

FACTSHEET

WHO IS BIC ?

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 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 in the world. BIC products are sold in more than 160 countries around the world.

In 2016, BIC realized 86% of its sales in Consumer Goods (through its Stationery, Lighter, Shaver and Other Consumer Products categories) and 14% in the Advertising and Promotional industry.



15,500
Employees



24
Factories on 5 continents

The Company is listed on "Euronext Paris" and is part of the SBF120, CAC Mid 60 and Family Business indexes. BIC is also part of the following Socially Responsible Investment indexes: CDP's Climate A List, CDP's Supplier Climate A List, CDP Supplier Engagement Leader Board, FTSE4Good indexes, Ethibel Sustainability Index (ESI) Excellence Europe, Euronext Vigeo - Eurozone 120, Euronext Vigeo - Europe 120, Stoxx Global ESG Leaders Index.

BOARD OF DIRECTORS



6 meetings
in 2016

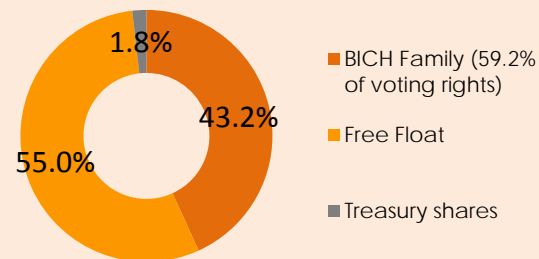
40% of
independent
members

95% rate of
attendance in 2016

Bruno Bich Chairman And Chief Executive Officer	Pierre Vareille⁽¹⁾ Vice Chairman Lead Director	François Bich Director	Elizabeth Bastoni⁽¹⁾ Director	Marie-Pauline Chandon-Moët Director
John Glen⁽¹⁾ Director	Mario Guevara Director	Marie- Henriette Poinsot Director	Candace Matthews⁽¹⁾ Director	Edouard Bich Director Representative of MBD

(1): independent.

Share capital breakdown December 2016



“ WE OFFER SIMPLE,
INVENTIVE AND RELIABLE
CHOICES FOR
EVERYONE,
EVERYWHERE,
EVERY TIME ”

2016 RESULTS AS PUBLISHED



N°2
Worldwide



N°1
Worldwide



N°2
In Europe and
the USA⁽³⁾

Net sales
2,025.8 M€

12% of net sales
through new
products⁽¹⁾

Normalized⁽²⁾
Income from
Operations
409.1 M€

NIFO** margin
20.2%

Earnings per share
(Group share)
€5.32

Free cash flow
119.8 M€

Net cash
222.2 M€

Ordinary dividend ⁽⁴⁾
€3.45 per share

(1) A product is considered as new during the year of its launch and the three following years.

(2) Normalized: excluding exceptional items.

(3) One-piece shaver.

(4) Payable from May 24, 2017 subject to approval at the AGM of May 10, 2017.

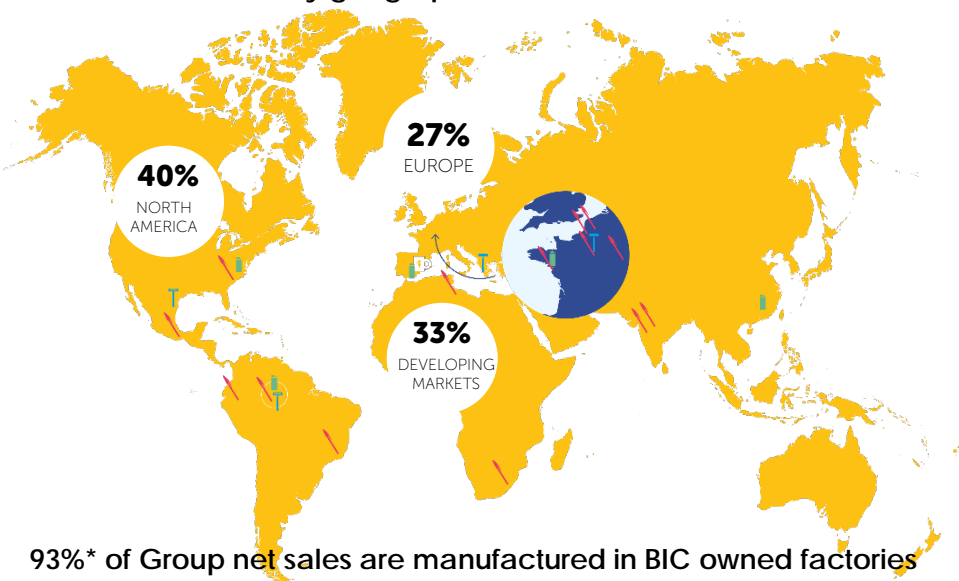
LEADERSHIP TEAM

Bruno Bich	Gonzalve Bich	Jim DiPietro	Marie-Aimée Bich-Dufour
Chairman and CEO	Chief Operating Officer	Chief Financial Officer	Sustainable Development
Peter Dalsberg	François Clément-Grandcourt	Thomas Brette	Benoit Marotte
Stationery	Lighters	Shavers	Europe - North America - Asia - Pacific
Chris Mills	Ricardo Ibarra	Peter Van Den Broeck	Edouard Maruani
North America	Latin America	Middle-East - Africa - India	Legal
Alison James	Laurent Serano	Tim Perman	Ed Dougherty
Human resources	Information System	Strategy and Business Development	Strategic Advisor



