



BECLE announces that a donation agreement by one of its shareholders became effective

Mexico City, Mexico, May 28, 2019 – Becele, S.A.B. de C.V. ((BMV: CUERVO) (“Cuervo” or the “Company”) announces that, in reference to our communication issued on December 12, 2018, on this date, the conditions precedent to which the donation agreement with reservation of usufruct subject to mode or lien and to a condition precedent dated November 29, 2018 were satisfied, whereby, among other things, Mr. Juan Francisco Beckmann Vidal agreed to transfer, free of charge, bare legal title to 1,278,910,250 shares that currently represent approximately 35.33% of the of the capital stock of the Company to his daughter, Mrs. Karen Virginia Beckmann Legorreta, reserving the usufruct thereof, which includes, among other things, the voting right on such shares.

About Becele

Becele is a globally renowned company in the spirits industry and the world’s largest producer of tequila. Its extraordinary portfolio of over 30 spirits brands, some of them owned, some of them agency brands distributed only in Mexico, has been developed throughout the years to participate in key categories with high growth potential, serving the world’s most important alcoholic beverage markets and serving key consumer preferences and trends. The portfolio strength of Becele is based in the profound legacy of its iconic internally developed brands such as Jose Cuervo®, combined with complementary acquisitions such as Three Olives®, Hangar 1®, Stranahan’s®, Bushmills®, Pendleton® and Boodles®, as well as a relentless focus on innovation that during the years has led to the creation of renowned brands such as 1800®, Maestro Dobel®, Centenario®, Kraken®, Jose Cuervo® Margaritas and boost®, among others. Some of Becele’s brands are sold and distributed in more than 85 countries.

Disclaimer

This press release contains certain forward-looking statements which are based on Becele’s current expectations and observations. Actual results may vary significantly from these estimates. The information related to future performance contained in this press release should be read jointly with the risks included in the “Risk Factors” section of the Annual Report filed with the Comisión Nacional Bancaria y de Valores (Mexican National Banking and Securities Commission). This information, as well as future statements made by Becele or by any of its legal representatives, either in writing or verbally, may vary significantly from actual results. These forward-looking statements speak only as of the date on which they are made, and no assurance can be made as to the actual results obtained. Becele assumes no obligation and does not intend to update or review any such forward-looking statements, whether as a result of new information, future developments and other related events.

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