



Support Information for the Annual General Shareholders' Meeting 2024

Mexico City, Mexico, April 2nd, 2024 / -- BECLE, S.A.B. de C.V. ("Cuervo", "Becle" or the "Company") (BMV: CUERVO) indicates below the Support Information of the Annual General Shareholders' Meeting 2024:

V. Appointment and/or ratification, as applicable, of members who will integrate the Board of Directors, the Secretary and the General Director.

The following will be proposed:

<u>Name</u>	<u>Position</u>
Juan Francisco Beckmann Vidal	Honorary and Lifelong President
Juan Domingo Beckmann Legorreta	Chairman
Alberto Torrado Martínez	Independent Board Member
Alexander Gijs Van Tienhoven	Independent Board Member
Antonio Silva Jáuregui	Board Member
Hernando Carlos Luis Sabau García	Independent Board Member
James Clerkin	Independent Board Member
John Randolph Millian	Independent Board Member
Luis A. Nicolau Gutiérrez	Independent Board Member
Ricardo Cervera Lomelí	Independent Board Member
Ronald Anderson	Independent Board Member
Sergio Visintini Freschi	Independent Board Member

Alternate members

Arsenio Farell Campa	Alternate Independent Board Member
Carlos Javier Vara Alonso	Alternate Independent Board Member
Karen Virginia Beckmann Legorreta	Alternate Board Member
Luis Fernando Félix Fernández	Alternate Board Member



Sergio Rodríguez Molleda

Cynthia Corro Origel

Board's Secretary

Alternate Secretary

Below is information about our board members.

Juan Francisco Beckmann Vidal holds a degree in Accounting from Instituto Tecnológico de Monterrey (ITESM) and holds a master's degree in Business Administration from the same institution. In addition, he has completed various postgraduate programs in Business Administration at Stanford University. Mr. Beckmann Vidal joined the Company in 1964. After holding various positions in the areas of Operations, Finance, Sales and Marketing, as well as in the International Division, he was named Vice-Chairman and, subsequently, in 1972, he was named Chairman of the Board of Directors of the Company. He is an Independent Member of the Board of Directors of Grupo Financiero Banamex, Grupo Peñoles, and Grupo Aeroméxico, among other companies. In addition, he is a member of Consejo Coordinador Empresarial (E), Consejo Mexicano de Comercio Exterior (COMCE), Consejo Mexicano de Negocios and of the Instituto Mexicano para la Competitividad (IMCO). Mr. Beckmann Vidal is also involved in various non-profit organizations, including Asociación de Adopte una Obra de Arte, A.C., Antiguo Colegio de San Ildefonso, Museo Nacional de Arte, A.C. (MUNAL), Museo Dolores Olmedo, Papalote Museo del Niño, Fondo Mexicano para la Conservación de la Naturaleza, Asociación a Favor de lo Mejor, A.C., Hospital Infantil de México Federico Gómez, Operación Sonrisa, ITESM (Mexico City) and Jose Cuervo Foundation.

Juan Domingo Beckmann Legorreta holds a degree in Business Administration from Universidad Anáhuac. Mr. Beckmann Legorreta began his professional career at the Company as Manager of Tequila Centenario. Subsequently, as Manager of New Product Development, he launched the Jose Cuervo Reserva de la Familia brand and developed a solid track record with regard to innovation, not only in the category of tequila but also in rum, vodka, liqueurs and energy drinks. Since 2002, he serves as Chief Executive Officer of the Company. Under his management, we have received the Premio Nacional de Exportación and the Premio Nacional de Calidad. Mr. Beckmann Legorreta has 32 years of industry experience.

