



BECLE PRICES US\$800 MILLION IN NEW 10-YEAR BOND

Mexico City, September 30, 2021

Becle, S.A.B. de C.V. (“Becle”) (BMV: CUERVO) announced today that it has priced its offering of US\$800 million aggregate principal amount of its new 2.500% Senior Unsecured Notes, due 2031 (the “Notes”). Becle will use the proceeds to (i) refinance existing indebtedness (including the repayment of a short-term bank loan, (ii) refinance the resulting cash Tender Offer and Consent Solicitation of Becle’s 3.750% Senior Notes due 2025, and (iii) general corporate purposes.

The Notes were rated BBB (S&P) / BBB+ (Fitch).

About Becle

Becle 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 attending key consumer preferences and tendencies. Becle’s portfolio strength is based on 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® Boodles® and Proper No. Twelve®, as well as a relentless focus on innovation that over the years has created renowned brands such as 1800®, Maestro Dobel®, Centenario®, Kraken®, Jose Cuervo® Margaritas and B:oot®, among others. Becle’s brands are sold and distributed in more than 85 countries.

Legal Notice

This press release contains certain forward-looking statements that are based on Becle’s current expectations and observations. Actual results obtained may vary significantly from these estimates. The information relating to future performance contained in this press release should be read in conjunction with the risks contained in the “Risk Factors” section of the Annual Report filed with the Mexican Banking and Securities Commission (Comisión Nacional de Bancaria y de Valores) and the Mexican Stock Exchange (Bolsa Mexicana de Valores, S.A.B. de C.V.). This information, as well as future statements made by Becle or any of its legal representatives, whether written or oral, may vary significantly from the actual results obtained. These forward-looking statements speak only as of the date on which they are made, and no assurance can be given as to the actual results obtained. Becle assumes no obligation and does not intend to update or revise any of the forward-looking statements.

The Notes were offered in the United States to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended (the “Securities Act”), and outside the United States pursuant to Regulation S under the Securities Act.

The Notes have not been registered under the Securities Act and may not be offered or sold in the United States without registration or an applicable exemption from registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the Notes in any



state in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

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**NOTE: A rating is not a recommendation to buy, sell or hold securities and may be subject to suspension, revision or withdrawal at any time. Each rating should be evaluated independent of each other rating.*