

Envigado, July 30th, 2015

MEASURES TO ENSURE EQUAL TREATMENT TO ALL SHAREHOLDERS OF THE COMPANY

Exito's Board of Directors hereby informs shareholders and the markets in general, that in the meeting held yesterday, for the purpose of ensuring compliance with the guidelines of Article 2.3.1.1. Resolution 1200 of 1995 of the "Superintendencia de Valores" (Superintendence of Securities) amended by Resolution 0116 of 2002 from the same institution (today Financial Superintendence of Colombia), it has decided to endorse the measures taken by the same body in the meeting held on February 8, 2007 and contained in minute number 772, ratified on several occasions by the Board and that are intended to ensure equal treatment to all shareholders of the company, in the following manner:

1. It has been strictly ordered to all managers and employees of Almacenes Éxito S.A. comply with the obligation stated in Article 185 of the Colombian Commercial Code, which reads as follows: *"Except in cases of legal representation, managers and employees of the company may not serve as proxy during the meetings of the general assembly, of shares other than their own, while in exercise of their duties, nor replace the powers conferred upon them. Nor can they vote on financial statements and year-end accounts."*
2. It is the responsibility of the General Secretariat of the company verifying compliance with requirements of Article 184 of the Colombian Commercial Code for the powers to be granted on the occasion of the celebration of the General Shareholders' meeting, as well as other requirements expressed in Resolution 0116 of January 27, 2002 issued by the Superintendence of Securities. In the event that the POA do not meet the requirements demanded, the General Secretariat shall return to the respective shareholder, with the express indication of the reason for return, and the concrete suggestion for correction.

Consequently, it's strictly prohibited:

1. Encourage, promote or suggest shareholders to grant POAs where name of the shareholders' representative is not clearly defined.
2. Receive General Assembly POAs from shareholders where name of the shareholders' representative is not clearly defined.
3. To admit as valid POAs and allow participation in shareholder meetings granted by shareholders, without fulfilling the requirements of Article 184 of the Colombian Commercial Code.
4. Suggest or determine, to shareholder, the name of those who will act as proxy in the assemblies.
5. Recommend to shareholders, his/her vote for a certain list.
6. Suggest, coordinate or agree with any shareholder or any proxy, the submission at the assembly of proposals to be submitted for consideration.

7. Suggest, coordinate or agree with any shareholder or any proxy, voting for or against any submitted proposal before the assembly.

The Board of Directors appoints the Secretary General of the company, together with the Director of the Department of Shareholders and Investors, as officials responsible for verifying proper compliance with the provisions of this proceeding.

Sincerely,

LUIS FERNANDO ALARCON MANTILLA
Chairman of the Board

CC: Colombian Securities Exchange, BVC
Deposito Centralizado de Valores, Deceval S.A.