

December 13, 2016

**FITCH RATINGS REVISES KIMBERLY-CLARK DE MEXICO FOREIGN
CURRENCY RATING OUTLOOK**

Kimberly-Clark de México S.A.B. de C.V. (KCM) announces that Fitch Ratings has revised its Rating Outlook to Negative from Stable on the Foreign Currency Long-Term IDR at 'A'. The Outlook revision follows Fitch's revision of Mexico's Rating Outlook to Negative from Stable on Friday December 9, 2016.

Kimberly-Clark de México S.A.B. de C.V. is a Mexican company that manufactures and commercializes branded consumer products such as diapers, feminine pads, bath tissue, napkins, facial tissue, paper towels and wet wipes. We are market leaders in almost all of our categories with brands such as Huggies, Kleen-Bebé, Kleenex, Pétalo, Cottonelle, Depend, Kotex, Evenflo and Escudo.

Investor Relations Contact

Azul Argüelles
Tel: (5255) 5282-7204
azul.arguelles@kcc.com