Paseo de la Reforma 222
3th floor, Tower 1 Corporate
Juárez, Cuauhtémoc
Z.C. 00600, México City
T + (55) 52 41 7100

Alsea

ALSEA ANNOUNCES THE ACQUISITION OF 22 STORES FROM A SUBFRANCHISEE OF DOMINO'S PIZZA

Mexico City, August 8, 2016. Alsea, S.A.B. de C.V. (BMV: ALSEA *) the leading operator of Quick Service Restaurants, Coffee Shops, Casual and Family Dining establishments in Latin America and Spain, reports the signing of an agreement to carry out the acquisition of 100% of the assets of 22 Domino's Pizza stores from a subfranchisee who until this acquisition had exclusive rights to develop and operate the brand in certain areas of the State of Mexico, within the metropolitan area of Mexico City and in the state of Hidalgo.

This purchase will consist of the acquisition of all assets of the 22 units. It is planned that the closing of the transaction will be carried out in the coming weeks.

Federico Tejado, CEO of Alsea Mexico said: "This operation reflects the opportunity for expansion of Domino's Pizza in the territories acquired and with it, Alsea confirms the growth potential that still exists for the brand, as we expect to open five more units in the next twelve months". Federico also mentioned: "The synergies and growth arising from this transaction, will contribute to the brand's growth and margin expansion".

About Alsea
Alsea is the largest restaurant operator in Latin America of global leading 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 Grill & Bar, California Pizza Kitchen, P.F. Chang's, Italianni's, The Cheesecake Factory, Vips, El Portón, Archie's, Foster's Hollywood, LAVACA, Cañas y Tapas e Il Tempietto. The company operates more than 3,000 units and has more than 60,000 employees in Mexico, Argentina, Chile, Colombia, Brazil and Spain. Alsea's business model includes support for its brands through a Shared Services Center that provides all of the Administrative and Development Processes, as well as the Supply Chain. Alsea has the distinctive as a "Socially Responsible Company" and is one of the top 20 "Best Places to Work" in Mexico.

For more information visit: www.alsea.com.mx

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

Diego Gaxiola Cuevas
Chief Financial Officer
Telephone: (5255) 5241-7151
ri@alsea.com.mx

Quick Service Restaurants
Cafeteria
Casual Dining Restaurants
Family Restaurants

Through our brands
we ignite the spirit
of the people.
Meet us at: www.alsea.net