Alberto Torrado Martínez graduated with a degree in Accounting from the Instituto Tecnológico Autónomo de México (ITAM) and holds a master's degree from the Instituto Panamericano de Alta Dirección de Empresas (IPADE), as well as several diplomas from Harvard and Wharton Universities. Mr. Torrado opened his first Domino's Pizza, after which he obtained the master franchise of the chain for Mexico, which later became Alsea. Alsea has been a public company since 1999 and has received several awards such as "Empresa Socialmente Responsable" (Socially Responsible Company). It has been part of the Sustainability Index of the Mexican Stock Exchange since 2013, and since 2018 it was included in the Dow Jones Sustainability Index. Similarly, Mr. Torrado holds the position of President of the "Va por mi Cuenta" Foundation, which provides food for more than 5,000



people a year and has also served as a member of the Board of Directors of the Mexican Stock Exchange and Banco Santander, among other companies.

Alexander Gigs Van Tienhoven holds a bachelor's degree in Economics, graduated *cum laude* from Wharton School of the University of Pennsylvania. He participated in the Stanford Executive Program of Stanford University in 1999. Mr. Van Tienhoven worked for two years in UBS at Zurich where he held the position of Head of Wealth Management for Latin America and before that, for almost 28 years in Citibank NA and Citibanamex he held a number of positions, among them, as Head of Corporate and Investment Banking for Citibank Mexico, Chairman and Managing Director of Citibank Portugal, Managing Director of Private Banking of Citi Banamex in Mexico and, more recently, as Managing Director of Wealth and Investment Management for Mexico and Latin America. Mr. Van Tienhoven has been a Director of Aeroméxico, Citibanamex and San Luis Rassini. Currently, he is Director of Banco Finterra, Chairman of the Executive Board of the Wharton School in Latin America, Director of the Fundación Internacional para la Libertad, and of the Council of the Americas/ Americas Society in New York.

Antonio Silva Jáuregui holds a Bachelor's degree in Mechanical and Electrical Engineering from Universidad Iberoamericana (UIA), and a Master's degree in Business Administration from the University of Chicago. He is an executive with a strong background in the spirits and non-alcoholic beverage industry, as well as in companies from various sectors. Mr. Silva began his professional career in 1979, working as a Project Engineer at Compañía Industrial de San Cristóbal, and later served as CFO and member of the Board of Directors at Scott Paper. After that, he worked at Becele for over fifteen years, where he served as CFO, as well as a board member. Since 2016, he has worked as a consultant at Cholula and La Viuda Food.

Hernando Carlos Luis Sabau García holds a bachelor's degree in Actuarial Science from the Universidad Nacional Autónoma de México. He also holds an M.A. in Economics from the University of Manchester and a Ph.D. in Economics from the Australian National University. He began his career as Manager of Actuarial Studies. Subsequently, he participated in various companies and organizations in management positions, until he became a Partner of SAI Consultores, S.C., where he has worked for more than 20 years. In addition, he has worked as a teacher, giving several lectures in various prestigious institutions. Mr. Sabau has extensive experience as a member of several Boards of Directors, including Mexder, Mercado Mexicano de Derivados, Grupo Financiero Monex, S.A., and Contraparte Central de Valores de México, S.A. de C.V., among others.

James Clerkin has had a successful career in the spirits industry, with extensive experience in the US market. He started his career in sales and held various senior management roles in international companies for over 20 years. Notably, he transformed Diageo's US West division, increasing profits by 33 percent, and later turned around Allied Domecq's \$1 billion US business. He joined Moët Hennessy in 2008 as Chief Commercial Officer for Moët Hennessy USA and was eventually promoted to CEO, overseeing the North American, Canadian, Mexican, and Caribbean markets. He retired from LVMH Moët Hennessy in 2021 and currently leads a startup venture called Demeter that focuses on non-



alcoholic spirits. Mr. Clerkin has also served on various boards of private and public companies, where he has gained valuable experience as a board member.

John Randolph Millian holds a bachelor's degree, magna cum laude, in Global Economic Policy from the University of Colorado and a master's degree in Business Administration from the Tuck School of Business. He has held various positions at Diageo LAC, American Express, Shering-Plough and PepsiCo International. He directed the LAC business for Diageo for more than 13 years. Mr. Millian has been a member of various organizations, including President of the Council of Amcham São Paulo, the Baptist International Advisory Board, the Advisory Board of the Tuck School of Business for Latin America and the Caribbean and Apoyo Seguro.

