

# Third Quarter and Nine Months 2020 Results 

October 28, 2020

## Q3 and 9M 2020 Key Messages

- Improved performance in the Third Quarter, fueled by Europe and North America with robust mid-single-digit Net Sales growth
- Strong growth in U.S. Lighters driven by replenishments orders
- Continued resilience in Shavers with market share gains in key markets such as U.S. and Brazil
- Soft Back-to-School season affecting our Stationery business
- Latin America, Middle East and Africa and India heavily impacted by mobility restrictions and lower consumer spending
- E-Commerce Net Sales up 15\%, boosted by Pure Players, Market Places and Direct-to-Consumer
- Rigorous control of Operating Expenses
- On track to achieve the actions announced in May
- Strong Operating Cash Flow Generation
- Improved Working Capital
- Reduced CAPEX
- Continued progress in the implementation of our Operating Model
- Move towards an indirect model in five Latin American countries to gain efficiency
- Djeep integration process on track to deliver the expected synergies


## Q3 \& 9M 2020 KEY FIGURES



## Market Share Gains

## Market Share increased or maintained year on year in $8 / 10$ of our Business



Sources: GFK YTD AUG 2020-in value, IRI YTD 27SEP2020 - in value, Nielsen YTD AUG 2020 -in value
*Year-on-Year in our main countries
*Flags above categories represent the countries we have increased or maintained share in

STATIONERY

## FINANCIAL PERFORMANCE

## MARKET PERFORMANCE

\% change versus Last Year

## EUROPE MARKET PERFORMANCE **




## LIGHTERS

## FINANCIAL PERFORMANCE

## MARKET \& BIC PERFORMANCE

\% change versus Last Year
U.S. NON-REFILLABLE POCKET LIGHTER MARKET PERFORMANCE**


| By Geography | 9M 2020 Net Sales evolution* |
| :---: | :---: |
| Europe | Mid Single-digit decline |
| North America | Low Single-digit -decline |
| Latin America | Low Double-digit decline |
| Middle East \& Africa | Mid Single-digit increase |
| Asia and Oceania | Low single-digit increase |

U.S. UTILITY LIGHTER MARKET PERFORMANCE**


## SHAVERS

## FINANCIAL PERFORMANCE



## MARKET PERFORMANCE

\% change versus Last Year

## US MARKET PERFORMANCE**



BRAZIL MARKET PERFORMANCE ****


BIC market
share YTD
August
+0.8 pts

## Q3 \& 9M 2020 <br> NET SALES EVOLUTION

|  | In million euros | Q3 2019 | Q3 2020 | Change as reported | FX impact* (in points) | Change in Perimeter* (in points) | Argentina impact** (in points) | $\begin{aligned} & \text { Change on } \\ & \text { a comparative } \\ & \text { basis"* } \end{aligned}$ basis"* |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Q3 } \\ 2020 \end{gathered}$ | Net Sales | 488.0 | 441.9 | (9.4)\% | (6.4) | 0.5 | 0.0 | (3.5)\% |
|  |  |  |  |  | - |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | In million euros | 9M 2019 | 9M 2020 | Change as reported | FX impact* (in points) | Change in Perimeter* (in points) | Argentina impact** (in points) | Change on a comparative basis"** |
| 9M |  |  |  |  |  |  |  |  |
|  | Net Sales | 1,448.2 | 1,217.8 | (15.9)\% | (2.8) | 0.1 | 0.0 | (13.2)\% |


| $-40.8 \mathrm{M} €$ |  |
| :--- | ---: |
|  | In M€ |
| BRL | -22.7 |
| MXN | -5.4 |
| RUB UAH | -2.6 |
| TRY | -1.7 |
| USD | -1.6 |
| ZAR | -1.6 |
| CAD | -1.1 |
| INR | -0.7 |
| Other | -3.4 |

## 9M 2020

## FROM NET SALES TO IFO

| In million euros | 9M 2019 | 9M 2020 | Change as reported | Change on a constant currency basis* | Change on a comparative basis* |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 1,448.2 | 1,217.8 | (15.9\%) | (12.6\%) | (13.2\%) |
| Gross Profit | 728.9 | 585.2 | (19.7\%) |  |  |
| Normalized Income from Operations* | 241.1 | 176.2 | (26.9\%) |  |  |
| Income from Operations | 209.2 | 132.3 | (36.8\%) |  |  |

