

FEMSA Schedules Conference Call to Discuss First Quarter 2016 Financial Results

Monterrey, Mexico, March 30, 2016 — Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its First Quarter 2016 Conference Call that will be held on:

**Friday, April 29, 2016
10:00 AM Eastern Time
(09:00 AM Mexico City Time)**

Eduardo Padilla, Chief Corporate Officer of FEMSA, will host the call and discuss FEMSA's First Quarter 2016 financial results, followed by a question and answer session. The quarterly results will be released on April 28 after the market's close.

To participate in the conference call please dial

Toll Free US: (888) 427 9419

International: (719) 325 2329

Conference ID: 7576348

The conference call will be webcast live through streaming audio. For details please visit www.femsa.com/investor

If you are unable to participate live, the conference call replay will be available on <http://ir.femsa.com/results.cfm>

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 through FEMSA Comercio, comprising a Retail Division operating various small-format store chains including OXXO, and a Fuel Division operating the OXXO GAS chain of retail service stations. Additionally, through its Strategic Businesses unit, it provides logistics, point-of-sale refrigeration solutions and plastics solutions to FEMSA's business units and third-party clients.