

Monterrey, N.L., as of January 2, 2015.

With respect to the First Notice regarding the Ordinary General Shareholders' Meeting to be held on January 21, 2015, shareholders are informed of the following items for the Meeting's agenda:

ORDINARY GENERAL SHAREHOLDERS' MEETING

I. Discussion, and if the case, approval of a proposed cash dividend payment equivalent to Ps 0.2435 per share.

It is proposed to distribute a cash dividend of Ps. 0.2435 per share, against delivery of coupon No. 14, derived from the Retained Earnings of Prior Years. This dividend corresponds to the second of four payments that will be made for a total amount of Ps. 0.9740 per share, amount approved by the Group's Board of Directors July 24, 2014, thereby, it will be proposed in subsequent Shareholders' Assemblies to decree additional dividends for a total amount of Ps. 0.4870 per share, to be covered in two installments of Ps. 0.2435 in April and July 2015, respectively.

It is proposed that the second disbursement be paid on January 30, 2015, through S.D. Indeval, Institucion para el Deposito de Valores, S.A. de C.V. (Institution for the Securities' Deposit), with previous notice published by the Secretary of the Board of Directors in one of the most circulated newspapers in the city of Monterrey, Nuevo Leon and through Sistema Electronico de Envio y Difusion de Informacion (Electronic Delivery and Information Diffusion System) of the Mexican Stock Exchange.

II. Designation of delegate(s) to formalize and execute the resolutions passed by the Assembly.