

ALSEA ANNOUNCES CHANGES IN ADMINISTRATION AND FINANCE LEADERSHIP

Mexico City, February 27, 2024 - Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea", the leading Quick Service Restaurant (QSR), Coffee Shop and Casual Dining operator in Latin America and Europe, announces that Federico Rodríguez Rovira will assume the position of Chief Financial and Administrative Officer of Alsea. Rafael Contreras Grosskelwing, who has held this position in recent years, has supported Federico since November 2023 in a transition process that will culminate in March 2024. In addition, Rafael will continue to be part of the organization, supporting Alsea's Top Management and Board of Directors. This change in Alsea's Administration and Finance Department is in line with the strategy defined and approved by the Board of Directors.

Federico has a track record of more than 17 years at Alsea, in which he has successfully led various financial teams in the support center and supply chain, executing the integration of key synergies while achieving value creation in Mexico, South America and Europe. Thanks to his performance and commitment to the company, in 2015 he was transferred to Spain, where he assumed responsibility as Finance Director of Alsea Europe, a position in which he gained international experience.

Among his main achievements are the acquisition and integration of Grupo Zena, Grupo Sigla and Starbucks France-Benelux, as well as the issuance of a Euro-denominated bond to complete Alsea's refinancing strategy.

Armando Torrado, CEO of Alsea, commented: "It is important for us to provide continuity to the process of developing internal talent. The Chief Financial and Administrative position is strategic and highly relevant within the organization, and I am very pleased that Federico will have the opportunity to lead it". Armando also mentioned, "I am convinced that this change will allow us to continue delivering excellent results from a position of strength. These results have been achieved thanks to the leadership that Rafael and Federico have shown, and I thank them both for their great contributions."

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 Europe 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 4,600 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, visit: www.alsea.com.mx

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

Gerardo Lozoya Latapi
Nicolás Espinoza Meneses
Investor Relations
Telephone: (5255) 7583-2000
ri@alsea.com.mx

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

www.alsea.net



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