everyone

THE ESSENTIALS
OF SUSTAINABLE
DEVELOPMENT

2016





CHRISTINE DESBOIS,
SUSTAINABLE DEVELOPMENT DIRECTOR – BIC GROUP

BIC has been actively committed to sustainable development for more than 13 years now, and we're still as motivated as ever.

We just completed our third Barometer (2014-16) with a very good score of 9/10. We achieved this result primarily by making solid progress toward our commitment to offering ever-more responsible products. 2016 was a turning point: our BIC Corporate Foundation was launched and initiated its first projects promoting education, a Bottom of the Pyramid (BOP) cell was created, and our employees' mobilization for humanitarian programs remains strong, with ambitious goals. Our efforts to control environmental risks and seize opportunities paid off: the BIC Group is one of just 14 French companies on the CDP (formerly the Carbon Disclosure Project) Climate A List, out of a field of more than 1,000 candidates.

I would like to congratulate our teams for their motivation and thank them for the progress that they made together in 2016.

2016 was also a turning point because it inspired us to make new commitments to future challenges. BIC Group Chairman and CEO Bruno Bich has announced the company's desire to define ambitious goals for its Sustainable Development Program. These commitments will cover a period of eight years, guiding our actions through 2025.

We conceived this "Essentials of Sustainable Development" to offer an overview of our philosophy as reflected in the concrete initiatives and accomplishments of 2016, for you and for everyone.

We hope that you enjoy reading it.



Discover
the BIC Sustainable
Development
Barometer

Zero waste: our products are lightweight and long-lasting

ALL BIC PRODUCTS® ARE MADE WITH “JUST WHAT’S NECESSARY”, LEAVING OUT ANYTHING SUPERFLUOUS. OUR PRIORITIES HAVE NEVER CHANGED: TO BE EVER MORE ECONOMICAL AND INNOVATIVE IN OUR USE OF RAW MATERIALS.



1 MAXIMUM PERFORMANCE FROM MINIMUM RESOURCES

A product’s environmental performance starts in the design phase. BIC does everything possible to apply the basic principles of eco-design. As a result of this ongoing effort, the Group became the first writing instrument manufacturer to earn the *NF Environnement ecolabel*⁽¹⁾.

2 ECO-FRIENDLY ALTERNATIVE MATERIALS

For BIC, design and innovation go together. Upholding a responsible approach, we use existing alternative materials whenever possible while pursuing scientific and industrial partnerships to develop new ones. To this end, we work with startups, universities, research institutes and research and development laboratories for recycled material, bio-sourced materials and clean technologies for plastics, inks.

3 OUR PRODUCTS ARE SINGULAR, BUT NOT SINGLE-USE!

“Non-refillable” doesn’t necessarily mean “disposable”. BIC products® are all designed for maximum performance life: up to 3 km of writing for a ball pen, 3,000 flames for a lighter and 17 shaves for a three-blade shaver.

⁽¹⁾Primary selection criteria: the use of minimal or recycled raw materials, writing length and durability of pencil leads.



IN 2016

Through the RecyBIC project, the Boulogne sur Mer site (France) produced 100 million additional pencils from recycled materials for the BIC® Ecolutions® range.

The project is backed by ADEME⁽²⁾ as part of the “Objectif Recyclage PLASTiques” call for innovative projects in plastic recycling.

⁽²⁾The French Environment and Energy Management Agency

RESULTS



BIC® ECOLUTIONS®.
A COMPLETE RANGE
OF WRITING PRODUCTS MADE
FROM RECYCLED MATERIALS

22 MAJOR
BIC® PRODUCTS
BEAR THE
NF ENVIRONNEMENT
ECOLABEL



The virtuous circle of the circular economy

BY PROMOTING THE RECYCLING AND REUSE OF WASTES
AND BY INITIATING PARTNERSHIPS FOR THE USE OF RECYCLED RAW MATERIALS,
BIC CONTRIBUTES TO THE IMPLEMENTATION OF A CIRCULAR ECONOMY.

APPROACH

1 A NEW RECYCLING SYSTEM IN EUROPE

TerraCycle is a pioneer in the collection and reuse of wastes that were once considered non-recyclable. Since 2011 and the launch of its partnership with BIC, TerraCycle has been collecting used writing instruments at schools and offices to recycle. So far, 20 million pens and pencils have been recovered. To further this effort, BIC has created a task force to develop a model based on the principles of the circular economy.

