ALSEA, S.A.B. DE C.V.

NOTICE OF MEETING

PURSUANT TO ARTICLE ELEVENTH OF THE COMPANY'S CORPORATE BYLAWS AND BY RESOLUTION OF ITS BOARD OF DIRECTORS, THE SHAREHOLDERS OF **ALSEA, S.A.B. DE C.V.,** ARE HEREBY CALLED TO THE **ANNUAL ORDINARY AND EXTRAORDINARY GENERAL SHAREHOLDERS MEETING** OF THE COMPANY, TO BE HELD ON APRIL 17, 2026, AT 11:00 HOURS, AT THE ADDRESS LOCATED AT AVENIDA REVOLUCIÓN 1267, FLOOR 22 SOUTH, COLONIA LOS ALPES, DELEGACIÓN ÁLVARO OBREGÓN, C.P. 01040, MEXICO CITY, IN ACCORDANCE WITH THE FOLLOWING:

A G E N D A

ANNUAL ORDINARY GENERAL SHAREHOLDERS MEETING

I. DISCUSSION, AMENDMENT OR APPROVAL, AS THE CASE MAY BE, OF THE ANNUAL REPORT REFERRED TO IN THE GENERAL STATEMENT OF ARTICLE 172 OF THE GENERAL LAW OF COMMERCIAL COMPANIES, REGARDING THE OPERATIONS CARRIED OUT BY THE COMPANY, ITS MANAGEMENT BODY AND ITS INTERMEDIATE BODIES DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2025, INCLUDING THE FINANCIAL STATEMENTS CORRESPONDING TO SUCH PERIOD, AND DETERMINATION WITH RESPECT TO THE ALLOCATION OF RESULTS OBTAINED BY THE COMPANY.

II. DISCUSSION, AMENDMENT OR APPROVAL, AS THE CASE MAY BE, OF THE ACTIONS TAKEN AND THE ANNUAL REPORT REGARDING THE OPERATIONS CARRIED OUT BY THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2025.

III. APPOINTMENT OR RATIFICATION AND APPROVAL, AS THE CASE MAY BE, OF MESSRS. ARMANDO TORRADO MARTÍNEZ, ALBERTO TORRADO MARTÍNEZ, COSME ALBERTO TORRADO MARTÍNEZ, FEDERICO TEJADO BÁRCENA, FABIÁN GERARDO GOSSELIN CASTRO, CARLOS VICENTE SALAZAR LOMELÍN, ALFREDO SANCHEZ TORRADO, LUIZ CARLOS FEREZIN, FRANCISCO XAVIER CRESPO BENITEZ, AND MESDAMES LETICIA MARIANA JAUREGUI CASANUEVA, CHRISTINE MARGUERITE KENNA AND GABRIELA MARIA GARZA SAN MIGUEL, AS PROPIETARY MEMBERS OF THE BOARD OF DIRECTORS OF THE COMPANY OR ANY OTHER MEMBER OF THE BOARD OF DIRECTORS PROPOSED FOR APPOINTMENT BY THE SHAREHOLDERS AT THE MEETING, AS WELL AS THE SECRETARY OF THE COMPANY.

IV. APPOINTMENT OR RATIFICATION AND APPROVAL, AS THE CASE MAY BE, OF THE COMPANY'S OFFICERS AND OF THE MEMBERS THAT WILL COMPRISE THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

V. DETERMINATION OF COMPENSATION FOR THE MEMBERS OF THE BOARD OF DIRECTORS AND THE MEMBERS OF THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

VI. REPORT OF THE BOARD OF DIRECTORS REGARDING THE SHARES REPRESENTATIVE OF THE COMPANY'S CAPITAL STOCK REPURCHASED AGAINST THE SHARE BUYBACK FUND, AS WELL AS THEIR REISSUANCE AND DETERMINATION OF THE AMOUNT OF RESOURCES THAT MAY BE ALLOCATED FOR THE REPURCHASE OF OWN SHARES.

VII. PROPOSAL FOR THE DECREE AND FORM OF PAYMENT OF A DIVIDEND TO THE COMPANY'S SHAREHOLDERS.

EXTRAORDINARY GENERAL SHAREHOLDERS MEETING

VIII. REDUCTION OF CAPITAL STOCK BY THE CANCELLATION OF TREASURY SHARES AND THE CONSEQUENT AMENDMENT TO ARTICLE SIXTH OF THE CORPORATE BYLAWS.

IX. APPOINTMENT OF DELEGATES TO FORMALIZE THE RESOLUTIONS ADOPTED AT THE MEETING.

SHAREHOLDERS OF THE COMPANY ARE HEREBY REMINDED THAT, AS ALL SHARES OF THE COMPANY ARE REGISTERED SHARES, ONLY THOSE SHAREHOLDERS WHOSE NAMES APPEAR IN THE COMPANY'S REGISTERED SHARE REGISTRY MAY ATTEND THE MEETING. LIKEWISE, FROM THE DATE OF PUBLICATION OF THIS NOTICE, THE INFORMATION AND DOCUMENTS RELATED TO EACH OF THE ITEMS SET FORTH IN THE AGENDA OF THIS MEETING, AS WELL AS THE PROXY FORMS FOR SHAREHOLDER REPRESENTATION, SHALL BE AVAILABLE TO THE COMPANY'S SHAREHOLDERS AT THE ADDRESS LOCATED AT AVENIDA REVOLUCIÓN 1267, FLOORS 20, 21 AND 22, COLONIA LOS ALPES, DELEGACIÓN ÁLVARO OBREGÓN, C.P. 01040, MEXICO CITY, AND ON THE COMPANY'S PUBLIC WEBSITE AT WWW.ALSEA.NET, IMMEDIATELY AND FREE OF CHARGE.

