



Investor Presentation

July 2026





BIC in a nutshell

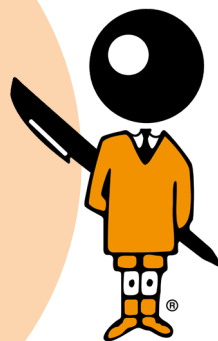
World leader in stationery, lighter, shaver and hairbrush products

Vision

Bring simplicity and joy to everyday life.

Mission

Create high quality, safe, affordable, essential products, trusted by everyone.



€2,090m
Net Sales

13.6%
Adjusted EBIT
Margin¹

€4.74
Adjusted EPS¹

€222m
Free Cash
Flow

26m
products sold
every day

Present in
>160
countries

>11,000
people

Data at the end of 2025
¹ See glossary in appendix



In tune with the times



Launch of the BIC® Cristal, the first high quality ballpoint pen

1950

International expansion in Europe, Latin America, Africa and North America

1954



First BIC® lighter

1973



First BIC® One-piece shaver

1975



Acquisition of graphite, coloring and marking business

1979



Acquisition of correction products in the US

1992



Acquisition of correction products in Europe

1997



Premium Pocket Lighters

2020

Launch of EZ Reach, BIC's first pocket utility lighter in the US



2021

Creation of BIC's B2B business in the shaver category

BIC BLADE TECH®

2023

Launch of EZ Reach in Europe and Brazil



Premium detangling haircare company

2024

Launch of EZ Load, first utility refillable lighter in the US



2025

Launch of Flex 5 Sensitive, first global launch



1998

Launch of first utility lighter



2018

Launch of the "Writing the Future, Together" sustainable development plan

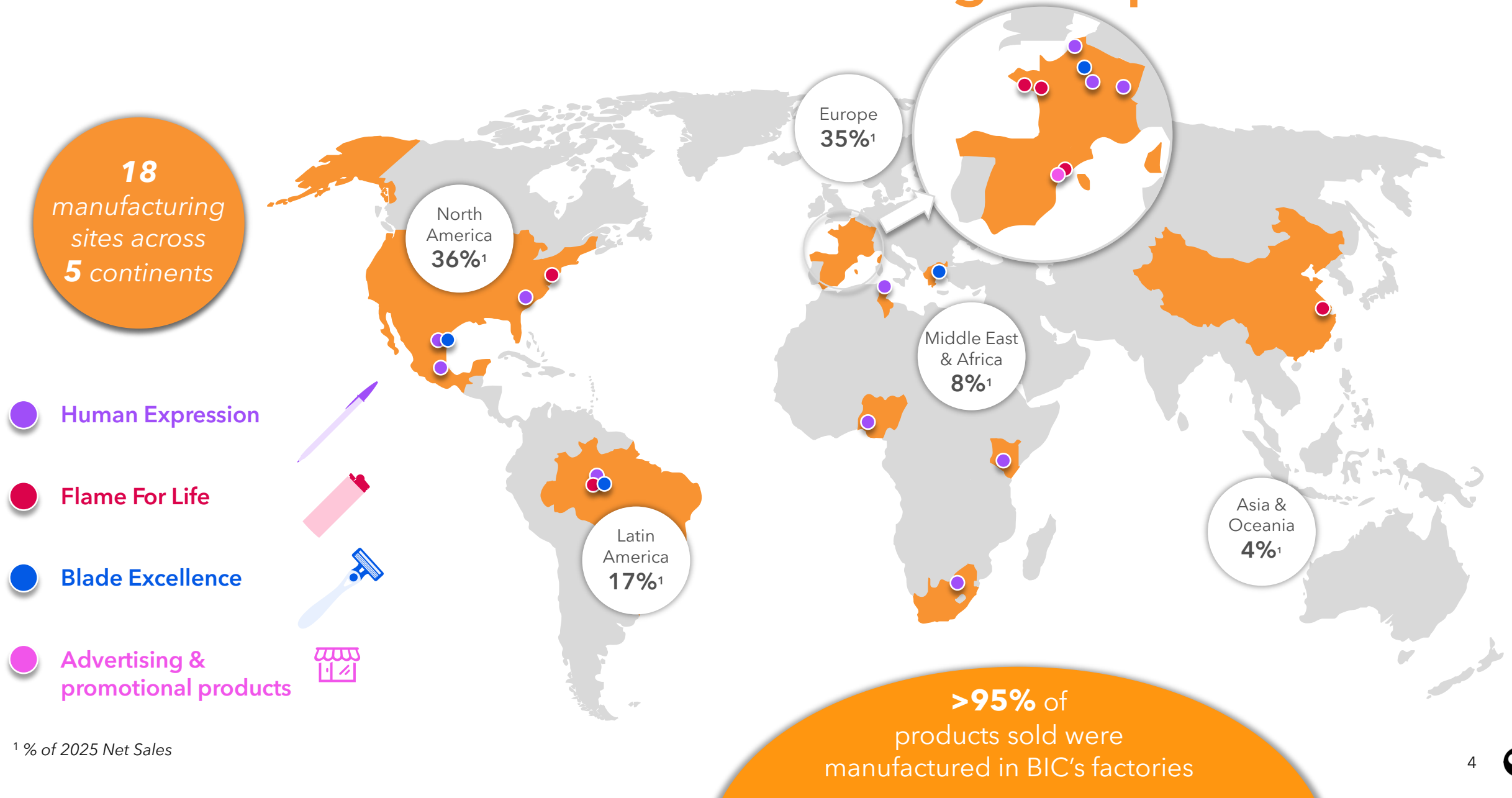


2019

Acquisition of Lucky Stationery, Nigeria's leading writing instruments player



BIC's Global Manufacturing Footprint



Worldwide Leadership Positions

Human Expression

35% Net Sales¹

#2 in total Stationery
(~8% market share in value²)

#1 in Ball Pens

#1 Correction

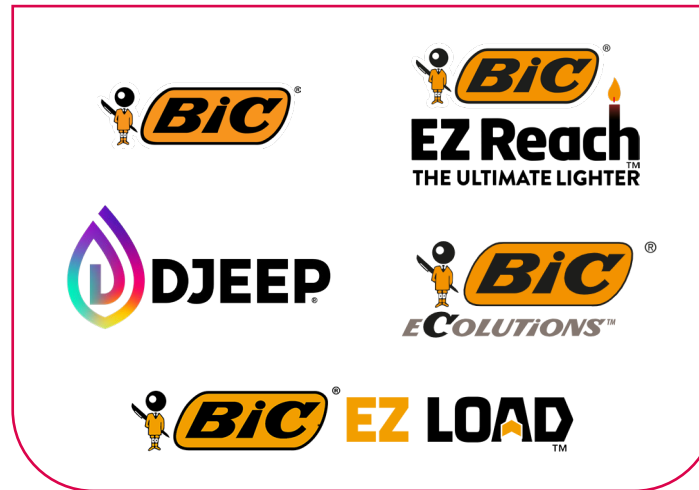
#1 in Mechanical Pencils



Flame For Life

35% Net Sales¹

#1 in branded Lighters³



Blade Excellence

29% Net Sales¹

#2 in one-piece Shavers
(~23% market share in value⁴)

#1 in the UK and #3
in the US in hairbrushes⁵



¹ Share of BIC's Net Sales in 2025

² Source: Euromonitor 2024

³ Source: BIC Estimates in value for 2024 (excluding China)

