

ALSEA AGREES TO SELL ITS RESTAURANTS OPERATION OF BURGER KING IN SPAIN

Mexico City, August 5, 2024 — 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, informs that it reached an agreement with Burger King Spain, S.L.U., subject to the compliance of certain conditions, for the sale and transfer of its Burger King business in Spain, which comprises of 54 Burger King units in the country at the end of the second quarter of 2024.

This operation is aligned with the Company's strategy of simplifying its brand portfolio with the objective of growing through efficiencies which increase the company's profitability.

The transaction is subject to regulatory approval and is anticipated to be finalized in the fourth quarter of 2024.

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 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 4,600 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*.

Gerardo Lozoya Latapi
Nicolas Espinoza Meneses
Investor Relations
Telephone: +52 (55) 7583-2000 | ri@alsea.com.mx

Entregamos felicidad y experiencias llenas de sabor.

📍 Av. Revolución 1267 | Piso 21, Col. Los Alpes, Álvaro Obregón C.P. 01040, CDMX

🌐 www.alsea.net

