

# Investor Presentation

Becle, S.A.B de C.V.  
March 2025





# Becke: A Leading Global Spirits Company and Undisputed Leader in Tequila Worldwide



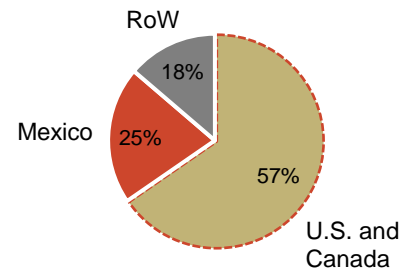
## Becke Today

- **Undisputed leader in tequila globally**, ~29% market share <sup>(1)</sup>
- **#2 in high growth Irish Whiskey category** <sup>(1)</sup> with Bushmills, Sexton and Proper No. Twelve
- Comprehensive portfolio of **over 30 brands** distributed in more than 85 countries
- **Strong geographic diversification** with significant exposure to the U.S. and Canada, the world's largest spirits market <sup>(2)</sup>
- **Conservative leverage profile**, remaining one of the strongest among peers

## Diversified Product Portfolio with Over 30 Brands

### Exposure to the Right Geographies...

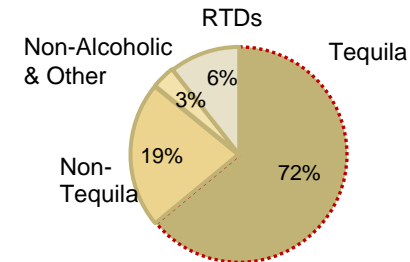
Net Sales Value Breakdown in 2024



Largest Spirits Market <sup>(2)</sup>

### ... With the Right High-Growth Categories

Net Sales Value Breakdown in 2024



One of the fastest growing spirits categories in the US and the World



## 2024 Key Figures

**25.4MM**

of 9 Liter Cases Sold

**2,169 MM**

Net Sales (US\$) <sup>(3)</sup>

**439 MM**

EBITDA (US\$) <sup>(3)</sup>

**3.0x**

Total Debt / EBITDA

**1.8x**

Net Debt / EBITDA

**4.1 Bn**

Market Cap <sup>(4)</sup> (US\$) <sup>(3)</sup>

**Public Company**

### Notes:

1. Based on 2023 IWSR Drinks Analysis total volume

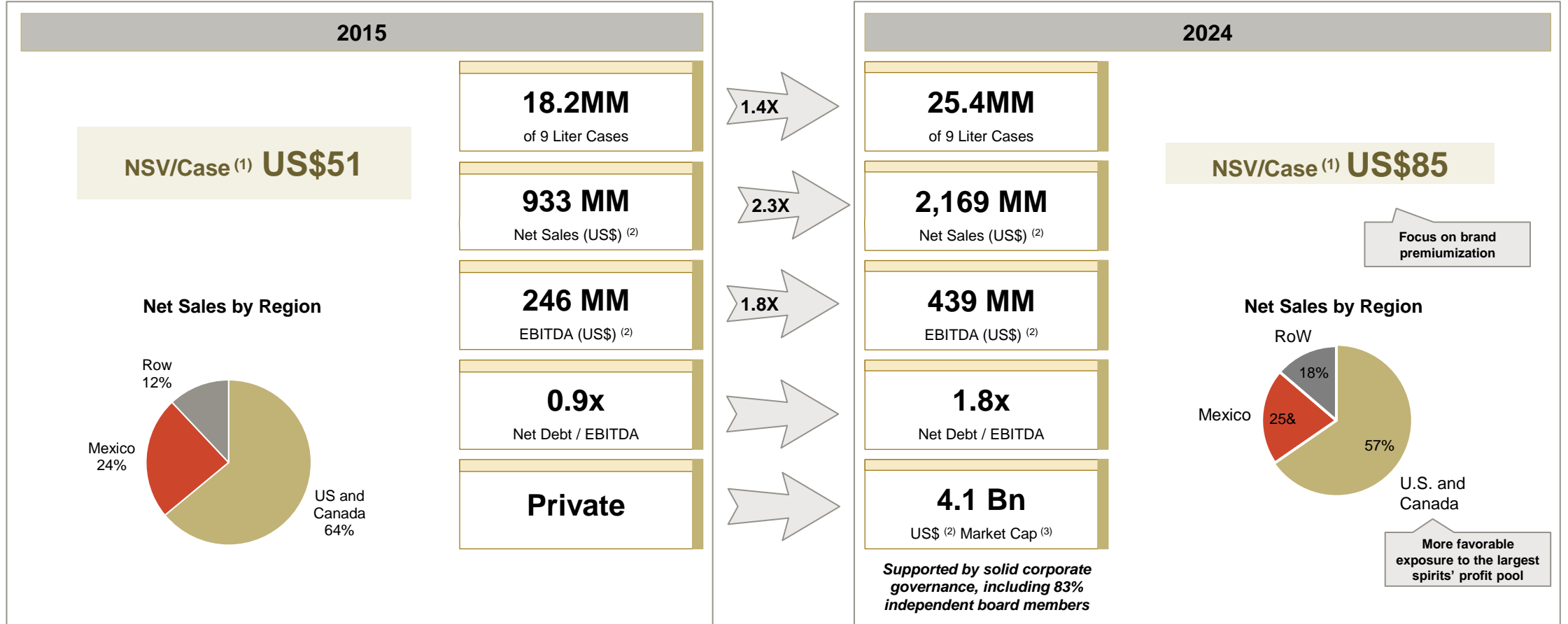
2. Excluding China, according to IWSR Drinks Analysis 2023

