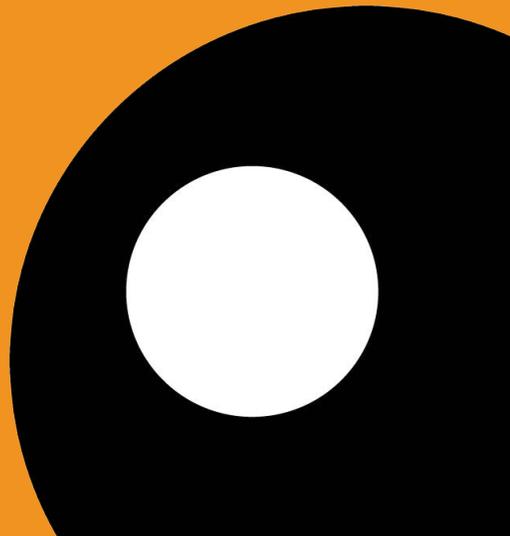


DEEP DIVE IN OUR THREE DIVISIONS



We create shared value by relentlessly reinventing the Everyday Essentials. We delight and empower consumers with innovative and sustainable solutions. Our model is results-driven, resilient, scalable, and built for profitable growth.



A BALANCED PORTFOLIO OF ESSENTIAL EVERYDAY PRODUCTS

Blade Excellence – 22%

BIC branded shavers
Blades and Handles manufactured
for other Brands



Other products
1%

Human Expression – 38%

Core Writing Instrument
Creative Expression (Coloring, Skin
Creative, ...)
Digital Expression (Digital slates,
Digital Pens, ...)



Flame For Life – 39%

Lighters and Lighting devices for all
flame occasions (tobacco and non-
tobacco usages)



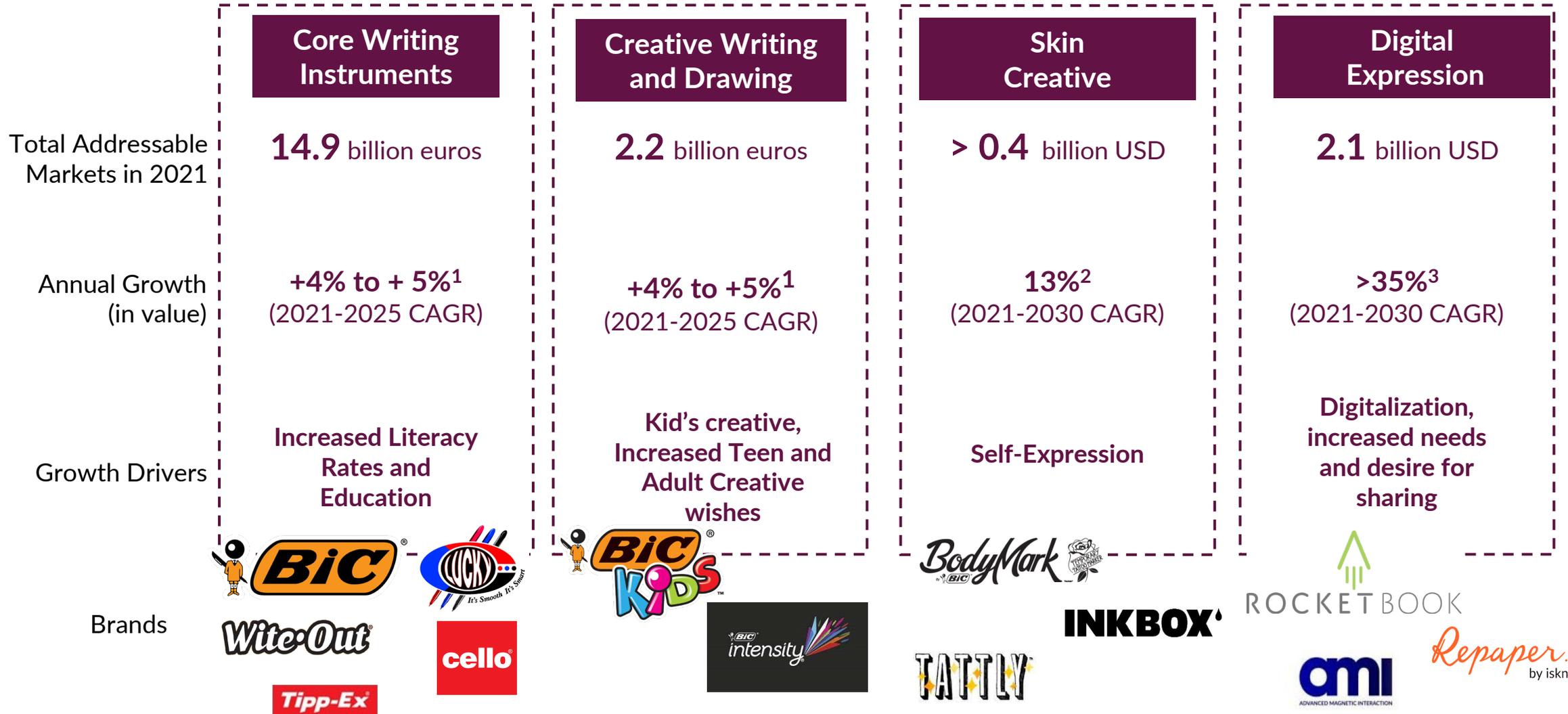
A woman with long blonde hair is seen from behind, standing in a field of golden wheat. She has intricate, colorful geometric body art on her back and arms. She wears a crown of sunflowers and wheat stalks. Her arms are raised, and she has a colorful sash draped around her waist. The background is a vast field under a bright sky.

HUMAN EXPRESSION

*Helping Consumers Learn, Create,
Share and Express themselves*

HUMAN EXPRESSION

Helping Consumers Learn, Create, Share and Express themselves

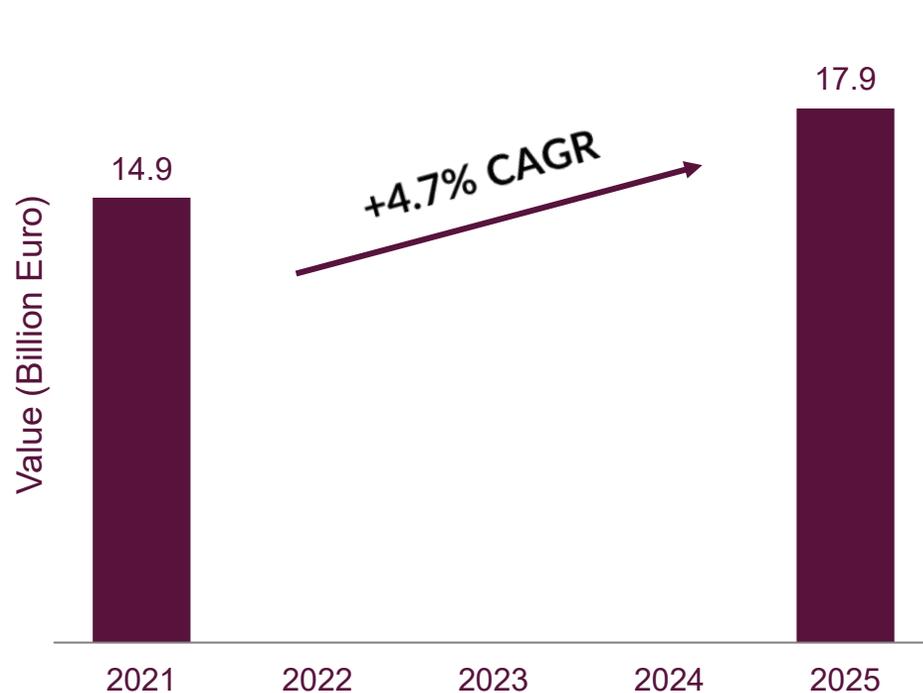


Source: 1: BIC Data Science + Euromonitor Long Term Forecast Estimates – 2: Global Temporary Tattoo Market Growth 2020-2025 Maia Research Analysis – 3: e-writers, smart reusable notebooks, and styluses

