

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

CALL TO THE SHAREHOLDERS MEETING

IN ACCORDANCE WITH THE ARTICLE ELEVENTH OF THE BYLAWS OF THE COMPANY, AND BY AGREEMENT OF ITS BOARD OF DIRECTORS, THE SHAREHOLDERS OF **ALSEA, S.A.B. DE C.V.** ARE CALLED TO ASSIST TO THE **ORDINARY AND EXTRAORDINARY GENERAL SHAREHOLDERS' MEETING** TO BE HELD ON JANUARY 27th, 2023 AT 13:00 HOURS IN THE ADDRESS LOCATED AT AVENIDA REVOLUCIÓN 1267, 22 Floor South, COLONIA LOS ALPES, DELEGACIÓN ÁLVARO OBREGÓN, C.P. 01040, MEXICO CITY, IN ACCORDANCE WITH THE FOLLOWING:

A G E N D A

ORDINARY GENERAL SHAREHOLDERS' MEETING

- I. APPROVAL OF THE RESIGNATION AS MEMBER OF THE BOARD OF DIRECTORS OF THE COMPANY PRESENTED BY ADRIANA MARIA NOREÑA SEKULIST.
- II. PROPOSAL AND APPROVAL FOR THE APPOINTMENT , IF APPLICABLE, OF CHRISTINE MARGUERITE KENNA AS AN INDEPENDENT MEMBER OF THE BOARD OF DIRECTORS OF THE COMPANY.
- III. PROPOSAL AND APPROVAL FOR THE APPOINTMENT , IF APPLICABLE, OF GABRIELA MARIA GARZA SAN MIGUEL AS AN INDEPENDENT MEMBER OF THE BOARD OF DIRECTORS OF THE COMPANY.
- IV. PRESENTATION OF THE COMPOSITION OF THE BOARD OF DIRECTORS OF THE COMPANY, CONSIDERING THE PREVIOUS RESOLUTIONS ON THE AGENDA.

A G E N D A

EXTRAORDINARY GENERAL SHAREHOLDERS' MEETING

- V. REDUCTION OF THE CAPITAL STOCK BY CANCELATION OF TREASURY SHARES.
- VI. PARTIAL AMENDMENT OF THE COMPANY'S BYLAWS AS A RESULT OF THE REDUCTION OF THE CAPITAL STOCK.
- VII. APPOINTMENT OF THE SPECIAL DELEGATES IN ORDER TO FORMALIZE AND EXECUTE THE RESOLUTIONS ADOPTED.

THE SHAREHOLDERS OF THE COMPANY ARE HEREBY REMINDED THAT AS THE SHARES OF THIS COMPANY ARE ALL REGISTERED, ONLY THE SHAREHOLDERS WHOSE NAMES APPEAR AS REGISTERED IN THE REGISTRY OF SHARES OF THE COMPANY WILL BE ABLE TO ATTEND THE MEETING. LIKEWISE, SINCE THE PUBLICATION DATE OF THIS CALL, THE SHAREHOLDERS WILL FIND AT THEIR DISPOSAL, IN THE ADDRESS LOCATED AT AVENIDA REVOLUCION 1267, 20th, 21th AND 22th FLOOR, COLONIA LOS ALPES, DELEGACIÓN ALVARO OBREGÓN, ZIP CODE 01040, MEXICO, MEXICO CITY, AND ON THE COMPANY'S PUBLIC WEB PAGE WWW.ALSEA.NET, IMMEDIATELY AND FREE OF ANY CHARGE THE INFORMATION AND DOCUMENTS RELATED TO EACH ONE OF THE POINTS ESTABLISHED IN THE AGENDA FOR THE CORRESPONDING MEETING, AS WELL AS THE POWER OF ATTORNEY IN ORDER TO BE REPRESENTED IN SUCH MEETING.

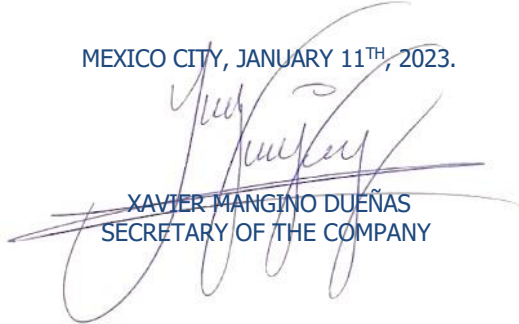
IN ORDER TO ATTEND THE SHAREHOLDERS' MEETING, THE SECRETARY OF THE COMPANY WILL ISSUE THE ADMISSION PASSES, FOR WHICH THE SHAREHOLDERS MUST DEPOSIT THEIR SHARES OR SUBMIT THE DEPOSIT CERTIFICATE OF THE SHARES ISSUED BY ANY CREDIT INSTITUTION OR BY THE S.D. INDEVAL. S.A. DE C.V. (A MEXICAN SECURITIES' DEPOSITARY) IN ACCORDANCE WITH THE BYLAWS OF THE COMPANY.