⁴ Source: NIQ & Circana 2024

⁵ Source: Nielsen (UK) and Circana (US) 2025



Human Expression



2025

€736m
Net Sales
-6.3% at CC¹
-5.6% at CB²

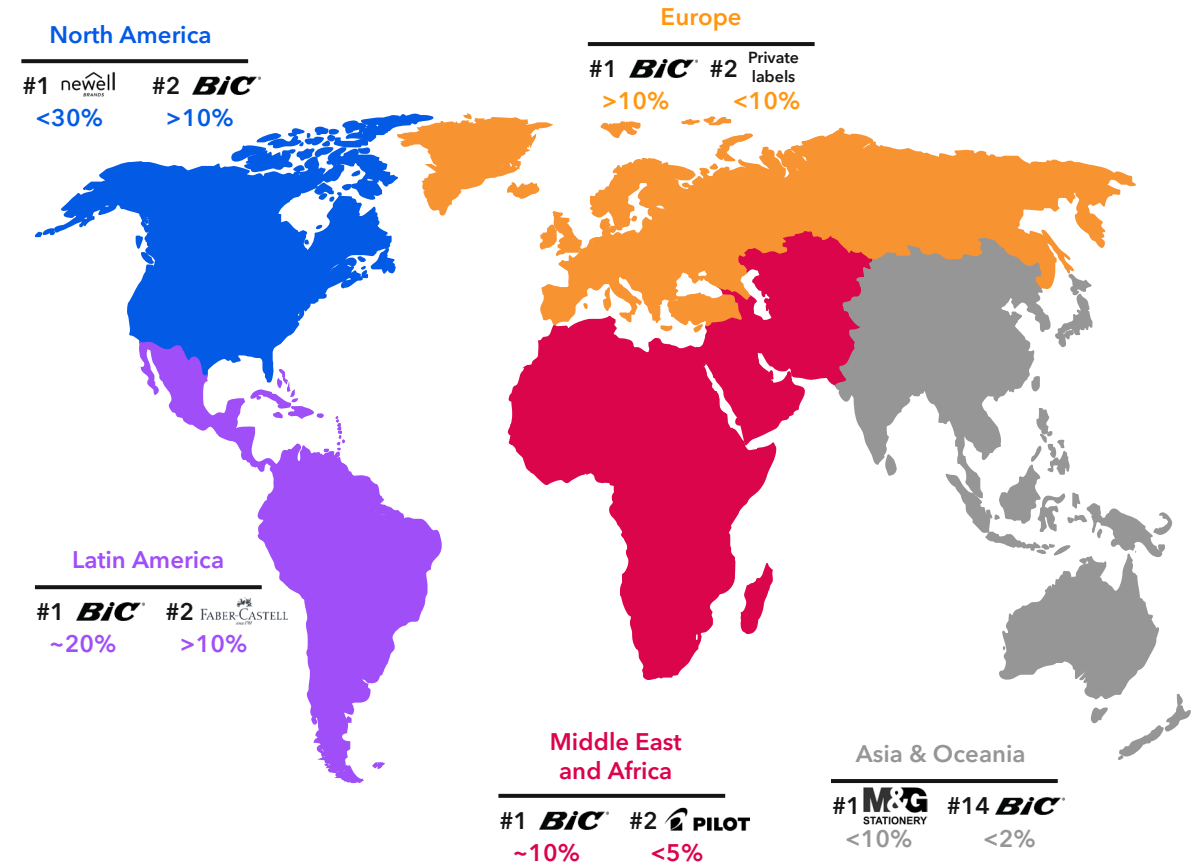
€55m
Adjusted EBIT
7.5%

¹ Change at constant currency

² Change on a comparative basis (organic growth)

BIC's leadership position in Stationery

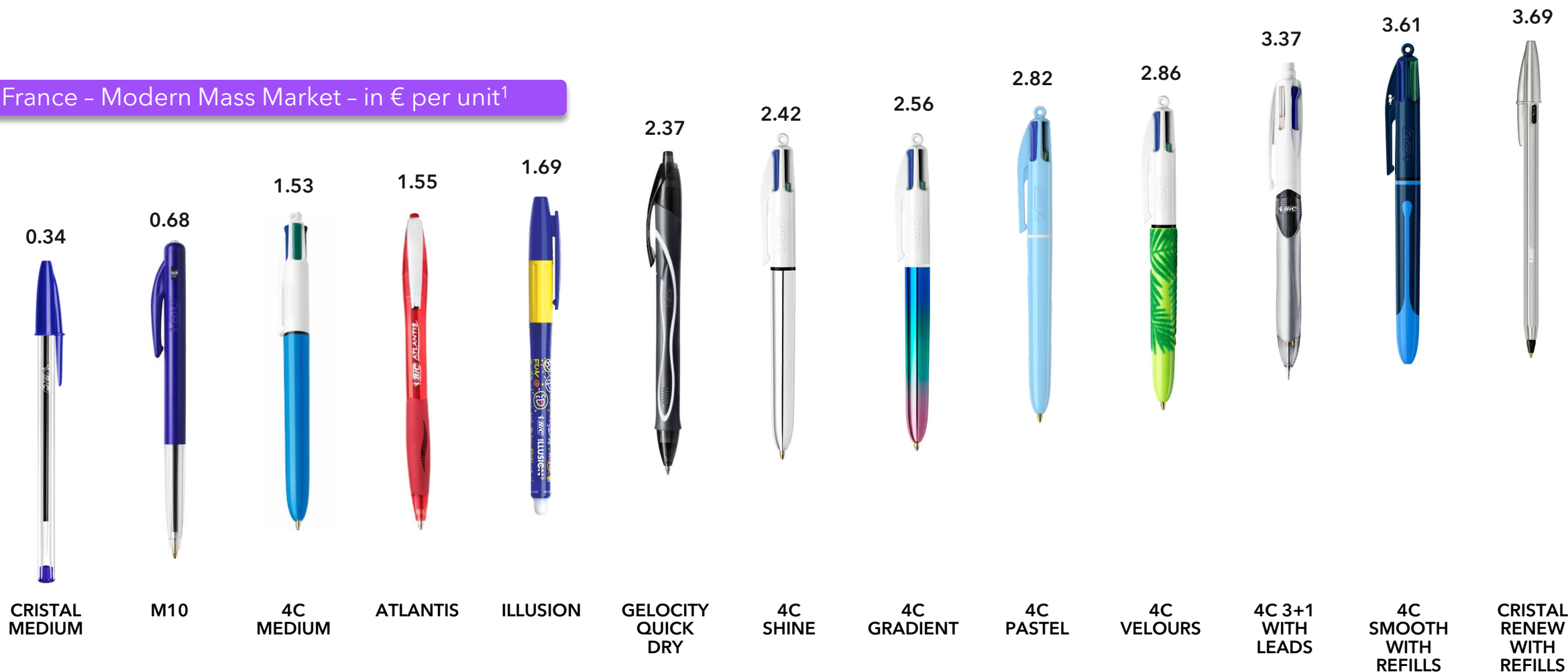
BIC Global Rank: #2 with ~8% share



Source: Market share in value, Euromonitor 2024 and BIC estimates for Writing instruments markets

Core Writing Instruments: From classic to value-added products

France - Modern Mass Market - in € per unit¹



¹ as of February 2026



Flame For Life



2025

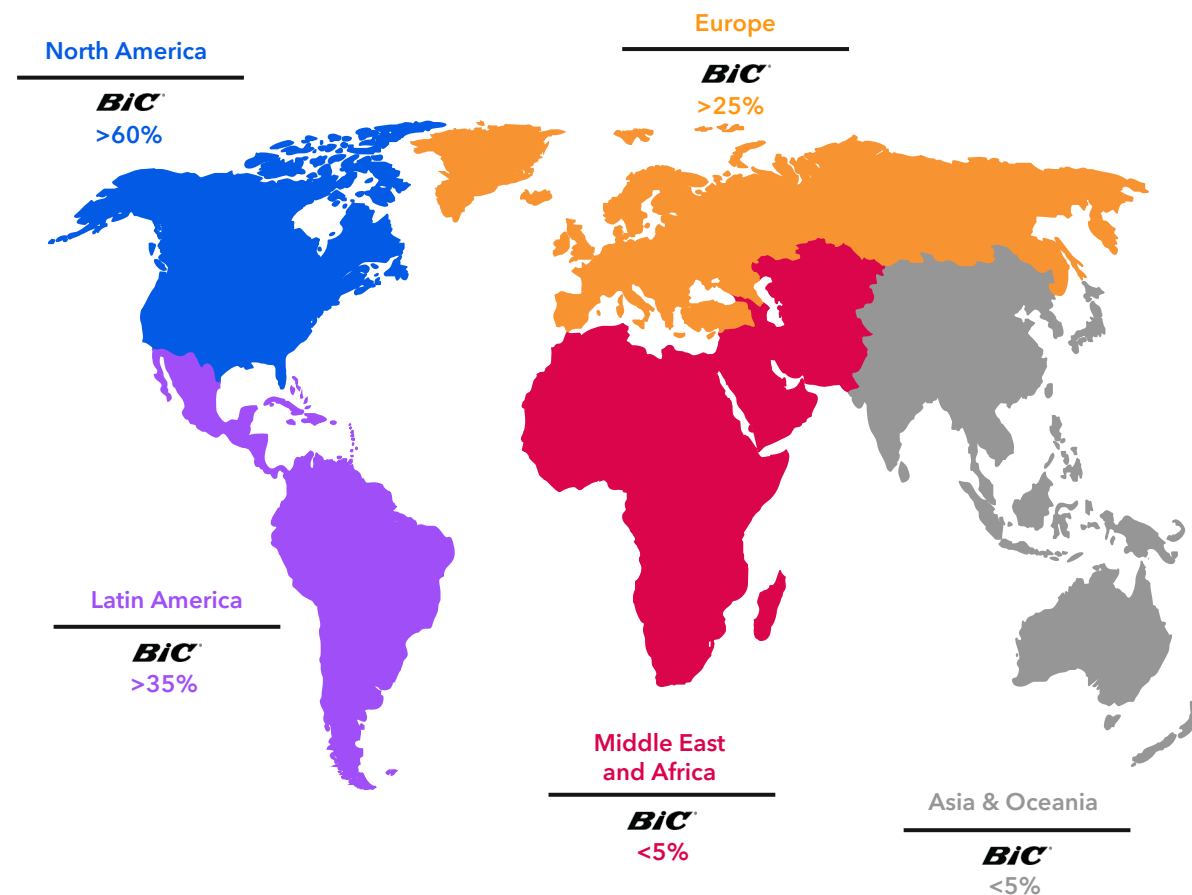
€723m
Net Sales
-6.7%¹

€216m
Adjusted EBIT
29.9%

¹ Change at constant currency and change on a comparative basis (organic growth)

