

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 2015, 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.



17,805
Employees*



27
Factories* on 5 continents

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 SRI indexes: Carbon Disclosure Leadership Index (CDLI), FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Sustainability Excellence Europe, STOXX ESG Leaders and Gaia Index.

*Including Cello Pens

BOARD OF DIRECTORS



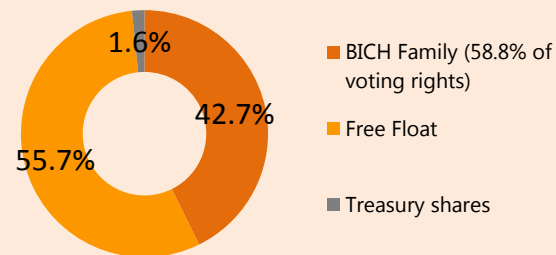
8 meetings
in 2015

40% of
independent
members





98% rate of
attendance in 2015

Bruno Bich⁽ⁱ⁾ Chairman and Chief Executive Officer	Pierre Vareille⁽ⁱ⁾ Vice Chairman Lead Director	Mario Guevara	François Bich	Elizabeth Bastoni⁽ⁱ⁾ Human resources consultant
Marie-Pauline Chandon-Moët President of Ferrand SAS	John Glen⁽ⁱⁱ⁾ CEO of Buccleuch Group	Marie-Henriette Poinsot	Frédéric Rostand⁽ⁱ⁾ CEO of SODIAAL	Edouard Bich Representative of MBD

Share capital breakdown December 2015



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

		2015 RESULTS	
	N°2 Worldwide	Net sales 2,241.7 M€	Free cash flow 203.6 M€
	N°1 Worldwide	12% of net sales through new products ⁽¹⁾	Net cash 448.0 M€
	N°2 In Europe and the USA ⁽³⁾	Normalized ⁽²⁾ Income from Operations 432.0 M€	Ordinary dividend ⁽⁴⁾ €3.40 per share
	N°2 Worldwide	NIFO** margin 19.3%	Exceptional ⁽⁴⁾ dividend €2.50 per share
		Earnings per share (Group share) €6.89	

(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 June 1st, 2016.

LEADERSHIP TEAM

Bruno Bich	Billy Salha	Chris Mills	Peter Van Den Broeck	Marie-Aimée Bich-Dufour
Chairman and Chief Executive Officer	Europe – Asia Pacific, Oceania	North America	Africa, Middle-East and India	BIC Corporate Foundation & Board Secretary
Gonzalve Bich	Benoît Marotte	François Clément-Grandcourt	Thomas Brette	Edgar Hernandez
Categories and Latin America	Stationery	Lighters	Shavers	BIC Graphic
Jim DiPietro	Ed Dougherty	Edouard Maruani	Alison James	Laurent Serano
Finance	Strategy	Legal	Human resources	Information Technology

STRONG VALUES

Responsibility

Ethics

Simplicity

Ingenuity

Teamwork

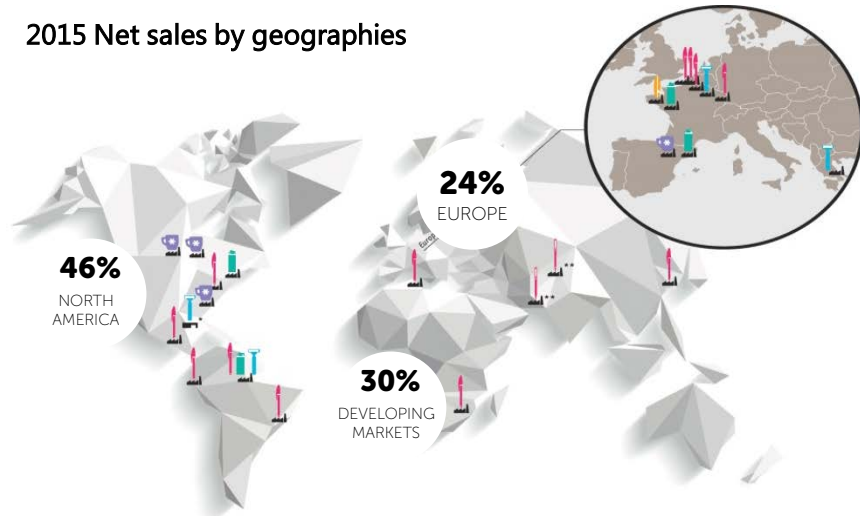
(i): independent

(ii): Change in company's by-laws approved by the Annual Shareholders Meeting (18 May 2016). The Board of Directors combined the Chairman and Chief Executive Officer functions and nominated Bruno Bich as Chairman and Chief Executive Officer. (see Press Release on 17 February 2016)



