

## FEMSA Schedules Conference Call to Discuss First Quarter 2015 Financial Results

**Monterrey, Mexico, April 13, 2015** — 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 2015 Conference Call that will be held on:

**Thursday, April 30, 2015**  
**5:00 PM Eastern Time**  
**(4:00 PM Mexico City Time)**

Daniel Rodríguez, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA's First Quarter 2015 financial results, followed by a question and answer session. The quarterly results will be released on April 30 after the markets' close.

**To participate in the conference call please dial**

**Toll Free US: (888) 417 8465**

**International: (719) 325 2464**

**Conference ID: 3967705**

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