

Envigado, February 25th, 2016

**NOTICE OF THE
ANNUAL GENERAL
MEETING OF SHAREHOLDERS**

Almacenes Éxito S.A. hereby informs shareholders and the markets that the Board of Directors, during yesterday's meeting, decided to convene the Annual General Meeting of Shareholders to be held on Wednesday, March 30th, 2016 at 8:00 a.m. at carrera 48 No. 32 b sur 139 in the city of Envigado, Antioquia.

This announcement was made today by notice published in El Colombiano and El Tiempo newspapers.

The text of the notice is attached below.

Sincerely,

Signed
FILIPE DA SILVA NOGUEIRA
Legal Representative



**ORDINARY GENERAL MEETING OF SHAREHOLDERS
ALMACENES ÉXITO S.A.**

NOTICE

The Board of Directors of Almacenes Éxito S.A., exercising the powers conferred by Article 18 of the Corporate Bylaws, are hereby giving notice to all Shareholders that the Ordinary General Meeting of Shareholders will be held on Wednesday March 30th, 2015 at 8:00 a.m., at Carrera 48 No. 32 b sur 139, Envigado, Antioquia.

The proposed agenda for the meeting is as follows:

1. Verification of quorum.
2. Reading and approval of the agenda.
3. Election of the Committee for scrutiny and review, approval and signing of minutes of the meeting.
4. Reading of the Board of Directors and Chief Executive Officer's management report.
5. Presentation of the Individual and Consolidated general purpose financial statements, together with annexes and other documents required by law, as at December 31st, 2015.
6. Reading of Statutory Auditor's reports.
7. Approval of Management Report, Financial Statements at December 31st, 2015, together with annexes and other documents required by law.
8. Reading of the Corporate Governance Report.
9. Determination of the Board of Director's compensation for the period 2016-2018.
10. Election of members of the Board of Director for the period 2016-2018.
11. Election of Statutory Auditor for the period 2016-2018.
12. Management proposals:
 - Profit distribution project.
 - Donation proposals.
13. Shareholders' proposals.

Starting March 4th, (including that day), and for the legal term, the documents required by law will be made available to the shareholders, at the Shareholder and Investors Service Office located at Carrera 48 No.32B Sur-139, Segundo Piso-Torre Sur, municipality of Envigado, Antioquia.

In order to facilitate informed decision making by the General Meeting of Shareholders, starting today will be made available on the website of the Company

www.grupoexito.com.co/index.php/inversionistas all documents concerning items 8 to 12 of the agenda.

Regarding the agenda, and within five (5) calendar days following this notice, shareholders may ask questions, request additions or propose formulas on any points contained therein, all must be submitted via mail to Almacenes Éxito S.A. headquarters located at Carrera 48 No. 32 b 139 South, Envigado, Antioquia, addressed to the "Secretaría General."

Those shareholders who cannot attend the meeting in person, and wish to be represented by a proxy, must authorize the proxy by issuing a written Power-of-Attorney, which must comply with the requirements provided for in Article 184 of the Code of Commerce. A model of such power is available to shareholders on the corporate website www.grupoexito.com.co/inversionistas. The Power-of-Attorney may not be granted to employees, persons involved, directly or indirectly, with the Management of the Company.

**Board of Directors
Almacenes Éxito S.A.**