



October 1, 2021

Dear Valued Customer,

Koozie Group is proud of our long history of supplying promotional products including the well-known BIC® brand. As a stand-alone organization, Koozie Group now has a **partnership** with the BIC® brand, similar to our partnerships with retail brands like Tervis® and Titleist®.

We periodically review agreements with these partners to identify which retail products we will supply to the promotional products industry. In 2022, we will continue to be the exclusive supplier of 35 BIC® branded writing instruments to the promotional products industry in USA and Canada - we're **keepin' the BIC® brand in Koozie Group!** These are items that continue to be sold via BIC's retail channels.

Over the years, we have developed writing instruments, Sticky Notes, magnets and mouse pads specifically for the promotional industry that are not currently sold by BIC at retail. Therefore, the attributes of these items align more closely with proprietary brands we offer and will be rebranded as such beginning in January 2022. We will continue to produce and/or decorate all of these items within our U.S. facilities. All of the product features, imprint methods and high-quality materials will remain exactly the same as they are today.

Exclusive promotional products supplier of the BIC® brand

When we say we're keepin' the BIC® brand in Koozie Group, we mean it! We will continue to be the exclusive supplier of 35 BIC® writing instruments in the promotional products industry in the USA and Canada. This includes best-sellers like:

- BIC® Clic Stic® family
- BIC® Round Stic® family
- BIC® Intensity® Clic™ Gel Pen
- BIC® Brite Liner Grip™ family
- BIC® Grip Roller family
- BIC® Media Clic® family
- and more

Expanding the Souvenir® Line

While originally launched under the BIC® brand, 20 styles are transitioning to Souvenir® writing instruments. The Souvenir® brand is known for telling modern stories with a fresh and imaginative twist, and these writing instrument families will fit right in:

- Anthem
- Image
- Emblem
- Worthington
- Verse
- Rize
- Avenue
- and more

keep the good going®

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Additionally, our Sticky Note adhesive notepads will also become part of our Souvenir® line of stationery items, manufactured in the USA by the print experts at our Sleepy Eye, MN facility. Not only do Souvenir® Sticky Note™ products have upgraded adhesive -- they are now FSC (Forest Stewardship Council)-certified products.

Introducing the Classic Collection

We will continue to manufacture the Clic™, WideBody®, Pivo®, and Tri-Stic® families as part of a group we refer to as the “Classic Collection”. The Classic Collection will still be assembled in the USA at our Clearwater, FL facility with the exact same high-quality components, features and designs that you know and love, but without the BIC® branding as these items were designed specifically for the promotional market.

Good Value™ Expansion

BIC® Magnets and BIC® Mouse Pads will now be Good Value™ branded, and will continue to be produced domestically.

While this may *seem* like a lot of changes, the reality is that there are **absolutely no changes** to the quality of materials, processes or imprints that we use to create these promotional favorites. Our Teams have worked tirelessly over the last year to make sure this is a smooth transition with minimal impact to your business. However, if you still have questions or concerns, please don't hesitate to reach out to your Sales Rep or visit www.kooziegroup.com/keepin-bic-in-koozie-group for more information.

Respectfully,

Melissa Ralston
CRO, Koozie Group

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