



Factsheet 2024



>13,000¹
Team members

23
Factories

5
Continents

27 million
BIC® products bought every day

A world leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life. For 80 years, the Company has honored the tradition of providing high-quality, affordable, essential products to consumers everywhere.

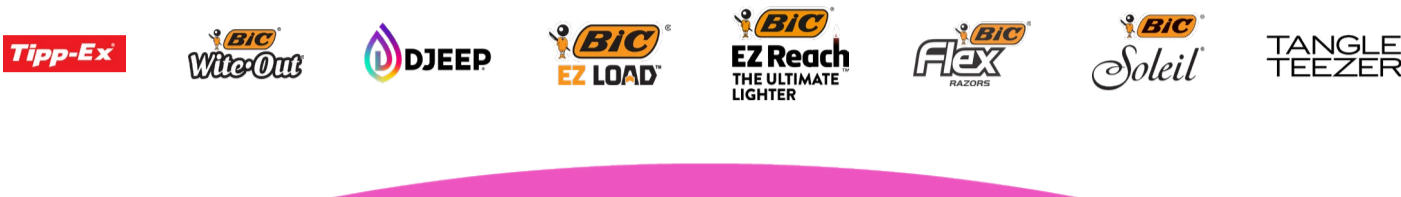
Through this unwavering dedication, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world.

OUR MISSION

“We create high-quality, safe, affordable, essential products, trusted by everyone”



BIC's diversified portfolio of brands



#2
global writing instrument manufacturer with a ~9% market share²



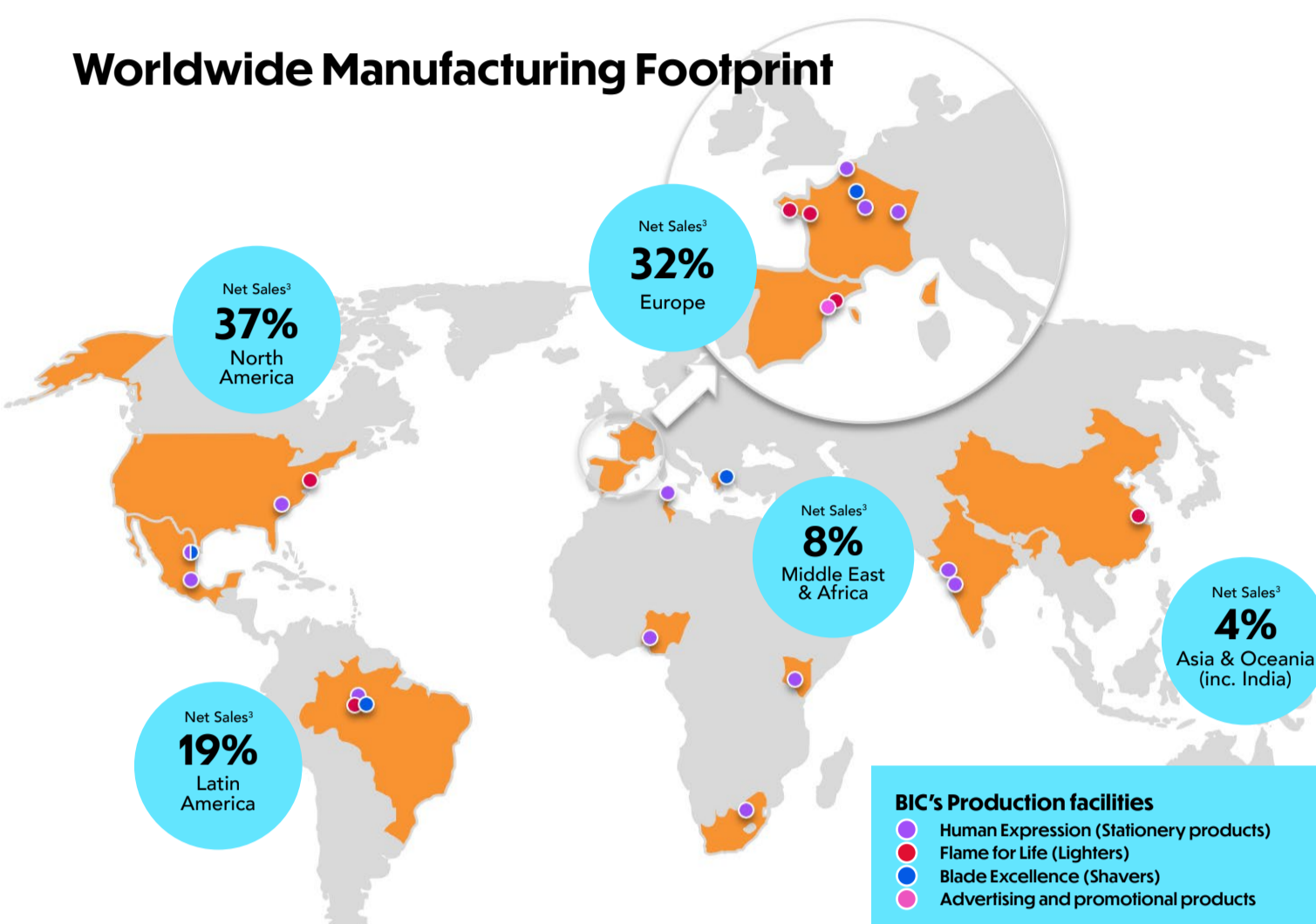
#1
global branded lighter manufacturer with a <50% market share²



