



ALSEA REACHED AN AGREEMENT TO SALE THE OPERATION OF “EL PORTÓN” BRAND IN MEXICO

Mexico City, June 13, 2023 — Alsea, S. A. B. de C. V. (BMV: ALSEA*), the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America and Europe, informs that it reached an agreement for the sale of the operations of “El Portón” in Mexico. As part of this agreement, there will be a transition period to perfect this transaction and Alsea will cease operating the 15 units of “El Portón” and 2 of “Corazón de Barro” that it had in the country at the end of the first quarter of 2023. This operation is aligned with its portfolio restructuring strategy and the search for efficiencies in order to increase the company's profitability.

Limitation of Liability

This press release contains certain forecasts or projections, which reflect the current view or expectations of Alsea and its management with respect to its performance, business, and future events. Alsea uses words such as “believe”, “anticipate”, “plan”, “expect”, “intend”, “target”, “estimate”, “project”, “predict”, “forecast”, “guidelines”, “should”, and other similar expressions to identify forecasts or projections, but this is not the only way in which it refers to them. Such statements are subject to certain risks, contingencies, and assumptions. Alsea cautions that many factors could cause the actual results to differ materially from the plans, objectives, expectations, estimates, and intentions expressed in this press release. Alsea is under no obligation and expressly abdicates any intention or obligation to update or modify any forecast or projection that may result from new information, future events, or any other reason.

About Alsea

Alsea is the leading restaurant operator in Latin America and Europe of global brands in the quick service, coffee shop, fast casual, casual and family dining segments. It has a diversified portfolio, with brands such as Domino's Pizza, Starbucks, Burger King, Chili's, P.F. Chang's, Italianni's, The Cheesecake Factory, Vips, Vips Smart, El Portón, Archies, Foster's Hollywood, Gino's, TGI Fridays, Ole Mole and Corazón de Barro. The company operates more than 4,400 units in Mexico, Spain, Argentina, Chile, Colombia, France, Portugal, Belgium, Netherlands, Luxembourg, Uruguay and Paraguay. Alsea's business model includes support for its brands through a Shared Services Center that provides all the Administrative and Development Processes, as well as Supply Chain.

For more information please visit: www.alsea.com.mx

Alsea shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA*.

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We bring happiness and experiences full of flavor.

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