CORE WRITING INSTRUMENTS

A growing market driven by Developing Countries and Innovation

Writing Instrument Worldwide Market



Source: BIC Data Science + Euromonitor Long Term Forecast Estimates - Perimeter: world

Handwriting plays a major role in education, recognized as building-block for learning and memorization, with emotional benefits

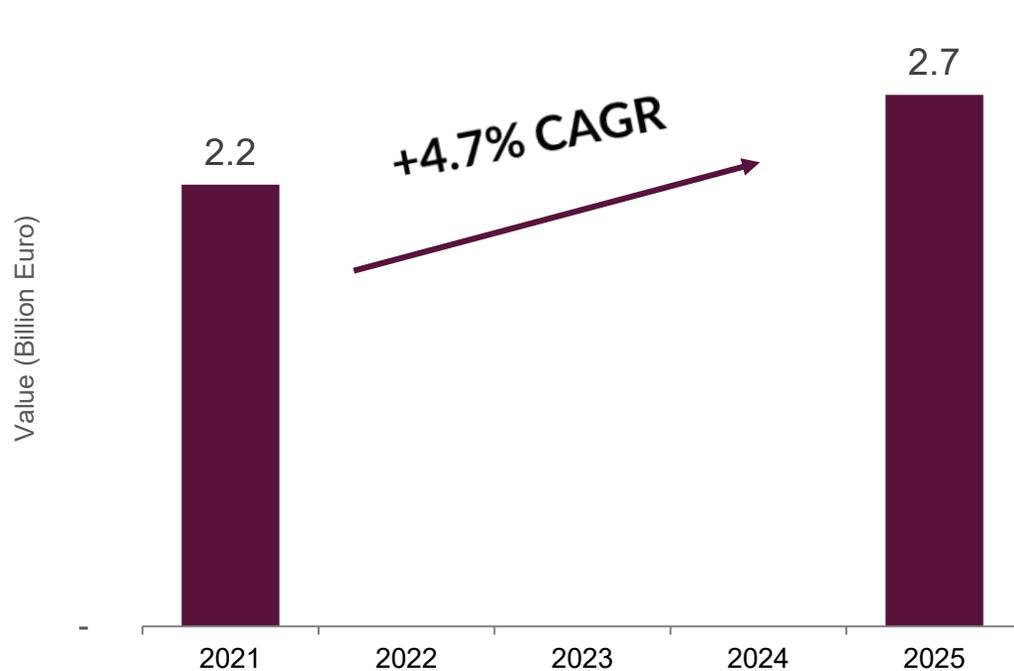
Ball Pens, Markers, and Gel Pens expected to be the major growth drivers.

72% of adults say they write by hand every day - 77% of kids say they write by hand in a typical week

CREATIVE WRITING AND DRAWING

Increasing demand for Kids, Teens and Adults' Creativity

Coloring Worldwide Market



Not just for kids – 75% of teens & 60% of adults report using coloring products in the past 6 months

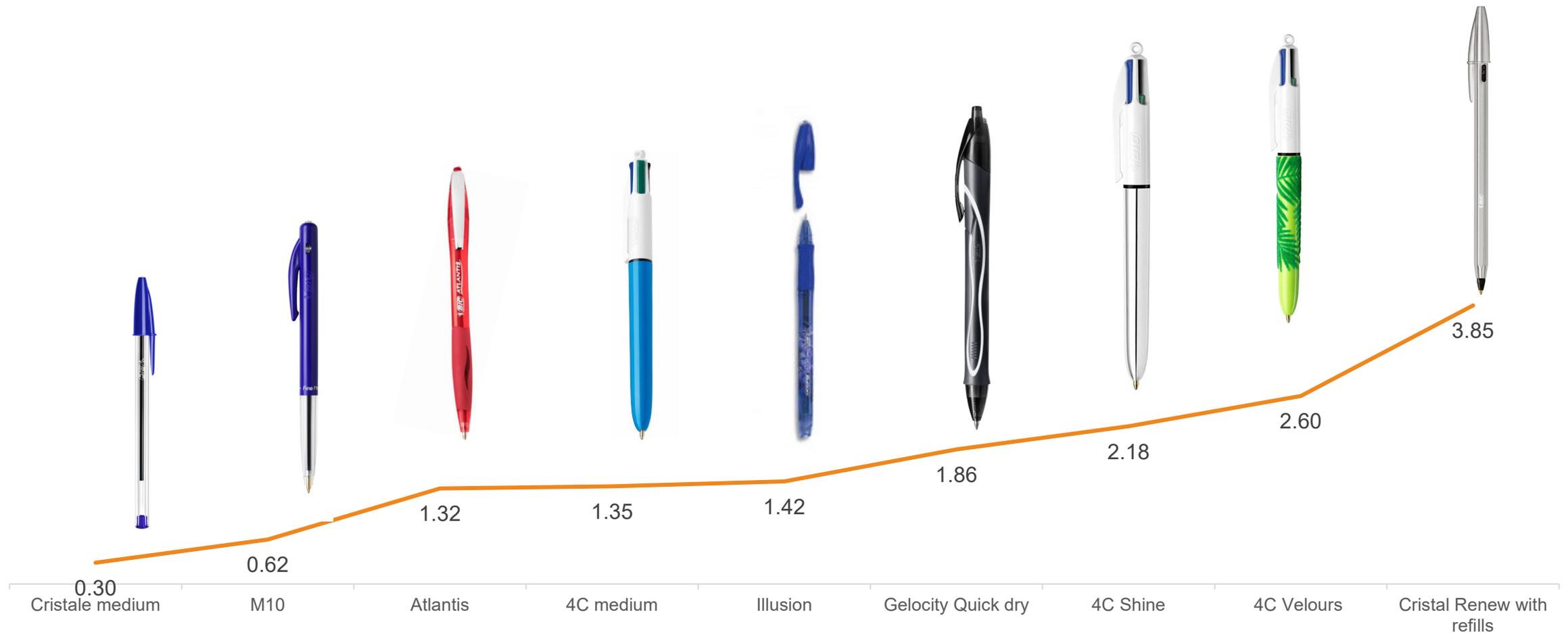
66% of adults agree that they would like to do **MORE** creative activities than they currently do today*

Source: BIC Data Science + Euromonitor Long Term Forecast Estimates - Perimeter: world

Source: Teen & Adult Creative Ethnographies (US & France, OCT-2019) / US Stationery Usage Occasion Growth Map (2019, McKinsey); US/FR/BR Writing Trends (2019, Engine), US Stationery Incidence & Frequency Study (2019)

CORE WRITING INSTRUMENTS

A comprehensive range of products



SKIN CREATIVE

Global Market Today (est.)

Total « Do It Yourself »: >400M USD



Retail Sales for Skin Creative Segments 2021 estimates (in million USD)

DO-IT-YOURSELF SKIN CREATIVE

Global Market in 10 years (est.)

