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Alsea

ALSEA REACHES AN AGREEMENT WITH BANCO DE FRANQUIAS TO OPERATE P.F. CHANG'S IN BRAZIL

Mexico City, June 4, 2019 — Alsea, S. A. B. de C. V. (BMV: ALSEA*), the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America and Europe informs that, following its portfolio efficiency restructuring strategy, has finalized an agreement with Banco de Franquias for the formation of a *joint venture* regarding the P.F. Chang's business in Brazil. As part of this agreement, Banco de Franquias, an operator with proven experience in the Brazilian market, will manage in the joint venture the operation of the existing P.F. Chang's units in that country, as well as the development of new units.

Banco de Franquias is recognized for its expertise in the development, operational and management of major brands stores, carried out by their professional field team and Shared Service Center, ensuring efficiency, control, transparency and improved financial performance.

About Alsea
Alsea is the leading restaurant operator in Latin America and Spain of global brands in the quick service, coffee shop, casual and family 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, Vips Smart, El Portón, Archies, Foster's Hollywood, LAVACA, Cañas y Tapas, Gino's, TGI Fridays y wagamama. The company operates close to 4,500 units and has more than 85,000 employees in Mexico, Argentina, Chile, Colombia, Brazil, Uruguay, Spain, France, Portugal, Netherlands, Belgium Luxembourg and Andorra. 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

About P.F. Chang's
Founded in 1993 by Philip Chiang and Paul Fleming, P.F. Chang's is the first internationally recognized multi-unit casual dining restaurant concept to honor and celebrate the 2,000-year-old tradition of wok cooking as the center of the guest experience. Since inception, P.F. Chang's chefs have been hand-rolling dim sum, hand chopping and slicing all vegetables and meats, scratch cooking sauces and wok-cooking each dish, every day in every restaurant. P.F. Chang's scratch menu highlights its wholesome, made-to-order-cooking approach and introduces new dishes and drinks for lunch, happy hour and dinner. Today, P.F. Chang's has more than 300 restaurants around the world including 24 countries and U.S. airport locations. For more P.F. Chang's news, visit pfchangs.com and follow us on Facebook, Twitter and Instagram @pfchangs

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

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A través de nuestras marcas encendemos el espíritu de la gente, conócenos: www.alsea.net