



DISCLOSURE OF TRADING IN OWN SHARES FOR JANUARY 2013

In compliance with general regulation, SOCIÉTÉ BIC declares below the transactions made on its own shares for January 2013:

- No transactions for January 2013.

* *
*

Disclaimer: 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.

Contacts

Investor Relations: +33 1 45 19 52 26

Sophie Palliez-Capian sophie.palliez@bicworld.com

Katy Bettach-Montecatine katy.bettach@bicworld.com

Press: +33 1 53 70 74 48

Priscille Reneaume preneaume@image7.fr

Isabelle de Segonzac isegonzac@image7.fr

Claire Doligez cdoligez@image7.fr

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

2012 – 2013 Agenda (all dates to be confirmed)

FY 2012 results	February 13, 2013	Meeting – Company headquarters
1 st Quarter 2013 results	April 24, 2013	Conference call
2 nd Quarter and 1 st Half 2013 results	August 1, 2013	Conference call
3 rd Quarter 2013 results	October 23, 2013	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 1,824.1 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 SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe, Gaia Index and Stoxx Global ESG Index.

