



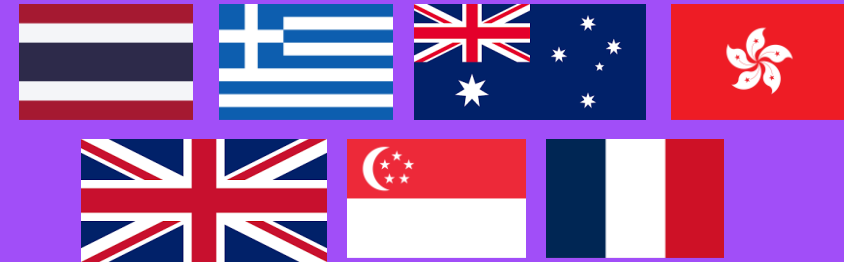


Gary Horsfield

Group Supply Chain Officer & Category
Leader Blade Excellence

About Me :

- Nationality: British
- More than 25 years of multinational leadership experience
- Joined BIC in 2021



Companies I've worked with



UK Government



INDEPENDENT FAMILY
DISTILLERS SINCE 1887

WILLIAM GRANT
& SONS

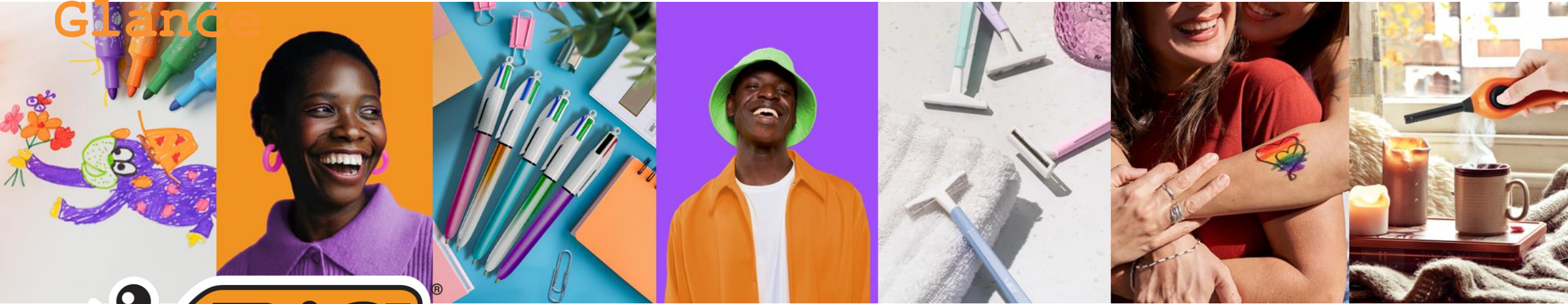


PEPSICO

Kellogg's®

MeadJohnson™
Nutrition

BIC at a Glance



A world leader in creative expression, lighters and shavers

One of the most recognized brands, creating high quality, safe, affordable, essentials.