2 DEVELOPING RECYCLING AT BIC FACTORIES

The circular economy also inspires the Group's operations. Commitment #5 of the BIC Sustainable Development Barometer called for reducing non-recycled wastes in the factories, and the Group set the goal of using recycled or certified cardboard for 90% of its packaging — a goal that was reached a full year in advance, in December 2015!



Discover
the BIC Sustainable
Development
Barometer

RESULTS



20
MILLION

WRITING INSTRUMENTS
COLLECTED BY TERRACYCLE



85%

OF THE WASTES FROM
BIC FACTORIES ARE RECYCLED
OR REUSED IN OTHER FORMS

Our products are affordable to all

“OFFER SIMPLE, INVENTIVE AND RELIABLE CHOICES FOR EVERYONE, EVERYWHERE, EVERY TIME”. BIC’S FOUNDING PROMISE HAS NEVER GONE OUT OF DATE. MORE THAN A MOTTO, IT’S A VISION THAT GUIDES EVERYTHING WE DO, WHEREVER WE ARE.



1 A GOOD QUALITY-PRICE RATIO FOR EVERY MARKET

Our products improve the daily lives of millions of consumers in more than 160 countries. We consider it our duty to offer them the best quality-price ratio. That means constantly adapting our product range, to ensure that all BIC® products offer every user the same degree of satisfaction.

2 ADAPTING THE PRODUCTS AND THEIR DISTRIBUTION TO DEVELOPING MARKETS

To make its products affordable for everyone, BIC adapts to local conditions and buying power, in particular by:

- 1 Manufacturing locally, with factories near their distribution markets;
- 2 Launching products adapted to the needs of developing markets;
- 3 Rethinking the packaging to sell certain products in single or two-unit packs, like the BIC® 1 and BIC® 1 Lady shavers;
- 4 Developing alternative distribution modes: kiosks, micro-shops...;
- 5 Investing in social businesses, like the door-to-door sales programs in Bangladesh, to encourage local entrepreneurship.

By creating the new position of “BOP and Social Business Director”, BIC consolidated its efforts to reach low-income populations who cannot afford most commodity goods.

In Nigeria during 2016, the BIC® Cristal® Ultra Fine, a classic ball pen that offers ultra-smooth, precise writing was launched. It is manufactured locally to make it affordable in a country with high import duties.

RESULT

8

PRODUCTS ADAPTED TO DEVELOPING MARKETS WERE LAUNCHED BETWEEN 2014 AND 2016 IN KEEPING WITH THE GOAL DEFINED IN THE BAROMETER





Environmental footprint of our factories has been reduced

ENVIRONMENTAL MANAGEMENT SYSTEMS,
CERTIFICATIONS, REDUCED WATER AND ENERGY CONSUMPTION,
REDUCED GREENHOUSE GAS EMISSIONS, RECYCLING OF WASTES...
THE GROUP IS FIGHTING ON EVERY FRONT TO REDUCE
THE ENVIRONMENTAL IMPACT OF ITS PRODUCTION FACILITIES.



1 REDUCING ENERGY CONSUMPTION AND GREENHOUSE GAS EMISSIONS

To optimize its energy consumption without compromising its productivity, the Group has been steadily replacing its production equipment with more energy-efficient installations. In parallel, the factories are also gradually upgrading their lighting, heating and air conditioning systems and, depending on local availability, using more and more electricity from renewable sources.

2 INNOVATING TO CONSUME LESS AND LESS WATER

BIC's factories are constantly developing projects to reduce water consumption: closed cooling systems, collecting rainwater for sanitary use or machine cooling, etc. Good practices are shared and inspire new projects every year.

3 MINIMIZING WASTES

The Group's "just what's necessary" principle applies not only to its finished products: the manufacturing processes are regularly upgraded to save raw materials and limit the production of wastes. Based on the model of the circular economy, the Group has implemented waste recycling and reuse programs in its factories around the world.



In Greece, the BIC Violex factory met the "100% renewable" challenge, covering all its energy needs through Guarantee of Origin (GoO) certificates. And the three BIC sites in Connecticut (USA) reached the same goal with renewable energy certificates for the fourth consecutive year.