ON THIS OCCASION, THE PROCESS FOR THE ISSUANCE OF ADMISSION PASSES MAY BE CARRIED OUT IN PERSON DIRECTLY AT THE COMPANY'S SECRETARY'S OFFICE LOCATED AT PASEO DE LA REFORMA 342, 28TH FLOOR, COLONIA JUÁREZ, ALCALDÍA CUAUHTÉMOC 06600 IN MEXICO CITY, OR IT MAY BE CARRIED OUT ELECTRONICALLY IN ACCORDANCE WITH THE FOLLOWING PROCEDURE:

1. THE REQUEST MUST BE SENT BY E-MAIL TO XAVIER MANGINO DUEÑAS, ELENA IBARROLA MORLET AND EDITH MÁRQUEZ DÍAZ AT XAVIER.MANGINO@HKLAW.COM, ELENA.IBARROLA@HKLAW.COM, AND EDITH.MARQUEZ@HKLAW.COM (PLEASE INCLUDE EACH AND EVERY ONE OF THESE RECIPIENTS IN ALL COMMUNICATIONS RELATED TO THIS MATTER).
2. TO ALL REQUESTS CARRIED OUT ACCORDING TO NUMBER 1 ABOVE, THERE MUST BE ATTACHED, THE SPECIFIC CERTIFICATE ISSUED BY THE S.D. INDEVAL INSTITUCIÓN PARA EL DEPÓSITO DE VALORES, S.A. DE C.V., THE LIST OF CLIENTS WHO WISH TO ATTEND THE SHAREHOLDERS' MEETING, THE CORRESPONDING FORM AND OTHER DOCUMENTS NORMALLY REQUIRED FOR THE ISSUE OF ADMISSION PASSES.
3. ONCE THE INFORMATION IS RECEIVED AND VALIDATED ACCORDING TO THE ABOVE NUMBERS, THE SECRETARY OF THE COMPANY, WHICH IS IN CHARGE OF XAVIER MANGINO DUEÑAS, WILL SEND VIA EMAIL THE ADMISSION PASSES REQUESTED.
4. TO EMPATHIZE WITH THE HYBRID WORKING MODEL OF SOME SECURITIES INTERMEDIARIES AND TO BE ABLE TO SOLVE THE MATTERS DISCUSSED AT THE MEETING AND GENERATE CERTAINTY TO THE SHAREHOLDERS AND THE STOCK MARKET, THE INTERMEDIARIES MAY BE ABLE TO ISSUE A POWER OF ATTORNEY IN FAVOR OF ELENA IBARROLA MORLET AND/OR XAVIER MANGINO DUEÑAS, WHICH WILL VOTE ACCORDING TO THE INSTRUCTIONS INDICATED IN SUCH POWERS, WITH THIS, WE WILL BE ABLE TO ACHIEVE A PROPER REPRESENTATION OF THE SHAREHOLDERS IN A SMALLER NUMBER OF PEOPLE GATHERED TOGETHER.

WE REQUEST TO ALL FINANCIAL INTERMEDIARIES, THEIR SPECIAL COLLABORATION AND SUPPORT IN ORDER TO ACHIEVE AS SOON AS POSSIBLE AND IN THE LARGEST POSSIBLE NUMBER, THE RECEPTION OF REQUESTS FOR THE ISSUANCE OF THE ADMISSION PASSES, IN TERMS OF THE PROCEDURE PREVIOUSLY OUTLINED, THE FOREGOING IN ORDER TO BE ABLE TO CARRY OUT THE SHAREHOLDERS' MEETING SUCCESSFULLY AND ADOPT THE RESOLUTIONS FAVORABLY ACCORDING TO THE TOPICS TO BE HELD IN SUCH MEETING, WITH WHICH THE COMPANY IS CONVINCED, IT WILL GENERATE A GREAT DEAL OF CERTAINTY AND TRANSPARENCY TO ALL SHAREHOLDERS; BUT ALSO TO ALL PARTICIPANTS IN THE STOCK MARKET.

MEXICO CITY, JANUARY 11TH, 2023.



XAVIER MANGINO DUEÑAS
SECRETARY OF THE COMPANY