Luis A. Nicolau Gutiérrez is a member of the Board of Directors of Coca-Cola FEMSA, S.A.B. de C.V., Genera S.A.B. de C.V., Grupo Posadas, S.A.B. de C.V., GCC, S.A.B. de C.V. (formerly Grupo Cementos Chihuahua), Grupo Coppel, S.A. de C.V., Morgan Stanley Casa de Bolsa, S.A. de C.V. and Fondo Ignia, as well as a member of the Executive Committee of Ritch, Mueller y Nicolau, S.C. and of the Investment and Finance Committees of Promotora Social México, A.C. Previously, Mr. Nicolau was a member of the Board of Directors of Grupo Modelo, S.A.B. de C.V., Grupo Vitro, S.A.B. de C.V., Grupo MVS Comunicaciones, S.A. de C.V., Grupo Financiero Credit Suisse México, S.A. de C.V., J.P.Morgan Grupo Financiero, S.A. de C.V., Grupo Financiero Santander México, S.A. de C.V., Six Sigma Networks, S.A. de C.V. (KIO Networks), Papalote Museo del Niño and The Indian Mountain School. Mr. Nicolau holds a Law degree from Escuela Libre de Derecho. In addition, he holds a Master of Law degree from Columbia University as a Fulbright Scholar.

Ricardo Cervera Lomelí holds a bachelor's degree in Economics, graduated with Honors from the Instituto Tecnológico Autónomo de México (ITAM), and a master's degree in Business Administration from Yale University, where he was elected member of the Dean's Advisory Council. In 1998, Mr. Cervera received Mexico's Premio Nacional Banamex de Economía. Mr. Cervera has over 17 years of Investment Banking experience, having worked at Salomon Brothers in New York, Salomon Smith Barney in New York, Citigroup in New York and Mexico, and since 2009, as Founding Partner of Vace Partners. Mr. Cervera is also Founding Partner, Shareholder, and member of the Board of Directors of Fideicomiso Hipotecario. Throughout his career, Mr. Cervera has originated and executed Mergers and Acquisitions, Equity and Debt transactions worth over U.S.\$50 billion in the United States, Mexico, Latin America and Europe. Mr. Cervera is a member of the Technical Committee of Fondo Capital Infraestructura, member of the Board of Directors of Procorp and member of the Investment Committee of DIJ Properties.

Ronald Anderson is an executive with international experience in various strategic roles throughout the world, perfecting the developed and developing markets. Born in the United Kingdom, he started his career in the retail sector, and then took a sales position with Gillette. Mr. Anderson worked at Diageo for more than 25 years holding several Executive and Senior Management positions throughout the whole business, mainly outside the United Kingdom, or with global responsibilities. In the United States, he led the creation and negotiation of leading market routes in the industry, he became its first Customer Service



Officer in the Board of Directors. He held a similar position in the Board of Directors as Vice President of Sales of Bacardi, before becoming a Consultant for McKinsey & Co. and a series of new companies.

Sergio Visintini Freschi holds a degree in Electronic Engineering from the Universidad Iberoamericana (UIA) and earned a master's in Business Administration (majoring in Finance) from the Instituto Panamericano de Alta Dirección de Empresas (IPADE Business School). He is an experienced executive with an extensive background in the financial sector, as well as in companies of diverse sectors. Mr. Visintini began his professional career at Richardson Marrell, (now Procter & Gamble), later joining as Vice President of Finance and Chief Financial Officer, and as member of the Board of Industrias Peñoles. He was Vice President of Finance and Chief Financial Officer for several years at Grupo Nacional Provincial. After this, he worked at Rassini for more than ten years where he acted as Vice President of Finance and Chief Financial Officer, as well as member of the Board of Rassini. Since 2015 Mr. Visintini is an Independent member of the Board of Metlife Mexico, one of the leading insurance companies in Mexico.