Trusted in
+160 countries

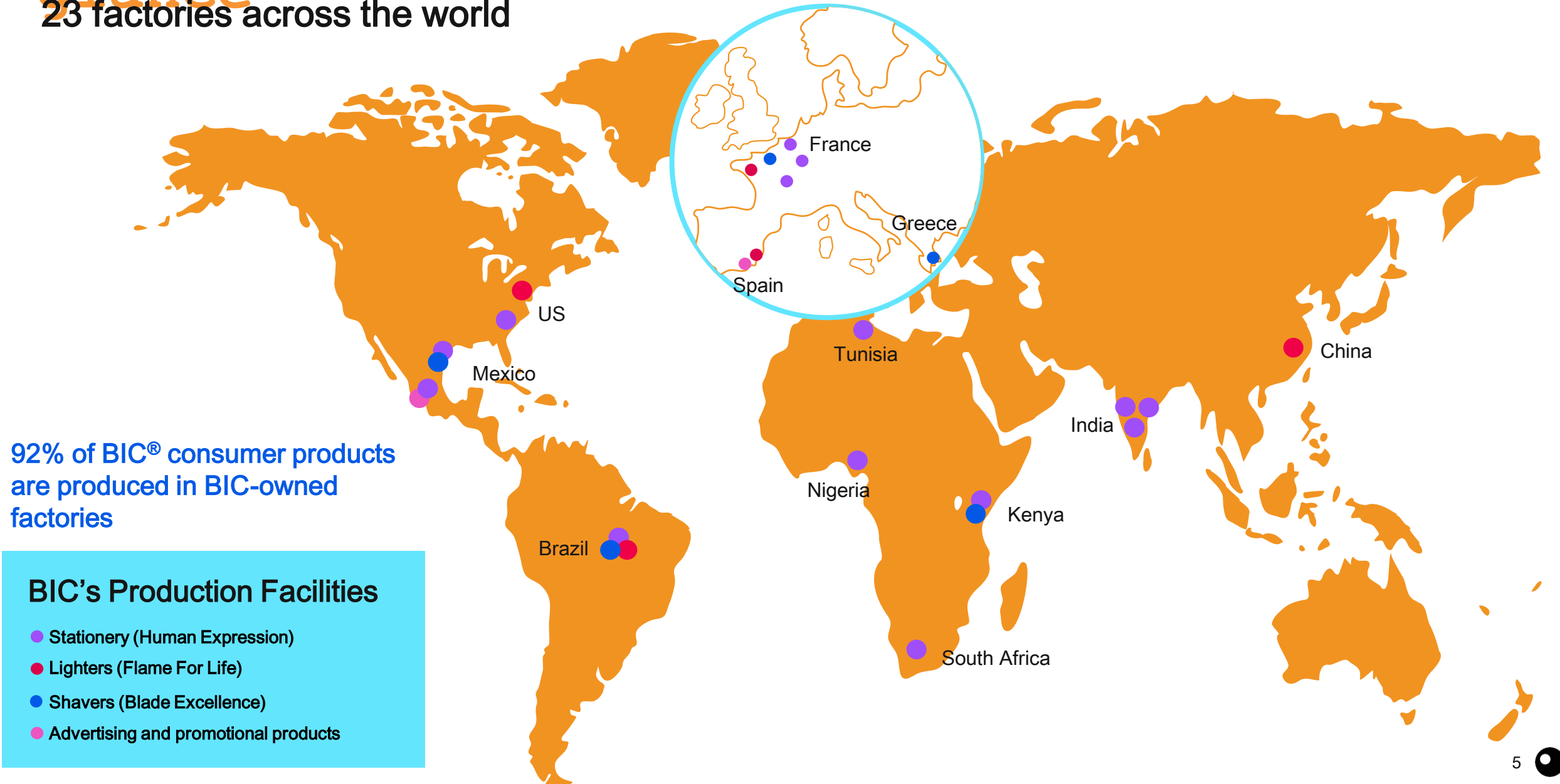
A consumer-centric brand, meeting rapidly changing needs

- 27 million BIC products bought daily, driven by value and strong brand
- >13,000 team members
- 70+ years of history



BIC global manufacturing footprint at a glance

23 factories across the world





BIC Violex – Our largest Blade Excellence production unit

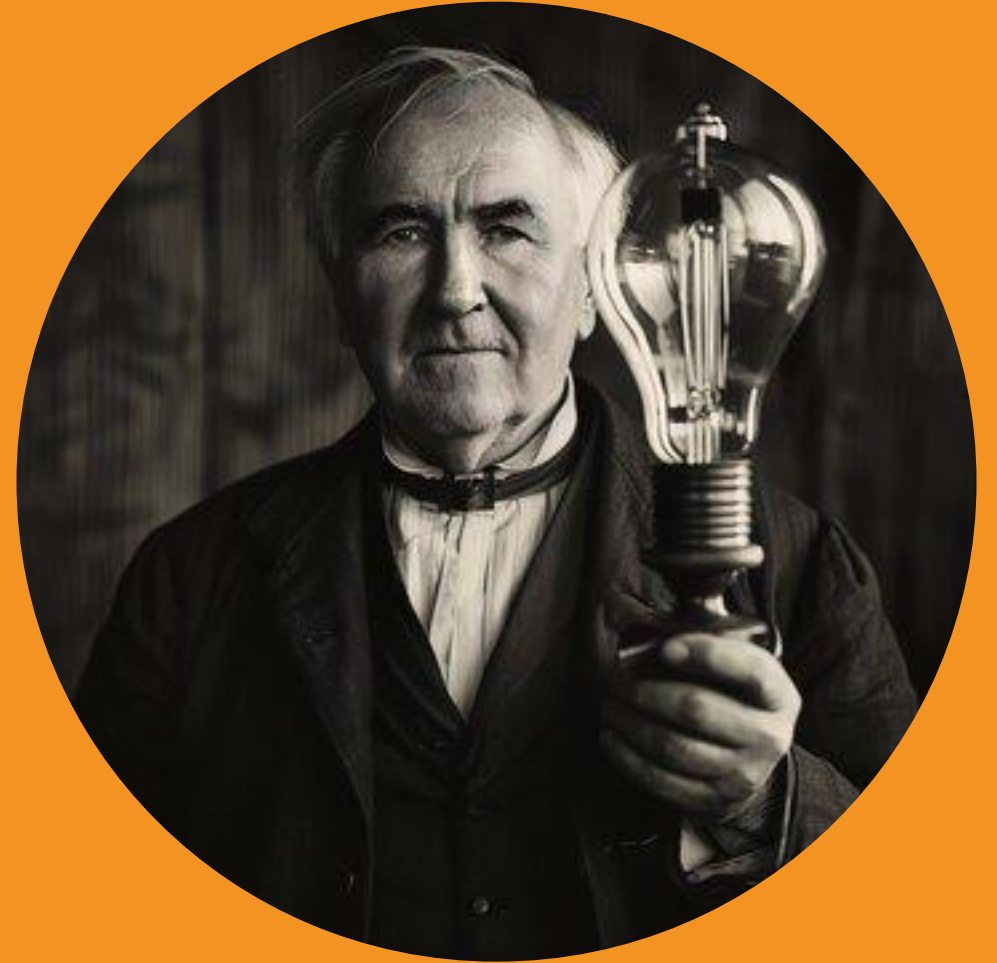
- 1,200+ team members
- **25 million shavers** produced per week (22 male / 21 female shaver types)
- Over 40 product renovations
- **Home to our R&D teams** – all BIC shaver products are prototyped and designed in BIC Violex
- 100% renewable energy
- Home to our B2B company **BIC Blade Tech**