BIC's leadership position in Lighters

BIC global market share: ~15%¹



Source: Market share in volume excluding China, BIC estimates as of 2024



Flame for Life: Towards a more value-added portfolio



¹ 2025 list price in France and the US



Blade Excellence



2025

€602m
Net Sales
+15.7% at CC¹
-0.8% at CB²

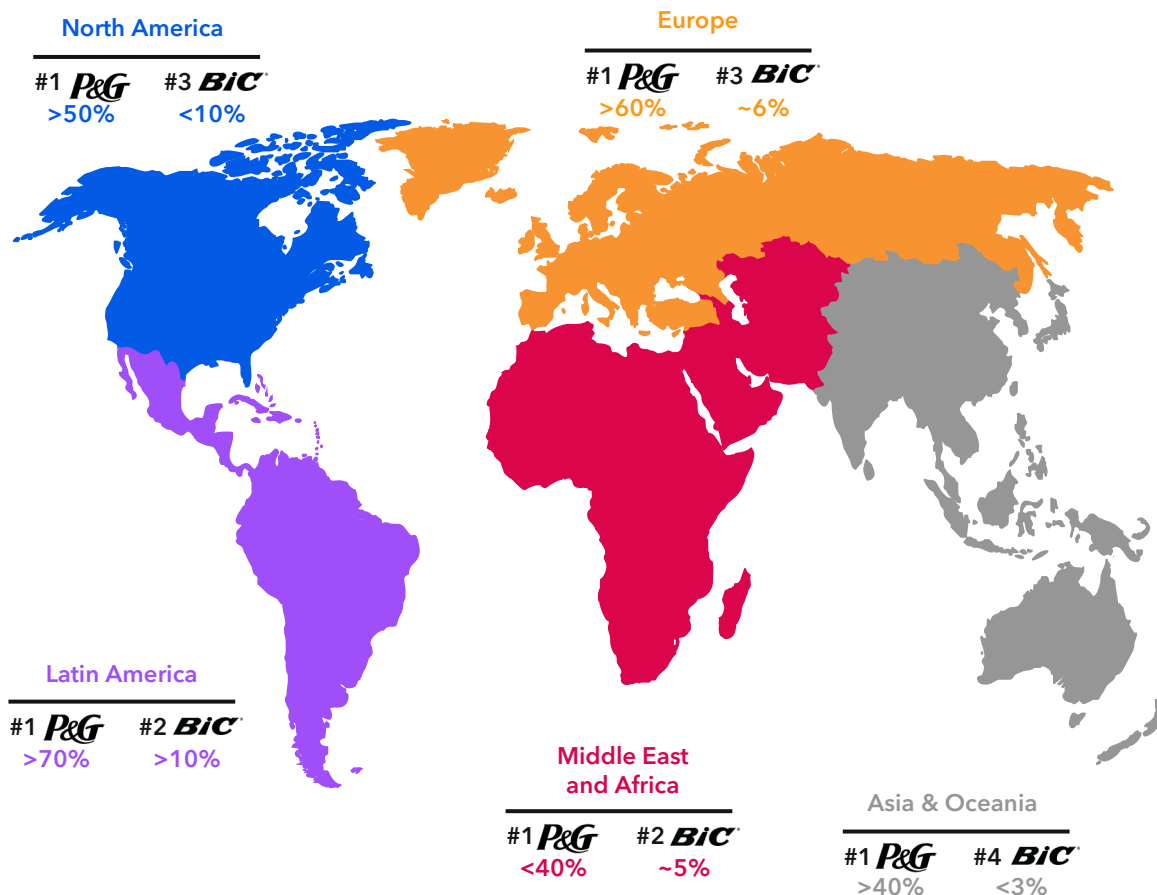
€96m
Adjusted EBIT
15.9%

¹ Change at constant currency

² Change on a comparative basis (organic growth)

BIC's leadership position in Shavers

BIC Global Rank: #3 in total wet shave with ~7% share¹
#2 in One-Piece shavers with ~23% share¹

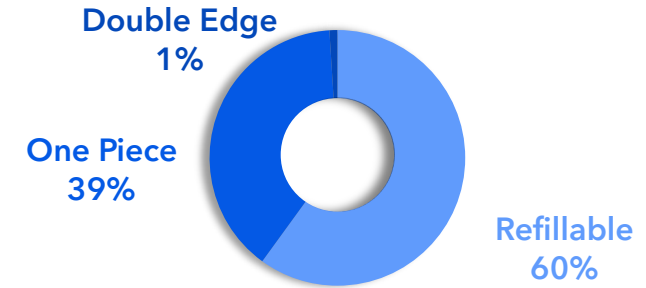


Source: Market share in value. Euromonitor 2024 for total wet shave market (global and by region). NIQ & Circana 2024 for the one-piece shavers market.

