



Becle increases its participation in Eire Born Spirits

Mexico City, Mexico, February 28, 2020 -- Becle, S.A.B. de C.V. ("Becle") (BMV: CUERVO*) today announces that it has exercised its option to acquire an incremental 29% stake in the equity interests of Eire Born Spirits LLC ("EBS") and, as a result, to reach a cumulative 49% stake in the equity interests of EBS. EBS owns and markets the Proper No. Twelve Irish Whiskey brand.

The closing of the transaction is subject to certain regulatory and other conditions, and is expected to occur during the second quarter of 2020. There can be no assurance that the transaction will close or, if it does, when the closing will occur.

About Becle

Becle, S.A.B. de C.V. is a globally renowned company in the spirits industry and the world's largest producer of tequila. Its extraordinary portfolio of over 30 spirit 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. The portfolio strength of Becle is based in the profound legacy of its iconic internally developed brands such as Jose Cuervo® and 1800®, combined with complementary acquisitions such as Pendleton®, Three Olives®, Hangar 1®, Stranahan's®, Bushmills® and Boodles®, as well as a key focus on innovation, which during the years has helped Becle to develop renowned brands such as Maestro Dobel®, Centenario®, Kraken®, Jose Cuervo® Margaritas and B:oost®, among others. Some of Becle's brands are sold and distributed in more than 85 countries.

Disclaimer

This press release contains certain forward-looking statements which are based on Becle's current expectations and observations. Actual results obtained 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 Becle or by any of its legal representatives, either written or verbally, 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 made as to the actual results obtained. Becle undertakes no obligation and does not intend to update or review any of such forward-looking statements, whether as a result of new information, future developments or other related events.

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