## 9M 2020

## KEY COMPONENTS OF NORMALIZED INCOME FROM OPERATIONS MARGIN



## Q3 2020

## KEY COMPONENTS OF NORMALIZED INCOME FROM OPERATIONS MARGIN



## 9M 2020

FROM NIFO TO GROUP NET INCOME

| In million euros | 9 M 2019 | 9 M 2020 |
| :--- | :---: | :---: |
| Normalized* IFO | 241.1 | 176.2 |
| Non-recurring items** | 31.9 | 40.9 |
|  |  |  |
| IFO | 209.2 | 132.3 |
| Finance revenue/costs | +2.8 | +7.1 |
| Income before Tax | 212.0 | 139.3 |
| Income tax expense | $(59.4)$ | $(49.2)$ |
| Effective tax rate | $28.0 \%$ | $35.3 \%$ |
|  |  | 90.1 |
| Net Income Group share | 152.6 | 2.00 |
| EPS Group Share (in euro) | 3.39 |  |
|  | 177.3 | 131.2 |
| Normalized* Net Income Group Share | 3.93 | 2.92 |

## WORKING CAPITAL



## INVENTORIES IN DAYS*



RECEIVABLES IN DAYS


## 30 SEPTEMBER 2020 NET CASH POSITION



## FULL YEAR 2020 OUTLOOK

- For the balance of the year, overall performance will continue to be subject to macro-economic uncertainties and consumption trends, affecting our three categories. Risks associated with the pandemic persist, with Latin America and India amongst the most disrupted regions. Back-to-School is delayed by several weeks in many Southern Hemisphere countries, which will affect Q4 Stationery Net Sales in Latin America and the Middle East and Africa.
- In this context, we will continue to prioritize operating cash flow generation. The disciplined management of Operation Expenses will partially offset the impact of Net Sales decline on Normalized Income From Operations. Based on the challenging market, we are now targeting more than 20 million euros of Operating Expenses reduction in 2020, with Full Year Normalized Income From Operations Margin expected to be above $13.5 \%$.


## THANK YOU

## APPENDIX

## Q3 and 9M 2020 NET SALES MAIN EXCHANGE RATE EVOLUTION VS. EURO

|  | \% of sales | Average rates |  |  |  | Average rates |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | \% of sales | 9M 2019 | 9M 2020 | \% of change |
|  |  | Q3 2019 | Q3 2020 | \% of change |  |  |  |  |  |
| US Dollar | 42\% | 1.11 | 1.17 | -4.6\% | US Dollar | 43\% | 1.12 | 1.12 | +0.1\% |
| Brazilian Real | 7\% | 4.40 | 6.26 | -29.6\% | Brazilian Real | 6\% | 4.36 | 5.69 | -23.3\% |
| Mexican Peso | 3\% | 21.58 | 25.78 | -16.3\% | Mexican Peso | 3\% | 21.63 | 24.47 | -11.6\% |
| Argentina Peso | 1\% | 55.75 | 85.03 | -34.4\% | Argentina Peso | 1\% | 49.88 | 75.76 | -34.2\% |
| Canadian dollar | 4\% | 1.47 | 1.56 | -5.6\% | Canadian dollar | 3\% | 1.49 | 1.52 | -1.8\% |
| Australian dollar | 2\% | 1.62 | 1.63 | -0.8\% | Australian dollar | 2\% | 1.61 | 1.66 | -3.4\% |
| South African Zar | 1\% | 16.26 | 19.71 | -17.5\% | South African Zar | 1\% | 16.12 | 18.77 | -14.1\% |
| Indian Rupee | 1\% | 78.24 | 86.77 | -9.8\% | Indian Rupee | 1\% | 78.81 | 83.37 | -5.5\% |
| Non-Euro European countries | 10\% |  |  |  | Non-Euro European countries | 10\% |  |  |  |
| Sweden |  | 10.66 | 10.36 | 2.8\% | Sweden |  | 10.57 | 10.56 | +0.1\% |
| Russia |  | 71.76 | 85.67 | -16.2\% | Russia |  | 73.05 | 79.67 | -8.3\% |
| Poland |  | 4.32 | 4.44 | -2.8\% | Poland |  | 4.30 | 4.42 | -2.7\% |
| British Pound |  | 0.90 | 0.91 | -0.5\% | British Pound |  | 0.88 | 0.88 | -0.2\% |

