Avenida Revolución 1267
Piso 21
Col. Los Alpes, Álvaro Obregón
C.P. 01040, Ciudad de México
T + (55) 7583 2000

ALSEA RECEIVES TAX CLAIM

Mexico City, February 14, 2020. Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea" or "the Company", the leading Quick Service Restaurant (QSR), Coffee Shop, Casual Dining and Family Restaurant operator in Latin America and Europe, informs that Mexico's Tax Administration Service (SAT, to use the acronym in Spanish) carried out a tax review relating to the purchase of Vips restaurants from Wal-Mart de México S.A.B de C.V. (BMV: WALMEX) "Walmex"; Vips was acquired by Alsea in 2014. The SAT has since issued a settlement notice for Alsea to make tax payments for Ps. 3.881 billion, related to apparent income from the acquisition of goods. This amount includes update fees, surcharges and fines.

The Company and its external lawyers believe that Alsea has sufficient grounds to sustain that the settlement notice given by the SAT is inadmissible and to sustain that Alsea has complied on time and in form with its tax obligations regarding the aforementioned commercial agreement.

Alsea is evaluating its legal alternatives to challenge this ruling through administrative or judicial means.

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, California Pizza Kitchen, P.F. Chang's, Italianni's, The Cheesecake Factory, Vips, Vips Smart, El Portón, Archies, Foster's Hollywood, Cañas y Tapas, Gino's, TGI Fridays and wagamama. The company operates more than 4,000 units and has more than 80,000 employees in Mexico, Argentina, Chile, Colombia, Brazil, Uruguay, Spain, France, Portugal, the 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

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

Salvador Villaseñor Barragán
Investor Relations
Telephone: (5255) 7583-2000
ri@alsea.com.mx

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