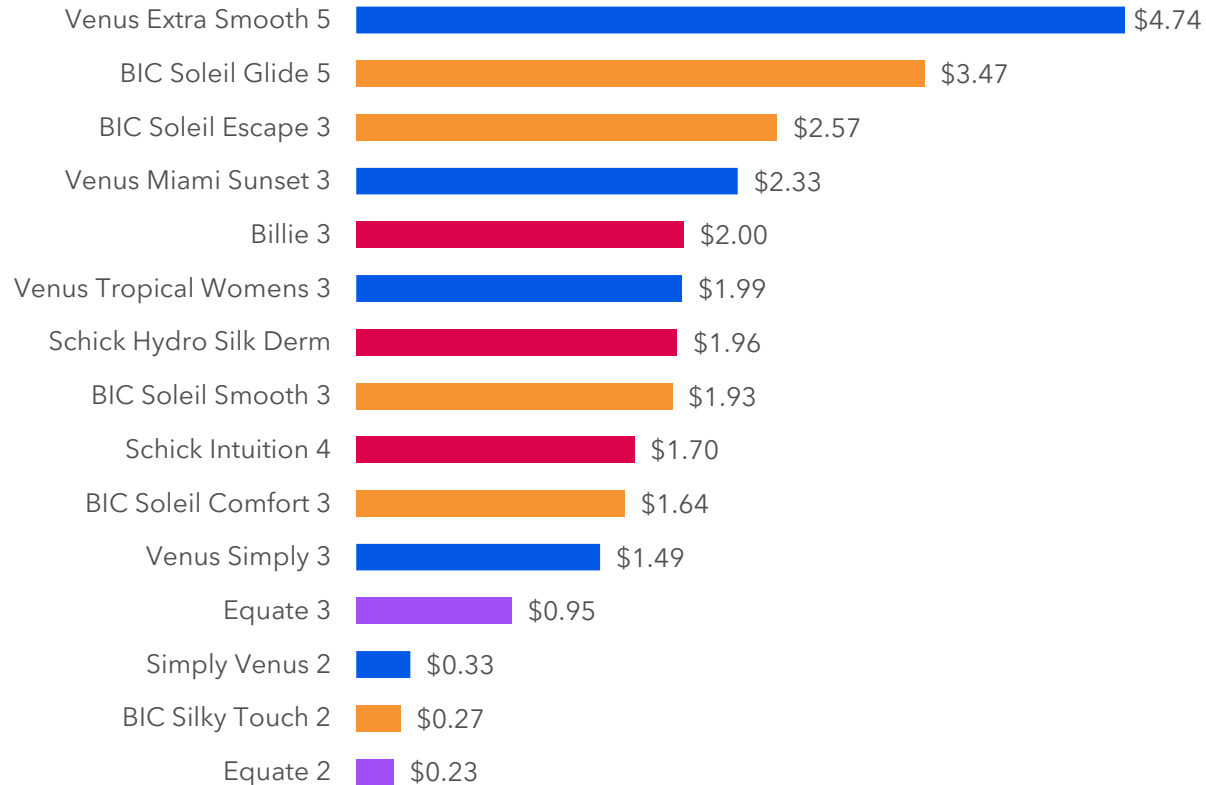


BIC's value for money portfolio in the wet shave market

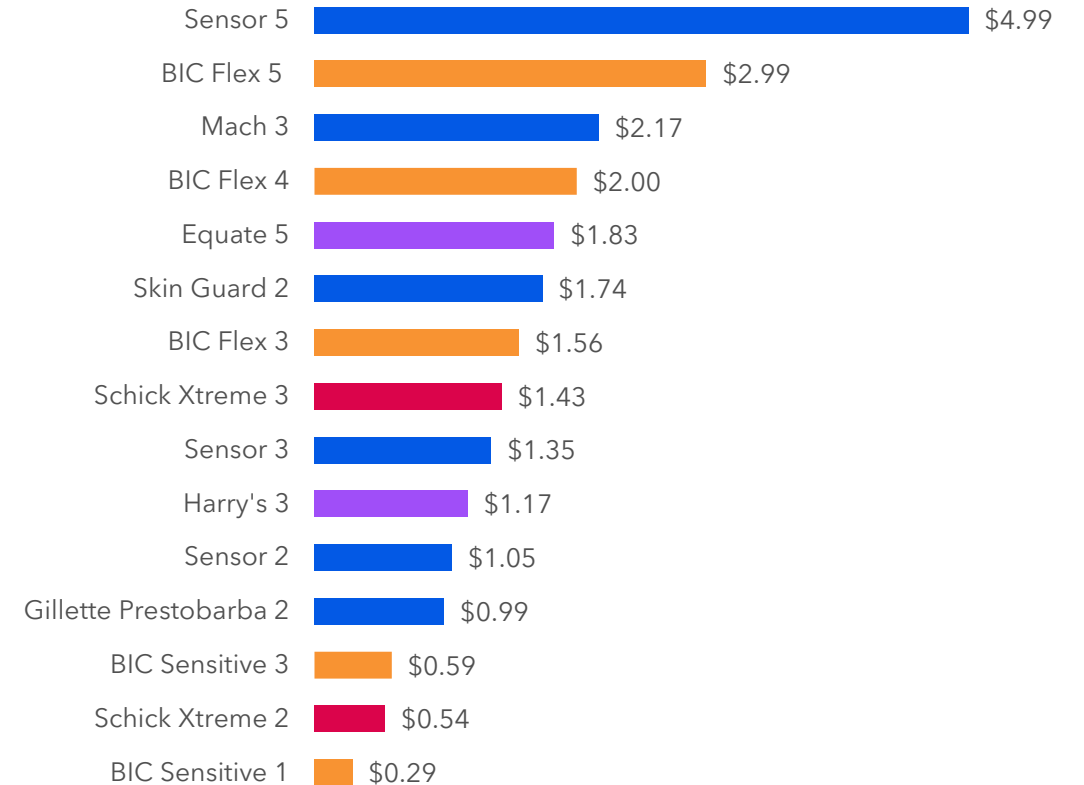
Breakdown of the total wet shave market by segment¹



Women's shaver range²



Men's shaver range²



¹ Euromonitor 2024

² Walmart US - Price per unit - 2025



TANGLE
TEEZER®



Strong Momentum Behind BIC's Detangling Haircare Brand

Double-
digit
growth
in 2025

- Very strong net sales growth across all key channels and markets
- Outperforming the hairbrush category in all main markets
- Success of new products supported by key marketing campaigns and partnerships
- First Tangle Teezer brushes produced in BIC's factories in December 2025

Net Sales

>40%
Europe¹



>40%
US¹



Market positioning

#1
UK²



#3
US²



¹ Share of Tangle Teezer 2025 Net Sales by region

² Market share in value. Source: Nielsen (UK) and Circana (US)



Operational & Consolidated Results

H1 2026

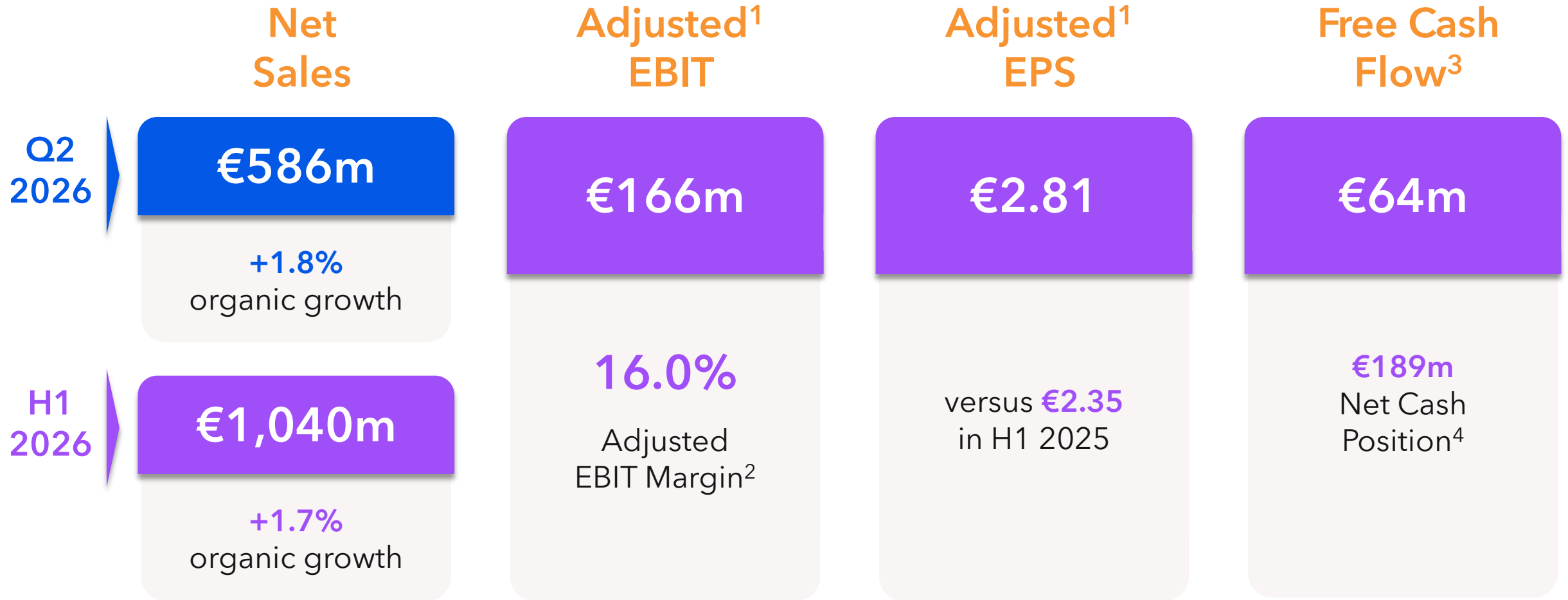


H1 2026 Key Takeaways

- **H1 organic growth of +1.7%**, fueled by **all categories and key regions**
- **Improvement in the US** with net sales growth in Human Expression and Blade Excellence, and stabilization in Flame for Life
- **Growth accelerated at Tangle Teezer in Q2**, reaching organic growth of +16% in H1
- **Middle East and Africa** returned to high single-digit growth in Q2 after a challenging Q1
- **Strong aEBIT margin and Free Cash Flow**, driven by US tariff refunds and operational improvement
- **Transformation underway** in a key transitional year, more details to be unveiled at BIC's Strategic Update in September



H1 2026 Key Financial Figures



¹ Adjusted means excluding non-recurring items

² Including a 1.5 points positive contribution from US tariff refunds. Excluding this impact, the adjusted EBIT margin was at 14.5%

³ Free Cash Flow generation before acquisitions and disposals

⁴ At the end of June 2026



Q2 2026 Net Sales Evolution



H1 2026 Net Sales Evolution



H1 2026 Performance - Human Expression



**H1
2026**

€377m
Net Sales
+0.5%¹

€52m
Adjusted EBIT
13.7%

North America

Robust growth fueled by
**distribution gains in
retail and e-Commerce**

Middle East and Africa

Solid rebound in Q2
with positive Back-to-
School momentum in
North Africa

**Challenging competitive
environment** in the
Modern Trade channel in
Latin America

Europe

Slight negative organic
growth despite the
**success of the new
Vibbies range**

¹ Organic growth



H1 2026 Performance – Flame For Life

Latin America
Solid commercial execution in Mexico

North America
Net sales stabilization with growth in the **convenience channel** and e-Commerce

Europe
Slight growth with distribution gains across key European countries

Middle East & Africa
Continued **distribution gains** in North Africa



**H1
2026**

€351m
Net Sales
+1.7%¹

€112m
Adjusted EBIT
31.9%

¹ Organic growth



H1 2026 Performance – Blade Excellence



**H1
2026**

€296m
Net Sales¹
+2.9%²

€45m
Adjusted EBIT¹
15.2%

Europe

Distribution gains supported by **Flex and Soleil ranges**. Strong growth at **Tangle Teezer**

Latin America

Success of **trade-up strategy** with additional distribution gains in the Flex and Soleil ranges

Middle East and Africa

Return to **strong growth in Q2** after a tough Q1 impacted by the Middle East conflict

North America

Challenging competitive environment in shavers. Distribution and market share gains at **Tangle Teezer**

¹ Includes Tangle Teezer (brushes)