A WORLDWIDE MANUFACTURING FOOTPRINT

2016 Net sales by geographies

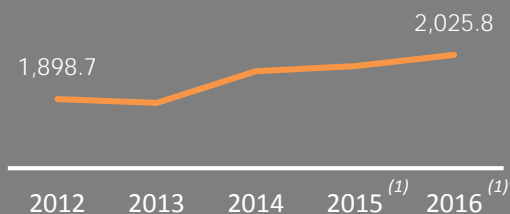


A FORMALIZED AND MEASURED ENVIRONMENTAL, SOCIAL AND SOCIETAL COMMITMENT



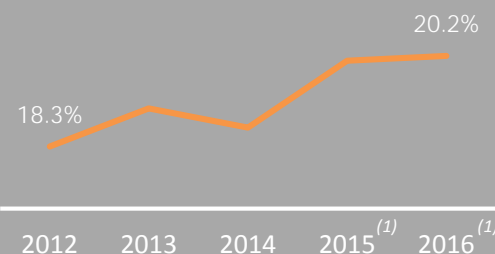
- > **innovate** in order to continually reduce the environmental footprint of all products
- > **improve** the environmental performance of BIC's factories
- > **be a committed** employer by upholding the Group's values, ensuring safety in the workplace and employability for all
- > **ensure respect** for Human Rights in the workplace and expand Environmental, Social and Governance practices

Net sales evolution (in M€)

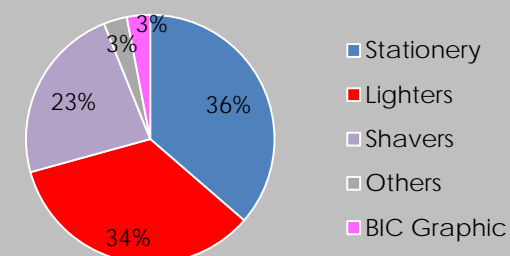


NIFO margin evolution (in %)

Average NIFO margin: 19.0%

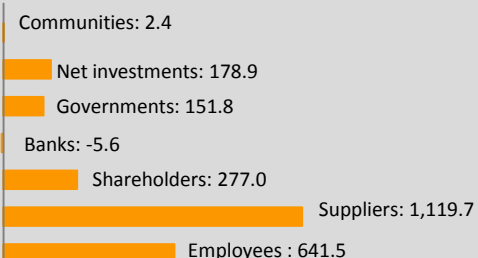


2016 net sales breakdown⁽¹⁾



Distribution to Stakeholders in 2016

(in million euros)



2016 RESULTS

Group key financial indicators

Results (EUR million)	2012	2013	2014	2015 ¹	2016 ¹
Net Sales	1,898.7	1,887.8	1,979.1	1,993.4	2,025.8
Income from Operations (IFO)	365.0	339.2	369.3	424.4	403.4
IFO margin	19.2%	19.5%	18.7%	21.3%	19.9%
NIFO ²	368.3	344.2	370.0	419.4	409.1
NIFO ² margin	19.4%	18.2%	18.7%	21.0%	20.2%
Net income Group Share	259.6	241.5	262.1	325.1	249.7
Capital expenditures	125	107	112	121	181
Free cash flow	186.7	167.5	194.4	203.6	119.8
Net cash position	(334.5)	(196.7)	(320.2)	(448.0)	(222.2)
Earning per share Group Share	5.48	5.13	5.57	6.89	5.32
Dividend per share	2.56	2.60	2.85	5.90 ³	3.45
Payout ratio	46%	51%	51%	49%	65%

^{1/} 2015 and 2016 results exclude BIC Graphic North America and Asia sourcing
^{2/} Normalized IFO: excluding exceptional items
^{3/} Of which exceptional dividend: 2.50 EUR

9M 2017 RESULTS

(in million EUR)	9M 2016	9M 2017	Change	Change @CB
Net sales	1,522.0	1,528.7	+0.4%	-0.1%
NIFO ⁽¹⁾	311.0	302.9	-2.6%	
NIFO ⁽¹⁾ margin	20.4%	19.8%		
Net income Group Share	213.7	187.3	-12.3%	
EPS Group Share (in Euros)	4.55	4.02	-11.6%	

⁽¹⁾ Normalized IFO: excluding exceptional items.



*Excluding BIC Graphic Developing Markets and Europe