



BECLE announces the execution of a donation agreement by one of its shareholders

Mexico City, Mexico, December 12, 2018 - Becele, S.A.B. de C.V. ("Cuervo" or the "Company") (BMV: CUERVO) informs to the public that, on November 29, 2018, Mr. Juan Francisco Beckmann Vidal and his daughter, Mrs. Karen Virginia Beckmann Legorreta, executed a donation agreement preserving the usufruct subject to a lien (*modo o carga*) and subject to a condition precedent by means of which, among other things, Mr. Beckmann, once the agreement becomes effective, will transfer at no cost the ownership (*nuda propiedad*) of 1,278,910,250 shares that represent approximately 34.9999% of the capital stock of the Company, preserving the usufruct, that includes, among other things, the right to exercise the vote of the aforementioned shares.

The condition precedent to which the agreement is subject to consists in obtaining the corporate and administrative approvals and carrying out the necessary procedures for its full effectiveness. The Company will publish a press release once such condition is fulfilled, and therefore, the transfer of ownership of the shares becomes effective.

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®, Boodles® or Pendleton® as well as a key focus on innovation, that during the years has helped Becele to internally develop renowned brands such as 1800®, 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.

Contacts:

Investor Relations:

Luis Carlos de Pablo

lcdepablo@cuervo.com.mx

Gilberto Tonello

gtonello@cuervo.com.mx

+52 55-5803-2954