Alternate Board Members

Arsenio Farell Campa is an attorney by the Universidad Iberoamericana and has worked since 1973 in the Law firm Bufete Farell, S.C. until today. He has been a practicing attorney for the past 45 years and in his extensive career has collaborated with several companies, including Teléfonos de México, S.A.B. de C.V., Gruma, S.A. de C.V., Minera Fresnillo, S.A. de C.V., Industrias Peñoles, S.A. de C.V., Montepio Luz Saviñón I.A.P., among others. He is currently a member of the Board of Directors of the Mexican Association of Automobile Distributors, Club Yates Acapulco and Yates, S.A.

Carlos Javier Vara Alonso graduated from the Instituto Tecnológico Autónomo de México (ITAM) with a degree in Economics. He received a master's degree in Economics from Yale Graduate School and a master's degree in Business Administration from the Yale School of Management. He worked for five years at McKinsey & Co. in Mexico City, Madrid, and Caracas. For the last 19 years, he has worked in Investment Banking as Head of the Mexico Office and Head of Latin America at Salomon Smith Barney and Citigroup. He is Founding Partner and Chief Executive Officer of Vace Partners. He is a founding Partner of FHipo and a member of the Board of Concentradora Hipotecaria (the FHipo management company). He is a member of the Board of Directors and of the Finance Committee of Grupo Gigante. He is a member of the Board of Directors of Hoteles Presidente and of México Power Group. He was a member of the Board of Directors of Aeroméxico. He is a member of the New Growth Fund Investment Committee. As an Investment Banker he has completed transactions worth more than U.S.\$100 billion.



**** Karen Virginia Beckmann Legorreta** has a background in communications, business, and marketing. Ms. Beckmann has built a career as an entrepreneur and is currently Founder and Chief Executive Officer of PP Marcas, engaged in the production and marketing of luxury footwear, with Crane and Kalaca, premium industry brands in its portfolio. She is the first woman to be a member of Becele's Board of Directors.

Luis Fernando Félix Fernández holds a degree in Business Administration from Universidad Iberoamericana. Mr. Félix began his professional career in the marketing area of Richardson-Vicks Company. He later joined Kimberly Clark de México, S.A.B. de C.V., where he held the position of Group Product Manager. He also served as Director of Global Business at Warner-Lambert. In 2001, he joined the Company as Marketing Director and later became Sales Director for the Self-Service channel. Since 2009 he has held the position of Managing Director for Mexico, and as of July 2015 he was given responsibility for the LATAM operation. Mr. Félix has also held positions at Pfizer and Procter & Gamble and has over 15 years of experience in the industry. Mr. Félix is currently the President and Chief Executive Officer of Proximo International of the Company, assuming all the functions of that position.

** Alternate of Mr. Antonio Silva Jáuregui.

Chef Executive Officer

Juan Domingo Beckmann Legorreta

Secretaries of the Board of Directors

Sergio Rodríguez Molleda	Secretary
Cynthia Corro Origel	Alternate Secretary

VI. Appointment and/or ratification, as applicable, of the President of the Audit and Corporate Practices Committee.

The following will be proposed:

Audit & Corporate Practices Committee Members

Sergio Visintini Freschi	Chairman
John Randolph Millian	Member
Ricardo Cervera Lomelí	Member
Hernando Carlos Luis Sabau García	Member
Cynthia Corro Origel	Secretary
Sergio Rodríguez Molleda	Alternate Secretary



VII. Remuneration for the members of the Board of Directors and the Audit and Corporate Practices Committee, as well as the Secretary.

The following will be proposed:

Board of Directors	US \$4,000.00 per session
Audit & Corporate Practices Committee	US \$3,500.00 per session
Secretary of the Board	US \$2,000.00 per session
Secretary of the Audit & Corporate Practices Committee	US \$1,500.00 per session

These amounts will be pay double to the Board Members or Committee members if the sessions are held outside of their usual place of residence. This dose not apply to Secretaries.

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.