

## FEMSA Shareholders Approved Ps. 7,350 Million Dividend

**Monterrey, Mexico, March 19, 2015** — Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”; NYSE: FMX; BMV: FEMSAUB, FEMSAUBD) (“FEMSA” or the “Company”) held its Annual Ordinary General Shareholders Meeting today, during which the shareholders approved the Company’s annual report for 2014 prepared by the Chief Executive Officer, the Company’s consolidated financial statements for the year ended December 31, 2014 and the election of the Board of Directors and its Committees for 2015.

The shareholders approved the payment of a cash dividend in the amount of Ps. 7,350 million, consisting of Ps. 0.4581 per each Series "D" share and Ps. 0.3665 per each Series "B" share, which amounts to Ps. 2.1992 per "BD" Unit (BMV: FEMSAUBD) or Ps. 21.992 per ADS (NYSE: FMX), and Ps. 1.8327 per "B" Unit (BMV: FEMSAUB). The dividend payment will be split in two equal payments, payable on May 7, 2015 and November 5, 2015. In addition, the shareholders established the amount of Ps. 3,000 million as the maximum amount that could potentially be used for the Company’s share repurchase program during 2015.

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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 store chains including OXXO, the largest and fastest-growing in the Americas. Additionally, through FEMSA Strategic Businesses, it provides logistics, point-of-sale refrigeration solutions and plastics solutions to FEMSA’s business units and third-party clients.