

## ALSEA APPOINTS GERARDO LOZOYA AS INVESTOR RELATIONS AND CORPORATE AFFAIRS OFFICER

**Mexico City, January 8, 2024** — Alsea, S.A.B. de C.V. (BMV: ALSEA\*) "Alsea", the leading operator of quick service restaurants, coffee shops and casual dining establishments in Latin America and Spain, informs that starting today, Gerardo Lozoya Lapati will assume the position of Investor Relations and Corporate Affairs Officer.

Gerardo has a bachelor's degree in Finance from Tecnológico de Monterrey, ITESM, with an MBA from IPADE. He has 16 years of experience in financial analysis, implementation of strategic committees for risk management, as well as in the area of investor relations at a global level, this being his greatest strength.

His experience in the Investor Relations area began at FEMSA and he spent the last 5 years at Orbia in key roles such as Investor Relations Officer and Enterprise Risk Management Officer.

Gerardo will assume the leadership of Investor Relations, Sustainability, External Communication, and Public Relations. As part of his core responsibilities, Gerardo will be actively communicating the company's strategy, as well as maintaining close communication with stakeholders and equity analysts, seeking to have a positive impact through external communication plans and actions that strengthen Alsea's reputation.

Armando Torrado, Alsea's CEO, commented: "I am pleased to welcome Gerardo to our team. With his successful professional journey and diverse experience across different business roles, he brings valuable capabilities, vision, and leadership that will contribute significantly to our continued growth."

### Disclaimer

*This press release contains certain forward-looking information regarding the Company's results and outlook. However, actual results may vary materially from these estimates. Information on future events contained in this release should be read jointly with the risk summary in the Annual Report. That information, as well as future reports made by the Company or any of its representatives, whether verbally or in writing, may vary significantly from actual results. These projections and estimates, which are prepared in reference to a determined date, should not be taken as fact. The Company is in no way liable for updating or revising any of these projections and estimates, whether as a result of new information, future events or other associated events.*

### About Alsea

Alsea is the leading restaurant operator in Latin America and Spain of global brands in the quick service, coffee shop and 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 4,500 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](http://www.alsea.com.mx)

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

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