3. FX: Ps\$ 20.27= US\$

4. Mkt. Cap. as of December 31, 2024.



# Becle's Outstanding Performance Makes it Today a Larger Company than in 2015



**Notes:**  
 1. Net sales / 9 Liter Cases  
 2. FX: Ps\$ 20.27 = US\$  
 3. As of December 31<sup>st</sup>, 2024



1

**Undisputed Global Leader in Tequila and #2 in Irish Whiskey**

2

**Dominant Position in the Hottest Spirits Category...**

3

**...And a Privileged Competitive Position...**

4

**...In High-Growth Spirits Categories Through an Extensive Product Portfolio with Focus on Premiumization**

5

**Proven Agility and Innovation Driving a Resilient Business Model with High Cash Generation Capacity**

6

**Best-in-Class Capital Structure & Prudent Financial Policy Whilst Delivering Consistent Growth**

7

**Renowned Family Heritage and Strong Corporate Governance Supported by a Talented Management Team**

8

**Long-term Bank Debt to Increase Debt Maturity Profile and Maintain Strong Liquidity**

9

**Strong ESG Driven Culture**

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**Full Year 2025 Guidance**

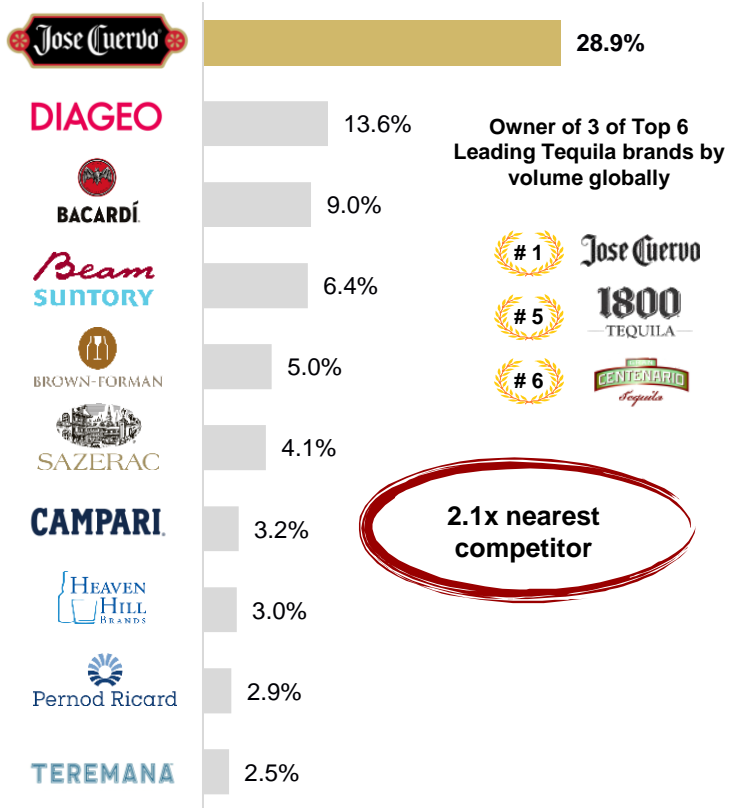


# 1 Undisputed Global Leader in Tequila and #2 in Irish Whiskey



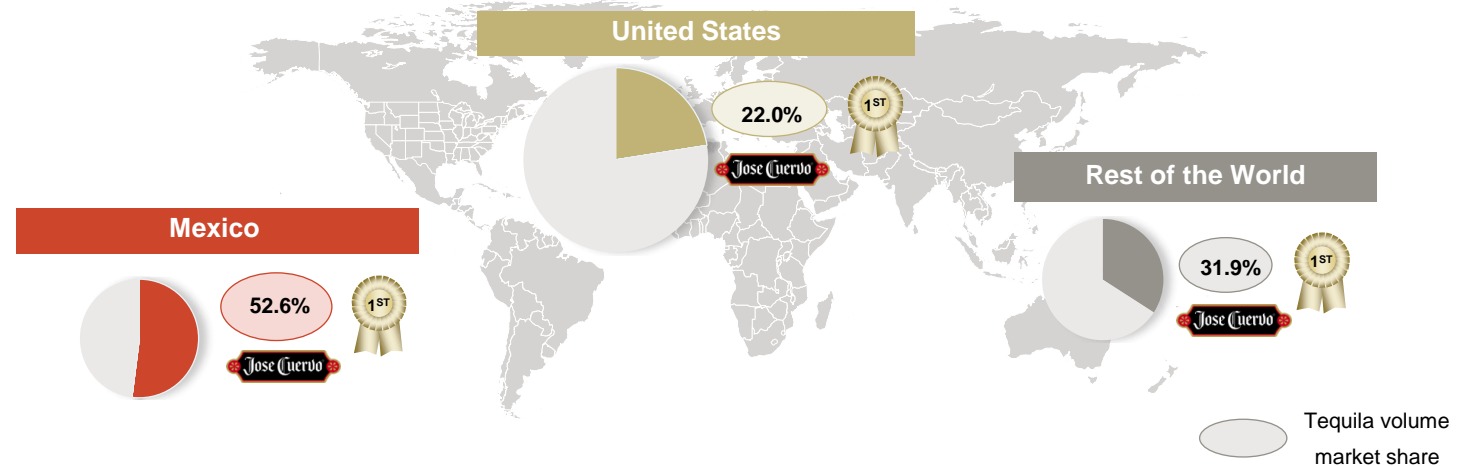
## Global Leader in Tequila...

