



Becle, S.A.B. de C.V. announces the retirement of Mr. Luis Félix

Mexico City, Mexico, March 26th, 2025 / -- BECLE, S.A.B. de C.V. (“Cuervo”, “Becle” or the “Company”) (BMV: CUERVO) announces that Mr. Luis Fernando Félix Fernández has decided to retire as Managing Director of Proximo US & Canada, effective as of July 1st.

His 25-year tenure has been key in the Company’s journey to becoming a global leader in the Tequila category. In recent times, Mr. Félix has also been instrumental in reinforcing Proximo’s US & Canada organization to effectively address our challenges. Becle thanks Mr. Félix for the services rendered, wishing him the best in his retirement.

As of this matter, the Company announces that as of July 1st, Mr. Mauricio Vergara will succeed Mr. Félix as Managing Director of Proximo US & Canada. Mr. Vergara’s extensive experience in the industry, honed through notable positions at Bacardi, Brown-Forman, SABMiller, FEMSA Beer and The Coca-Cola Company, positions him as a strategic leader poised to drive growth and innovation in our largest market. Mr. Vergara has spearheaded some of the world’s most profitable, iconic, and legacy brands, driven global expansion strategies, and launched innovations across major markets such as the U.S., Europe, Latin America, Asia Pacific, and EMEA, while navigating complex industry, economic, and supply chain challenges. Most recently, he served as President and Chief Operating Officer for Patrón, D’Ussé Cognac, and Illegal Mezcal at Bacardi.

As part of a planned succession process, Mr. Vergara will work alongside Mr. Félix to ensure a smooth leadership transition and maintain strong performance in the US & Canada region, in alignment with the company’s long-term vision and goals.



About Becele

Becele 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.

Becele'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®. Becele's brands are sold and distributed in more than 85 countries.

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