



Cuervo Announces the Resignation Filed by the CEO of its United States of America Unit

Mexico City, June 15th, 2018 - Becele, S.A.B. de C.V. (BMV: CUERVO) ("Cuervo" or the "Company") informs to the public that, effective as of July 3rd, 2018, Mr. Mark Teasdale, who until that date had been acting as President and Chief Executive Officer of Proximo Spirits, Inc.'s Unit in the United States of America, has decided to step down from the Company due to personal interests and to pursue a personal venture.

As of June 18th and until the Company appoints the person who will occupy the vacant position, Mr. Michael Cheek will be assisting the Company in this transition, his leadership presence will ensure the business' continuity. Mr. Cheek, who has been a member of the Board of Directors of the Company since 2004, has more than 40 years of experience in the industry, having occupied relevant positions such as Senior Vice-president in The Coca Cola Company, USA, President of the Heublein Wine's Division, and President of the Brown Forman Global Spirits Division, among others. Additionally, he was the first Chief Executive Officer of Proximo Spirits, Inc.

About the Company

Becele, 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 perspective, serving the world's most relevant alcoholic beverage markets and attending key consumer preferences and tendencies. The portfolio strength of Becele is based in the profound legacy of its iconic brands internally developed as Jose Cuervo®, combined with complementary acquisitions such as Three Olives®, Hangar 1®, Stranahan's®, Bushmills® or Boodles®, as well as a key focus on innovation, that during the years has helped Becele to internally develop renowned brands such as 1800®, Maestro Tequilero®, Maestro Dobel®, Centenario®, Kraken®, Jose Cuervo® Margaritas and B:oot®, among Becele's brands, some of them are sold and distributed in more than 85 countries.

Disclaimer

This press release contains certain forward-looking statements which are based on Cuervo'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 Cuervo 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. Cuervo undertakes no obligation and does not intend to update or review any of such projections and estimations, whether as a result of new information, future developments and other related events.

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