² Organic growth



H1 2026 Performance – Tangle Teezer

Growth acceleration in Q2 at +21%, driven by both the US and Europe

Success of premium products, including recently launched Chrome and Matte ranges

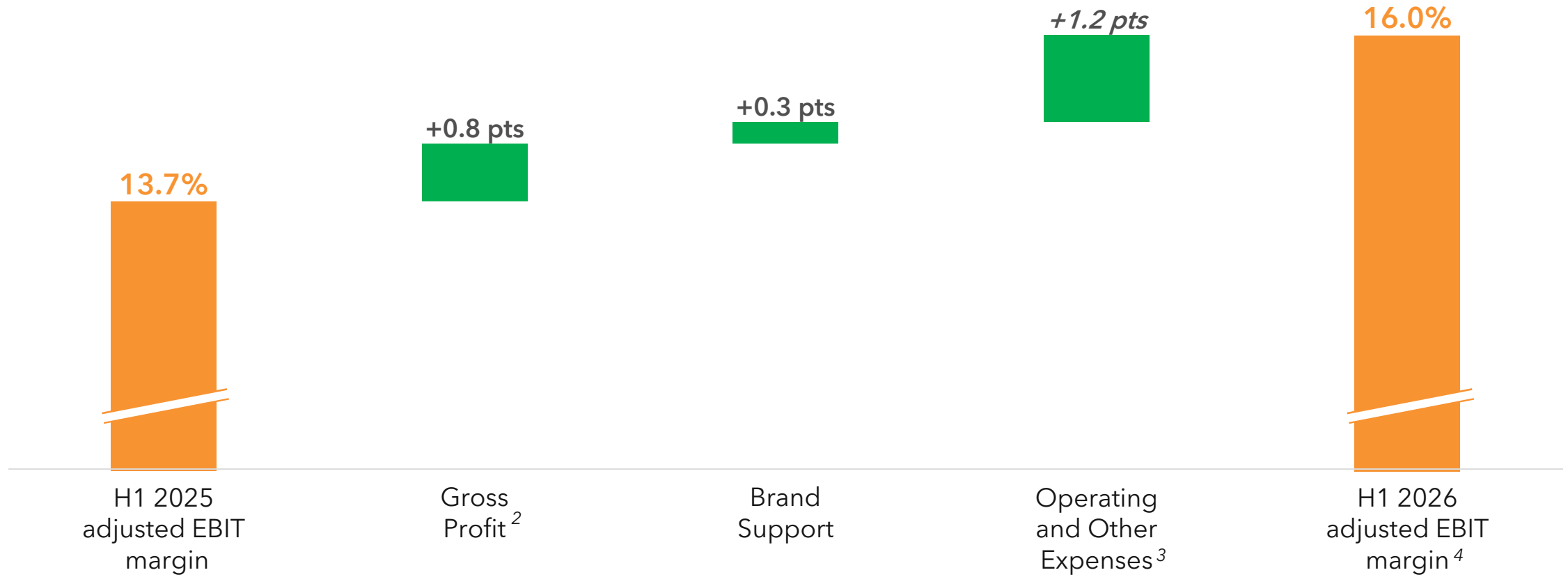
Solid market share gains and distribution expansion at key retailers and in e-Commerce

New product launches and key partnerships like “The Devil Wears Prada” collection

+16%
Net Sales
Organic growth



H1 2026 Adjusted EBIT¹ Margin Evolution



¹ See glossary in appendix

² Excluding Tangle Teezer inventory fair value adjustment in H1 2025

³ Excluding non-recurring items

⁴ Including a 1.5 points positive contribution from US tariff refunds. Excluding this impact, adjusted EBIT margin was 14.5%



H1 2026 Profit & Loss Account

in million euros	H1 2025	H1 2026
Adjusted EBIT¹	147	166
Non-recurring items	(25)	(8)
EBIT	122	158
Finance revenue/(costs)	(11)	(1)
Income before Tax	111	157
Net Income Group share	76	108
Adjusted Net Income Group share	97	114
Group EPS (in €)	1.85	2.65
Adjusted Group EPS¹ (in €)	2.35	2.81

H1 2026 non-recurring items, mainly :

- **€10m** restructuring costs
- **€6m** transformation costs
- **€4m** costs related to discontinued activities
- **-€12m** Virtual Power Purchase Agreement in Greece

H1 2026 finance costs were €1m

40,648,852 average outstanding shares
(net of treasury shares)

¹ See glossary in appendix

H1 2026 Free Cash Flow Generation

in million euros

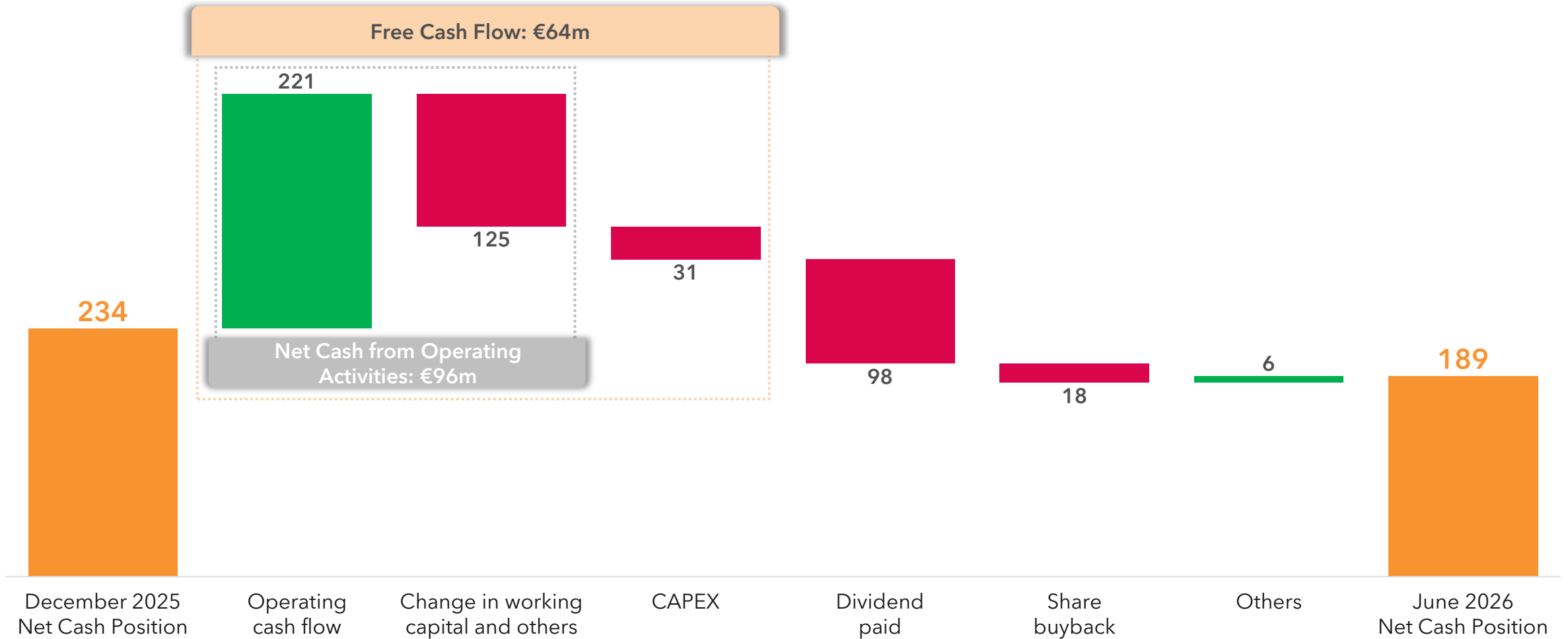


¹ Mainly includes pensions contribution



H1 2026 Net Cash Position

in million euros



2026 Outlook

Following the first half performance, BIC now anticipates under current assumptions:

