



**Fomento Económico Mexicano, S.A.B. de C.V. (the “Issuer”)
€500,000,000 senior unsecured Exchangeable Bonds due 2026
exchangeable into ordinary shares of Heineken Holding N.V.
(ISIN: XS2590764127) (the “Bonds”)**

Capitalised terms not otherwise defined in this notice shall have the meaning given to them in the Terms and Conditions of the Bonds (the “Conditions”).

Notice to Bondholders

In accordance with the Conditions, the Issuer hereby gives notice to Bondholders that, as a result of the interim dividend of €0.74 paid to holders of Heineken Holding Shares on 7 August 2025, which constituted a Capital Distribution of an amount determined in accordance with the definition thereof in the Conditions, pursuant to Conditions 7(b)(iii)(B) and 7(e), the Calculation Agent has determined that, effective 18 August 2025:

- 16,135.8091 Heineken Holding Shares have been added to the Exchange Property and that from such date the Exchange Property shall therefore comprise 5,258,463.8004 Heineken Holding Shares (both numbers rounded to 4 decimal places solely for the purposes of this notice); and
- the Exchange Property to which the holder of each €100,000 principal amount of Bonds would be entitled upon exercise of the Exchange Right in respect of such Bond following such change is 1,051.6928 Heineken Holding Shares (approximately equivalent to an exchange price of €95.0848 per Heineken Holding Share) (both numbers rounded to 4 decimal places solely for the purposes of this notice).

Fomento Económico Mexicano, S.A.B. de C.V.

18 August 2025

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