ALSEA SIGNS DEVELOPMENT AGREEMENT WITH RAISING CANE'S TO OPEN RESTAURANTS IN MEXICO

- The company expects to open its first location in the second half of 2026

Mexico City, December 8, 2025 — Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea", the leading Quick Service Restaurant (QSR), Coffee Shop, and Full-Service Restaurant operator in Latin America and Europe, announces that, it has signed a development agreement with Raising Cane's to open Restaurants in Mexico. The first location is expected to begin operations in the second half of 2026, with plans to explore potential additional expansion opportunities in the region.

Founded in 1996 by Todd Graves, who still owns the company today, Raising Cane's is one of the fastest-growing restaurant brands in the United States, known for its ONE LOVE® — Craveable Chicken Finger Meals. The brand is celebrated for its fresh, cooked-to-order Chicken Fingers, secret Cane's Sauce, crinkle-cut fries, Cane's toast, and freshly made coleslaw. With a vibrant culture centered on quality, service, and community, Raising Cane's operates more than 950 Restaurants across 43 US states and the Middle East, and has recently announced plans to expand into the UK in addition to Mexico late next year.

"We are excited to partner with Raising Cane's, an iconic brand, and support its international growth," said Christian Gurria, Alsea Chief Executive Officer. "By leveraging our deep understanding of the Mexican consumer and the restaurant industry, we aim to deliver outstanding food experiences and introduce world-class brands to our customers."

This agreement aligns with Alsea's long-term strategy to maintain a portfolio of top global brands and represents a significant growth opportunity for the company.

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", Av. Revolución 1267, Torre Corporativa, Piso 21 col. Los Alpes, Álvaro Obregón C.P. 01040, CDMX Alsea @somosalsea 52 (55) 7583 2000 "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 Raising Cane's
Raising Cane's is one of the fastest-growing Restaurant Brands, with 950+ Restaurants in 40+ states, and plans to open more than 100 new Restaurants across several new markets in 2025. The company recently announced plans to be one of the top 10 Restaurant Brands in the United States and is known for its ONE LOVE® – Craveable Chicken Finger Meals® – which includes the iconic "Cane's Sauce®" – named the #1 most craveable sauce in the Restaurant industry and most craveable chicken. For more information, visit raisingcanes.com.

About Alsea
Alsea is the leading restaurant operator in Latin America and Europe of global brands in the quick service, coffee shop, and fast casual 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, Archies, Foster's Hollywood, Gino's and TGI Fridays. The company operates more than 4,800 units in Mexico, Spain, Argentina, Chile, Colombia, France, Portugal, Netherlands, Belgium, 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 the 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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