Similar initiatives have sprung up all over the globe. In Brazil, the PIMACO site has reduced its hazardous wastes by 20% per ton of production by using a non-toxic product to clean painted surfaces, and in Spain, BIC Iberia has optimized its extrusion process, reducing the quantity of plastic film wastes.



92%

OF BIC'S FACTORIES HAD IMPLEMENTED AN EMS BY THE END OF 2016

ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)



-11.7%

PER TON OF PRODUCTION BETWEEN 2015 AND 2016

WATER CONSUMPTION



-3.6%

PER TON OF PRODUCTION BETWEEN 2015 AND 2016

ENERGY CONSUMPTION

23%

OF THE ELECTRICITY CONSUMED BY THE GROUP IS COVERED BY RENEWABLE ENERGY CERTIFICATES



-5.1%

PER TON OF PRODUCTION BETWEEN 2015 AND 2016

GREENHOUSE GAS EMISSIONS



We are reducing the carbon footprint of our transport operations

OUR PRODUCTS ARE SOLD IN NEARLY FOUR MILLION POINTS OF SALE. IT IS OUR RESPONSIBILITY TO SUPPLY THIS DISTRIBUTION SYSTEM WHILE KEEPING THE COST AND ENVIRONMENTAL IMPACT OF OUR SHIPPING AS LOW AS POSSIBLE.

APPROACH

1 NEARBY PRODUCTION MEANS SHORTER SHIPPING

We operate factories all over the world, thus minimizing the distances that our products travel. For example, 85% of our Consumer Products sold in Europe are manufactured in Europe —a double savings, in euros and in CO₂!

2 PLANNING MEANS OPTIMIZATION

The figures make it clear: air freight represents only 1.9% of our total shipments by weight but 67.5% of our transport-related emissions. The challenge is thus to reduce air transport as much as possible. The first step toward that goal is the accurate planning of sales volumes. We are monitoring this effort very closely: based on precise, regular reports, each zone manager implements actions to help reach Commitment #6 of the Barometer.

3 RETHINKING TRANSPORT ROUTES AND MODES

In addition to air freight, all leverage points for reducing emissions (mileage reduction, multimodal transport, load optimization, etc.) are constantly being analyzed and optimized by the Group's logistics teams.

4 CHOOSING RESPONSIBLE PARTNERS

New transport service providers are selected for their capacity to help us reduce the environmental footprint of our distribution, in terms of equipment, certifications, etc.

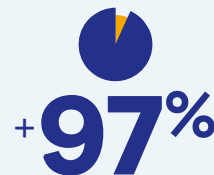


Discover the BIC Sustainable Development Barometer

IN 2016

BIC opened a new distribution center in northeastern Brazil, making it possible to ship 20% of its volumes in that zone by sea instead of by road, for a savings of 370 teqCO₂.

RESULTS



OF ALL INTRA-COMPANY TRANSPORT HAS BEEN OPERATED WITHOUT AIR FREIGHT FOR THE PAST THREE YEARS

Our packaging is all wrapped up in eco-action

OUR PACKAGING IS THE FIRST THING THE CUSTOMER SEES. TO MAKE SURE THAT ALL OUR PACKAGES ARE AS EXEMPLARY AS THEIR CONTENTS, WE MAKE THEM AS LIGHTWEIGHT AS POSSIBLE, USING RESPONSIBLE MATERIALS – AND FOR SOME PRODUCTS THERE IS NO PACKAGING AT ALL!



1 REDUCING AND EVEN ELIMINATING CONSUMER PACKAGING

BIC has long pursued a policy of selling products with no packaging or in value packs. For example, 80% of the lighters sold in Europe in 2016 had no consumer packaging. But when it is not possible to eliminate packaging entirely, we strive to keep its weight and volume at the minimum for each market.



2 CHOOSING RESPONSIBLE MATERIALS

Since our packaging is manufactured mainly from cardboard and plastic, we aim to use materials that incur the least environmental impact. For cardboard, we favor recycled or certified origins⁽¹⁾, and for plastic, we are completing the transition from PVC to PET.




3 REDUCING PACKAGING WASTE

The goal: 100% recycling or reuse of packaging waste.



