

(Translation)

Call for an Annual Ordinary Shareholders' Meeting

(Logo) **Grupo BMV**

DATE: 04 / 06 / 2015

BOLSA MEXICANA DE VALORES, S. A. B. DE C. V. INFORMS:

QUOTATION CODE	GSANBOR
CORPORATE NAME	GRUPO SANBORNS, S.A.B. DE C.V.
SERIES	N/A
MEETING TYPE	ANNUAL ORDINARY SHAREHOLDERS' MEETING
DATE HELD	04 / 27 / 2015
TIME	1:00 P.M.
PLACE	Lago Zurich N° 245, Edificio Presa Falcón, Piso 6, Colonia Ampliación Granada, Delegación Miguel Hidalgo, Código Postal 11529 in México, Federal District
IS THERE A PROPOSAL OF RIGHTS?	Yes
COUPON	5
AMOUNT	0.84
RIGHT	DIVIDEND IN CASH

ORDER OF BUSINESS

I. Submission, discussion and approval, as the case may be of (i) the General Director's report prepared in terms of articles 44, section XI, of the Stock Market Law, and 172 of the General Business Corporations Law enclosing the external auditor's report with respect to the operations and income statement of the Company for the fiscal year ended as of December 31, 2014, as well as the Board of Directors' opinion on the contents of said report, (ii) the report submitted by the Board of Directors as set forth by article 172, paragraph b), of the General Business Corporations Law containing the main accounting and reporting policies and criteria followed in the preparation of the financial information of the Company, (iii) the report of the activities and operations engaged by the Board of Directors in terms of article 28, section IV, paragraph e), of the Stock Market Law, and (v) the financial statements of the Company as of December 31, 2014. Relevant resolutions.

II. Submission of a report on compliance with tax-related obligations for fiscal year 2014 as required by article 86, section XX of the Income Tax Law. Relevant resolutions.

III. Submission, discussion and approval, as the case may be, of the proposal for application of earnings. Relevant resolutions.

IV. Submission, discussion and approval, as the case may be, of the payment of a dividend in cash in the amount of Mex. Pesos 0.84 (Zero Pesos 84/100 Mexican currency) per share sourced from the balance of the net taxable earnings account as for 2014, divided into two equal installments of Mex. Pesos 0.42 (Zero Pesos 42/100 Mexican currency) per share each. Relevant resolutions.

V. Appointment and/or ratification of the members of the Board of Directors and the Secretary. Relevant resolutions.

Bolsa Mexicana de Valores S. A. B. de C. V.

COURT-CERTIFIED
TRANSLATOR

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VI. Fixation of a compensation for the members of the Board of Directors and the Secretary of the Company. Relevant resolutions.

VII. Appointment and/or ratification of the members of the Auditing and Corporate Practices Committee of the Company. Relevant resolutions.

VIII. Fixation of a compensation for the members of the Auditing and Corporate Practices Committee of the Company. Relevant resolutions.

IX. Proposal, discussion and approval, as the case may be, in order to set the amount of Pesos 2,500'000,000.00 (Two thousand five hundred millions Pesos 00/100 Mexican currency) as the maximum amount of proceeds to be allocated to the acquisition of the Company's own shares for fiscal year 2015, in terms of article 56 of the Stock Market Law. Relevant resolutions.

X. Proposal, discussion and approval, as the case may be, of the granting of powers of attorney. Adoption of relevant resolutions.

ATTENDANCE REQUIREMENTS

Shareholders may attend and vote at the meeting prior securing of their admission card at the building located at Lago Zurich N° 245, Edificio Presa Falcón, Piso 6, Colonia Ampliación Granada, Delegación Miguel Hidalgo, Código Postal 11529 in México, Federal District, after having arranged an appointment with Ms. Rosa Ma. Juárez Casimiro at phone number (01 55) 5257 9301 (México City) during working hours, from 9:00 AM to 2:00 P.M. and from 4:00 P.M. to 6:00 P.M. at the latest on April 24, 2015. Admission cards will be issued to those shareholders who shall have asked for them on time and shall have proven said character by means of the certification issued by S. D. Ineval Institución para el Depósito de Valores, S. A. de C. V. If necessary, the above certification will be complemented with the lists prescribed by article 290 of the Stock Market Law. Shareholders may be represented by proxies granted in terms of article 49, section III, of the Stock Market Law.

The undersigned Carmen Graciela Corona de Alba, court-certified translator by designation of the Superior Court of Justice of the Federal District as per Judicial Gazette N° 128 dated Aug. 7 2013 hereby certifies that the above is a faithful translation into English of the enclosed document in Spanish.

México, D.F. May 8, 2015.