As of 2023 Volume – Total Market Size 48.5 MM 9L Cases



## ... In Every Region

As % of volume - 2023

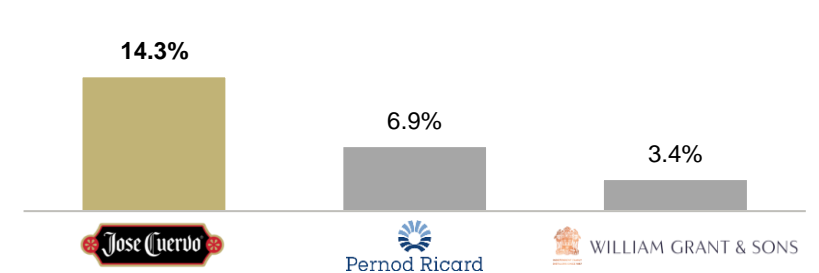


## #2 Player in Irish Whiskey

1,771K Irish Whiskey 9L cases sold in 2023



9L Cases Volume CAGR 2018 – 2023



Source: IWSR Drinks Analysis 2023



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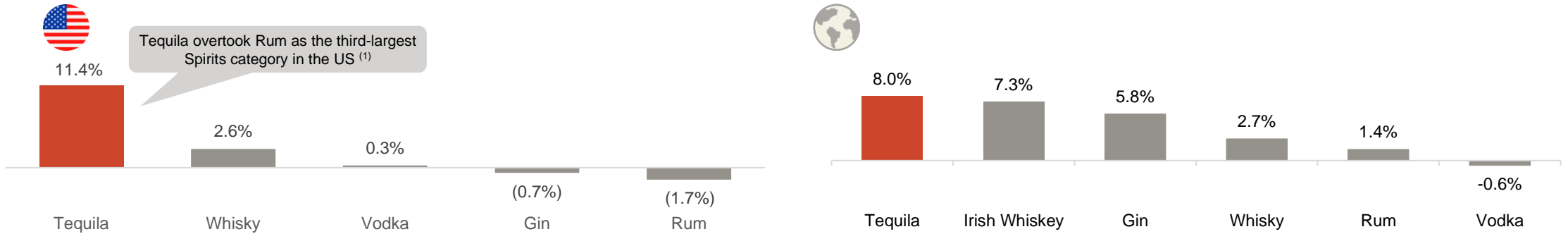
# Dominant Position in the Hottest Spirits Category...



## Since 2018, Tequila has...

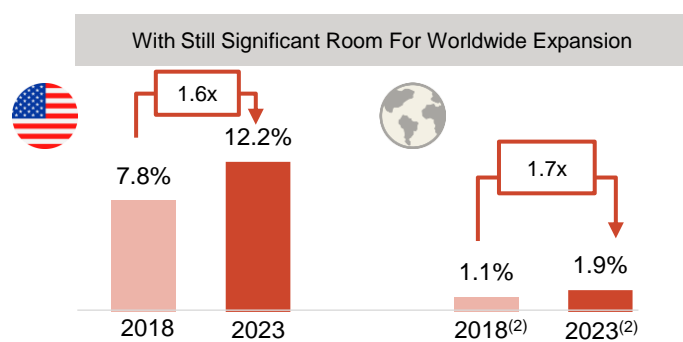
### A ...Been the Fastest Growing Major Spirits Category in the US and in the World

(2018 - 2023 9L cases volume CAGR)



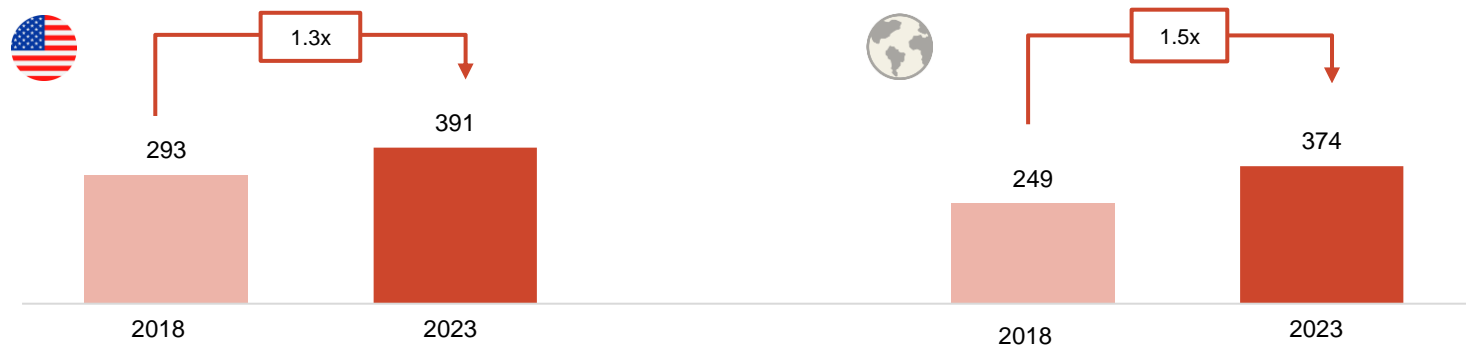
### B ...Significantly Increased its Market Share

(In terms of 9L cases volume)



### C ...Benefitted from a Clear Premiumization Trend

Avg. price in US\$ per 9L case of Tequila



Source: IWSR 2023 Drinks Analysis

Notes:

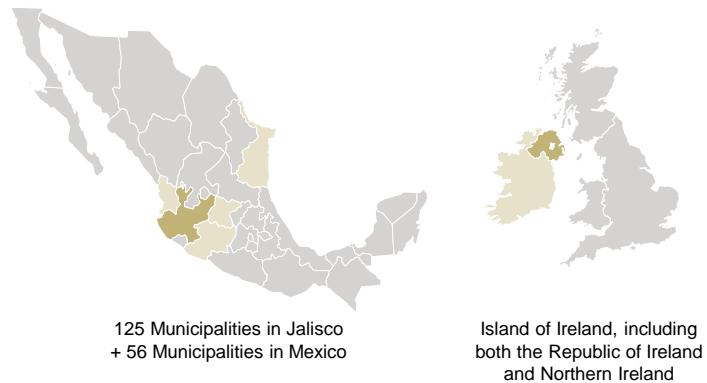
- 1. By volume of 9L cases sold
- 2. Includes local spirits



## High Barriers of Entry Provided by Bece's Vertical Integration and Own Distribution



**Competitive Advantage Resulting from Appellation of Origin for Tequila and Irish Whiskey**



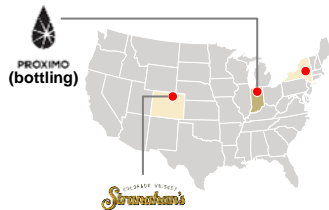
- Tequila **can only be produced from Agave Azul** (*Tequilana Weber*)
- Bece is **the largest Agave Azul producer**<sup>(1)</sup>
- Bece is **involved in full Agave cycle** (plant, growth, harvest and freight)
- Irish whiskey can **only be made throughout the island of Ireland**

**Flagship Distilleries and Bottling Facilities Support Route-to-Market Strategy**



La Rojeña (Tequila)  
Camichines (Tequila)

EDISA Bottling Facility  
1800 Distillery (Tequila)