From Ideas to
impact: Turning
vision into Value



“I never once failed at making a light bulb. I just found out 99 ways not to make one.”



Thomas A. Edison



Supplier Engagement & Provenance



Social Impact & Customer Engagement







Consumer Engagement



Employee & Organization Engagement



BIC[®] Up!

Promoting a mindset shift
towards a new **culture**
where everyone can
make a difference through
their ideas.

CONFIDENTIAL





Innovation & engagement powered by ideas



40,000+

Ideas received in
2024



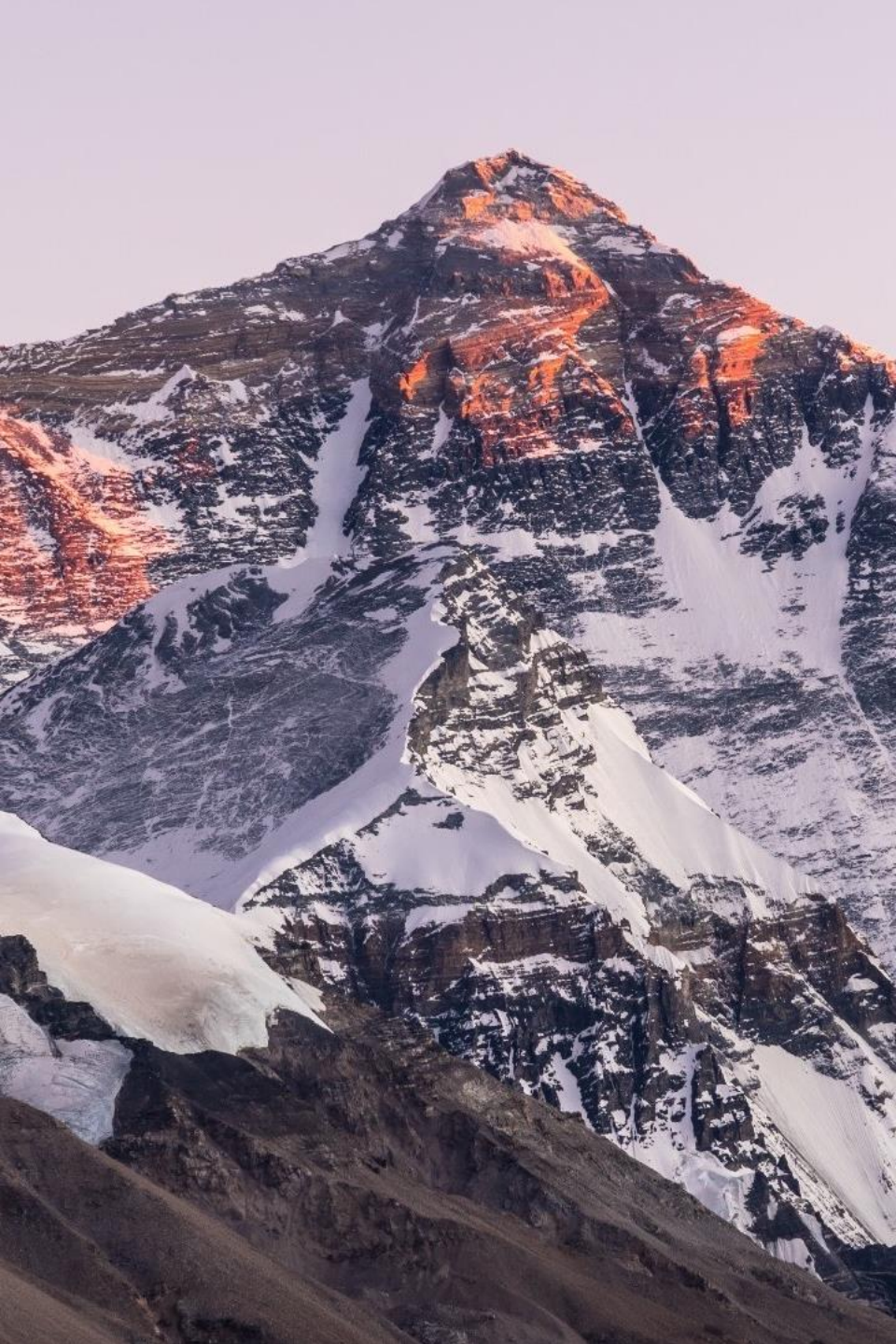
25,000+

Ideas implemented in