2021

**>400M USD
(est.) Total
market**

- ✓ Increased awareness
- ✓ Innovation: Products & Services
- ✓ New Brands
- ✓ Continuous enhancement of product quality
- ✓ Expansion in the beauty space

2031

**Total market
1.5Bn USD (est.)**



**Semi-permanent
Tattoos
490M USD
+13% CAGR**

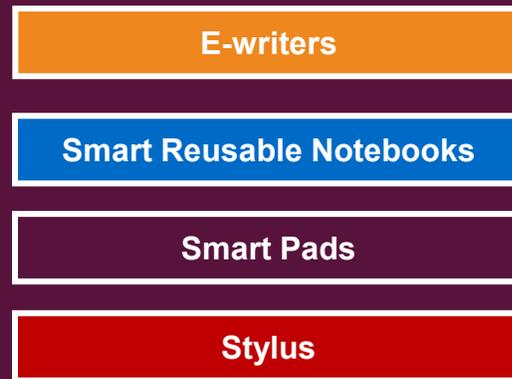
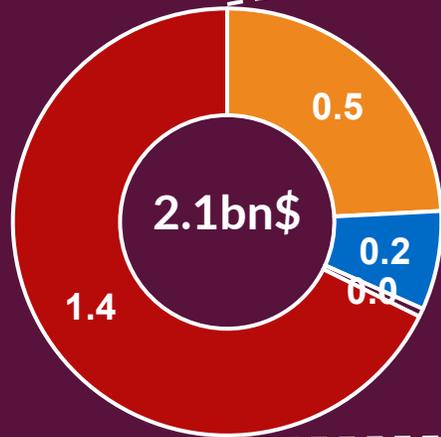


**Temporary Tattoos
Markers
120M USD
+25% CAGR**

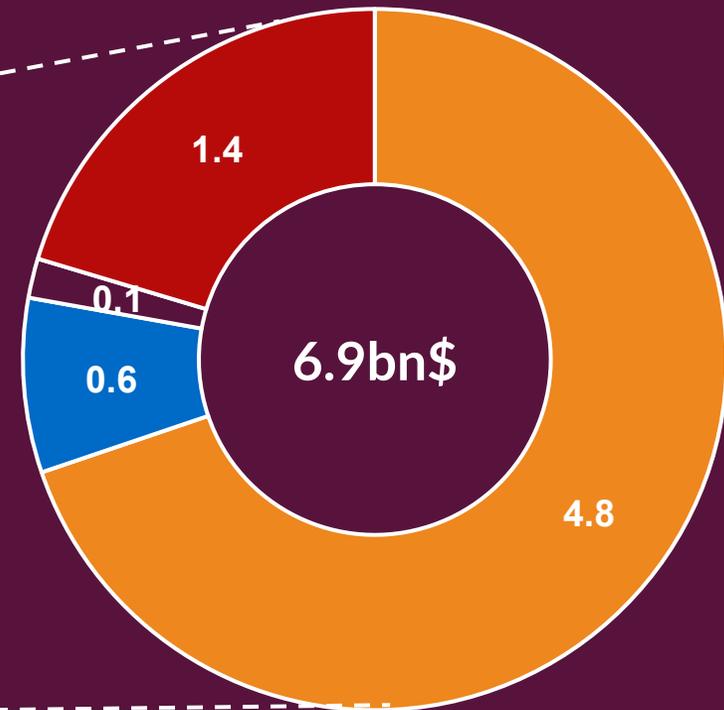
DIGITAL EXPRESSION

2021-2025 CAGR: >35%

2021



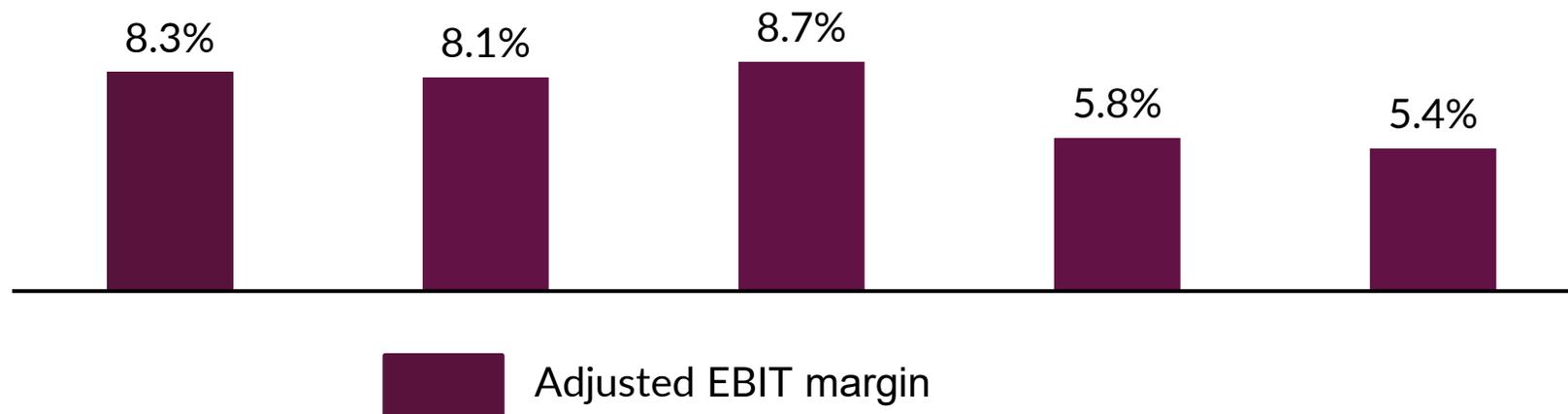
2025



BIC HUMAN EXPRESSION KEY FIGURES

FY 2021 Net Sales	€683.8M	FY 2021 EBIT	€41.0M
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Growth (Net Sales on a comparative basis)					
Volume	+5.0%	+0.3%	-5.9%	-29.3%	+19.4%
Value	+3.4%	+1.7%	-3.4%	-23.2%	+13.6%
	2017	2018	2019	2020	2021



