



**CONVENIENCE TRANSLATION OF THE AGENDA FOR THE ANNUAL GENERAL ORDINARY
SHAREHOLDERS´ MEETING
TO BE HELD ON MARCH 24, 2021.**

By resolution of the Board of Directors, the shareholders of FOMENTO ECONOMICO MEXICANO, S.A.B. DE C.V. (the "Company") are called to the Annual General Ordinary Shareholders meeting (the "Meeting"), to be held on March 24th, 2020, at 12:00 p.m., at the Company's offices located at Ave. General Anaya 601 poniente. Colonia Bella Vista, 5th floor, in Monterrey, Nuevo León, pursuant to the following:

AGENDA:

To review and adopt the resolutions the meeting deems convenient regarding the following:

- I. Report of the chief executive officer of the Company, which includes the financial statements of the Company for the 2020 fiscal year; opinion of the Board of Directors of the Company regarding the content of the report of the chief executive officer; reports of the Board of Directors of the Company regarding the main policies and accounting and information criteria applied during the preparation of the Company's financial information, including the report of the operations and activities of the Company during the 2020 fiscal year; and the reports of the chairmen of the Audit and Corporate Practices Committees of the Company; pursuant to article 28 subsection IV of the Mexican Securities Market Law (*Ley del Mercado de Valores*) (the "Law").
- II. Application of the results for the 2020 fiscal year of the Company, which will include a dividend declaration and payment in cash, in Mexican pesos.
- III. Determination of the maximum amount to be allocated for the Company's stock repurchase fund kept pursuant to article 56 subsection IV of the Law.
- IV. Election of the members of the Board of Directors and secretaries of the Company, qualification of their independence, in accordance with the Law, and resolution with respect to their remuneration.
- V. Election of members of the following Committees: (i) Strategy and Finance, (ii) Audit, and (iii) Corporate Practices of the Company; appointment of each of their respective chairman, and resolution with respect to their remuneration.
- VI. Appointment of delegates for the formalization of the Meeting's resolutions.
- VII. Reading and, if applicable, approval of the Meeting's minute.

In order to attend the Meeting, the shareholders of the Company shall be registered as such in the registry kept by the secretary of the Company, deposit their shares certificates in the secretary of the Company or in any credit institution operating in Mexico or in S.D. Indeval, Instituto para el Depósito de Valores, S.A. de C.V., ("INDEVAL") and obtain the corresponding certificate to be admitted in the Meeting.

When the deposit is made in a credit institution, the institution receiving the deposit shall issue the corresponding certificate and notify the secretary of the Company, by letter of telegraph or e-mail, the deposit, name of depositor, and if applicable, name of its representative.

In the event the shares are deposited in INDEVAL, such institution shall promptly communicate to the secretary of the Company the number of shares that each of its depositors maintains in such institution, indicating if the deposit has been done on their own behalf or on behalf of others, listing the name of the depositors on such certificate.

The shares deposit, the delivery of certificates and the communication or notification shall be made to the secretary of the Company, located at General Anaya #601 poniente, 4th floor, Col. Bella Vista, Monterrey, N.L., Mexico at least 48 hours before the date and time of the Meeting.

The shareholders may be represented in the Meeting, through attorneys-in-fact by proxy or by power granted pursuant to the templates referred to in article 49 subsection III of the Law, such templates shall be received by the secretary of the Company with the aforementioned due anticipation. The aforementioned templates shall be available at the secretary of the Company.

Monterrey, Nuevo León, february 23rd, 2021.
FOMENTO ECONÓMICO MEXICANO, S.A.B. DE C.V.

Lic. Carlos E. Aldrete Ancira
Secretary of the Board of Directors