Stranahan's (Colorado)

Proximo Bottling (Indiana)

Bourbon (New York)



Old Bushmills Distillery and Bottling (Northern Ireland)

Old Bushmills Distillery expansion completed

**Own Distribution Platform to Control Route-to-Market and Brand Building Strategy**

✓ 94% of volume through own network

✓ Proximo's route-to-market control instrumental to U.S. success

✓ Vertical integration of profits

✓ Control and focus of own brands

✓ Enhancing presence in new geographies with in-market companies (IMC's)



Source: Company Information

Notes:

1. According to CRT's plantation registry



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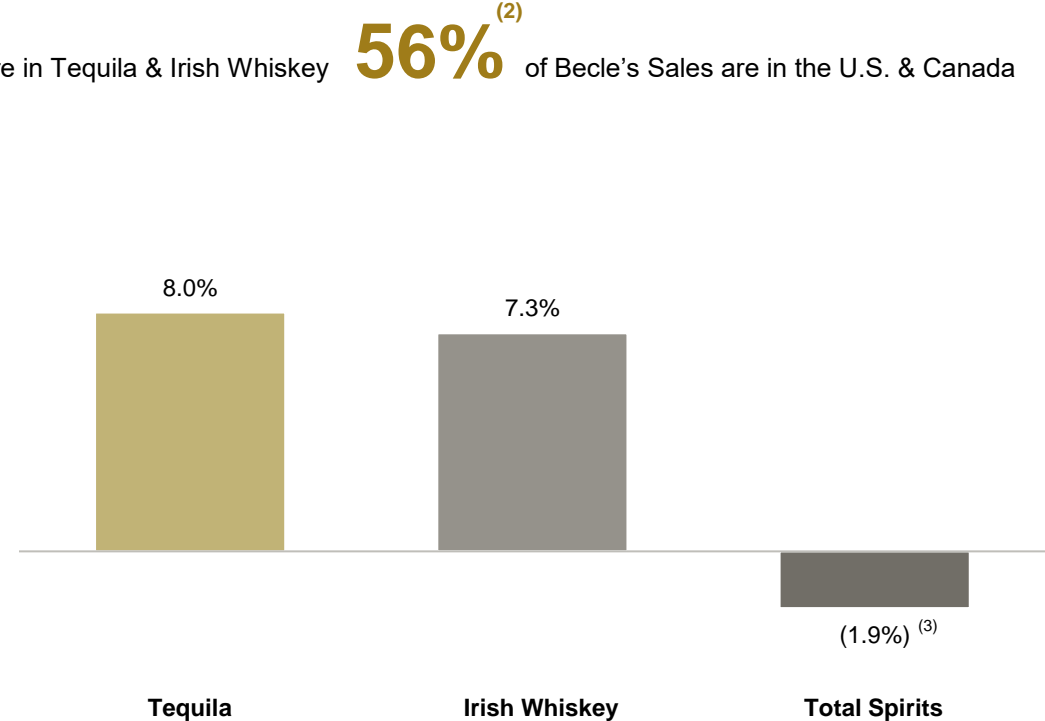
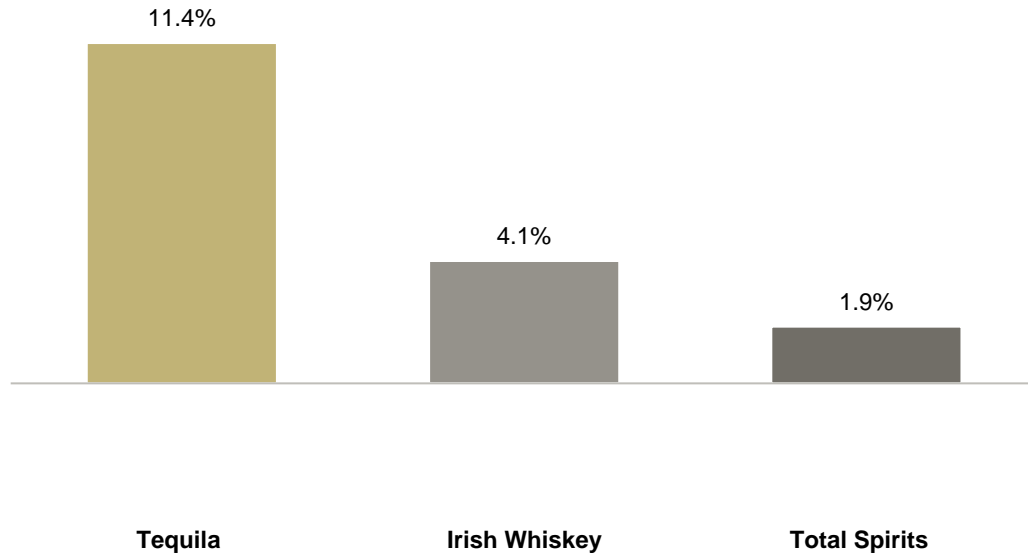
# ... In the Right Categories & Markets...



## Exposure to Dynamic Regions and Categories

Spirits Growth | 2018-2023 9L cases Volume CAGR

**75%**<sup>(1)</sup> of Beclé's Sales are in Tequila & Irish Whiskey **56%**<sup>(2)</sup> of Beclé's Sales are in the U.S. & Canada



Source: Company Information, IWSR Drinks Analysis

Notes:

- 1. Includes all Tequila Brands + Bushmills + Proper No Twelve for FY2024
- 2. Full Year 2024 Sales
- 3. Includes local spirits





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# ... Through an Extensive Product Portfolio with Focus on Premiumization



