



Unusual movements in the trading of shares of Becele, S.A.B. de C.V.

Mexico City, Mexico. October 26, 2018 -- Becele, S.A.B. de C.V. ("Issuer" or "Becele") (BMV: CUERVO)

With respect to the unusual price and trading volume movements recorded today in the trading of its shares, identified with stock code CUERVO, the Issuer informs that:

It is not aware of any reasons for such movements, and that such movements correspond to market conditions. The Issuer has no relevant information to disclose to the market. Additionally, the Issuer informs that it operated the repurchase fund in compliance with, and within the limits authorized by, its corporate governance bodies.

This statement is made at the request of the Mexican Stock Exchange pursuant to Article 106 of the Securities Market Law of Mexico and Article 50, last paragraph, of the General Rules applicable to Securities Issuers and Other Securities Market Participants.

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