



## “FOUNDATION FOR THE FUTURE” BIC 2021 INTEGRATED REPORT

*Featuring how the company creates and shares value with all its stakeholders by leveraging its Horizon strategic plan*

**Clichy, France, 12-MAY- 2022** –BIC released today the fourth edition of its Annual Integrated Report. In line with the guiding principles of the International Integrated Reporting Council (IIRC) and based on a continuous improvement model, this edition features how the company creates and shares value with all its stakeholders through its Horizon strategic plan.

The 2021 edition provides a dynamic picture of BIC’s global footprint, Business Model, Governance, challenges, opportunities and Corporate Social Responsibility. Combining financial and non-financial information, it is designed to guide the reader through three main sections:

- From *Resilience to Transformation*, focuses on what has kept the BIC® Brand resilient during times of major economic or market turmoil for more than 75 years.
- From *Transformation to Action*, explains why and how Horizon’s new consumer-centric approach helps us respond faster and better to evolving consumer demands.
- From *Action to Performance*, includes financial and non-financial information, and how we share value among all stakeholders.

This [4<sup>th</sup> edition](#) is available on BIC.com

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## **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®, BIC Flex™, Lucky Stationery, Us.™, Soleil®, Tipp-Ex®, Write-Out®, Djeeep, 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](https://www.about.bic.com) or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).

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