## Diversified Brand Portfolio

Tequila

### Jose Cuervo Family

Jose Cuervo Especial



Premium

Jose Cuervo TRADICIONAL



Super Premium

Jose Cuervo Prestige



Prestige

### 1800

1800 TEQUILA



Super & Ultra Premium

### Other

GRAN CENTENARIO Tequila



Super Premium

MAESTRO DOBEL TEQUILA



Ultra Premium

Whiskey

### Irish Whiskey



Premium



Super Premium



Premium & Ultra Premium



Premium

### U.S. Whiskey



Premium & Ultra Premium



Ultra Premium

Others

### Rum



Premium

### Vodka



Ultra Premium



Premium

### Gin



Premium



Premium

### Mezcal

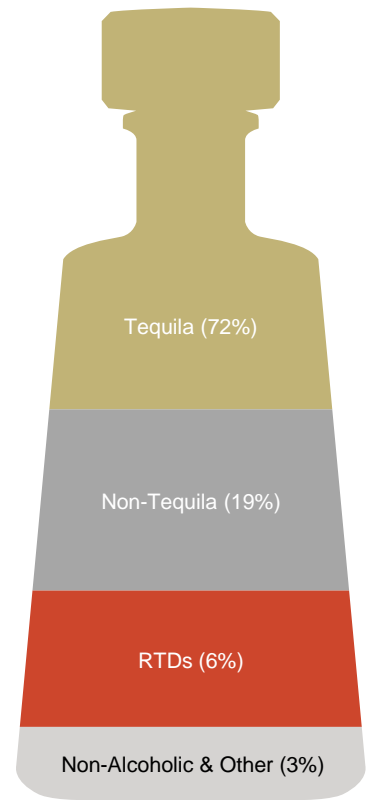


Ultra Premium

### RTD



### Non-Alcoholic



## Net Sales by Category

By value as of 2024



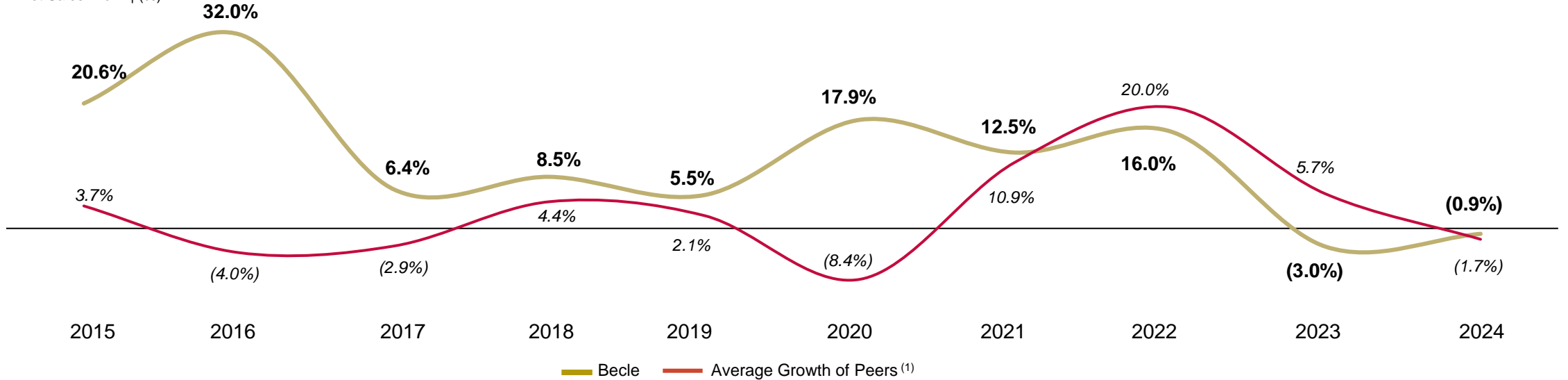
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# Proven Agility and Innovation Driving a Resilient Business Model with High Operating Cash Generation Capacity



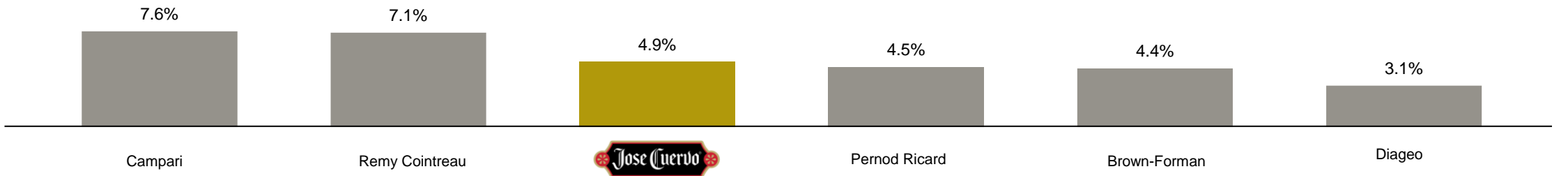
## Becle's Agile & Innovative Business Model is a Key Driver of its Outperformance

Net Sales Y-o-Y | (%)



## High EBITDA Generation

EBITDA Growth CAGR 2016 – 2024 | (%)



Source: Company filings, Capital IQ. Company Audited Financial Statements and most recent publicly available annual financial statements for our peers. We have included the information presented in this chart for illustrative purposes only and we cannot assure you of the accuracy or comparability of our peers' financial statements. Operating profit may be measured differently by our peers for many reasons, including the fact that entities may differ in their application of accounting principles

Notes:

1. Simple average of annual revenue growth of Campari, Diageo, Brown Forman, Remy Cointreau and Pernod Ricard.



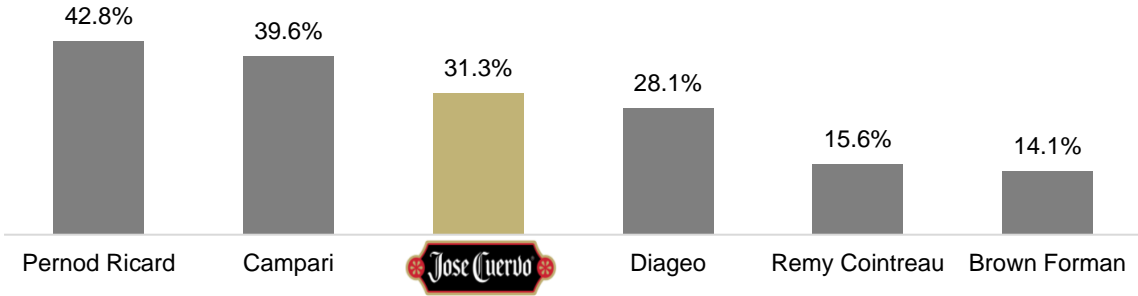
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# Best-in-Class Capital Structure & Prudent Financial Policy Whilst Delivering Consistent Growth

