



**CORPORACION INTERAMERICANA DE ENTRETENIMIENTO, S.A.B. DE C.V.
CALL TO THE GENERAL ANNUAL ORDINARY SHAREHOLDERS' MEETING**

Pursuant to the provisions of Article 37 of the bylaws of CORPORACIÓN INTERAMERICANA DE ENTRETENIMIENTO, S.A.B. DE C.V. (the "Company"), the Company's shareholders are hereby called to the General Annual Ordinary Shareholders' Meeting to be held at CENTRO CITIBANAMEX, at the "Business Center", located at Av. del Conscripto 311, Col. Lomas de Sotelo, C.P. 11200, Mexico City, on April 19, 2018 at 12:30 PM, to address the following:

AGENDA

- I. Approval, as the case may be, of the report by the Chief Executive Officer prepared according to the provisions of Articles 172 of the General Law of Business Corporations and 44, section XI of the Stock Market Law, attached with the report by the external auditor with respect to the operations and results of the Company for the corporate year ended December 31, 2017 as well as the opinion from the Board of Directors of the Company about the contents of this report;
- II. Approval, as the case may be, of the report by the Board of Directors according to the provisions of Articles 172, item b) of the General Law of Business Corporations, which provides and explains the principle accounting policies, criteria and information followed when preparing the financial information of the Company;
- III. Approval, as the case may be, of the audited financial statements of the Company for the corporate year ended December 31, 2017;
- IV. Report on tax compliance of the Company corresponding to the fiscal year 2016, according to Article 76, section XIX of the Income Tax Law;
- V. Appointment and/or ratification of the appointments and/or resignations, as the case may be, of the members on the Board of Directors as well as the Secretary and Assistant Secretary non-members of the Board of Directors, the proposal for their remuneration for each meeting that they attend and confirmation of their independent status according to the Stock Market Law;
- VI. Appointment and/or ratification of the appointments and/or resignations, as the case may be, of the President and his substitute of the Audit and Corporate Practice Committee of the Company;
- VII. Approval, as the case may be, of the report by the Audit and Corporate Practice Committee of the Company according to Article 43 of the Stock Market Law;
- VIII. Approval, as the case may be, of the report on the operations and activities where the Board of Directors would have intervened according to the Stock Market Law;
- IX. Designation of the special representatives to fulfill the resolutions taken by this Meeting and, as the case may be, those that are formalized.

Shareholders who are registered as owners of one or more shares in the share ledger kept by the Company will be admitted into the Meeting called herein. In order for registered shareholders to be entitled to assist to the Meeting called herein, they should deposit their shares in any authorized securities deposit in Mexico or hand them over to the Secretary of the Board at his offices located in the registered address or at any credit institution in Mexico or abroad. Moreover, shareholders should properly evidence, at the discretion of the Secretary or substitute of Board of Directors, that the corresponding shareholder or, as the case may be, the beneficiary of the securities brokerage agreement or similar instrument, fulfills the requirements referred to in the bylaws or, alternatively, that the latter is in fact a credit institution acting as trustee of a trust created by the Company in benefit of its employees or the employees of its Subsidiaries or for altruistic purposes and credit institutions acting as trustee of the neutral investment trusts created by the Company and to which the Company may have transferred shares as the underlying asset for the securities issuances in Mexico or abroad. In the event of not evidencing this situation, the person in question will not be entitled to participate at the Meeting being called; and, consequently, may not exercise the corporate rights corresponding to the shares and the corresponding provisions of the bylaws will apply. The deposit to the Company and the verification of compliance with the requirements in terms of nationality mentioned above should be completed at least one day before the date scheduled to hold the Meeting called herein. Once the shares have been deposited, an admission card will be provided for the Meeting called herein. It will indicate the number and class of the shares that are included, the name of the shareholder and the number of votes that correspond. If the deposit was made at a credit institute, the corresponding certificate should be provided at least one day before the date scheduled to hold the Meeting called herein so that the admission card for the Meeting may be issued. Shares and certificates that were handed over will be returned once the Meeting has adjourned by providing the receipt that was issued for these. Moreover, the persons attending the Meeting called herein in representation of the shareholders may evidence their capacity with a power-of-attorney in the forms prepared by the Company itself. These will be available for the shareholders along with the documents and reports that should be approved by the Meeting called herein on the publication date of this Call.

Mexico City, April 3, 2018
(Signature)

Mónica Lorenzo Gutiérrez
Secretary Non-Member of the Board of Directors