## GROUP QUARTERLY FIGURES

| Restated for IFRS 15 |  |  |  |  |  |  |  | Restated for IAS 29 |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| In million euros | Q1 17 | Q2 17 | Q3 17 | Q4 17 | FY 17 | Q1 18 | Q2 18 | Q3 18 | Q4 18 | FY 18 | Q1 19 | Q2 19 | Q3 19 | Q4 19 | FY 19 | Q1 20 | Q2 20 | Q3 20 |
| Net Sales | 473.2 | 599.0 | 471.7 | 497.4 | 2041.4 | 415.4 | 543.9 | 479.5 | 511.0 | 1949.8 | 415.4 | 544.8 | 488.0 | 501.2 | 1949.4 | 357.0 | 418.9 | 441.9 |
| YoY actual changes |  |  |  |  |  | -12.2\% | -9.2\% | +1.6\% | +2.7\% | -4.5\% | 0.0\% | +0.2\% | +1.8\% | -1.9\% | 0.0\% | -14.1\% | -23.1\% | -9.4\% |
| YoY changes on a constant currencies basis* |  |  |  |  |  | -3.0\% | -3.1\% | +5.1\% | +5.4\% | +0.9\% | -1.1\% | -1.5\% | -0.5\% | -2.3\% | -1.4\% | -12.9\% | -21.3\% | -2.6\% |
| YoY changes on a comparative basis* |  |  |  |  |  | -1.5\% | -2.3\% | +5.2\% | +5.4\% | +1.5\% | -2.0\% | -1.3\% | -0.5\% | -3.8\% | -1.9\% | -13.8\% | -21.5\% | -3.5\% |
| IFO | 74.1 | 119.6 | 83.1 | 98.1 | 374.9 | 69.6 | 50.0 | 76.8 | 62.5 | 258.8 | 54.6 | 71.4 | 83.1 | 43.6 | 252.7 | 23.0 | 1.0 | 108.3 |
| Normalized IFO* | 81.1 | 137.1 | 83.2 | 98.1 | 399.6 | 69.6 | 118.7 | 77.0 | 87.1 | 352.4 | 54.6 | 98.5 | 88.0 | 90.7 | 331.8 | 25.3 | 67.5 | 83.3 |
| IFO margin | 15.7\% | 20.0\% | 17.6\% | 19.7\% | 18.4\% | 16.7\% | 9.2\% | 16.0\% | 12.2\% | 13.3\% | 13.1\% | 13.1\% | 17.0\% | 8.7\% | 13.0\% | 6.4\% | 0.2\% | 24.5\% |
| Normalized IFO margin* | 17.1\% | 22.9\% | 17.6\% | 19.7\% | 19.6\% | 16.7\% | 21.8\% | 16.1\% | 17.0\% | 18.1\% | 13.1\% | 18.1\% | 18.0\% | 18.1\% | 17.0\% | 7.1\% | 16.1\% | 18.9\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Income Group Share | 49.5 | 79.2 | 57.6 | 101.1 | 287.3 | 48.6 | 22.2 | 52.7 | 49.8 | 173.4 | 39.3 | 50.3 | 63.0 | 23.5 | 176.1 | 25.0 | -3.0 | 68.0 |
| EPS Group Share | 1.06 | 1.70 | 1.23 | 2.17 | 6.18 | 1.06 | 0.49 | 1.15 | 1.09 | 3.80 | 0.87 | 1.11 | 1.40 | 0.52 | 3.91 | 0.56 | -0.07 | 1.51 |

## GROUP QUARTERLY FIGURES BY GEOGRAPHY



## STATIONERY

|  | Restated <br> for IAS 29 |  |  |  |  |  |  |  |  |  | Restated for Unallocated Group Costs |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| In million euros | Q1 18 | Q2 18 | Q3 18 | Q4 18 | FY 18 | Q1 19 | Q2 19 | Q3 19 | Q4 19 | FY 19 | Q1 19 | Q2 19 | Q3 19 | Q4 19 | FY 19 | Q1 20 | Q2 20 | Q3 20 |
| Net Sales | 151.8 | 249.5 | 200.2 | 170.4 | 771.9 | 148.3 | 252.5 | 204.3 | 169.3 | 774.4 | 148.3 | 252.5 | 204.3 | 169.3 | 774.4 | 127.0 | 166.9 | 161.3 |
| YoY actual changes | -8.3\% | -6.8\% | +2.9\% | -3.3\% | -4.0\% | -2.3\% | +1.2\% | +2.0\% | -0.6\% | +0.3\% | $-2.3 \%$ | +1.2\% | +2.0\% | -0.6\% | +0.3\% | -14.4\% | -33.9\% | -21.1\% |
| YoY changes on a constant currencies basis* | 0.0\% | -1.7\% | +6.7\% | +0.6\% | +1.2\% | -1.8\% | -0.6\% | +0.1\% | +0.1\% | -0.5\% | -1.8\% | -0.6\% | +0.1\% | +0.1\% | -0.5\% | -12.9\% | -33.1\% | -17.4\% |
| YoY changes on a comparative basis* | +2.0\% | -1.4\% | +6.8\% | +0.6\% | +1.7\% | -5.8\% | -2.3\% | -1.7\% | -4.8\% | -3.4\% | -5.8\% | -2.3\% | -1.7\% | -4.8\% | -3.4\% | -14.8\% | -33.2\% | -17.8\% |
| IFO | 9.6 | -31.3 | 10.3 | -2.6 | -14.1 | 1.8 | 21.9 | 12.6 | -43.1 | -6.7 | 6.3 | 37.6 | 18.7 | -35.8 | 26.8 | 0.8 | -35.7 | 18.4 |
| Normalized IFO* | 9.6 | 37.4 | 10.4 | 5.4 | 62.8 | 1.8 | 32.3 | 14.5 | -0.9 | 47.8 | 6.3 | 37.6 | 18.7 | 4.7 | 67.4 | 0.8 | 18.2 | 14.8 |
| IFO margin | 6.3\% | -12.6\% | 5.1\% | -1.5\% | -1.8\% | 1.2\% | 8.7\% | 6.2\% | -25.4\% | -0.9\% | 4.2\% | 14.9\% | 9.2\% | -21.2\% | 3.5\% | 0.6\% | -21.4\% | 11.4\% |
| Normalized IFO margin* | 6.3\% | 15.0\% | 5.2\% | 3.2\% | 8.1\% | 1.2\% | 12.8\% | 7.1\% | -0.5\% | 6.2\% | 4.2\% | 14.9\% | 9.2\% | 2.8\% | 8.7\% | 0.7\% | 10.9\% | 9.2\% |

