



FOR IMMEDIATE RELEASE

BIC: revised 2021 key KPIs and Financial Communication agenda

CLICHY, FRANCE – 18 March, 2021 – As mentioned in the February 17 2021 press release, and beginning in Q1 2021, BIC will evolve its financial KPIs to align with the Horizon plan.

The changes are detailed in the table below:

Current key KPIs	New key KPIs (see glossary)
Net Sales	Net Sales
Change as Reported	Change as Reported
Change at constant currencies	Change at constant currencies
Change on a comparative basis	Change on a comparative basis
	EBITDA
Income From Operations (IFO)	EBIT (Earnings Before Interest and Taxes)
Income From Operations (IFO) margin	EBIT (Earnings Before Interest and Taxes) margin
Normalized Income From Operations (NIFO)	Adjusted EBIT (adjusted Earning Before Interest and Taxes) or aEBIT
Normalized Income From Operations margin	Adjusted EBIT margin (aEBIT margin)
Net Income Group Share	Net Income Group Share
Earnings Per Share (EPS)	Earnings Per Share (EPS)
Normalized Earnings Per Share (EPS)	Adjusted Earnings Per Share (EPS)
Net Cash From Operating Activities	Net Cash From Operating Activities
	Free Cash-Flow
Net Cash Position	Net Cash Position

BIC is also adjusting its financial agenda. As of Q1 2021, the press release will be issued the evening of the Board of Directors meeting after market close, and the Management Conference Call will be at 01:00 PM CET the following day.

2021 AGENDA

Event	Press Release	Conference Call
1st Quarter 2021 Results	April 27 th - after market close The quiet period will start on April 13 th	April 28 th - 01:00 PM CET
2021 AGM	May 19 th - 03:00 PM CET -The AGM will be held closed-door	Live webcast
First Half 2021 Results	July 28 th - after market close The quiet period will start on 16 th July	July 29 th - 01:00 PM CET
3rd Quarter 2021 Results	Press Release: October 26 th - after market close The quiet period will start on 12 th October	October 27 th - 01:00 PM CET

GLOSSARY

- **Constant currency basis:** constant currency figures are calculated by translating the current year figures at prior year monthly average exchange rates.
- **Organic change or Comparative basis:** at constant currencies and constant perimeter. Figures at constant perimeter exclude the impact 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 excludes Argentina Net Sales for both 2019 and 2020.
- **EBITDA:** EBIT before Depreciation and Amortization
- **Adjusted EBIT:** adjusted means excluding normalized items.
- **Adjusted EBIT margin:** *adjusted* EBIT 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.
- **Free Cash Flow:** Net cash flow from operating activities less capital expenditures (CAPEX). Free cash flow does not include acquisitions and proceeds from the sale of businesses.
- **Net cash position:** Cash and cash equivalents + Other current financial assets - Current borrowings - Non-current borrowings (except financial liabilities following IFRS 16 implementation)

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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 BIC Kids™, BIC Flex™, BodyMark by BIC™, Cello®, Djeep, Lucky Stationery, Rocketbook, Soleil®, Tipp-Ex®, Us.™, Wite-Out® 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 or follow us on [LinkedIn](#), [Instagram](#), [Twitter](#), or [YouTube](#).