

**SECURITIES AND EXCHANGE COMMISSION  
SEC FORM 17-C  
CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER**

1. **31 January 2025**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A200117595**    3. BIR Tax Identification No. **214-815-715-000**
4. **EMPERADOR INC.**  
Exact name of issuer as specified in its charter
5. **Philippines**  
Province, country or other jurisdiction of incorporation
6.  (SEC Use Only)  
Industry Classification Code:
7. **7<sup>th</sup> Floor, 1880 Eastwood Avenue, Eastwood City CyberPark  
188 E. Rodriguez Jr. Avenue, Bagumbayan, Quezon City**  
Address of principal office **1110**  
Postal Code
8. **(632)-8709-2038 to 41**  
Issuer's telephone number, including area code
9. **N/A**  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

| Title of Each Class    | Number of Shares of Common Stock<br>Outstanding and Amount of Debt Outstanding |
|------------------------|--|
| <b>Common Shares</b>   | <b>15,736,471,238</b>  |
| <b>Treasury Shares</b> | <b>505,919,938</b>   |

11. Indicate the item numbers reported herein: **ITEM 9 (b)**

Please see the attached Press Release

**SIGNATURES**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

|     |   |                 |
|-----|---|-----------------|
| By: | <b>EMPERADOR INC.</b><br><br><b>DINA D.R. INTING</b><br>Chief Financial Officer, Compliance Officer and<br>Corporate Information Officer | 31 January 2025 |
|-----|---|-----------------|



EMPERADOR INC.

## **EMPERADOR ACQUIRES LUXURY MEZCAL COMPANY IN MEXICO**

Emperador Inc. expands its premium product portfolio with the majority acquisition of Destileria Los Danzantes S.A. de C.V. ("Los Danzantes"), through its Mexican subsidiary Casa Pedro Domecq.

Los Danzantes is a significant player in the fast-growing global Mezcal industry. Among its owned brands are Los Danzantes and Alipus, both of which are well-known premium luxury mezcal brands which have been named among the top 10 best-selling and top 10 trending mezcal brands by industry surveys in recent years. The products are exported to over 20 countries and are featured in many of the world's top bars.

Following an injection of capital into the business, Emperador Inc., through Casa Pedro Domecq, will support Los Danzantes by further developing the distribution and promotion of their brands while genuinely supporting the social and sustainable ethos of the business and its close community of workers and suppliers.

Emperador Inc. President Winston Co said, "We are excited to invest in Los Danzantes, a company that is committed to keeping the tradition of artisanal mezcal production. The addition of luxury mezcal to the group's whisky and brandy portfolio further amplifies and strengthens the premiumization and internationalization strategy of Emperador Inc. As we join Los Danzantes in this growth journey, we will continue to safeguard and protect the traditions, heritage, land, people, and resources that make this world-class mezcal."

### **About Emperador Inc.**

Emperador Inc. is a global spirits conglomerate that owns Emperador Brandy, the world's best-selling brandy. Emperador's portfolio of iconic brands also includes Fundador Brandy, The Dalmore, Fettercairn, Jura, and Tamnavulin Single Malt Scotch whiskies. The products are available in more than 100 countries across the globe.

Emperador Inc. is a publicly-listed company at both the Philippine Stock Exchange and the Singapore Exchange.

### **About Casa Pedro Domecq**

Casa Pedro Domecq is a wholly owned subsidiary of Domecq Bodega Las Copas, a 50/50 joint venture company of Grupo Emperador Spain and Gonzales Byass.

Casa Pedro Domecq is a Mexican company that produces and distributes wines and spirits, ranking among the top ten companies in the industry in Mexico. In March 2017, the iconic Mexican company was revitalized in Mexico through a joint venture formed by the Filipino company Grupo Emperador and the Spanish company González Byass, marking the beginning of a new era for the company. The company is a leader in the Brandy category (volume and value) in Mexico and a pioneer and fundamental pillar in the history and development of the wine industry in Mexico. ###