

## **BECLE, S.A.B. de C.V. Completes the Acquisition of the Pendleton Whisky Brands**

Mexico City, Mexico, February 22, 2018 /BUSINESSWIRE/ -- Becele, S.A.B. de C.V. ("Becele" or the "Company") (BMV: CUERVO) today announced that it has completed the acquisition of the Pendleton Whisky brand assets from Hood River Distillers, Inc. Pendleton Whisky is one of the leading super premium whisky brands in the United States.

### **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 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, to target the world's largest and most profitable alcoholic beverage markets and to anticipate key consumer preferences and tendencies. The portfolio strength of Becele is based in 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® and Boodles®, as well as a relentless focus on innovation that has driven Becele to create and develop famous brands such as 1800®, Maestro Dobel®, Gran Centenario®, Kraken®, Tincup®, Authentic Jose Cuervo Margaritas® and B:oot®. Some of Becele's brands are sold and distributed in more than 85 countries.

### **Disclaimer**

This press release contains certain forward-looking statements which are based on Becele's current expectations and observations. 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 Mexican prospectus filed with the Comisión Nacional Bancaria y de Valores (Mexican National Banking and Securities Commission). This information, as well as future statements made by Becele or by any of its legal representatives, either in writing 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. Becele undertakes no obligation and does not intend to update or review any of such forward-looking statements, whether as a result of new information, future developments or other related events.

### **Contacts:**

Investor Relations

Luis Carlos de Pablo

[lcdepablo@cuervo.com.mx](mailto:lcdepablo@cuervo.com.mx)

Gilberto Tonello

[ghtonello@cuervo.com.mx](mailto:ghtonello@cuervo.com.mx)

+52 55-5803-2954

ICR Investor Relations

Scott Van Winkle

[scott.vanwinkle@icrinc.com](mailto:scott.vanwinkle@icrinc.com)

+1 617-956-6736

Media

Carlos Humberto Suarez

[csuarez@cuervo.com.mx](mailto:csuarez@cuervo.com.mx)

+52 55-5258-7000

ICR Media Relations  
Anton Nicholas  
[anton.nicholas@icrinc.com](mailto:anton.nicholas@icrinc.com)  
+1 646-277-1255