Avenida Revolución 1267
Piso 21
Col. Los Alpes, Álvaro Obregón
C.P. 01040, Ciudad de México
T + (55) 7583 2000

Alsea

ALSEA, S.A.B. DE C.V.

CALL TO THE SHAREHOLDERS MEETING

IN ACCORDANCE WITH THE ARTICLE ELEVENTH OF THE BYLAWS OF THE COMPANY, AND BY AGREEMENT OF ITS BOARD OF DIRECTORS, THE SHAREHOLDERS OF **ALSEA, S.A.B. DE C.V.** ARE CALLED TO ASSIST TO THE ORDINARY GENERAL SHAREHOLDERS' MEETING TO BE HELD ON APRIL 29th, 2021 AT 13:00 HOURS IN THE ADDRESS LOCATED AT PASEO DE LOS TAMARINDOS NO. 400 A, 31 FLOOR, BOSQUES DE LAS LOMAS, ZIP CODE 05120, MEXICO CITY, IN ACCORDANCE WITH THE FOLLOWING:

AGENDA

I. DISCUSSION, MODIFICATION OR ENDORSEMENT, IF ANY, OF THE ANNUAL REPORT REFERRED TO IN THE GENERAL PROVISION OF THE ARTICLE 172 OF THE CORPORATION'S LAW, IN CONNECTION WITH THE TRANSACTIONS MADE BY THE COMPANY, THE BOARD OF DIRECTORS AND ITS INTERMEDIATE MANAGEMENT BODIES DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2020, INCLUDING THE FINANCIAL STATEMENTS FOR THAT PERIOD, AND DETERMINATION OF THE APPLICATION OF THE RESULTS OBTAINED BY THE COMPANY.

II. DISCUSSION, MODIFICATION, OR ENDORSEMENT, IF ANY, OF THE MANAGEMENT AND ANNUAL REPORT IN REGARD TO THE TRANSACTIONS MADE BY THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY, DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2020.

III. APPOINTMENT OR RATIFICATION AND APPROVAL, IF ANY, OF THE MANAGEMENTS AND MEMBERS OF THE BOARD OF DIRECTORS, OFFICERS AND MEMBERS OF THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

IV. DETERMINATION OF THE REMUNERATION PAYABLE TO THE MEMBERS OF THE BOARD OF DIRECTORS AND THE MEMBERS OF THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

V. REPORT OF THE BOARD OF DIRECTORS REGARDING THE SHARES OF THE CAPITAL STOCK OF THE COMPANY, REPURCHASED BY THE FUND OF OWN SHARES, AS WELL AS THEIR RELOCATION AND DETERMINATION OF THE AMOUNT OF RESOURCES THAT MAY BE ALLOCATED TO THE REPURCHASE OF OWN SHARES.

VI. AUTHORIZATION FOR WHICH THE COMPANY EXERCISES ALL THE ACTS THAT ARE NECESSARY, INCLUDING WITHOUT LIMITING THE RENEGOTIATION OF THE TERMS AND CONDITIONS IN WHICH ITS LIABILITIES AND/OR FINANCIAL OPERATIONS ARE AGREED, IN ANY OF THEIR FORMS.

VII. APPOINTMENT OF THE DELEGATES IN ORDER TO FORMALIZE THE RESOLUTIONS ADOPTED.

THE SHAREHOLDERS OF THE COMPANY ARE HEREBY REMINDED THAT AS THE SHARES OF THIS COMPANY ARE ALL REGISTERED, ONLY THE SHAREHOLDERS WHOSE NAMES APPEAR AS REGISTERED IN THE REGISTRY OF SHARES OF THE COMPANY WILL BE ABLE TO ATTEND THE MEETING. LIKEWISE, SINCE THE PUBLICATION DATE OF THIS CALL, THE SHAREHOLDERS WILL FIND AT THEIR DISPOSAL, IN THE ADDRESS LOCATED AT AVENIDA REVOLUCION 1267, 20th 21th AND 22th FLOOR, COLONIA LOS ALPES, DELEGACIÓN ALVARO OBREGÓN, C.P.01040, MEXICO, MEXICO CITY, IMMEDIATELY AND FREE OF ANY CHARGE THE INFORMATION AND DOCUMENTS RELATED TO EACH ONE OF THE POINTS ESTABLISHED IN THE AGENDA FOR THE CORRESPONDING MEETING, AS WELL AS THE POWER OF ATTORNEY IN ORDER TO BE REPRESENTED IN SUCH MEETING.