92.3%

OF BIC'S CARDBOARD PACKAGING IS NOW FROM RECYCLED AND/OR CERTIFIED SOURCES, SURPASSING THE BAROMETER GOAL OF 90%



83.5%

OF OUR PLASTIC PACKAGING IS PVC-FREE. CONTINUED EFFORT IS NEEDED TO REACH THE GOAL OF 90%, WHICH HAS ALREADY BEEN ACHIEVED IN EUROPE



In Brazil, thanks to an ingenious new solution for optimizing the placement of blister packs in cardboard boxes, the BIC®3 and BIC® Comfort 3 shavers are now sold in packs of eight. This effort has reduced the quantity of packaging for these two products by 40% and 47% respectively.

⁽¹⁾Includes FSC (Forest Stewardship Council), SFI (Sustainable Forestry Initiative) or PEFC (Pan European Forest Certification) sources.

Health, safety & well-being in the workplace: our basic essentials

AT BIC WE TAKE SAFETY SERIOUSLY. FIRMLY COMMITTED TO OFFERING EVERY EMPLOYEE A SAFE AND HEALTHY WORKING ENVIRONMENT, THE GROUP HAS DEPLOYED AN ARRAY OF MEASURES TO PREVENT WORKERS' ACCIDENTS.



APPROACH

1 HEALTH-SAFETY

To ensure maximum safety in the workplace, BIC has implemented safety management systems at its production sites. The Group is also constantly striving to improve its employees' working environments and heighten their safety awareness. This ongoing collective effort involves everyone, every day and encourages employees to take active responsibility for their own safety and the safety of others.

2 WELL-BEING

The BIC Group's "Quality of Life at Work" program is implemented locally, adapting to each context, with a focus on four main areas: actions to promote exercise, preventive screening and health awareness; helping managers play a positive role in their team's well-being; the ergonomics of workspaces and workstations; and employee services to make everyday life easier.

IN 2016

The Stationery category bolstered its health and safety approach. An EH&S⁽¹⁾ framework was introduced to foster a dynamic of continuous improvement in the factories.

The orientation program for new factory employees has been enhanced with three training activities during their first two weeks on the job:

- 1 an e-learning module on the basic safety rules for all sites;
- 2 training by the EH&S manager on the site's specific rules;
- 3 individual training and orientation by the manager at the workstation.

⁽¹⁾Environmental, Health and Safety

RESULTS



91%

OF ALL BIC SITES
HAVE HEALTH AND SAFETY
MANAGEMENT SYSTEMS

7.10

NUMBER OF ACCIDENTS
LEADING TO LOSS OF WORKTIME
PER MILLION HOURS WORKED
IN BIC PLANTS IN 2016

We share a common culture of sustainable development

INITIATED 13 YEARS AGO, THE BIC SUSTAINABLE DEVELOPMENT PROGRAM HAS NEVER STOPPED GAINING MOMENTUM. SINCE 2011, ALL EMPLOYEES HAVE BEEN ASSOCIATED WITH ITS EFFORTS THROUGH A SURVEY THAT ANALYZES THEIR VIEW OF THE CHALLENGES AND (OFTEN AMBITIOUS!) EXPECTATIONS FOR THE FUTURE.



A BIENNIAL SURVEY

The sustainable development survey is conducted biennially, with two primary goals:

- 1 to assess the evolution of the employees' perception of the challenges involved and their expectations around sustainable development;
- 2 to evaluate the degree of integration of sustainable development goals in the Group's operations.



The 49.1% response rate represents a nine-point increase in participation over the previous survey.

The survey was addressed to everyone in the Group with a professional e-mail address, for a total of 6,185 BIC employees.

