



As of February 27th, 2025

- Items provided below are based on the Company's current estimates and are not a guarantee of future performance.
- There could be significant risks and uncertainties that could cause actual results to differ materially, including the risk factors discussed in the Company's reports on file with the Comisión Nacional Bancaria y de Valores (Mexican National Banking and Securities Commission).
- Becele undertakes no duty to update any forward-looking statements or estimates.

Full Year 2025

Consolidated Net Sales Value	Mid-single digit growth “area”
Consolidated Capital Expenditures ⁽¹⁾	US\$110-130 million “area”
Advertising, marketing and promotion (AMP)	Range of 20-22% of Net Sales Value

Notes:

(1) Consolidated Capital Expenditures are comprised of distillery expansion capabilities (Tequila and other spirits), aging and warehousing, in order to support our long-term growth plan, and other normal and customary capital expenditures.