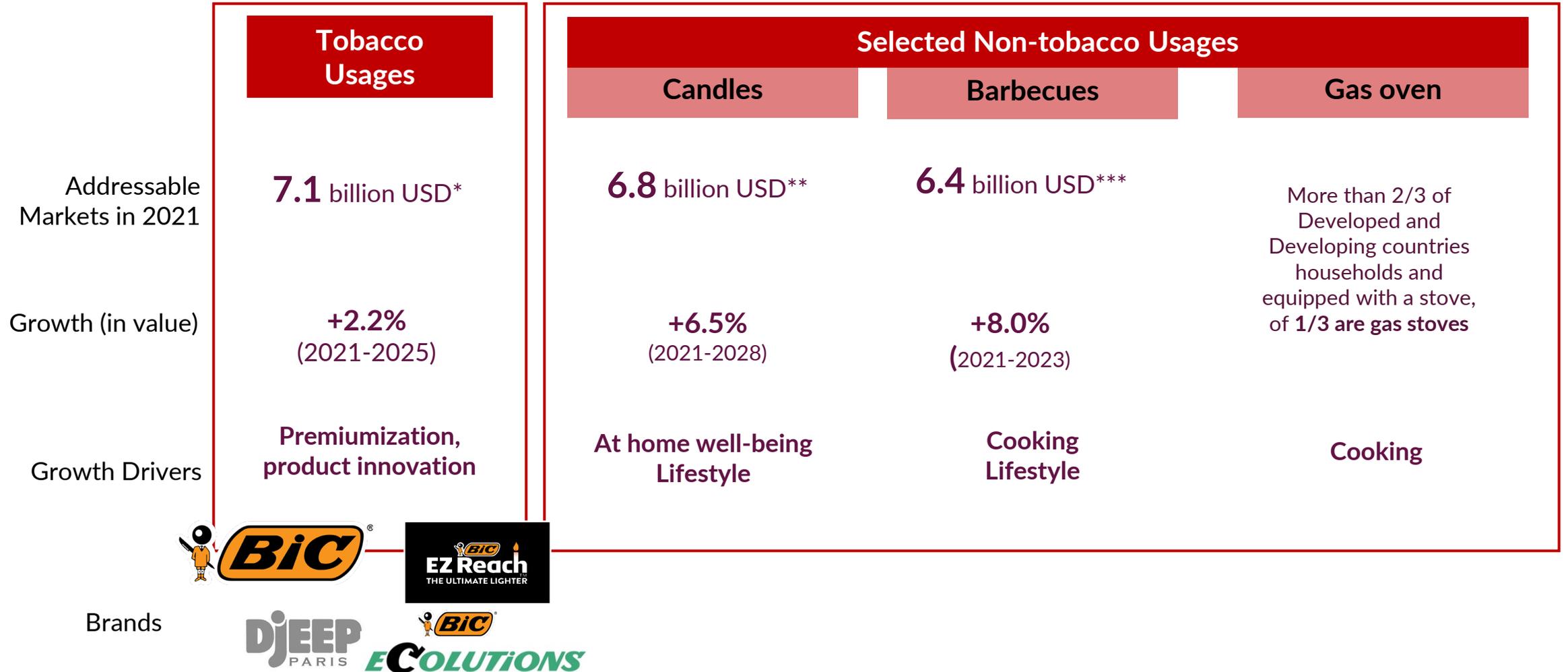


FLAME FOR LIFE

Safe and Affordable Flames for all Lighting Occasions

FLAME FOR LIFE

Providing Safe and Affordable Flames for all Lighting Occasions

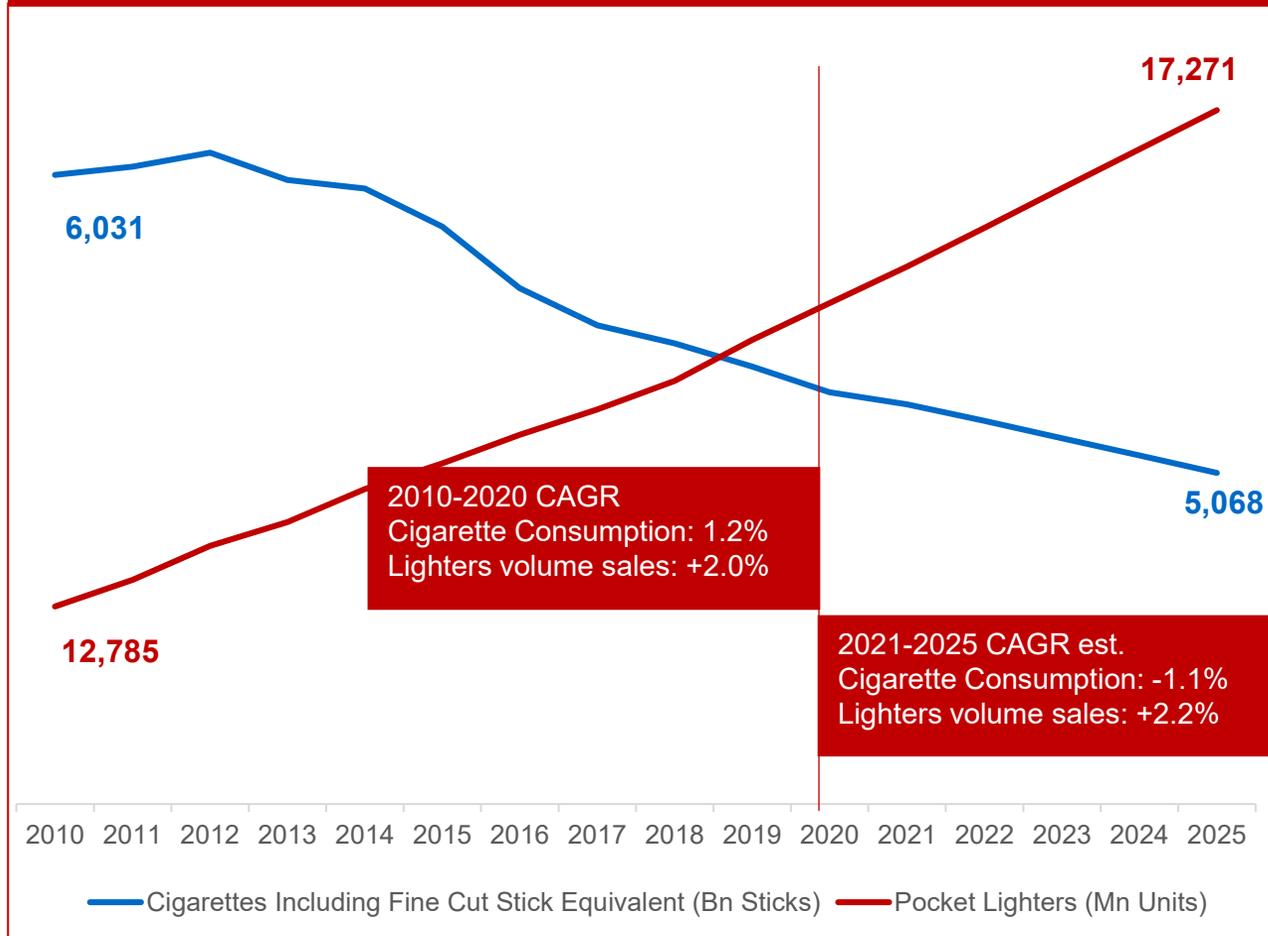


*: Cigarettes and Cigars – Statista (2021)**:Vantage Market Research (2022 / ***: Statista (July 2022)

POCKET LIGHTER VS CIGARETTES

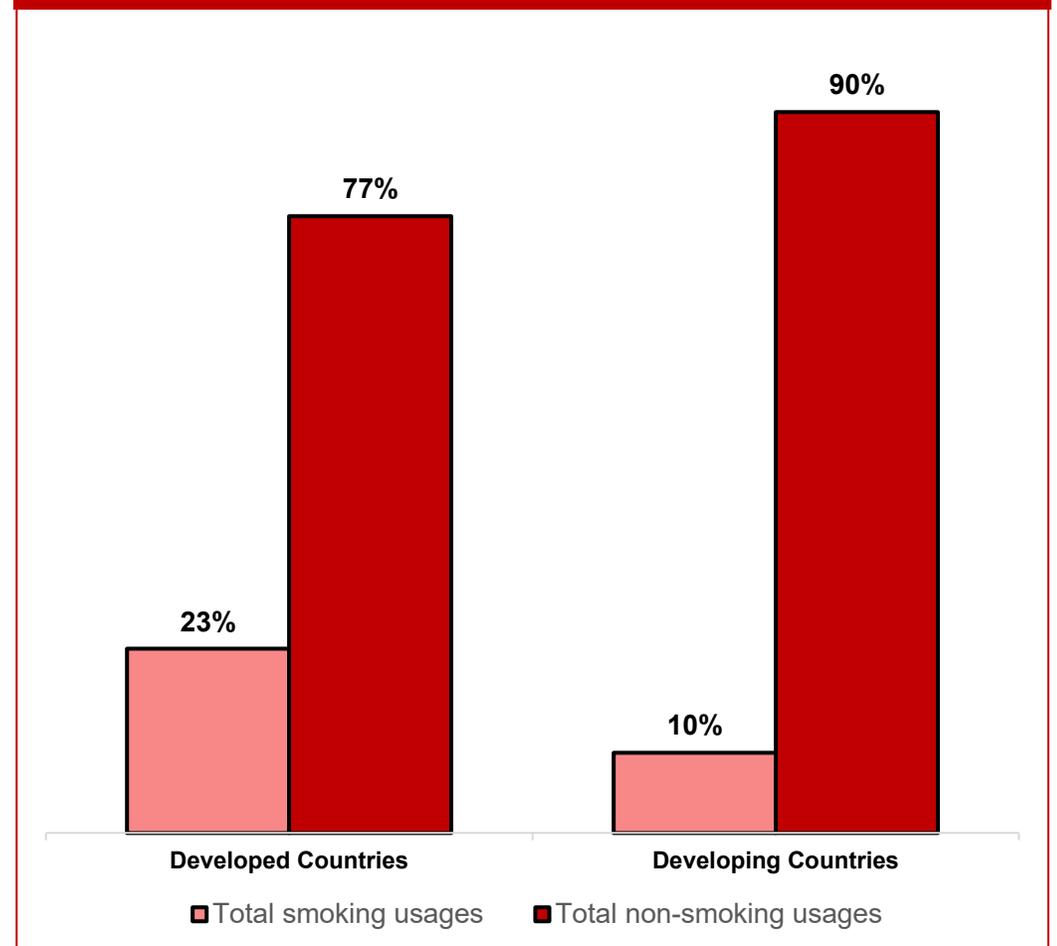
Lighters' Sales are not only linked to Cigarette consumption