## LIGHTERS



## SHAVERS

|  |  |  | Restated for IAS 29 |  |  |  |  |  |  |  | Restated for Unallocated Group Costs |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| In million euros | Q1 18 | Q2 18 | Q3 18 | Q4 18 | FY 18 | Q1 19 | Q2 19 | Q3 19 | Q4 | FY 19 | Q1 19 | Q2 19 | Q3 19 | Q4 | FY 19 | Q1 20 | Q2 20 | Q3 20 |
| Net Sales | 97.0 | 113.5 | 104.4 | 123.1 | 438.0 | 109.0 | 115.5 | 114.9 | 123.5 | 463.0 | 109.0 | 115.5 | 114.9 | 123.5 | 463.0 | 102.0 | 98.6 | 102.9 |
| YoY actual changes | -15.9\% | -8.0\% | +0.2\% | +5.7\% | -4.7\% | +12.4\% | +1.8\% | +10.1\% | +0.4\% | +5.7\% | +12.4\% | +1.8\% | +10.1\% | +0.4\% | +5.7\% | -6.4\% | -14.6\% | -10.4\% |
| YoY change on a constant currency basis* | -6.0\% | -0.3\% | +4.1\% | +9.2\% | +1.7\% | +11.3\% | +0.8\% | +7.4\% | -0.2\% | +4.4\% | +11.3\% | +0.8\% | +7.4\% | -0.2\% | +4.4\% | -5.0\% | -11.0\% | -0.8\% |
| YoY change on a comparable basis* | -6.0\% | -0.3\% | +4.1\% | +9.2\% | +1.7\% | +10.0\% | -0.7\% | +7.0\% | -1.6\% | +3.2\% | +10.0\% | -0.7\% | +7.0\% | -1.6\% | +3.2\% | -5.9\% | -11.5\% | -1.2\% |
| IFO | 7.7 | 16.9 | 10.4 | 8.8 | 43.7 | 7.7 | 1.6 | 19.6 | 18.3 | 47.2 | 11.0 | 10.5 | 23.2 | 23.8 | 68.5 | 7.5 | 9.8 | 25.6 |
| Normalized IFO* | 7.7 | 16.9 | 10.5 | 10.3 | 45.4 | 7.7 | 8.4 | 20.8 | 19.3 | 56.2 | 11.0 | 10.5 | 23.2 | 23.1 | 67.8 | 7.7 | 14.3 | 17.5 |
| IFO margin | 7.9\% | 14.9\% | 9.9\% | 7.1\% | 10.0\% | 7.1\% | 1.4\% | 17.0\% | 14.8\% | 10.2\% | 10.1\% | 9.1\% | 20.2\% | 19.3\% | 14.8\% | 7.4\% | 10.0\% | 24.8\% |
| Normalized IFO margin* | 7.9\% | 14.9\% | 10.1\% | 8.4\% | 10.4\% | 7.1\% | 7.3\% | 18.1\% | 15.6\% | 12.1\% | 10.1\% | 9.1\% | 20.2\% | 18.7\% | 14.7\% | 7.5\% | 14.5\% | 17.0\% |