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IN ORDER TO ATTEND THE SHAREHOLDERS' MEETING, THE SECRETARY OF THE COMPANY WILL ISSUE THE ADMISSION PASSES, FOR WHICH THE SHAREHOLDERS MUST DEPOSIT THEIR SHARES OR SUBMIT THE DEPOSIT CERTIFICATE OF THE SHARES ISSUED BY ANY CREDIT INSTITUTION OR BY THE SD INDEVAL. S.A. DE C.V. (A MEXICAN SECURITIES' DEPOSITARY) IN ACCORDANCE WITH THE BYLAWS OF THE COMPANY.

AS A PREVENTIVE MEASURE CONSIDERING THE MEASURES DICTATED BY THE AUTHORITY DUE TO THE COVID-19, WE HEREBY INFORM YOU THAT THE EXPEDITION OF THE ADMISSION PASSES WILL BE SHALL BE CARRIED OUT ELECTRONICALLY IN ACCORDANCE WITH THE FOLLOWING PROCEDURE:

1. TO SEND THE REQUEST VIA EMAIL TO THE FOLLOWING PERSONS XAVIER MANGINO DUEÑAS, ELENA IBARROLA MORLET, CRISTIAN GASTELUM RODRÍGUEZ AND EDITH MARQUEZ DÍAZ IN THE EMAILS XAVIER.MANGINO@DLAPIPER.COM, ELENA.IBARROLA@DLAPIPER.COM, CRISTIAN.GASTELUM@DLAPIPER.COM AND EDITH.MARUQEZ@DLAPIPER.COM (PLEASE INCLUDE EACH AND EVERYONE IN ALL COMMUNICATIONS RELATED TO THIS SUBJECT).

2. TO ALL REQUESTS CARRIED OUT ACCORDING TO NUMBER 1 ABOVE, THERE MUST BE ATTACHED, THE SPECIFIC CERTIFICATE ISSUED BY THE S.D. INDEVAL INSTITUCIÓN PARA EL DEPÓSITO DE VALORES, S.A. DE C.V., THE LIST OF CLIENTS WHO WISH TO ATTEND THE SHAREHOLDERS´MEETING, THE CORRESPONDING FORM AND OTHER DOCUMENTS NORMALLY REQUIRED FOR THE ISSUE OF ADMISSION PASSES.

3. ONCE THE INFORMATION IS RECEIVED AND VALIDATED ACCORDING TO THE ABOVE NUMBERS, THE SECRETARY OF THE COMPANY, WHICH IS IN CHARGE OF XAVIER MANGINO DUEÑAS, WILL SEND VIA EMAIL THE ADMISSION PASSES REQUESTED.

4. IN ORDER TO COMPLY WITH THE SANITARY MEASURES, AVOID THE RISK OF CONTAGION DURING THE CELEBRATION OF THE SHAREHOLDERS´MEETING, BE ABLE TO SOLVE THE TOPICS IN IT AND GENERATE CERTAINTY TO THE SHAREHOLDERS AND THE MARKET, THE INTERMEDIARIES MAY BE ABLE TO ISSUE A POWER OF ATTORNEY IN FAVOR OF ELENA IBARROLA MORLET AND/OR XAVIER MANGINO DUEÑAS WHICH WILL VOTE ACCORDING THE INSTRUCTIONS GIVEN IN SUCH POWERS. WITH THIS, WE WILL BE ABLE TO ACHIEVE A PROPER REPRESENTATION OF THE SHAREHOLDERS IN A SMALLER NUMBER OF PEOPLE GATHERED TOGETHER.

WE REQUEST TO ALL FINANCIAL INTERMEDIARIES, THEIR SPECIAL COLABORATION AND SUPPORT IN ORDER TO ACHIEVE AS SOON AS POSSIBLE AND IN THE LARGEST POSSIBLE NUMBER, THE RECEPCTION OF REQUESTS FOR THE ISSUANCE OF THE ADMISSION PASSES, IN TERMS OF THE PROCEDURE PREVIOUSLY OUTLINED, THE FOREGOING IN ORDER TO BE ABLE TO CARRY OUT THE SHAREHOLDERS´MEETING SUCCESSFULLY AND ADOPT THE RESOLUTIONS FAVORABLY ACCORDING TO THE TOPICS TO BE HELD IN SUCH MEETING, WITH WHICH THE COMPANY IS CONVINCED, IT WILL GENERATE A GREAT DEAL OF CERTAINTY AND TRANSPARENCY TO ALL SHAREHOLDERS; BUT ALSO TO ALL PARTICIPANTS IN THE STOCK MARKET.

MEXICO CITY, APRIL 14TH, 2021.

XAVIER MANGINO DUEÑAS
SECRETARY OF THE COMPANY