Pocket Lighters vs. Cigarettes - Volumes



Source: Cigarette Sales: Euromonitor from trade sources/national statistics - Pocket Lighter Sales: QY Research - Global Disposable Lighters Market Report, History and Forecast 2010-2025

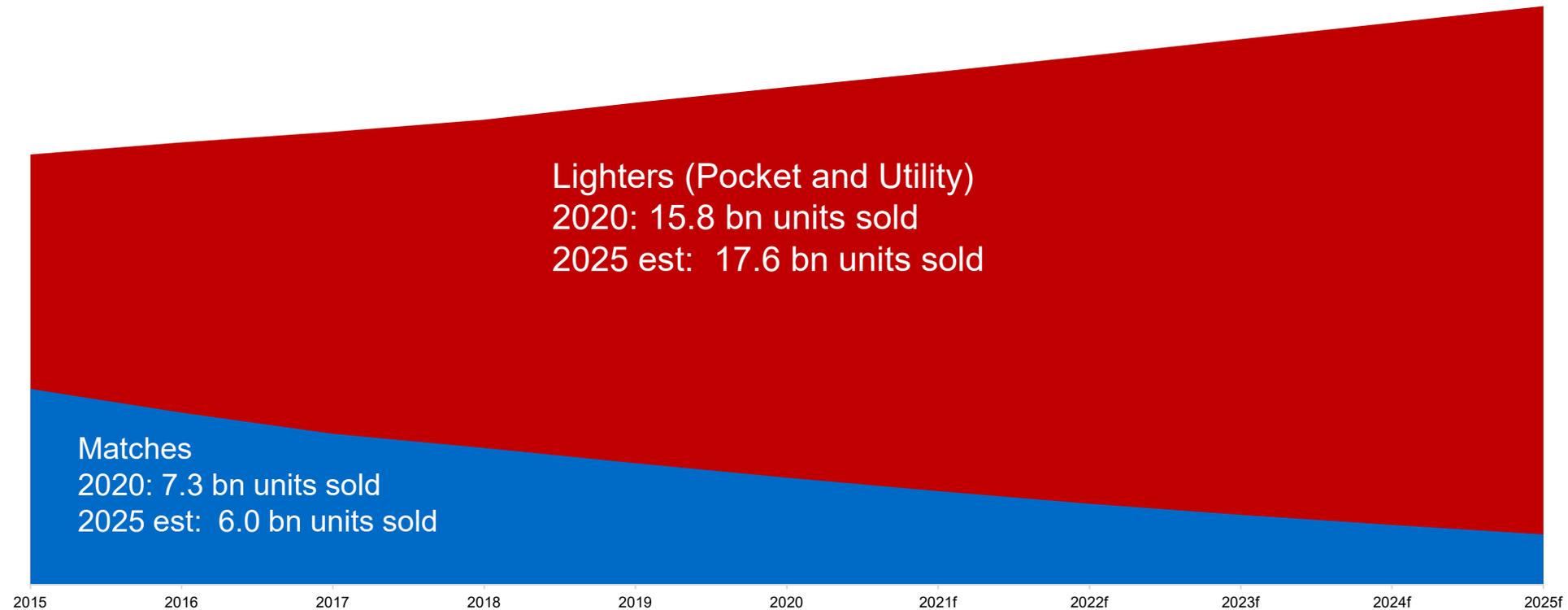
Flame Usages



Source: Ipsos | BIC Flame Sizing - October 2021

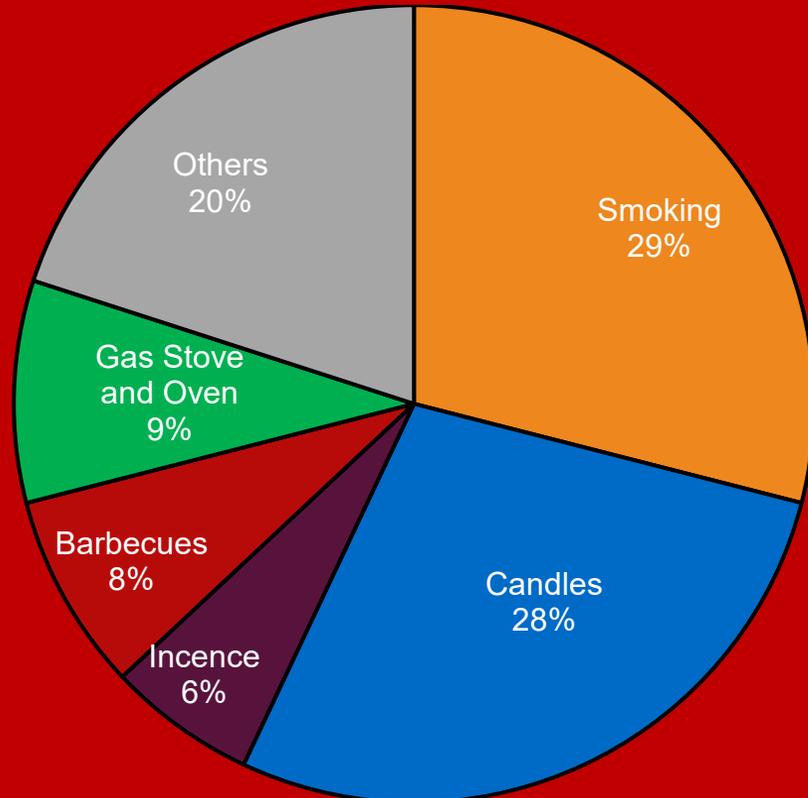
POCKET LIGHTER VS MATCHES

Demand for Lighters vs Matches is driven by the increase in purchasing power

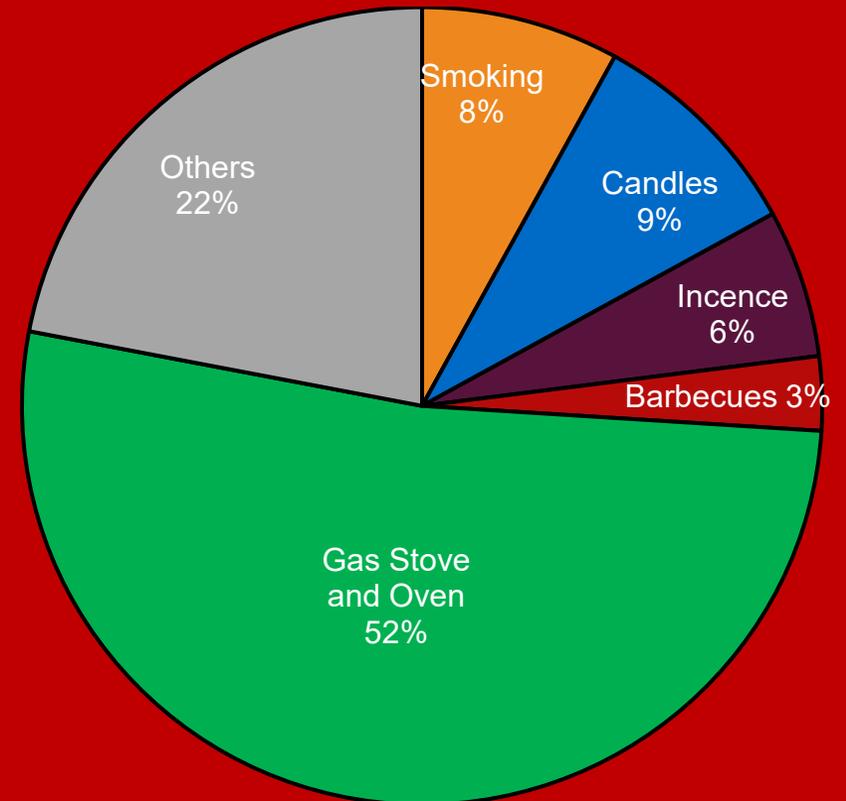