RESULTS

WELL-INFORMED



88%

OF THE RESPONDENTS WERE AWARE OF THE BIC SUSTAINABLE DEVELOPMENT PROGRAM

HIGHLY CONCERNED



96%

OF THE RESPONDENTS THINK THAT SUSTAINABLE DEVELOPMENT IS DESIRABLE OR VITAL

99%

CONSIDER THE BIC SUSTAINABLE DEVELOPMENT PROGRAM TO BE IMPORTANT

MOTIVATED

82%

OF THE RESPONDENTS THINK THAT SUSTAINABLE DEVELOPMENT IS PART OF THEIR EVERYDAY JOBS

85%

THINK THAT THEIR WORK HAS A DIRECT IMPACT ON SUSTAINABLE DEVELOPMENT

AMBITIOUS



60%

OF THE RESPONDENTS BELIEVE THAT BIC SHOULD BE MORE AMBITIOUS IN THE AREA OF SUSTAINABLE DEVELOPMENT



We take action to keep our employees engaged

BIC SEEKS TO OFFER ALL OF ITS EMPLOYEES OPPORTUNITIES TO ADVANCE THEIR CAREERS AND DEVELOP THEIR INTERNAL AND EXTERNAL EMPLOYABILITY. TO HELP ALL CO-WORKERS THRIVE PROFESSIONALLY, BIC REGULARLY ASSESSES THEIR ADHERENCE TO THE GROUP'S VALUES, WHICH NEED TO LIVE AND GROW ALONG WITH THE PEOPLE WHO UPHOLD THEM.

APPROACH

1 ENCOURAGING LEARNING

To allow everyone in the Group to develop, BIC strives to create a working environment that is conducive to the ongoing acquisition of new skills and their application, based on the 70/20/10 model:



◆ Learning from new experiences, by working in project mode as part of a multi-functional team.



◆ Learning from others, by fostering a culture that understands the importance of feedback.



◆ Learning from training, through the BIC University network of training centers.

2 ASSESSING EMPLOYEE ENGAGEMENT AND ADHERENCE TO VALUES

Conducted every two years, the Engagement and Adherence to Values Survey measures the difference between the Group's values as they are defined and as they are truly experienced by its employees.

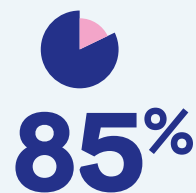
THE FIVE BIC VALUES

- Ethics
- Responsibility
- Teamwork
- Simplicity
- Ingenuity

IN 2016

BIC University progressed further toward its goal of making training available to everyone in the Group: a community of ten "BIC U Pilots" has been created to oversee the local deployment of BIC University, along with a network of external trainers, a process for managing training quality, and a global reporting system to monitor the deployment of BIC University in all countries.

RESULT



85% OF THE EMPLOYEES WOULD RECOMMEND BIC AS A GOOD PLACE TO WORK

Being responsible: we're all involved

RESPECT FOR HUMAN RIGHTS, ETHICS AND FIGHTING CORRUPTION ARE HIGH PRIORITIES AT BIC. WHETHER IN ITS OWN OPERATIONS OR THROUGH THOSE OF ITS SUBCONTRACTORS, THE GROUP ALWAYS UPHOLDS THE SAME PRINCIPLES, FORMALIZED IN THE BIC CODE OF CONDUCT, CODE OF ETHICS AND ANTI-CORRUPTION POLICY. MORE THAN A SIMPLE CHAIN OF PRODUCTION, BIC HAS CREATED A CHAIN OF RESPONSIBILITY.



APPROACH

1 THE BIC CODE OF CONDUCT

The Group's operations are governed by ten professional and social principles derived from the standards of the International Labour Organization (ILO). This code applies to all BIC factories as well as those of its contract manufacturers.

2 THE SOCIAL AUDIT PROGRAM

The Code of Conduct is implemented through a social audit program: BIC factories conduct self-evaluations that are reviewed by external auditors, while Consumer Products contract manufacturers are audited by third-party auditors, and BIC Graphic contract manufacturers are subject to both internal and external audits.

3 RESPONSIBLE PURCHASING

The Responsible Purchasing Charter ensures that the Group's relations with its suppliers and service providers comply with its five values:

Ethics, Responsibility, Teamwork, Simplicity, Ingenuity.

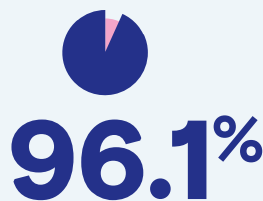


IN 2016

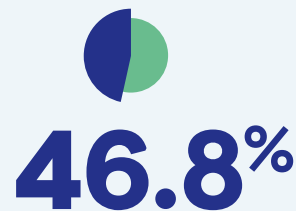
Once again, BIC evaluated its suppliers' performance according to environmental, social and governance criteria using the EcoVadis system. These evaluations review suppliers use of strategic materials: plastics, metals, inks and certain types of packaging.

BIC has adopted an Anti-Corruption Policy, published in 18 languages and applicable to everyone: employees, officers, directors, etc.