**Modest
organic growth**

**Adjusted EBIT
margin slightly
above 14.0%**

**Stable Free
Cash Flow**



Shareholder Remuneration

€2.40

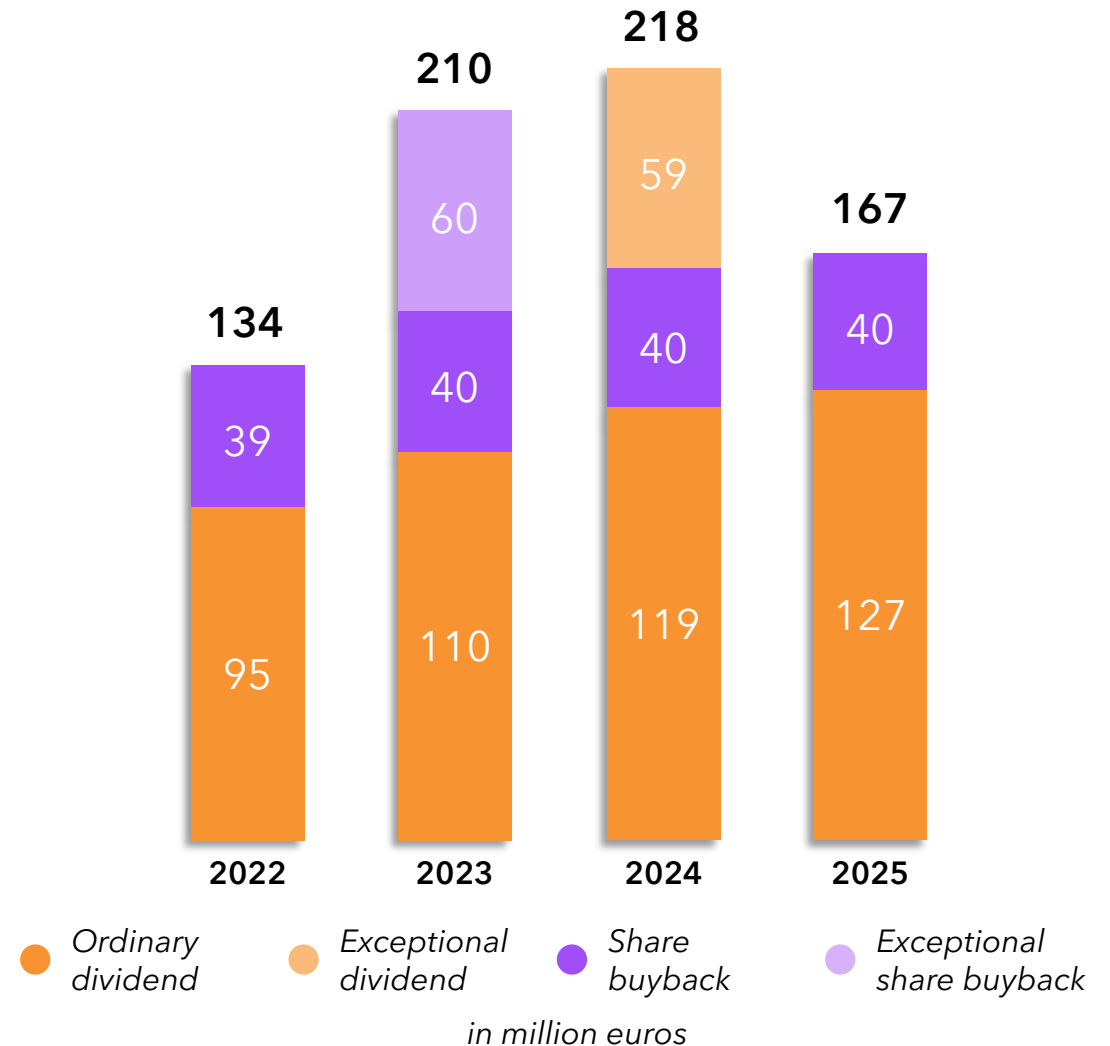
Ordinary dividend
for fiscal year 2025¹

51%

2025 Payout ratio²

up to
€40m

2026 Share
buyback program



¹ Representing an estimated amount of €98m. Paid in June 2026 - based on 40,861,314 shares as of December 31, 2025 excluding treasury shares

² Dividend per share / Adjusted Group EPS

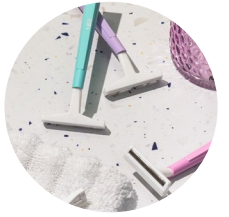


Corporate Social Responsibility & Sustainable Development

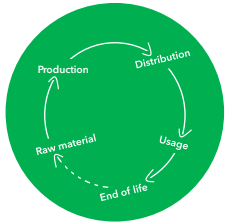




BIC's Sustainable Development Journey



1944



Conducted first life cycle product analyses
1994



Became first stationery manufacturer to receive the "NF Environnement" (NF400 Writing Instruments) ecolabel
2009

2004

Published first public report on the Sustainable Development Program launched in 2003



2011

Began a recycling partnership in Europe with TerraCycle®



Created the BIC Corporate Foundation
2016



Launched the Writing the Future, Together™ program
2018

2017

Initiated first circular economy model with Ubicuity™ benches



Announced greenhouse gas emission-reduction targets
2022

2024

Launched BIC® EZ Load™, BIC's first refillable utility lighter



Upgraded the iconic Twin Lady/Silky Touch razor, now featuring a handle made from 87% recycled plastic
2025



1950

The BIC® Cristal pen is a symbol of Marcel Bich's philosophy: "Just what's necessary"



BIC's Long-lasting Products with Low Environmental Impact

3km

Up to 3 kilometers
of writing for a
BIC® Cristal®¹



3,000

Up to 3,000
flames for a
BIC® Maxi lighter



13

Up to 13 shaves
with a BIC®
Flex 5 shaver



BIC® ECOLutions™, a
complete line of products
made from recycled materials



17 flagship products in the
BIC® range have earned the
NF Environnement ecolabel

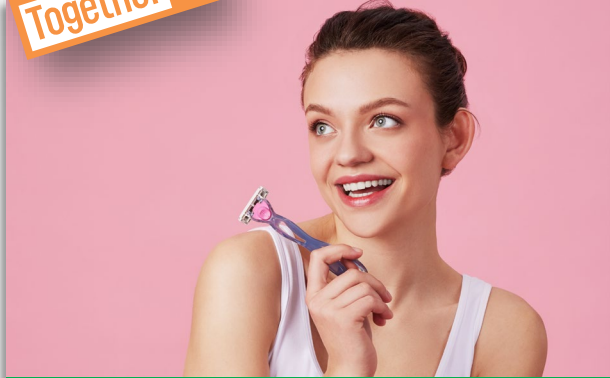


¹ Based on 2023 tests - Average writing lengths for blue and black cartridges





BIC's ESG Key Achievements in 2025



-4%
lost time incidents
in BIC facilities
vs. 2024



-50%¹
Virgin plastic in our packaging
compared to 2019

100%
of strategic suppliers involved in at
least one responsible procurement
action to ensure efficient sourcing



85%
of electricity used in our own
operations is renewable



37%
current female representation
in leadership roles at level 4 and
above (Executives, including
Executive Committee)

-47%
Scope 1 Greenhouse Gas
(GHG) emission vs. 2019



245 million
Children supported through
education initiatives since 2018

¹ Excluding Cello and BIC Nigeria

Where We Stand With Our Writing The Future Commitments

Our Commitments		Target	Baseline Year	2025 Results
Product	Packaging	100% of cardboard packaging from certified and/or recycled sources	-	100%
		100% recyclable, reusable, or compostable plastic in consumer packaging	-	84%
		100% PVC-free plastic packaging	-	99%
		75% recycled content in plastic packaging	-	64%
	Product	50% non-virgin petroleum plastics in products*	-	6.5%
Planet	Climate change	100% renewable electricity	2019	85%
		50% reduction in Scope 1 GHG emissions*	2019	-47%
		100% reduction in Scope 2 GHG emissions*	2019	-49%
		5% reduction in Scope 3 GHG emissions*	2019	-15%
		30% reduction in Flame for Life Scope 3 GHG emissions*	-	-9%
		Keep air freight to below 2.3% of intra-company transport		0.65%
People	Safety	No lost-time injuries across operations	-	-4% In 2025 compared to 2024
	Education	Improve learning conditions for 250m children	2018	245m
	Suppliers	Work responsibly with strategic suppliers to ensure the most secure, innovative, and efficient sourcing	-	100%

* 2030 goals



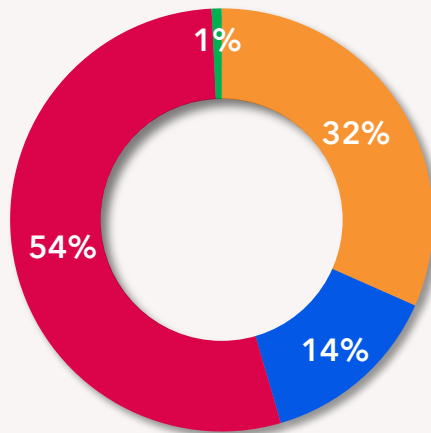
Governance



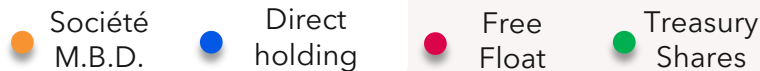
A Family-Controlled Company with Solid Corporate Governance

Shareholding Structure

- 40,861,314 number of shares
- 57,550,944 number of voting rights



Bich family (voting rights 60%)



Jun. 2026

Board of Directors



12
Directors



40%
Independents¹



60%
Women¹



5
Nationalities

Jul. 2026

Executive Committee



7
Members



29%
Women



6
Nationalities

Jul. 2026

¹ Excluding directors representing employees according to recommendation n°10 of the AFEP-MEDEF Corporate Governance Code.

In accordance with French law, directors who represent employees are not included in the figures used to calculate the percentage of women on the Board.



