

Monterrey, N.L., as of January 28th, 2016.

With respect to the First Notice for the Ordinary General Shareholders' Meeting to be held on February 19th, 2016, shareholders are informed of the following for the Meeting's agenda:

ORDINARY GENERAL SHAREHOLDERS' MEETING

I. Proposal, discussion, and if the case, approval of a proposed cash dividend payment.

On November 30th, 2015 it was paid the first of four disbursements necessary to cover a dividend representing 20% of the net profits of 2014, derived from the Fiscal Net Income as of December 31st, 2013. This disbursement was approved by the Ordinary General Shareholders' Meeting held on November 19 and amounted to Ps. 761.4 million, equivalent to Ps. 0.2745 per share, against delivery of coupon 1.

Moreover, in the Shareholders' Meeting previously mentioned, the new Dividend Policy was approved; it establishes that the dividend payment can be between 16% and up to 40% of the net income of the prior year.

It is proposed to distribute a cash dividend of Ps. 1,268,999,440.83 (one billion, two hundred and sixty-eight million, nine hundred and ninety-nine thousand, four hundred and forty pesos 83/100) or Ps. 0.4575 per share, equivalent to the proportional part of the 30% of the net profits of 2014, against delivery of coupon 2, derived from the Fiscal Net Income as of December 31st, 2013.

It is proposed that the second disbursement be paid on February 29th, 2016, 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 the Electronic Delivery and Information Diffusion System "Sistema Electronico de Envio y Difusion de Informacion" (SEDI) of the Mexican Stock Exchange.

It is proposed that the subsequent payments be covered in June and October 2016, according to Shareholders' Assemblies approval.

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