

FEMSA Comercio announces acquisition of Farmacias Farmacón

Monterrey, Mexico, December 1, 2014 — FEMSA Comercio, S.A. de C.V. ("FEMSA Comercio") announced today that its subsidiary Cadena Comercial de Farmacias, S.A.P.I. de C.V. has agreed to acquire 100% of Farmacias Farmacón, a drugstore operator in the western Mexican states of Sinaloa, Sonora, Baja California and Baja California Sur. This transaction represents an important step as FEMSA Comercio advances in its strategy to establish a relevant position in this attractive small-box retail segment.

Headquartered in the city of Culiacán, Sinaloa, Farmacias Farmacón currently operates over two hundred stores.

The transaction is pending customary regulatory approvals, and is expected to close during 1Q15.

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FEMSA is a leading company that participates in the beverage industry through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world; and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries. In the retail industry it participates with FEMSA Comercio, operating various small-format chain stores, including OXXO, the largest and fastest-growing chain of stores in Latin America. All of which is supported by a Strategic Business unit.