

## FEMSA Announces Time Change for Second Quarter 2016 Results Conference Call

**Monterrey, Mexico, July 14, 2016** — Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) (NYSE: FMX; BMV: FEMSAUBD) today announced that it has modified the start time for its Second Quarter 2016 Conference Call on Wednesday, July 27, 2016. **The call will now begin at 1:00 PM Eastern Time (12:00 PM Mexico City Time).**

Eduardo Padilla, Chief Corporate Officer of FEMSA, will host the call and discuss FEMSA’s Second Quarter 2016 financial results, followed by a question and answer session. The quarterly results will be released on July 27 before market opens.

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

**Toll Free US: (888) 337 8198**

**International: (719) 325 2281**

**Conference ID: 3289074**

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 by volume; 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 through FEMSA Comercio, comprising a Retail Division operating various small-format store chains including OXXO, a Fuel Division, operating the OXXO GAS chain of retail service stations, and a Health Division, which includes drugstores and related operations. 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.