

October 23, 2015

Maxcom and Soriana Form a New Alliance

Maxcom Telecomunicaciones, S.A.B. de C.V. (OTCQX: MXMTY, BMV: MAXCOM.CPO) ("Maxcom" or the "Company") and Organización Soriana, S.A.B. de C.V. ("Soriana") announced today that they have entered into a commercial alliance agreement to jointly develop and operate a Mobile Virtual Network Operator ("MVNO") to offer mobile telecommunication services to Soriana's customers, using for this purpose Maxcom's mobile services platform and Telcel's cellular network. The MVNO will sell its services at the 678 stores that Soriana operates across the country.

The telecommunications reform law opens a business opportunity to create this alliance whereby Soriana will contribute its commercial strategy and sales floor and Maxcom the operational and technology strategy to offer a competitive mobile telecommunication services proposal and special promotions to users.

During the coming months both companies will work on the details and implementation of this new service which will be available to all consumers as from the third quarter of 2016.

About Soriana

Organización Soriana S.A.B. de C.V., founded in 1968, is a Mexican retailer with 100% Mexican capital. Soriana shares trade on the Mexican Stock Exchange (BMV) since 1987 with the ticker symbol "SORIANA".

About Maxcom

Maxcom Telecomunicaciones, S.A.B. de C.V., headquartered in Mexico City, Mexico, is a facilities-based telecommunications provider using a "smart-build" approach to deliver "last-mile" connectivity to micro, small, and medium-sized businesses and residential customers in the Mexican territory.

Maxcom launched its commercial operations in May 1999 and is currently offering local, long distance, data transmission, value added services, pay TV, and IP-based services on a full basis in greater metropolitan Mexico City, Puebla, Querétaro, San Luis Potosí, Tehuacán and Toluca, and on a selected basis in several cities in Mexico. The information contained in this press release is the exclusive responsibility of Maxcom and has not been reviewed by the Mexican National Banking and Securities Commission (the "CNBV") or any other authority.

The trading of these securities by an investor will be made under such investor's own responsibility.

For more information contact:

Sofía Carstens
México, D.F., México
(52 55) 4770-1170
sofia.carstens@maxcom.com