RESULTS



OF BIC'S CONTRACT MANUFACTURERS WERE AUDITED BETWEEN 2014 AND 2016 USING ASSESSMENT TOOLS THAT INCLUDE A RATING SYSTEM, SURPASSING THE BAROMETER GOAL OF 95%



THE AVERAGE SCORE OF BIC'S STRATEGIC SUPPLIERS EVALUATED BY ECOVADIS. THIS IS HIGHER THAN THE AVERAGE SCORE FOR THE SECTOR (42%)



We promote access to education

BY MAKING ITS WRITING PRODUCTS AFFORDABLE TO EVERYONE, BIC DOES ITS PART TO UPHOLD THE IDEAL OF UNIVERSAL ACCESS TO EDUCATION. A LONG-TIME CHAMPION OF THIS CAUSE, THE GROUP IS PROUD TO CONTRIBUTE TO UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL N°4: “ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION.”



APPROACH



IN 2016

1 PHILANTHROPY AND CHARITY PRODUCTS TO PROMOTE EDUCATION

The philanthropic actions undertaken by the Group and its subsidiaries take three forms: product donations, monetary gifts and volunteer work. In 2016, 49% of these operations were education-related. BIC also markets charity-linked products that are useful in education. Part of the purchase price is donated to charitable organizations, demonstrating the Group's civic commitment.

2 ENCOURAGING HANDWRITING

BIC participates in many programs to inform students, parents and teachers about the benefits of writing by hand on cognitive development.

3 THE BIC CORPORATE FOUNDATION



Launched in 2016, the BIC Corporate Foundation embodies BIC's commitment to education, backing projects to reduce the school dropout rate, develop equal educational opportunities for girls and advance environmental education.

BIC South Africa renewed its “Choose BIC and Change a Future” charity products campaign. In five years, the program has donated six million pens to underprivileged children.

The BIC Corporate Foundation held its first board meeting, with the participation of its three external expert members: Runa Khan, founder and president of the NGO Friendship, Marine de Bazelaire, managing director of the HSBC Foundation for Education, and Jean-Marc Guesné, general manager of the Ashoka France network.



BIC and its employees, mobilized for community outreach

AT BIC, OUTREACH IS THE BYWORD FOR PHILANTHROPIC ACTIONS THAT TAKE THREE FORMS: PRODUCT DONATIONS, MONETARY GIFTS AND VOLUNTEER WORK. IN MOST CASES, THE GROUP AND ITS SUBSIDIARIES CONTRIBUTE TO INITIATIVES IN THEIR LOCAL AREA.



1 BIC CITIZENS IN ACTION

Every two years, BIC organizes a major fundraising drive within the Group, and matches the amount of money collected in personal donations from its employees. Since 2010, these funds have been devoted to humanitarian aid in Haiti through the work of the NGO *Planète Urgence*.



2 PROJECTS INITIATED BY BIC AND ITS EMPLOYEES

BIC Citizens in Actions also sponsors numerous projects proposed by BIC and its employees around the world, who donate their time, skills and resources to help and support local charitable organizations, primarily in health and education.

IN 2016

The Group favors outreach actions that benefit its local communities. For example, as part of the “MediBIC” operation in Greece, a team of 20 BIC employees worked together to outfit a clinic in an isolated area. As a result, the 2,500 inhabitants of Metaxades and the five nearby villages now have access to a well-equipped medical facility.

In 2016, product donations and financial aid worldwide represented 2.4 million euros*.

*internal valuation.

RESULTS



228

VOLUNTEER OPERATIONS, PRODUCT DONATIONS AND FINANCIAL AID PROJECTS WORLDWIDE IN 2016

BREAKDOWN OF ACTIONS BY FIELD - BIC GROUP - 2016



49%

EDUCATION

26%

HEALTH

25%

OTHER (ENVIRONMENT, SPORT, EMERGENCY AID, ETC.)

To find out more about the BIC Sustainable Development Program



The annual
**Sustainable
Development Report**



The website of the
**BIC Sustainable
Development Barometer**



The **Sustainable
Development page**
on the BIC Group site Internet

bicworld.com/en/our-commitments/overview



The **Sustainable
Development playlist** on the BIC
Group Official YouTube channel

youtube.com/user/bicbrand

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