BREAKDOWN OF FLAME USAGES

UNITED STATES



BRAZIL

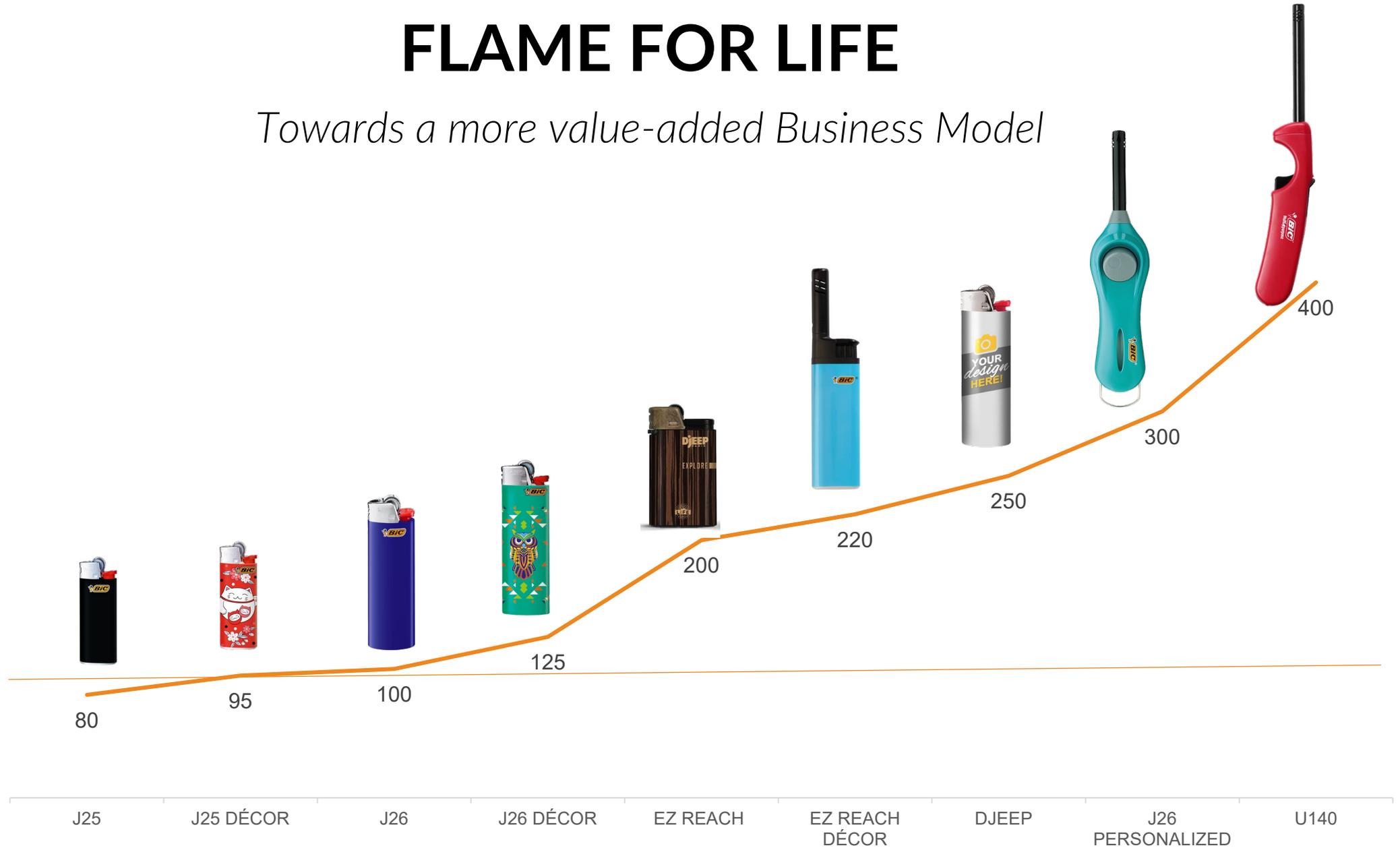


Source: Ipsos Study for Calysis - 2021

Others include different usages including chimneys, heating systems, fireworks, gardening, ...

FLAME FOR LIFE

Towards a more value-added Business Model



BIC FLAME FOR LIFE KEY FIGURES

FY 2021 Net Sales	€718.5M	FY 2021 EBIT	€268.5M
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Growth (on a comparative basis for Net Sales)					
Volume	+2.0%	+1.6%	-4.9%	-9.8%	+12.7%
Value	+2.2%	+2.4%	-3.7%	-4.7%	+18.2%