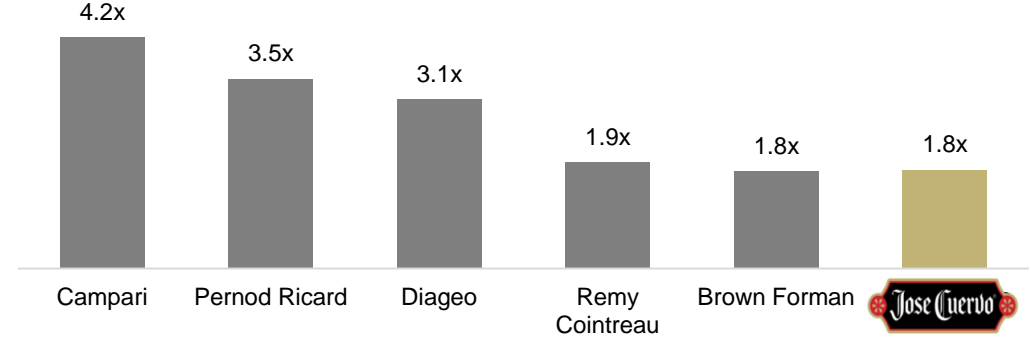


## Best-In-Class Credit Metrics

Total Debt / Market Cap <sup>(1)</sup>



Net Debt / EBITDA <sup>(1)</sup>

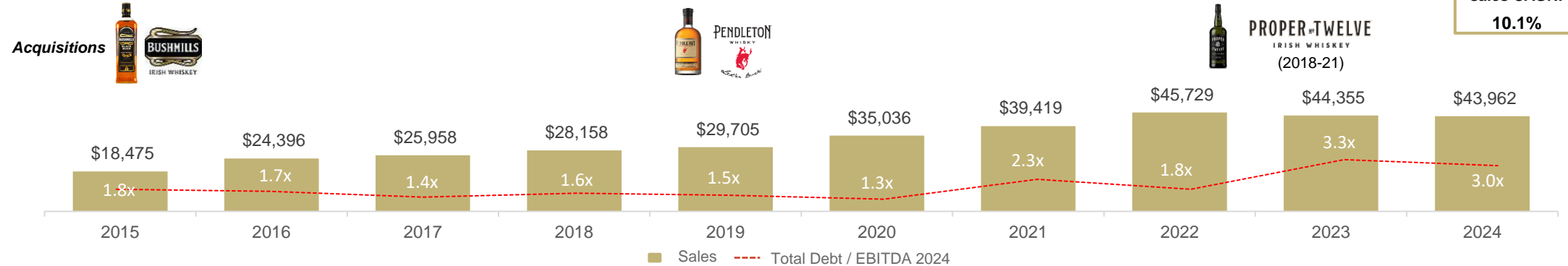


## Proven Financial Discipline While Executing on a Successful Growth Strategy

Sales in Ps\$ MM

**2.0x Net Sales Expansion While Maintaining an Almost Flat Leverage Ratio**

'15 – 2024 LTM sales CAGR: **10.1%**



**Source:** Capital IQ, Company Filings, Company Audited Financial Statements and most recent publicly available annual financial statements for our peers. We have included the information presented in this chart for illustrative purposes only and we cannot assure you of the accuracy or comparability of our peers' financial statements. Operating profit may be measured differently by our peers for many reasons, including the fact that entities may differ in their application of accounting principles

**Notes:**

1. Bloomberg: As of December 31<sup>st</sup>, 2024.



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# Renowned Family Heritage and Strong Corporate Governance



## Becle is a Global Spirits Company with a Profound Family Heritage

- Founded in 1758, **Becle is today an 11<sup>th</sup> generation managed spirits company**
- **Public company since 2017 and part of the S&P/BMV IPC index**
  - Market Cap of US\$4.1 <sup>(1)</sup> Bn
- Talented management team supported by a **highly experienced and independent board of directors**
- **At the fore front of sustainability practices** throughout the Tequila production cycle & other spirits bottling facilities

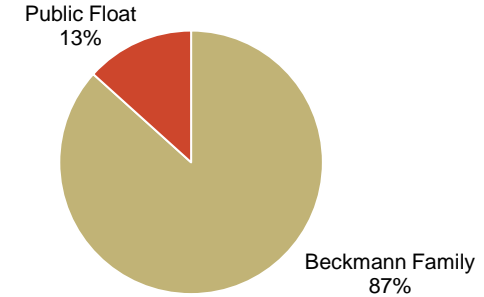
## Becle’s Key Milestones Shaped the Tequila Industry



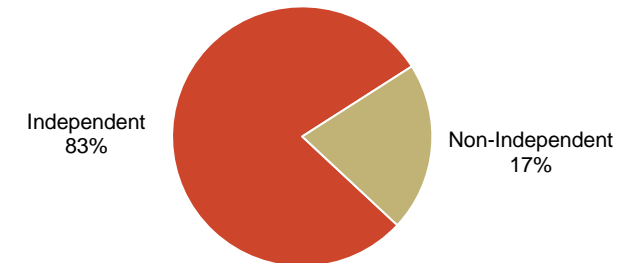
### Notes:

