



**DISCLOSURE OF TRADING IN OWN SHARES
FOR MARCH 2015**

In compliance with general regulation on share buy-backs, SOCIÉTÉ BIC declares below the transactions made on its own shares for March 2015:

- No transactions for March 2015.

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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 2014 Registration Document filed with the French financial markets authority (AMF) on March 20, 2015.

Contacts

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2015 Agenda (all dates to be confirmed)

1 st Quarter 2015 Results	22 April 2015	Conference call
2015 AGM	06 May 2015	Meeting – BIC Headquarters
2 nd Quarter and 1 st Half 2015 results	30 July 2015	Conference call
3 rd Quarter 2015 results	21 October 2015	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 2014, BIC recorded net sales of 1,979.1 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: Carbon Disclosure Leadership Index (CDLI), FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Sustainability Excellence Europe, STOXX ESG Leaders and Gaia Index. For more information, please visit BIC corporate web site: www.bicworld.com

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