



## BIC GROUP – PRESS RELEASE CLICHY – 28 MARCH 2017

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### **BIC LAUNCHES BIC SHAVE CLUB, THE FIRST ONLINE SUBSCRIPTION SERVICE WITH A BIC REFILLABLE SHAVER FOR MEN**

BIC launches in France its first direct to consumer online-only subscription service with a BIC refillable shaver for men: The BIC SHAVE CLUB  
[www.bicshaveclub.com](http://www.bicshaveclub.com)

Consistent with BIC's vision to offer simple and high quality products aimed at simplifying the consumer's daily life, BIC created BIC SHAVE CLUB to meet new consumption trends with a tailor-made offer. Consumers will receive a high performance and affordable shaver directly to their home with refillable cartridges delivered at their desired frequency.



*Bicshaveclub.com*



*The SHAVE BOX  
The first month*



*The REFILLABLE CARTRIDGES KIT  
Following months*

The BIC SHAVE CLUB offers diverse subscription formats, delivering the best BIC shaving technology in two refillable shavers.

**#3**

#3 is the ideal shaver for a quick and efficient shave



- 3 blades-patented technology for a quick and efficient shave
- A lubricating strip with Aloe Vera and Vitamin E for a smooth glide
- An easy-to-refill system
- An ergonomic handle designed with anti slip rubber grip
- **5€ / month**

**#5**

#5 is ideal for a precise and ultra close shave



- 5 movable blades-patented technology for a closer shave and optimal comfort
- A precision edging blade at the back of the head to easily reach difficult areas such as side burns
- A lubricating strip with Aloe Vera and Vitamin E for a smooth glide
- An easy-to-refill system
- An ergonomic handle designed with metal and rubber grip for a better handling and control
- **Launching offer: 5 € the 1st month, then 9€ / month**

With BIC SHAVE CLUB, BIC makes another move in e-business with a dedicated online shaving delivery service that finally makes shaving simple and affordable. The service will be initially tested on the French market where the brand benefits from a strong reputation and history.

*"With more than 40 years of research and development in shavers, BIC was the first to disrupt the world of shaving by offering consumers a safer and more convenient non-refillable shaver. With BIC SHAVE CLUB, we are pursuing our objective to simplify the consumer's life by offering the best BIC shaving technology, delivered at home, always at the best price,"* outlined Gonzalve Bich, BIC Chief Operating Officer.

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## CONTACTS

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## 2017 AGENDA (ALL DATES TO BE CONFIRMED)

First quarter 2017 results	26 April 2017	Conference call
2017 AGM	10 May 2017	Meeting – BIC Headquarters
Second Quarter 2017 results	03 August 2017	Conference call

## ABOUT 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 recorded Net Sales of 2,025.8 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 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.