Board of Directors (at the end of July 2026)

Non-Executive Chair



Édouard Bich

Chief Executive Officer



Rob Versloot

Committees



Nominations, Governance and CSR



Audit



Remuneration

(C)

Chair of committee

Directors



Independent director



Director representing the employees



Albert Baladi



Geoffroy Bich



Marie-Aimée Bich-Dufour



Sébastien Drecq



Esther Gaide



Karen Guerra



Véronique Laury



Héma Madiouni



Candace Matthews



Marie-Edmée Vallery-Radot
Representing Société M.B.D.

Executive Committee (at the end of July 2026)



Rob Versloot
Chief Executive Officer



Alina Asiminei
*Chief Commercial Officer,
International*



David Cabero
Chief Growth Officer



François Clément-Grandcourt
*Chief Business Development,
Sustainability & Public Affairs
Officer*



Haven Cockerham
*Chief Commercial Officer,
North America*



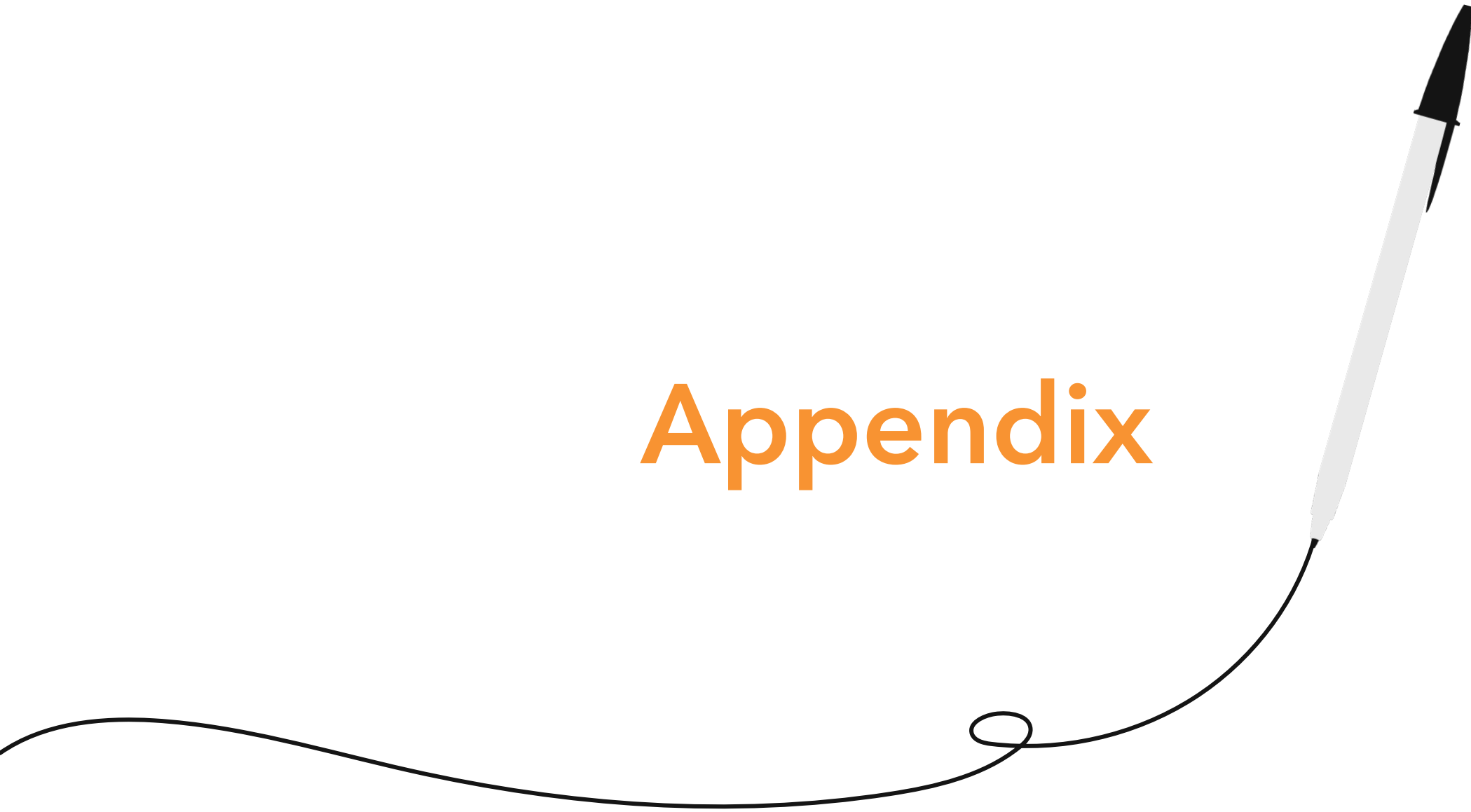
Grégory Lambertie
*Chief Financial &
Digital Officer*



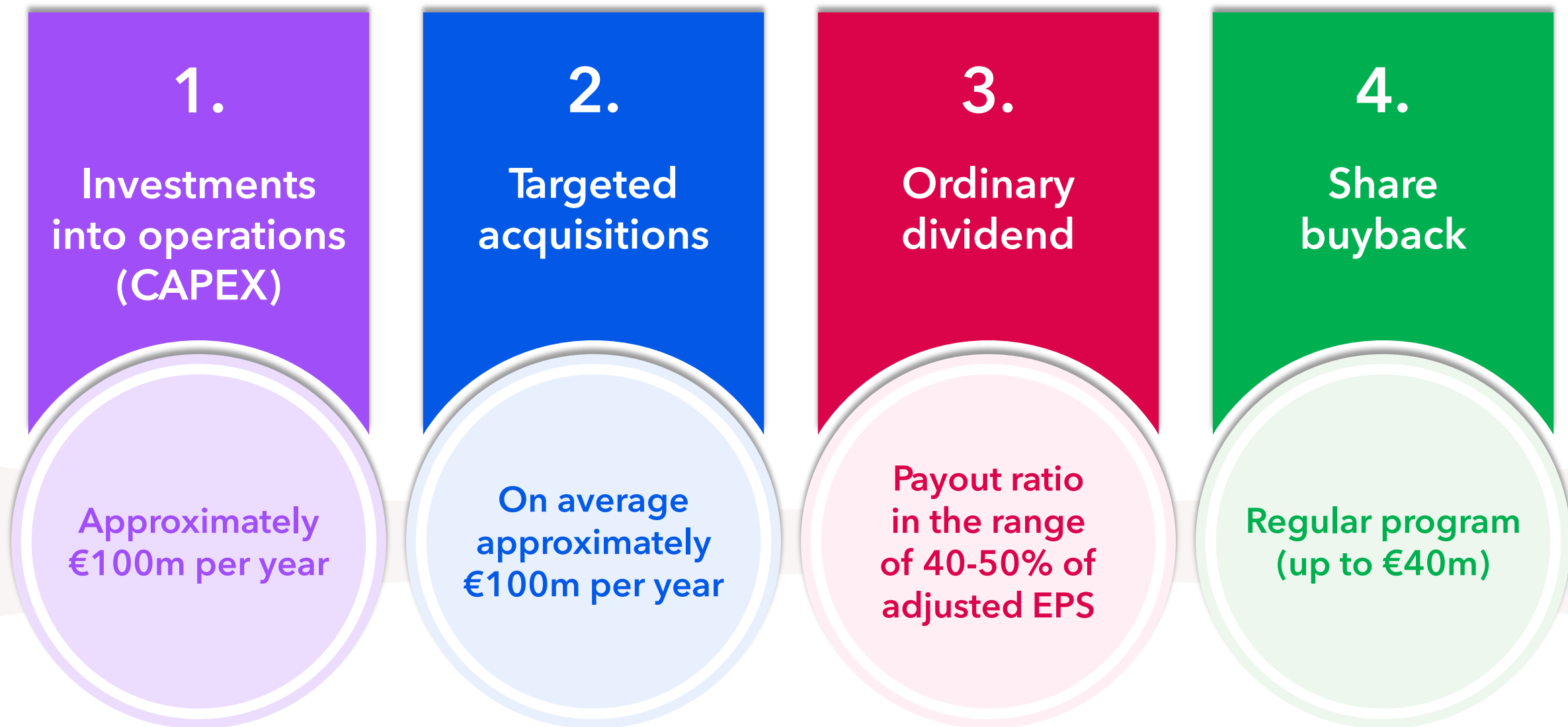
Alexandra Malak
*Chief People,
Communications &
Workplace Officer*