#2
global non-refillable shaver manufacturer with a ~24% market share²



Worldwide Manufacturing Footprint



2024 Key Financial Figures

€2,197m Net sales

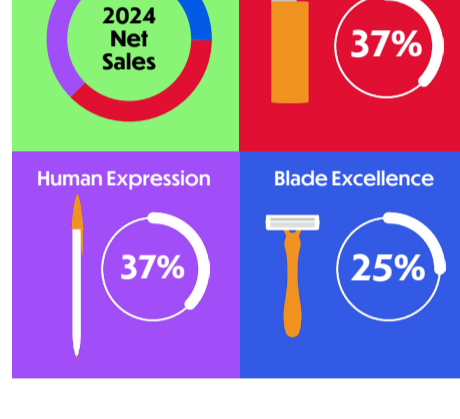
15.6% aEBIT margin

€6.15 Adjusted EPS

€3.08 Per share dividend⁴

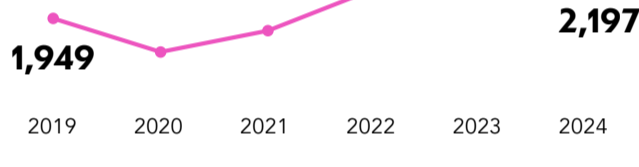
€189m Net cash position

€271m Free cash flow

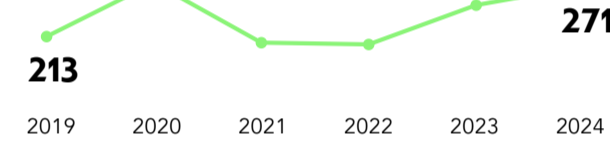


Long-term financial performance

Net Sales Evolution (€m)



Free Cash Flow (€m)



¹ BIC workforce includes permanent employees, fixed-term contracts and agency temporary staff.

² Sources: Euromonitor 2023 and BIC Estimates. For Flame for Life, market share excluding Asia.

³ % of regional net sales in 2024

⁴ Payable in June 2025, subject to May 2025 AGM approval—Based on 41,621,162 shares as of December 31 2024 excluding treasury shares.

Horizon Strategic Plan

BIC is on a transformative journey. Guiding our way is the five-year Horizon Plan, launched in November 2020 to ensure long-term and profitable growth. Horizon ensures we have the ability to expand our markets and capitalize on rapidly evolving and emerging consumer trends.

At the end of 2024, BIC successfully delivered an average annual growth rate of more than 5% over the period, in line with its mid-single digit growth ambition.

2024 also marked the acquisition of Tangle Teezer, adding a market-leading, premium detangling haircare brand to BIC's portfolio, supporting BIC's Horizon strategy by gaining exposure to a scaled, fast-growing and profitable business.

