



NON-COMPLIANT POCKET LIGHTERS ENTERING EUROPE

The European Commission has sent a formal notice to the Government of the Netherlands to request information on apparent breaches by the NVWA (Netherlands Food and Consumer Product Safety Authority - which has responsibility for inspections of consumer goods entering the country) of its obligations regarding non-compliant pocket lighters entering Europe.

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This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties.

A description of the risks borne by BIC appears in the section, "Risk factors" in BIC's 2011 Registration Document filed with the French financial markets authority (AMF) on March 27, 2012.

For more information, please consult the corporate web site: www.bicworld.com

2012 Agenda

2 nd Quarter and 1 st Half 2012 results	August 2, 2012	Conference call
3 rd Quarter and 9 months 2012 results	October 24, 2012	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 2011, BIC recorded net sales of 1,824.1million 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 SRI indexes: FTSE4Good Europe, ASPI Eurozone andEthibel Excellence Europe.

