



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".

Disclaimer

This press release contains certain forward-looking statements that reflect the current views and/or expectations of Alsea and its management with respect to its performance, business and future events. We use words such as "believe", "anticipate", "plan", "expect", "intend", "target", "estimate", "project", "predict", "forecast", "guideline", "should" and other similar expressions to identify forward-looking statements, but they are not the only way we identify such statements. Such statements are subject to a number of risks, uncertainties and assumptions. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this release. Alsea is under no obligation and expressly disclaims any intention or obligation to update or revised any forward-looking statements, whether as a results of new information, future events or otherwise.

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 Tempio. 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*

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Through our brands
we ignite the spirit
of the people.
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