



**FOR IMMEDIATE RELEASE**

**BIC SPONSORS THE ABDUL LATIF JAMEEL POVERTY ACTION LAB'S TUTORING AND PARENTAL PROGRAM**

**Clichy, France and Shelton, CT, November 15, 2021** -- As part of its commitment to improving children's learning conditions globally, BIC, a world leader in stationery, lighters and shavers, today announces its support to education research and technical assistance by the [Abdul Latif Jameel Poverty Action Lab \(J-PAL\)](#), with a focus on effective tutoring and parental engagement programs in Europe and the US.

*"We are thrilled to contribute to J-PAL's work in education, and particularly their tutoring and parental support program,"* said BIC CEO Gonzalve Bich. *"While the Covid-19 pandemic has heavily impacted the access to education for young people, there is an increasing need to identify and develop innovative models to help students and their parents who have fallen behind and provide them with the opportunity to unlock their full academic potential. These research and support programs are aligned with [BIC's Writing the Future Together](#) commitment to investing in education for a better future as well as [BIC's Corporate Foundation](#) for Education."*

Electing to sponsor J-PAL tutoring and parental engagement programs is aligned with BIC's commitment to helping improve the learning conditions of more than 250 million children globally. With these programs, J-PAL and its network of researchers are helping to develop and evaluate innovative programs to help children from disadvantaged backgrounds reach their full academic potential. Their goal is to generate evidence around the most effective interventions to support learning and to provide technical expertise to programs with scale-up potential backed by this evidence.

In Europe, the funding support from BIC will focus on research that aims to shed light into the most effective mechanisms to improve education outcomes for all. Building on existing research, these projects will help educators and policy makers across Europe understand how tutoring programs and a variety of efforts to promote the inclusion and engagement of parents in their children's education can improve learning outcomes, particularly for students from disadvantaged backgrounds. In the United States, J-PAL North America will disseminate lessons from existing education research and provide technical assistance to school districts in designing, implementing and monitoring evidence-backed tutoring programmes to benefit tens of thousands of students. The funding will also support research on new tutoring models and on the impact of these programs at scale.

*"This support from BIC is highly valuable for generating and disseminating crucial insights on how tutoring and parental engagement can improve learning outcomes for children. The funding will help us produce rigorous and scalable insights into effective education programming and policies,"* said Marc Gurgand, J-PAL Europe Scientific Director.

This partnership is funded by the ESG Impact Share Buyback Program launched by BIC and Exane BNP in December 2020 and carried out during 2021. Consistent with BIC's value, vision and mission to act as a responsible citizen, this innovative program is part of BIC's Capital Allocation policy to fund profitable growth and create value for all stakeholders.

## Contact

Sophie Palliez-Capian  
VP, Corporate Stakeholder Engagement  
+33 1 45 19 55 28  
+ 33 87 89 3351  
[Sophie.palliez@bicworld.com](mailto:Sophie.palliez@bicworld.com)

Michèle Ventura  
Senior Manager, Investor Relations  
+ 33 1 45 19 52 98  
[Michele.ventura@bicworld.com](mailto:Michele.ventura@bicworld.com)

Albane de La Tour d'Artaise  
Senior Manager, Institutional Press Relations  
+ 33 1 45 19 51 51  
+ 33 7 85 88 19 48  
[Albane.DeLaTourDArtaise@bicworld.com](mailto:Albane.DeLaTourDArtaise@bicworld.com)

Isabelle de Segonzac  
Image 7  
+ 33 6 89 87 61 39  
[isegonzac@image7.fr](mailto:isegonzac@image7.fr)

## ABOUT BIC

A world leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life. For more than 75 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 and feature iconic brands such as Cello<sup>®</sup>, BIC Flex<sup>™</sup>, Lucky Stationery, Us. <sup>™</sup>, Soleil<sup>®</sup>, Tipp-Ex<sup>®</sup>, Wite-Out<sup>®</sup>, Djeep, Rocketbook and more. In 2020, BIC Net Sales were 1,627.9 million euros. The Company is listed on "Euronext Paris," is part of the SBF120 and CAC Mid 60 indexes and is recognized for its commitment to sustainable development and education. It received an A- Leadership score from CDP. For more, visit [about.bic.com](http://about.bic.com) or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).

## ABOUT J-PAL

[The Abdul Latif Jameel Poverty Action Lab \(J-PAL\)](#) is a global research center working to reduce poverty by ensuring that policy is informed by scientific evidence. Anchored by a network of 227 affiliated professors at universities around the world, J-PAL conducts randomized impact evaluations to answer critical questions in the fight against poverty. J-PAL's network of seven regional offices is hosted at leading universities in Africa, Europe, Latin America & the Caribbean, the Middle East & North Africa, North America, South Asia, and Southeast Asia.

## ABOUT Exane BNP Paribas

[Exane BNP Paribas](#) is a leading European equities business. We offer a high-quality execution platform with full electronic trading capability. Our Research product is renowned for its depth and quality and is reinforced by experienced, top-ranked Sales & Specialist Sales teams as well as a dedicated corporate access service Exane BNPP Corporate Broking team is active in market intelligence, liquidity agreements, share buybacks and management of listed stakes.

###