



BECLE ANNOUNCES THE EARLY RESULTS OF THE CASH TENDER OFFER AND CONSENT SOLICITATION OF ITS 3.750% SENIOR NOTES DUE 2025

Mexico City, October 8, 2021

Becle, S.A.B. de C.V. (“Becle”) (BMV: CUERVO) announced today that U.S.\$346,288,000 aggregate principal amount, or approximately 69.26% (the “Tendered Notes”), of its outstanding 3.750% Senior Notes due 2025 (the “Notes”) were validly tendered and not withdrawn by 5:00 p.m., New York City time, on October 8, 2021 (the “Consent Payment and Withdrawal Deadline”) in accordance with the previously announced cash tender offer (the “Offer”), commenced by Morgan Stanley & Co. LLC (“Morgan Stanley”). The Offer is being made upon the terms and subject to the conditions contained in an offer to purchase and consent solicitation statement dated September 27, 2021 (the “Offer to Purchase”).

In addition, the Tendered Notes represent consents sufficient to effect all of the proposed amendments to the indenture governing the Notes as set forth in the Offer to Purchase.

On September 30, 2021, Becle announced that it priced its offering of U.S.\$800,000,000 aggregate principal amount of 2.500% senior unsecured notes due 2031. Becle will use the proceeds of such new notes to (i) refinance existing indebtedness (including the repayment of a short-term bank loan), (ii) purchase from Morgan Stanley the Tendered Notes, and (iii) general corporate purposes.

The Senior Unsecured 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 forward-looking statements, including statements regarding the terms of the Offer. These statements are merely estimates and as such are based exclusively on management’s expectations for Becle, its business and the proposed transactions discussed herein. These forward-looking statements depend materially on changes in market conditions, government regulations, pressures from competitors and the



performance of the industry and macro-economic factors, among other factors, many of which are outside Becele's control or ability to predict, that could cause actual results to differ materially from such statements. All forward-looking statements speak only as of the date on which they are made. Given these uncertainties, you should not place undue reliance on the forward-looking statements. Becele disclaims any obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

This press release is for informational purposes only and is not an offer to purchase or a solicitation of an offer to purchase or sell any securities (including the senior notes offered by the Issuer pursuant to any substantially concurrent offering), nor shall there be any sale of any securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

Becele is not making the Offer. Becele has consented to Morgan Stanley making the Offer described in the Offer to Purchase. The Offer is made only by and pursuant to the Offer to Purchase. Neither Morgan Stanley nor Becele makes any recommendations as to whether holders should tender their Notes pursuant to the Offer.

INVESTOR RELATIONS

www.cuervo.com.mx

ir@cuervo.com.mx

Sebastián Castillo

scastillo@cuervo.com.mx

INSTITUTIONAL RELATIONS

Alfredo López

alopez@cuervo.com.mx