IN ORDER TO ATTEND THE MEETING, THE COMPANY'S SECRETARY WILL ISSUE ADMISSION PASSES. TO THAT END, SHAREHOLDERS MUST DEPOSIT THEIR SHARES OR DELIVER THE CORRESPONDING CERTIFICATES OF DEPOSIT OF SUCH SHARES ISSUED BY A CREDIT INSTITUTION OR BY *S.D. INDEVAL, S.A. DE C.V., INSTITUCIÓN PARA EL DEPÓSITO DE VALORES* (SECURITIES DEPOSITORY INSTITUTION), IN ACCORDANCE WITH THE CORPORATE BYLAWS.

ON THIS OCCASION, THE PROCEDURE FOR THE ISSUANCE OF ADMISSION PASSES MAY BE CARRIED OUT IN PERSON DIRECTLY AT THE COMPANY'S SECRETARY OFFICE LOCATED AT AVENIDA JUAN SALVADOR AGRAZ NO. 97, FLOOR 3, OFFICE 3B, SANTA FE CUAJIMALPA, 05348, MEXICO CITY, OR ELECTRONICALLY IN ACCORDANCE WITH THE FOLLOWING PROCEDURE:

1. A REQUEST SHALL BE SUBMITTED BY EMAIL TO XAVIER MANGINO DUEÑAS, ELENA IBARROLA MORLET, ANA MARÍA PEREZ DE LA RIVA AND EDITH MÁRQUEZ DÍAZ AT THE EMAIL ADDRESSES XAVIER@MANGINOIBARROLA.COM, ELENA@MANGINOIBARROLA.COM, ANA@MANGINOIBARROLA.COM AND EDITH@MANGINOIBARROLA.COM (PLEASE INCLUDE EACH AND EVERY ONE OF SAID RECIPIENTS IN ALL COMMUNICATIONS RELATED TO THIS MATTER).

2. EVERY REQUEST SUBMITTED PURSUANT TO ITEM 1 ABOVE MUST BE ACCOMPANIED BY THE SPECIFIC CERTIFICATE ISSUED BY *S.D. INDEVAL INSTITUCIÓN PARA EL DEPÓSITO DE VALORES, S.A. DE C.V.*, THE LIST OF CLIENTS REQUESTING TO ATTEND THE MEETING, THE CORRESPONDING FORM AND ALL OTHER DOCUMENTS ORDINARILY REQUIRED FOR THE ISSUANCE OF ADMISSION PASSES.

3. ONCE THE INFORMATION REFERRED TO IN THE PRECEDING ITEMS HAS BEEN RECEIVED AND VALIDATED, THE COMPANY'S SECRETARY, XAVIER MANGINO DUEÑAS, WILL SEND THE REQUESTED ADMISSION PASSES ELECTRONICALLY.

4. IN ORDER TO ACCOMMODATE THE HYBRID WORKING MODEL OF CERTAIN SECURITIES INTERMEDIARIES AND TO ENSURE THAT THE MATTERS ADDRESSED AT THE MEETING ARE RESOLVED IN A MANNER THAT GENERATES CERTAINTY FOR SHAREHOLDERS AND THE MARKET, INTERMEDIARIES MAY ISSUE POWERS OF ATTORNEY IN FAVOR OF ELENA IBARROLA MORLET AND/OR XAVIER MANGINO DUEÑAS, WHO WILL VOTE IN ACCORDANCE WITH THE INSTRUCTIONS SET FORTH IN SUCH POWERS OF ATTORNEY. THIS WILL ALLOW FOR PROPER REPRESENTATION OF SHAREHOLDERS WITH A REDUCED NUMBER OF ATTENDEES.

ALL FINANCIAL INTERMEDIARIES ARE RESPECTFULLY REQUESTED TO PROVIDE THEIR SPECIAL COOPERATION AND SUPPORT IN ORDER TO ACHIEVE, AS PROMPTLY AND COMPREHENSIVELY AS POSSIBLE, THE RECEIPT OF REQUESTS FOR THE ISSUANCE OF ADMISSION PASSES, PURSUANT TO THE PROCEDURE SET FORTH ABOVE. THIS IS NECESSARY TO ENABLE THE SUCCESSFUL CONDUCT OF THE MEETING AND THE FAVORABLE ADOPTION OF RESOLUTIONS ON THE AGENDA ITEMS, WHICH THE COMPANY IS CONVINCED WILL GENERATE SIGNIFICANT CERTAINTY AND TRANSPARENCY FOR SHAREHOLDERS AND PARTICIPANTS IN THE SECURITIES MARKET.

MEXICO CITY, MARCH 31st, 2026.

XAVIER MANGINO DUEÑAS
SECRETARY OF THE COMPANY