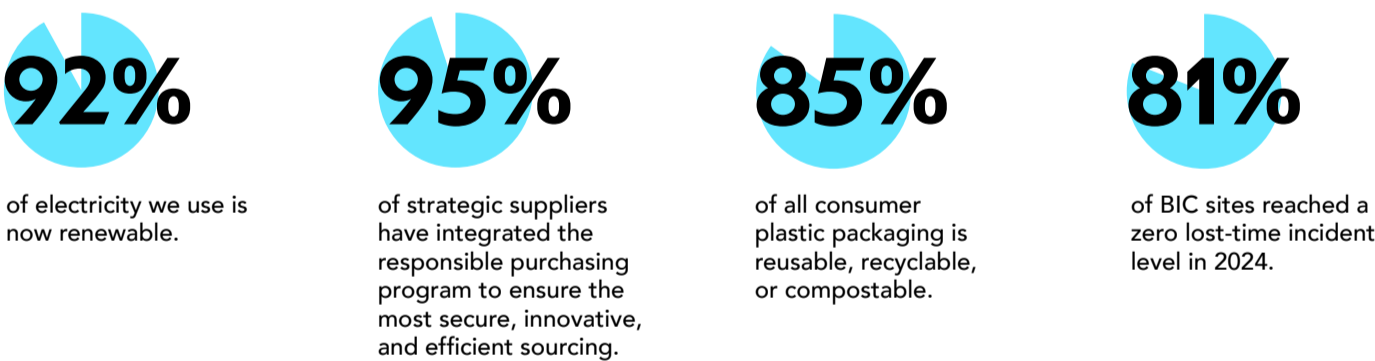
- Reframe our three categories to accelerate top line growth
- Take our sustainable development journey to the next level
- Remain on a mid-single-digit growth trajectory while improving operating margins
- Maintain strong cash flow conversion
- Sustain solid returns to shareholders

Evolving focus from Stationery to **Human Expression**, moving beyond Writing Instruments to Creative Expression.

Expanding Lighters to **Flame For Life** to focus on all lighting occasions, and a more value-added driven model.

Capitalizing on BIC's assets, innovation and manufacturing capabilities to leverage its **Blade Excellence** by building a B2B shaver business.

Key Non-Financial Figures



2025 Commitments to Sustainable Development



- Fostering sustainable innovation in BIC products:** We are focused on creating simple, inventive products, designed to use more sustainable raw materials and provide longer lasting performance. We strive to optimize existing products and packaging and to create more sustainable innovation for the future.
- Acting against climate change:** We deploy a global approach to energy consumption, prioritizing energy efficiency and the use of renewable energy sources. This contributes to cost control and reduces our carbon footprint.
- Creating and maintaining a safe working environment:** Our commitment to ongoing improvement of the safety, health and well-being of our team members is a priority for us.
- Proactively involving suppliers:** Being a responsible company requires control of our entire value chain. Our purchasing team analyzes all risks and selects and collaborates with our most strategic suppliers on implementing a responsible approach.
- Improving lives through education:** Education has the power to change the world. We are passionate in our work to ensure that children around the world have access to education.

Board of Directors*

Nikos Koumetfis
Non-Executive Chair and Independent Director

Gonzalve Bich
Director and Chief Executive Officer

Timothee Bich
Director

Marie-Aimée Bich-Dufour
Director

Carole Callebaut Piwnica
Independent Director

Maëlys Castella
Independent Director

Sébastien Drecq
Director Representing the Employees

Véronique Laury
Director

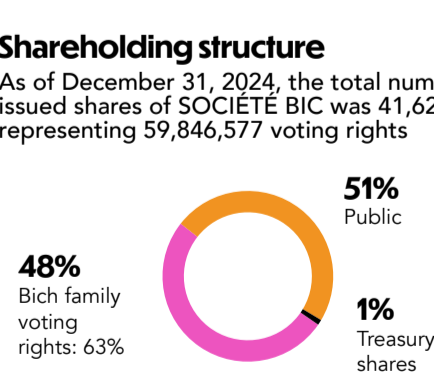
Héla Madiouni
Director Representing the Employees

Candace Matthews
Independent Director

Edouard Bich
Director Representative of Société M.B.D.

Jake Schwartz
Independent Director

Shareholding structure
As of December 31, 2024, the total number of issued shares of SOCIÉTÉ BIC was 41,621,162, representing 59,846,577 voting rights



Executive Committee*

Gonzalve Bich
Chief Executive Officer

David Cabero
Group Category Leader, Stationery

François Clément-Grandcourt
Group Lighters, General Manager

Gary Horsfield
Group Supply Chain Officer & Group Category Leader, Blade Excellence

Sara LaPorta
Group Strategy and Business Development Officer

Alexandra Malak
Chief People and Workplace Officer

Jonathan Skyrme
General Manager, Skin Creative

Chad Spooner
Chief Financial Officer

Chester Twigg
Group Commercial Officer

Esther Wick
Group General Counsel

* As of February 2025

Use of Cash Policy



Fund Profitable Growth

Investment into Operations
€100M annual CAPEX

Targeted Acquisitions
Average of €100M annually

Ensure Sustainable Shareholder Returns

Ordinary Dividend
40% to 50% Payout Ratio

Regular Share Buyback
up to €40M annually

Long-Term Value Creation