1. As of December 31, 2024. FX: Ps\$ 20.27= US\$

## Ownership



## Highly Experienced and Independent Board of Directors





# Long-term Bank Debt to Increase Debt Maturity Profile and Maintain Strong Liquidity



## Transaction Rationale

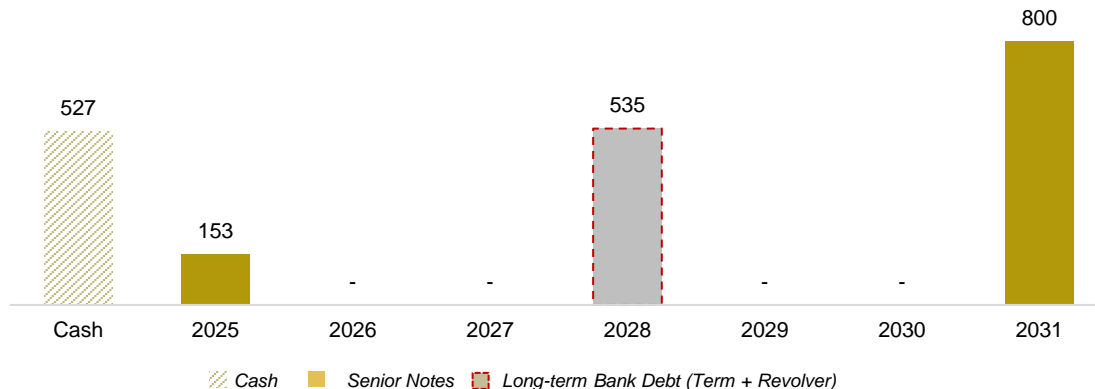
- Term out US\$535mn of bank financing, essentially all of the Company's short-term indebtedness
  - Leave no relevant debt maturities until May 2025 (US\$153mn balance outstanding from the JBYCMX 3.75% 05/13/25 Senior Notes)
  - Extend the average life of debt by c. 1.5 years
- Combine a term loan with a revolving facility for added flexibility / liquidity
- Expand and diversify funding sources and bank counterparties
- Maintain leverage unchanged

## Sources & Uses

Sources			Uses
Term Facility	US\$385mn	72%	Repay existing short-term indebtedness of US\$500mn with US\$35mn left undrawn under the RCF
Revolving Facility	US\$150mn	28%	

## Debt Maturity Profile

As of 2024 | US\$ MM<sup>(1)</sup>



### Notes:

1. As of December 31, 2024. FX: Ps\$ 20.27= US\$
2. Adjusted for Lease Liabilities

## Debt Stats

<b>Total Debt:</b>	<b>MXN26.5bn</b>	<i>(US\$1.3bn equiv.)</i>
<b>Net Debt:</b>	<b>MXN15.8bn</b>	<i>(US\$780mn equiv.)</i>
<b>Adjusted Net Debt to EBITDA:</b>	<b>c.2.1x <sup>(2)</sup></b>	} <i>Unchanged for the Transaction</i>
<b>Adjusted Net Debt to Market Cap:</b>	<b>c.22%</b>	
<b>Debt Composition (by type):</b>	<b>29% loans 71% bonds</b>	



# 9 Strong ESG Driven Culture



Our ESG (Environmental, Social and Governance) strategy is based on clear and defined business values and actions divided in three pillars for a sustainable future: i) Sustainable Governance, ii) From Source to Market and iii) Looking After Our People



## Awards, Recognitions & Affiliated Entities



**Our Commitment has Granted us Recognition and Certifications Among Several Institutions**



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# Beckle's Environmental Initiatives are Aligned to the UN Sustainable Development Targets and to the Global Compact



## SDG Alignment



Through our strategic framework, we will also be able to contribute to the United Nations Sustainable Development Goals (SDGs).



### Sustainable Agriculture

Traceability of our agave plantations, guaranteeing non-deforestation and improvement of the land we manage.



### Biodiversity

Allowing local fauna to perform their natural interactions, such as pollination and fertilization.



### Sustainable Sourcing

Sourcing of most of our ingredients locally.



### Climate Change

Integrating climate risk monitoring into our overall risk management and corporate strategies.



### Carbon Footprint

Our strategy contemplates evaluating technologies that will help us reduce energy consumption and material usage linked to carbon emissions.



### Energy

46% of our global energy consumption comes from renewable sources.



### Water Stewardship

We operate 2 state-of-the-art water plants for the biological treatment of effluents, such as tequila vinasse.



### Waste Management

100% of bagasse waste generated is used in our agave fields or repurposed for bio-based products.



## Financial Statements



# Consolidated Statements of Comprehensive Income



	Twelve months ended December 31st					Fourth quarter ended December 31st				
	2023	% of net sales	2024	% of net sales	2024 (USD) <sup>(1)</sup>	2023	% of net sales	2024	% of net sales	2024 (USD) <sup>(1)</sup>
<b>(Ps\$MM)</b>										
<b>Net sales</b>	<b>44,355</b>		<b>43,962</b>		<b>2,169</b>	<b>13,164</b>		<b>12,900</b>		<b>636</b>
Cost of goods sold	21,874	49.3	20,450	46.5	1,009	6,235	47.4	5,919	45.9	292
<b>Gross profit</b>	<b>22,480</b>	<b>50.7</b>	<b>23,512</b>	<b>53.5</b>	<b>1,160</b>	<b>6,930</b>	<b>52.6</b>	<b>6,980</b>	<b>54.1</b>	<b>344</b>
Advertising, marketing and promotion	9,986	22.5	9,122	20.7	450	2,845	21.6	2,661	20.6	131
Distribution	1,926	4.3	1,809	4.1	89	524	4.0	543	4.2	27
Selling and administrative	4,252	9.6	4,808	10.9	237	1,229	9.3	1,295	10.0	64
Other expenses (income), net	78	0.2	9	0.0	0	175	1.3	84	0.6	4
<b>Operating income</b>	<b>6,238</b>	<b>14.1</b>	<b>7,765</b>	<b>17.7</b>	<b>383</b>	<b>2,158</b>	<b>16.4</b>	<b>2,397</b>	<b>18.6</b>	<b>118</b>
Financing results	7	0.0	2,500	5.7	123	(224)	(1.7)	490	3.8	24
Equity method	43	0.1	42	0.1	2	43	0.3	47	0.4	2
<b>Profit before income taxes</b>	<b>6,188</b>	<b>14.0</b>	<b>5,223</b>	<b>11.9</b>	<b>258</b>	<b>2,339</b>	<b>17.8</b>	<b>1,860</b>	<b>14.4</b>	<b>92</b>
Income taxes	1,454	3.3	1,261	2.9	62	376	2.9	320	2.5	16
<b>Consolidated net income</b>	<b>4,734</b>	<b>10.7</b>	<b>3,962</b>	<b>9.0</b>	<b>195</b>	<b>1,963</b>	<b>14.9</b>	<b>1,539</b>	<b>11.9</b>	<b>76</b>
<b>EBITDA</b>	<b>7,336</b>	<b>16.5</b>	<b>8,902</b>	<b>20.2</b>	<b>439</b>	<b>2,436</b>	<b>18.5</b>	<b>2,704</b>	<b>21.0</b>	<b>133</b>

