

BECLE, S.A.B. DE C.V.

NOTICE TO HOLDERS

3.750% Senior Notes Due 2025

Rule 144A: Note CUSIP No. 47215T AA6 / ISIN No. US47215TAA60*

Reg. S: CUSIP No. P59705 AA4 / ISIN No. USP59705AA47*

Reference is made to the Indenture, dated as of May 13, 2015 (as amended, supplemented or otherwise modified from time to time, the “Indenture”), by and among Becle, S.A.B. de C.V. (formerly known as JB y Compañía, S.A. de C.V.) (the “Company”), the Subsidiary Guarantors party thereto and Citibank, N.A., as Trustee (the “Trustee”), relating to the Company’s 3.750% Senior Notes due 2025 (the “Notes”). Capitalized terms used but not defined in this notice have the meanings ascribed to such terms in the Indenture.

NOTICE IS HEREBY GIVEN that the Company, the Subsidiary Guarantors party to the Indenture and the Trustee have entered into Supplemental Indenture No. 4 to the Indenture. Supplemental Indenture No. 4 provides, among other things, that:

- the “Mexican GAAP” financial reporting standards under the Indenture have been replaced with the International Financial Reporting Standards as issued by the International Accounting Standards Board (“IFRS”) by replacing all references to “Mexican GAAP” with “IFRS”;
- the Company and the Subsidiary Guarantors may now deliver any notice or communication to the Trustee via email; and
- the Company and the Subsidiary Guarantors may now deliver any notice or communication to the Holders electronically by posting such notice or communication on the internet website www.ircuervo.com, or, by notice to the other parties to the Indenture, on the additional or different internet websites designated by the Company or the Subsidiary Guarantors. All such notices and communications will be deemed given at the time the notice or communication is posted on such internet website.

This notice is being provided to you pursuant to Section 9.01 of the Indenture.

Becle, S.A.B. de C.V.

Dated: January 12, 2018

* No representation is made as to the correctness or accuracy of the CUSIP or ISIN numbers either as printed on the Notes or as contained in this Notice to Holders, and reliance may be placed only on the other identification printed on the Notes.