

Envigado, February 28, 2017

NOTICE OF THE ORDINARY GENERAL MEETING OF SHAREHOLDERS

Almacenes Éxito S.A. hereby informs its shareholders and the markets that after yesterday's meeting, the Board of Directors ordered the announcement of the Ordinary General Meeting of Shareholders to be held on Friday, March 31th, 2017 at 8:00 am at Carrera 48 No. 32 B Sur - 139 on the fifth floor of the Gustavo Toro Quintero building, in the city of Envigado, Antioquia.

This announcement was made today through a public notice published in El Colombiano and El Tiempo newspapers. The text of the announcement is provided below.

Sincerely,

Signed
Manfred Heinrich Gartz
Legal Representative

**Ordinary General Meeting
of Shareholders
Almacenes Éxito S.A.**

Notice of Meeting

The Almacenes Éxito S.A. Board of Directors, in exercise of its powers and pursuant to article 18 of the Company Bylaws, calls all Shareholders to the Ordinary General Meeting of Shareholders that will be held on Friday, March 31st, 2017 at 8:00 am at Carrera 48 No. 32 B Sur - 139, on the fifth floor of the Gustavo Toro Quintero building in the city of Envigado, Antioquia.

The proposed agenda follows:

1. Quorum verification.
2. Reading and approval of the agenda.
3. Election of delegates to count votes, and to review, approve and sign of the meeting minutes.
4. Reading of the CEO and Board of Directors' Management Report.
5. Reading of the Annual Corporate Governance Report.
6. Presentation of the Non-Consolidated and Consolidated Financial Statements at December 31, 2016.
7. Reading of Statutory Auditor's Report on the Financial Statements.
8. Approval of the CEO and Board of Directors' Management Report and the Annual Corporate Governance Report.
9. Approval of Financial Statements.
10. Management proposals:
 - a. Profit distribution proposal.
 - b. Donations proposal.
 - c. Proposal to amend the Company Bylaws.
11. Shareholders proposals.

On February 28, all documents required by Law will be made available for all Shareholders at the Shareholder's and Investor's Office, located at Carrera 48 No. 32 B Sur - 139 on the second floor in Envigado, Antioquia.

Furthermore, and in order to facilitate informed decision-making at the Meeting of Shareholders, the documents on the aforementioned points 8 to 10 of the agenda are now available on the website: <https://www.grupoexito.com.co/en/shareholders-and-investors/corporate-governance/general-shareholders-meeting>

As regards the agenda, and within five (5) business days following this announcement, Shareholders may ask questions, request additions or propose agreement formulas on the contents of the agenda. Accordingly, these should be submitted to the General Counsel, with offices in the administrative headquarters of Almacenes Éxito S.A. at Carrera 48 No. 32 B Sur - 139, third floor in the city of Envigado, Antioquia.

Those Shareholders who cannot attend personally, may be represented by means of a written power of attorney which shall comply with the requirements established in Article 184 of the Code of Commerce. A template power of attorney is available for all Shareholders on the Company webpage. <https://www.grupoexito.com.co/es/accionistas-e-inversionistas/gobierno-corporativo/asambleas>.

The powers of attorney may not be granted to employees of Almacenes Éxito S.A. or persons related, directly or indirectly, with its Management.

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