1. MXN figures converted to US\$ at a rate of 20.27 (rate as of December 31, 2024), solely for the convenience of the reader

# Consolidated Statements of Financial Position



(Ps\$ MM)	Twelve months ended December 31st		
	2023	2024	2024 (USD) <sup>(7)</sup>
<b>Assets</b>			
Cash and cash equivalents	6,367	10,685	527
Trade receivables	11,229	12,038	594
Inventories <sup>(1)</sup>	16,935	15,903	785
Other assets <sup>(2)</sup>	3,563	3,182	157
<b>Total current assets</b>	<b>38,094</b>	<b>41,808</b>	<b>2,063</b>
Inventories <sup>(1)</sup>	16,107	17,665	872
Property, plant and equipment	15,743	17,834	880
Intangible assets	16,919	20,004	987
Goodwill	5,536	6,627	327
Right-of-use assets	2,813	2,266	112
Other assets <sup>(3)</sup>	4,013	7,041	347
<b>Total non-current assets</b>	<b>61,131</b>	<b>71,436</b>	<b>3,525</b>
<b>Total assets</b>	<b>99,225</b>	<b>113,244</b>	<b>5,587</b>
<b>Liabilities</b>			
Senior Notes	84	3,207	158
Syndicated Loan	47	43	2
Trade payable	4,486	5,483	271
Other accounts payable <sup>(4)</sup>	7,189	7,106	351
<b>Total current liabilities</b>	<b>11,806</b>	<b>15,838</b>	<b>781</b>
Senior Notes	15,373	15,456	763
Syndicated Loan	8,393	7,749	382
Lease liabilities	2,486	2,049	101
Other long-term liabilities <sup>(5)</sup>	3,528	5,356	264
<b>Total non-current liabilities</b>	<b>29,780</b>	<b>30,610</b>	<b>1,510</b>
<b>Total liabilities</b>	<b>41,586</b>	<b>46,449</b>	<b>2,292</b>
<b>Stockholders' equity</b>			
Controlling interest <sup>(6)</sup>	57,504	66,723	3,292
Non-controlling interest	135	72	4
<b>Total stockholders' equity</b>	<b>57,639</b>	<b>66,795</b>	<b>3,296</b>
<b>Total liabilities and stockholders' equity</b>	<b>99,225</b>	<b>113,244</b>	<b>5,587</b>

1. Includes Biological assets

2. Includes related parties, recoverable income tax, other recoverable taxes and receivables, financial instruments at fair value through profit and loss and prepayments

3. Includes Investments in associates, Deferred income taxes, Employee benefits - Net and Other assets

4. Includes Lease liabilities, Related parties and Dividends

5. Includes Environmental reserve, Deferred income taxes and Dividend payable.

6. Includes Capital stock, Share premium, Capital reserves, Retained earnings and Other comprehensive income

7. MXN figures converted to US\$ at a rate of 20.27 (rate as of December 31, 2024), solely for the convenience of the reader

# Consolidated Statements of Cash Flows



(Ps\$ MM)	Twelve months ended December 31st		
	2023	2024	2024 (USD) <sup>(1)</sup>
<b>Operating activities:</b>			
Income before income taxes	6,188	5,223	258
Adjustment from items not implying cash flows:			
Depreciation and amortization	1,074	1,137	56
Loss on sale of property, plant and equipment	66	184	9
Non-cash items	97	253	12
Interest income	(240)	(451)	(22)
Unrealized foreign exchange profit	(1,156)	2,410	119
Interest expense	774	1,020	50
Equity method	43	47	2
Net cost for the period of employee benefits	29	19	1
<b>Subtotal</b>	<b>6,874</b>	<b>9,842</b>	<b>486</b>
<b>Net cash from operating activities</b>	<b>765</b>	<b>11,019</b>	<b>544</b>
<b>Investment activities:</b>			
Property, plant and equipment	(3,115)	(2,041)	(101)
Intangible assets	(97)	(165)	(8)
Investment in associates	(584)	(155)	(8)
Interest income	240	451	22
<b>Net cash flows used in investment activities</b>	<b>(3,556)</b>	<b>(1,910)</b>	<b>(94)</b>
<b>Financing activities</b>			
Dividends paid	(1,764)	(1,450)	(72)
Principal lease payment	(962)	(964)	(48)
Bank loan facility	8,813	-	-
Bank loan paid	(8,615)	-	-
Syndicated bank loan	8,568	(2,296)	(113)
Interest paid	(851)	(1,155)	(57)
<b>Net cash from financing activities</b>	<b>5,189</b>	<b>(5,911)</b>	<b>(292)</b>
Net increase (decrease) of cash and cash equivalents	2,398	3,198	158
<b>Cash and cash equivalents at beginning of year:</b>			
At beginning of the period	4,521	6,367	314
Effects of exchange rate changes on cash and cash equivalents	(553)	1,120	55
<b>Cash and cash equivalents at end of period</b>	<b>6,366</b>	<b>10,685</b>	<b>527</b>

1. 2024 MXN figures converted to US\$ at a rate of 20.27, solely for the convenience of the reader

2. Net decrease in accounts in operating activities section includes movement in the following accounts: trade receivables, related parties, other recoverable taxes and other receivables, inventories, biological assets, prepayments, trade payable, other assets, other accounts payables, employee benefits, income taxes paid or recoverable



## As of February 27<sup>th</sup>, 2025

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- 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).
- Beclé undertakes no duty to update any forward-looking statements or estimates.

## Full Year 2025

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<b>Consolidated Net Sales Value</b>	Mid-single digit growth “area”
<b>Consolidated Capital Expenditures <sup>(1)</sup></b>	US\$110-130 million “area”
<b>Advertising, marketing and promotion (AMP)</b>	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.