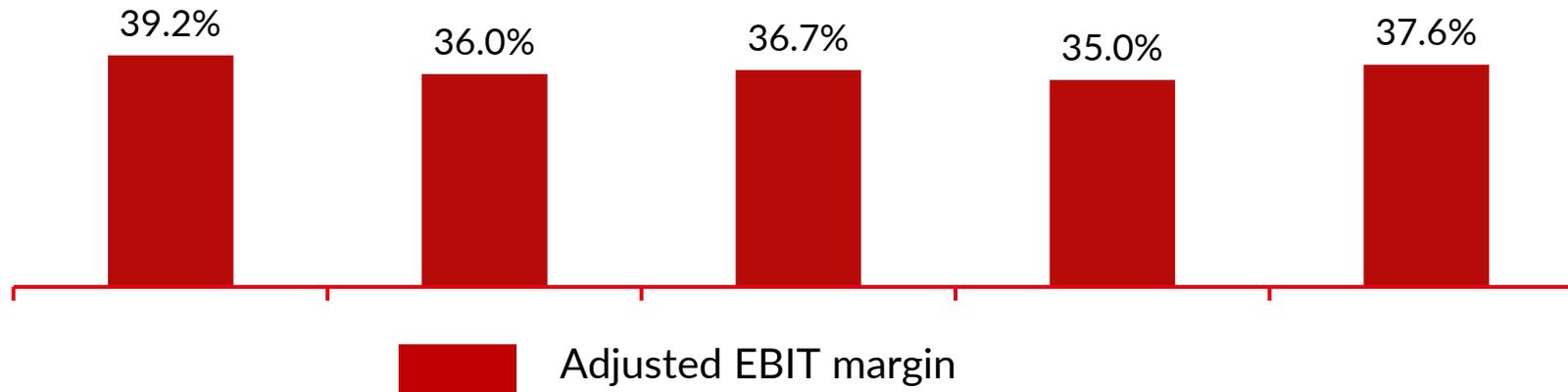
2017

2018

2019

2020

2021

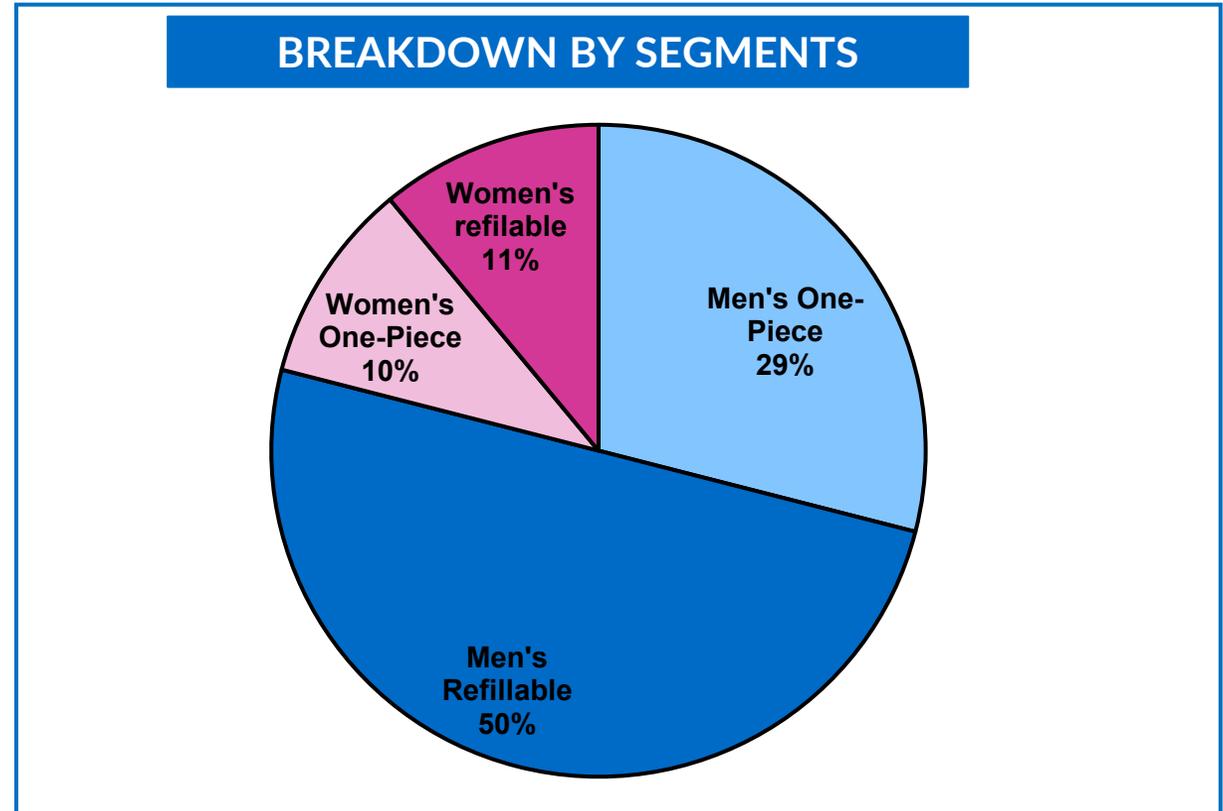
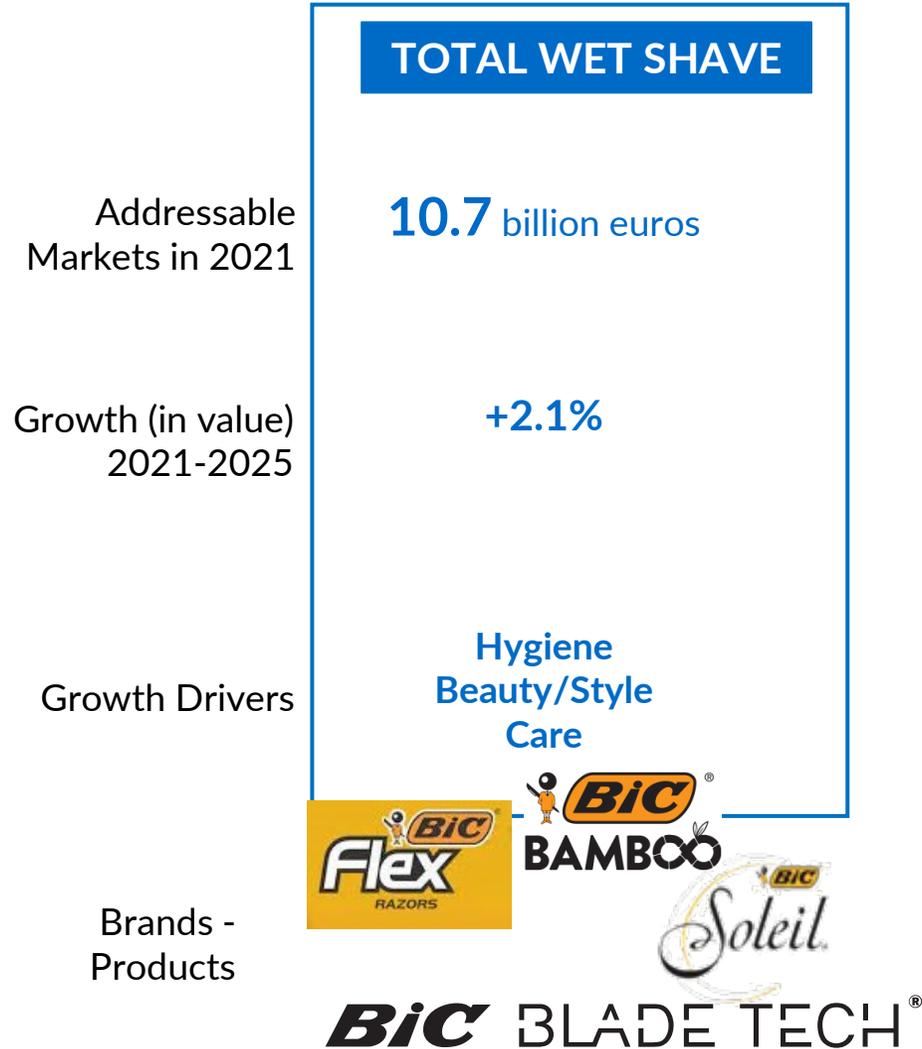




BLADE EXCELLENCE

*High-quality and Sustainable Shavers for BIC Consumers,
best-in Class, high-performance Blades for other Brands*

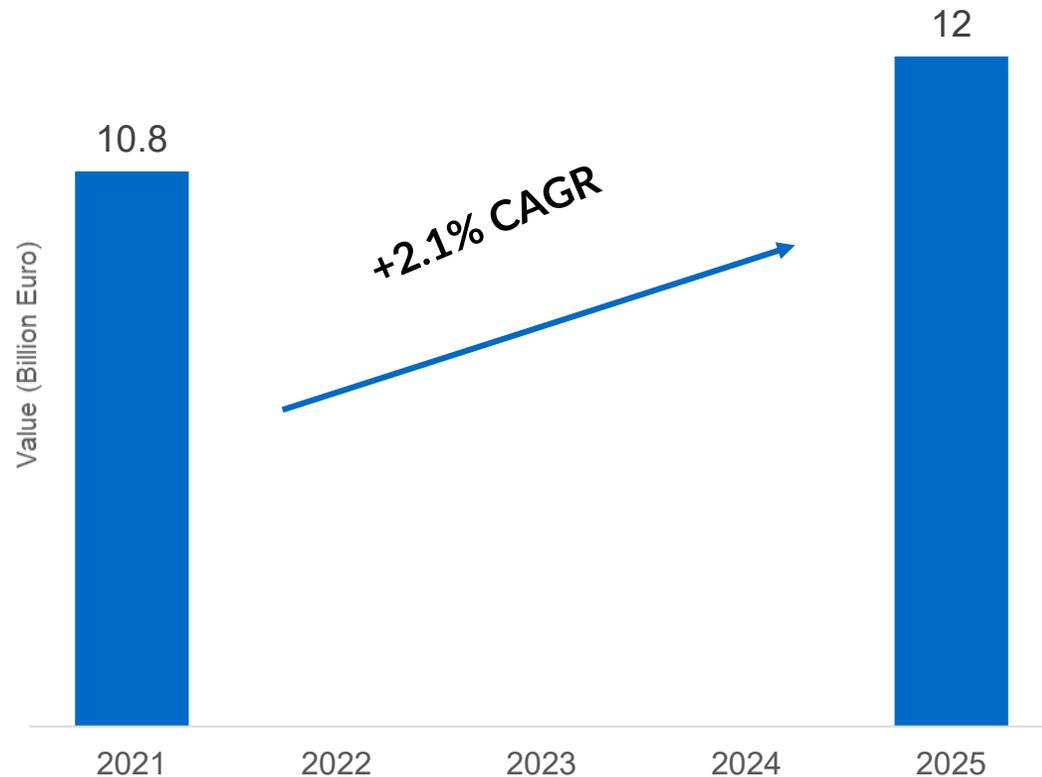
BLADE EXCELLENCE



WET SHAVE B2C MARKET

High-quality and Sustainable Shavers to BIC Consumers

Wet Shave Market



Men's shaving frequency driven by increased body shaving, notably among young adults and millennials

