TRANSLATED AGENDA OF THE ORDINARY SHAREHOLDERS´ MEETING TO BE HELD ON MARCH 23rd, 2012

By resolution of the board of directors, the shareholders of **FOMENTO ECONOMICO MEXICANO, S.A.B. DE C.V.** are called to the following meetings, to be held on March 23rd, 2012, at Sala Femsa 1, in the auditorium Tecate de Cervecería Cuauhtémoc Moctezuma, S.A. de C.V., located at Ave. Alfonso Reyes #2202 Norte, in Monterrey, N.L.

Ordinary Shareholders Meeting to be held at 12:00, pursuant to the following.

AGENDA:

Ordinary Shareholders Meeting

To know and adopt the resolutions the meeting deems convenient regarding the:

I. Report of the Chief Executive Officer of Fomento Económico Mexicano, S.A.B. de C.V.; opinion of the Board of Directors regarding the content of the report of the Chief Executive Officer and reports of the Board of Directors regarding the main policies and accounting criteria and information applied during the preparation of the financial information, including the operations and activities in which they were involved; reports of the chairmen of the audit and corporate practices committees; presentation of the financial statements for the 2011 fiscal year; pursuant to article 172 of the General Law of Commercial Companies (Ley General de Sociedades Mercantiles) and the applicable provisions of the Securities Market Law (Ley del Mercado de Valores).

II. Report with respect to the compliance of tax obligations.

III. Application of the Results for the 2011 Fiscal Year, including the payment of a cash dividend, in Mexican pesos, in the amount of $.30919132 per each Series “B” share, and $.38648915 per each Series “D” share, corresponding to $1.545957 per “B” Unit” and $1.855148 per “BD” Unit.

IV. Proposal to determine as the maximum amount of resources to be used for the share repurchase program, the amount of $3,000’000,000.00 Mexican Pesos.

V. Election of members and secretaries of the Board of Directors, qualification of their independence, in accordance with the Securities Market Law, and resolution with respect to their remuneration.

VI. Election of members of the following committees: (i) finance and planning, (ii) audit, and (iii) corporate practices; appointment of their respective chairman, and resolution with respect to their remuneration.

VII. Appointment of delegates for the formalization of the meeting's resolution.

VIII. Reading and, if applicable, approval of the minute.

Extraordinary Shareholders Meeting to be held at 1:00 p.m., pursuant to the following:

AGENDA

To know and adopt the resolutions the meeting deems convenient regarding the:

I. Proposal, and if applicable, approval that Desarrollo de Marcas Refresqueras, S.A. de C.V., Isildur, S.A. de C.V., Tiendas Oxxo Cedis México, S.A. de C.V., Estaciones Oxxo México, S.A. de C.V., Empresas Cuadrox, S.A. de C.V., Corporación Emprex, S.A. de C.V. and Consorcio Progresivo de Servicios Refresqueros, S.A. de C.V. merge into Fomento Económico Mexicano, S.A.B. de C.V. through the legal form of the merge by incorporation.

II. Appointment of delegates for the formalization of the meeting's resolution.

III. Reading and, if applicable, approval of the minute.

In order to attend the meeting, the shareholders shall be registered as such in the company's registry and deposit their shares in the secretary of the company or in any other credit institution operating in Mexico or in S.D. Indeval, S.A. de C.V., Instituto para el Depósito de Valores, in order to obtain a 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, about the deposit, name of depositor, and if applicable, name of its representative. In the event the shares are deposited in S.D. Indeval, S.A. de C.V., Instituto para el Depósito de Valores, 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 by them or on behalf of others, listing the name of the depositors on such certificate.

The shares deposit, the delivery of certificates and the communication shall be made to the secretary of the company, located at General Anaya #601 poniente, 4 piso, Colonia Bella Vista, Monterrey, Nuevo Leon, at least 48, forty eight 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 formats referred to in article 49 subsection III of the Mexican Securities Market Law, such formats shall be received by the secretary of the company with the aforementioned due anticipation. The aforementioned formats shall be available at the secretary of the company.

Monterrey, N.L. on the 5th day of March, 2012
FOMENTO ECONOMICO MEXICANO, S.A.B. DE C.V.

Carlos E. Aldrete Ancira
Secretary of the Board of Directors