

FEMSA Schedules Conference Call to Discuss Fourth Quarter and Full Year 2015 Financial Results

Monterrey, Mexico, January 25, 2016 — Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) (NYSE: FMX; BMV: FEMSAUBD) is pleased to invite you to participate in its Fourth Quarter and Full Year 2015 Conference Call that will be held on:

Wednesday, February 24, 2016

11:00 AM Eastern Time

(10:00 AM Mexico City Time)

Eduardo Padilla, Chief Financial Officer of FEMSA, will host the call and discuss FEMSA’s Fourth Quarter and Full Year 2015 financial results, followed by a question and answer session. The quarterly results will be released on February 24 before the markets open.

To participate in the conference call please dial

Toll Free US: (888) 417 8516

International: (719) 325 2308

Conference ID: 326931

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 with FEMSA Comercio, operating various small-format store chains including OXXO. 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.