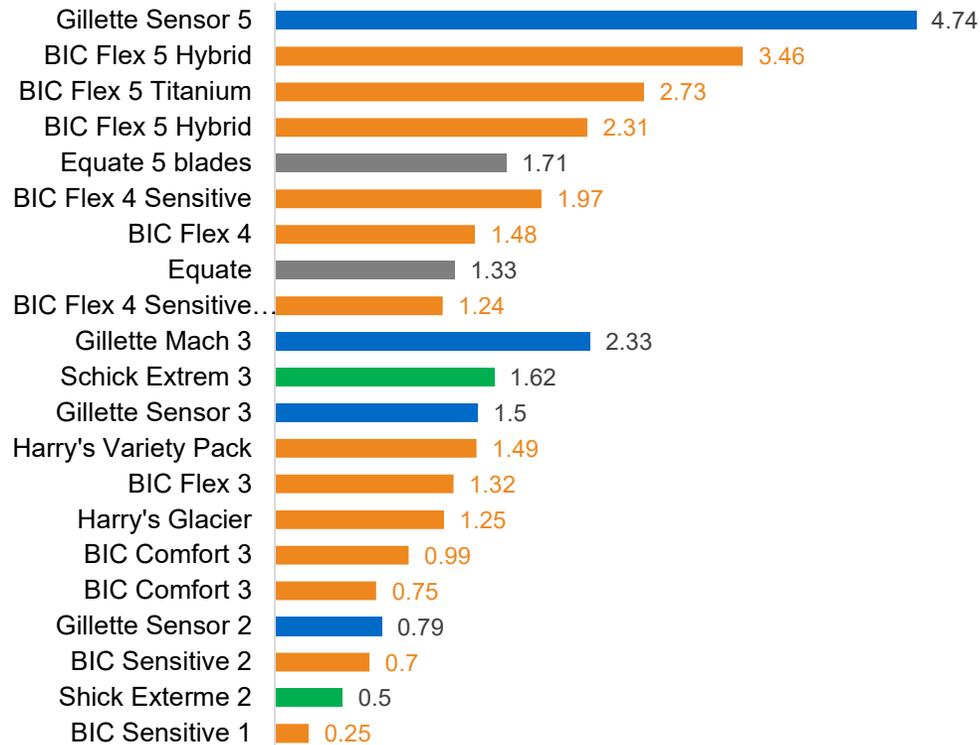
Increased demand for Premium Products / Trade-up in Developing Countries

Need for sensorial experiences from women, in particular since COVID

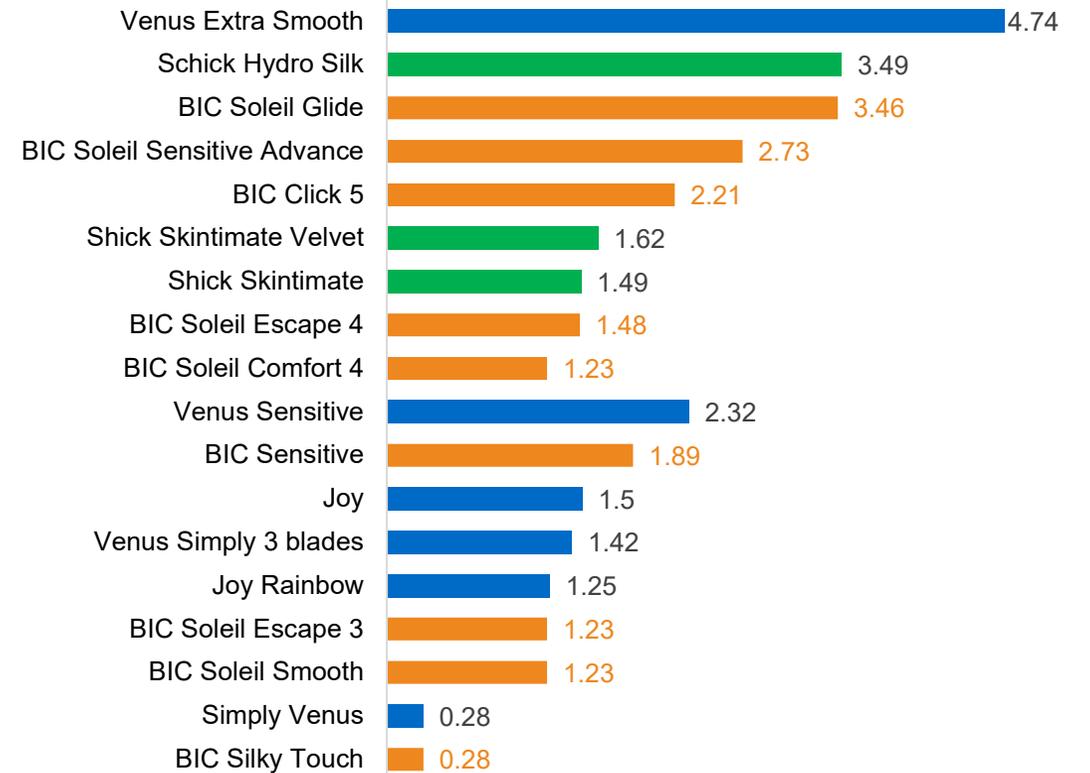
WET SHAVE B2B MARKET

BIC Products' Value for Money

Men



Women



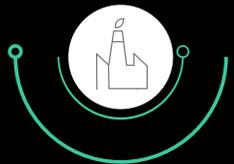
BIC BLADE TECH[®]

*Grow the wet shave market by providing best-in-class performance
and empower other brands*

A simple customer innovation
process



From product brief



To product ready for
production by BIC Blade
Tech

A comprehensive product offering



Blades



Heads



Shavers

Growth and Profitability

BIC BLADE EXCELLENCE KEY FIGURES

FY 2021
Net Sales

€401.2M

FY 2021
EBIT

€56.2M

Growth (Net sales on a comparative basis)

Volume	+3.0%	-3.4%	+0.1%	-12.7%	+2.7%
Value	-2.2%	+1.7%	+3.2%	-6.8%	+2.5%

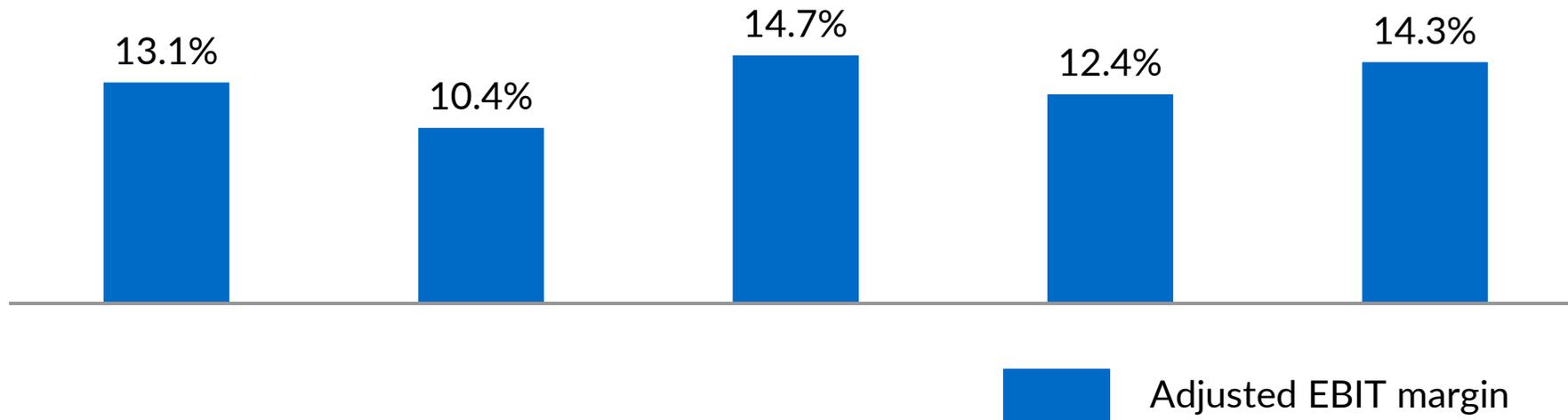
2017

2018

2019

2020

2021



DEEP DIVE IN OUR THREE DIVISIONS