## OTHER PRODUCTS

| In million euros | Q1 18 | Q2 18 | Q3 18 | Q4 18 | FY 18 | Q1 19 | Q2 19 | Q3 19 | Q4 | FY 19 | Restated for Unallocated Group Costs |  |  |  |  | Q1 20 | Q2 20 | Q3 20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  | Q1 19 | Q2 19 | Q3 19 | Q4 | FY 19 |  |  |  |
| Net Sales | 13.8 | 15.9 | 11.1 | 13.2 | 54.0 | 8.3 | 7.0 | 6.9 | 10.9 | 33.1 | 8.3 | 7.0 | 6.9 | 10.9 | 33.1 | 7.0 | 6.1 | 6.6 |
| YoY actual changes | -31.4\% | -25.8\% | -19.2\% | -12.3\% | -23.3\% | -40.0\% | -56.3\% | -37.8\% | -16.9\% | -38.7\% | -40.0\% | -56.3\% | -37.8\% | -16.9\% | -38.7\% | -15.7\% | -12.3\% | -3.8\% |
| YoY changes on a constant currency basis* | -29.5\% | -24.2\% | -18.5\% | -11.8\% | -22.0\% | -39.8\% | -56.2\% | -37.8\% | -16.7\% | -38.6\% | -39.8\% | -56.2\% | -37.8\% | -16.7\% | -38.6\% | -15.2\% | -11.5\% | -2.2\% |
| YoY changes on a comparative basis* | -14.0\% | -6.9\% | -14.7\% | -11.8\% | -11.6\% | -5.4\% | -4.3\% | +11.4\% | +4.5\% | +1.2\% | -5.4\% | -4.3\% | +11.4\% | +4.5\% | +1.2\% | -15.2\% | -11.2\% | -2.1\% |
| IFO* | -2.2 | 1.2 | -2.2 | -10.2 | -13.4 | -1.6 | -1.3 | -1.7 | -0.9 | -5.5 | -1.3 | -0.8 | -1.5 | 0.0 | -3.6 | -0.9 | -2.6 | -1.8 |
| Normalized IFO* | -2.2 | 1.2 | -2.2 | 0.4 | -2.8 | -1.6 | -0.9 | -1.6 | -0.2 | -4.3 | -1.3 | -0.8 | -1.5 | 0.1 | -3.5 | -0.9 | -0.2 | -1.4 |

## UNALLOCATED COSTS

| Restated for Unallocated Group Costs |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| In million euros | Q1 19 | Q2 19 | Q3 19 | Q4 19 | FY 19 | Q1 20 | Q2 20 | Q3 20 |
| IFO* | -12.6 | $-37.6$ | -14.9 | -21.5 | -86.7 | -18.8 | -20.1 | -14.5 |
| Normalized IFO* | -12.6 | -10.6 | -10.0 | -15.9 | -49.1 | -17.0 | -17.2 | -13.2 |

## CAPITAL AND VOTING RIGHTS

As of September 30, 2020, the total number of issued shares of SOCIÉTÉ BIC is $45,532,240$ shares, representing:

- 66,933,684 voting rights
- $66,383,107$ voting rights excluding shares without voting rights

Total number of treasury shares held at the end of September 2020: 550577.

## GLOSSARY

Constant currency basis Constant currency figures are calculated by translating the current year figures
at prior year monthly average exchange rates.
Organic change At constant currencies and constant perimeter. Figures at constant perimeter exclude
or Comparative basis the impacts of acquisitions and/or disposals that occurred during the current year and/or during the previous year, until their anniversary date.
All Net Sales category comments are made on a comparative basis. Organic change
also excludes Argentina Net Sales for both 2019 and 2020
Gross profit Is the margin that the Group realizes after deducting its manufacturing costs.
Normalized IFO Normalized means excluding non-recurring items.
Normalized IFO margin $\quad$ Normalized IFO as a percentage of Net Sales.
Net cash from operating activities Cash generated from principal activities of the entity and other activities that are not investing or financing activities.

Net cash position Cash and cash equivalents + Other current financial assets - Current borrowings -
Non-current borrowings (except financial liabilities following IFRS16 implementation).
Unallocated costs

- Net costs [balance of income and expenses] of Corporate headquarters including I.T., finance, legal and H.R. costs, and of future shared services center.
- Other net costs that can't be allocated to Categories, notably restructuring costs, gains or losses on assets' divestiture, etc. Major unallocated items will be separately identified and disclosed.


## 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 risks borne by BIC appears in section "Risks and Opportunities" of BIC "Registration Document" filed with the French financial markets authority (AMF) on March 31, 2020.