A WORLDWIDE MANUFACTURING FOOTPRINT

2015 Net sales by geographies



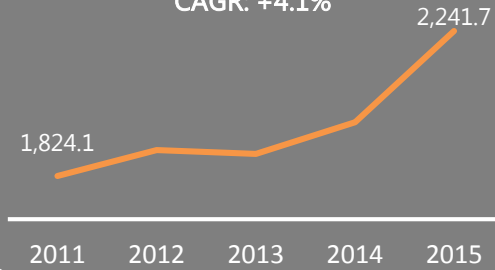
86% of Group net sales are generated in BIC owned factories

A FORMALIZED AND MEASURED ENVIRONMENTAL, SOCIAL AND SOCIETAL COMMITMENT

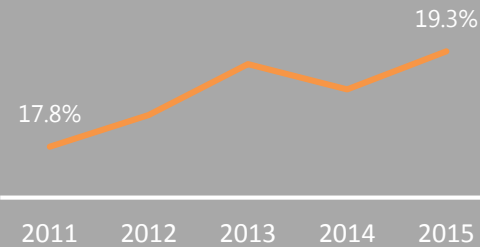


- > **innovate** in order to continually reduce the environmental footprint of all products
- > **improve** the environmental performance of BIC's factories
- > **be a committed** employer by upholding the Group's values, ensuring safety in the workplace and employability for all
- > **ensure respect**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

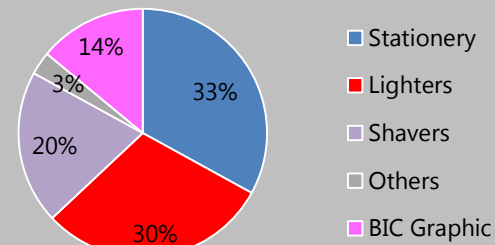
Net sales evolution (in M€) CAGR: +4.1%



NIFO margin evolution (in %) Average NIFO margin: 18.6%

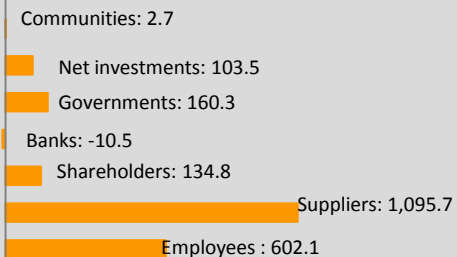


2015 net sales breakdown



Distribution to Stakeholders in 2015

(in million euros)



2015 RESULTS

Group key financial indicators

Results (EUR million)	2011	2012	2013	2014	2015
Net Sales	1,824.1	1,898.7	1,887.8	1,979.1	2,241.7
Income from Operations (IFO)	339.7	365.0	339.2	369.3	439.9
IFO margin	18.6%	19.2%	19.5%	18.7%	19.6%
NIFO ⁽¹⁾	362.4	368.3	344.2	370.0	432.0
NIFO ⁽¹⁾ margin	19.9%	19.4%	18.2%	18.7%	19.3%
Net income Group Share	237.9	259.6	241.5	262.1	325.1
Capital expenditures	89	125	107	112	121
Free cash flow	108.8	186.7	167.5	194.4	203.6
Net cash position	(329.5)	(334.5)	(196.7)	(320.2)	(448.0)
Earning per share Group Share	5.00	5.48	5.13	5.57	6.89
Dividend per share	4.00 ⁽²⁾	2.56	2.60	2.85	5.90 ⁽³⁾
Payout ratio	44%	46%	51%	51%	49%

FIRST QUARTER 2016 RESULTS

(in million EUR)	Q1 2015	Q1 2016	Change	Change @CB
Net sales	510.8	517.3	+1.3%	+6.9%
NIFO ⁽¹⁾	101.8	76.4	-25.0%	-
NIFO ⁽¹⁾ margin	19.9%	14.8%	-	-
NIFO ⁽¹⁾ margin excluding special employee bonus ⁽⁴⁾	19.9%	17.0%	-	-
Net income Group Share	77.2	51.0	-33.9%	-
EPS Group Share (in Euros)	1.64	1.08	-34.1%	-

⁽¹⁾ Normalized IFO: excluding exceptional items.

⁽²⁾ Of which exceptional dividend: 1.80 EUR.

⁽³⁾ Of which exceptional dividend: 2.50 EUR, payable from June 1st, 2016.

⁽⁴⁾ Special bonus will be awarded to employees who have not been granted shares under our performance share plan.