Appendix



BIC's Horizon Plan (2020-2025) Capital Allocation Policy



Group Figures

<i>in million euros</i>	Q1 25	Q2 25	H1 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26	H1 26
Net Sales	478	598	1,077	519	495	2,090	453	586	1,040
<i>Reported growth</i>	(8.3) %	(3.1) %	(5.5) %	(3.9) %	(4.4) %	(4.8) %	(5.3) %	(2.0) %	(3.5) %
<i>Organic growth¹</i>	(10.9) %	(2.7) %	(6.4) %	(3.3) %	(2.3) %	(4.7) %	+1.6%	+1.8%	+1.7%
<i>Growth at constant currency¹</i>	(7.0) %	+1.4%	(2.4) %	+0.3%	+1.1%	(0.9) %	(0.3) %	(1.7) %	(1.1) %
EBIT	-	-	122	-	-	156	-	-	158
Adjusted EBIT	-	-	147	-	-	283	-	-	166
<i>EBIT margin</i>	-	-	11.3%	-	-	7.5%	-	-	15.2%
<i>Adjusted EBIT margin</i>	-	-	13.7%	-	-	13.6%	-	-	16.0%
Net Income Group Share	-	-	76	-	-	86	-	-	108
Group EPS	-	-	1.85	-	-	2.10	-	-	2.65

¹ See glossary in appendix



Group Quarterly Figures by Geography

<i>in million euros</i>	Q1 25	Q2 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26
Europe							
Net Sales	168	226	183	158	736	168	221
Reported growth	+4.7%	+6.6%	+4.6%	+5.7%	+5.5%	+0.0%	(2.2) %
Organic growth ¹	(3.5) %	(0.2) %	(0.9) %	(2.4) %	(1.6) %	+1.5%	+0.0%
Growth at constant currency ¹	+4.7%	+6.8%	+5.6%	+6.5%	+6.0%	+1.4%	(1.6) %
North America							
Net Sales	167	218	185	180	750	151	208
Reported growth	(12.5) %	(6.7) %	(6.6) %	(8.1) %	(8.4) %	(9.2) %	(4.6) %
Organic growth ¹	(18.7) %	(7.2) %	(4.3) %	(5.2) %	(8.7) %	+1.6%	+2.9%
Growth at constant currency ¹	(14.8) %	(2.7) %	(0.4) %	+0.3%	(4.2) %	+0.7%	(1.2) %
Latin America							
Net Sales	87	92	91	95	365	89	99
Reported growth	(21.0) %	(14.3) %	(8.7) %	(11.5) %	(14.0) %	+1.8%	+7.9%
Organic growth ¹	(10.2) %	+0.1%	(2.9) %	(4.4) %	(4.4) %	+5.3%	+1.1%
Growth at constant currency ¹	(10.2) %	+0.1%	(2.9) %	(4.5) %	(4.4) %	+5.3%	+1.1%
Middle East and Africa							
Net Sales	38	42	42	44	166	35	46
Reported growth	(5.0) %	+2.6%	(7.0) %	+20.4%	+2.0%	(8.6) %	+8.4%
Organic growth ¹	(7.6) %	+6.2%	(4.8) %	+25.0%	+3.9%	(4.9) %	+7.9%
Growth at constant currency ¹	(7.6) %	+6.2%	(4.8) %	+25.0%	+3.9%	(4.9) %	+7.9%
Asia & Oceania							
Net Sales	18	20	18	17	73	10	12
Reported growth	(8.2) %	(14.5) %	(19.7) %	(37.7) %	(21.3) %	(45.4) %	(39.1) %
Organic growth ¹	(7.0) %	(8.6) %	(11.9) %	(12.1) %	(10.0) %	(2.0) %	(0.2) %
Growth at constant currency ¹	(7.0) %	(8.6) %	(11.9) %	(31.3) %	(15.8) %	(43.8) %	(41.1) %

¹ See glossary in appendix



Human Expression



<i>in million euros</i>	Q1 25	Q2 25	H1 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26	H1 26
Net Sales	153	253	406	192	138	736	141	235	377
<i>Reported growth</i>	(11.9) %	(9.3) %	(10.3) %	(4.0) %	(14.7) %	(9.6) %	(7.7) %	(6.9) %	(7.2) %
<i>Organic growth¹</i>	(10.5) %	(6.1) %	(7.8) %	(0.5) %	(5.8) %	(5.6) %	+3.0%	(1.0) %	+0.5%
<i>Growth at constant currency¹</i>	(10.5) %	(6.1) %	(7.8) %	(0.5) %	(9.3) %	(6.3) %	(3.2) %	(6.3) %	(5.1) %
EBIT	-	-	25	-	-	(62)	-	-	46
Adjusted EBIT	-	-	45	-	-	55	-	-	52
<i>EBIT Margin</i>	-	-	6.2%	-	-	(8.4) %	-	-	12.1%
<i>Adjusted EBIT Margin</i>	-	-	11.0%	-	-	7.5%	-	-	13.7%

¹ See glossary in appendix



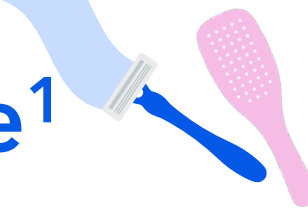
Flame For Life



<i>in million euros</i>	Q1 25	Q2 25	H1 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26	H1 26
Net Sales	172	183	354	175	194	723	165	186	351
<i>Reported growth</i>	(17.1) %	(6.4) %	(11.9) %	(8.8) %	(10.4) %	(10.8) %	(3.9) %	+1.7%	(1.0) %
<i>Organic growth¹</i>	(15.9) %	(0.9) %	(8.6) %	(4.3) %	(5.2) %	(6.7) %	+1.7%	+1.7%	+1.7%
<i>Growth at constant currency¹</i>	(15.9) %	(0.9) %	(8.6) %	(4.3) %	(5.2) %	(6.7) %	+1.7%	+1.7%	+1.7%
EBIT	-	-	101	-	-	218	-	-	107
Adjusted EBIT	-	-	101	-	-	216	-	-	112
<i>EBIT Margin</i>	-	-	28.6%	-	-	30.2%	-	-	30.5%
<i>Adjusted EBIT Margin</i>	-	-	28.6%	-	-	29.9%	-	-	31.9%

¹ See glossary in appendix

Blade Excellence¹



<i>in million euros</i>	Q1 25	Q2 25	H1 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26	H1 26
Net Sales	145	157	302	146	154	602	139	158	296
<i>Reported growth</i>	+9.4%	+13.7%	+11.6%	+2.6%	+18.1%	+10.8%	(4.3) %	+0.1%	(2.0) %
<i>Organic growth²</i>	(4.5) %	+1.6%	(1.4) %	(6.1) %	+6.4%	(0.8) %	+0.6%	+5.1%	+2.9%
<i>Growth at constant currency²</i>	+11.0%	+19.9%	+15.6%	+7.4%	+24.8%	+15.7%	+0.6%	+0.2%	+0.4%
EBIT	-	-	39	-	-	84	-	-	54
Adjusted EBIT	-	-	45	-	-	96	-	-	45
<i>EBIT Margin</i>	-	-	12.8%	-	-	13.9%	-	-	18.4%
<i>Adjusted EBIT Margin</i>	-	-	14.7%	-	-	15.9%	-	-	15.2%

¹ Including Shavers business and Tangle Teezer (brushes)

² See glossary in appendix



Other Products

<i>in million euros</i>	Q1 25	Q2 25	H1 25	Q3 25	Q4 25	FY 25	Q1 26	Q2 26	H1 26
Net Sales	9	5	14	7	9	30	8	8	16
<i>Reported growth</i>	+4.6%	(0.9) %	+2.4%	+2.0%	(0.7) %	+1.3%	(5.0) %	+38.9%	+12.1%
<i>Organic growth</i> ¹	+4.6%	(1.2) %	+2.3%	+2.0%	(0.7) %	+1.3%	(5.3) %	+38.5%	+11.8%
<i>Growth at constant currency</i> ¹	+4.6%	(1.2) %	+2.3%	+2.0%	(0.7) %	+1.3%	(5.3) %	+38.5%	+11.8%
EBIT	-	-	(1)	-	-	(5)	-	-	(2)
Adjusted EBIT	-	-	(1)	-	-	(5)	-	-	(2)

¹ See glossary in appendix



Unallocated Costs

<i>in million euros</i>	H1 25	FY 25	H1 26
EBIT	(42)	(79)	(47)
Adjusted EBIT	(42)	(79)	(41)



Glossary

- **Adjusted:** Adjusted means excluding non-recurring items.
- **Constant currency:** Growth at constant currency figures are calculated by translating the current year figures at prior year average exchange rates.
- **EBIT:** Earnings Before Interest and Taxes.
- **Adjusted EBIT margin:** Adjusted EBIT as a percentage of Net Sales.
- **EPS:** Earnings per share.
- **Free Cash Flow:** Operating cash flow less change in working capital & others less capital expenditures.
- **Net cash position:** Cash and cash equivalents + Other current financial assets - Current borrowings - Non-current borrowings (excluding financial liabilities as per IFRS 16 definition).
- **Organic growth:** Growth at constant currency and constant perimeter (formerly change on a comparative basis)



Disclaimer

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

A description of the main risks that could impact BIC appears in the chapter “Risk Factors and Management” of BIC’s 2025 Universal Registration Document filed with the French financial markets authority (“AMF”) on March 26, 2026.