2024



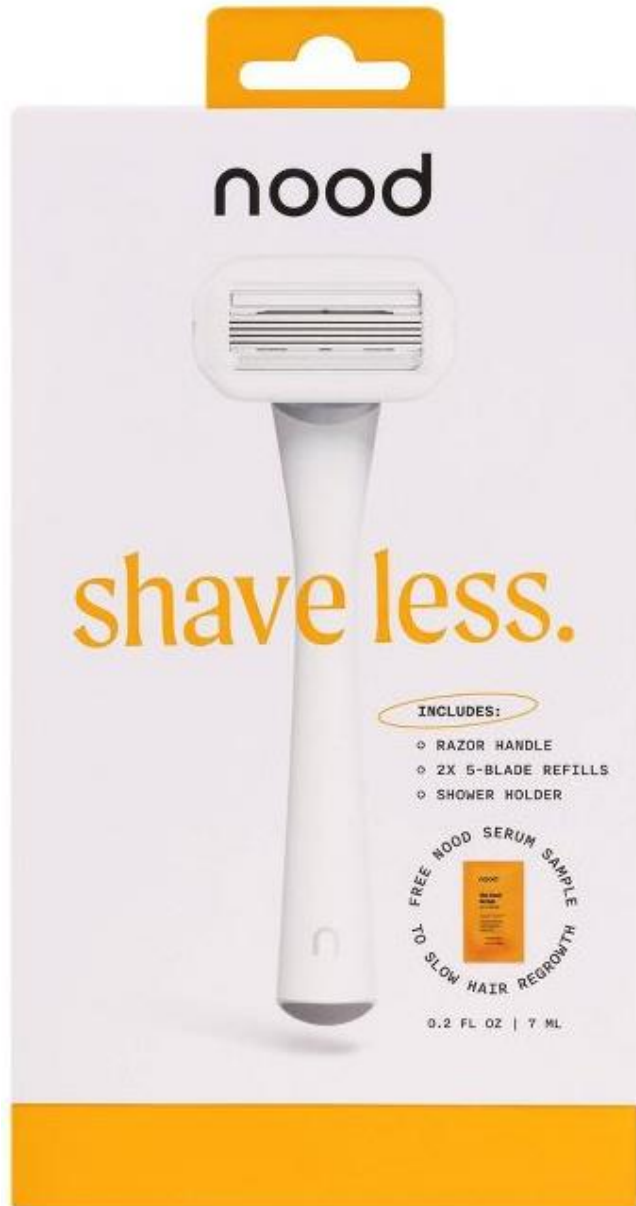
8,000+

Team members engaged



Collaboratio
n & trust
are
critical.

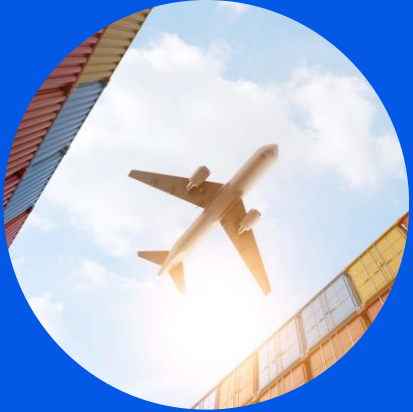




What could
we do?



What could we do?



Transportation



Closed Loop
Recycling



Consumer
Engagement



School Impact



Made in Greece

Food for thought to leave you with

- Trust and collaboration drive speed and agility.
- Provenance has real appeal - putting the kitchen in the middle of the restaurant.
- Failure is learning through a different lens.
- Consumers enjoy news and engagement.



Thank you!

