



Becle S.A.B de C.V. announces Corporate Structure changes

Mexico City, Mexico, April 1st, 2024 / -- BECLE, S.A.B. de C.V. (“Cuervo”, “Becle” or the “Company”) (BMV: CUERVO) announces that Mr. Fernando Suarez Gerard, who has held the position of Chief Financial Officer of the Company, decided to step aside from Becle, to suit his interests, as of today. Mr. Suarez Gerard also submitted his resignation as Alternate Member of the Board of Directors of the Company.

Becle thanks Mr. Suarez Gerard for the services render, wishing him the best in his futures endeavors.

As of this matter, the Company announces with effective as of today, that Mr. Rodrigo de la Maza Serrato incorporates as Chief Financial Officer of Cuervo. Mr. de la Maza Serrato has extensive experience in global companies, within the consumer and manufacturing sectors that are listed on various stock markets. Mr. de la Maza Serrato will be in charge of all administration and finance functions of Becle and subsidiaries, playing a key role in the organization.

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 delivering on 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:oost®. Becle’s brands are sold and distributed in more than 85 countries.



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