ALSEA ANNOUNCES ITS 2023 GUIDANCE

New York City, March 31, 2023 — 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 announces its 2023 guidance.

Alsea: Guidance 2023

CAPEX	Approximately 5.5 billion pesos	
Unit Openings - Corporate	Between 180 and 200	
Unit Openings - Sub-franchise	Between 70 and 90	
Total Unit Openings	Between 250 and 290	
Sales Growth	>13%	
	Pre-IFRS16	**Post-IFRS16**
EBITDA Growth	>15%	>10%
EBITDA Margin	>13%	>20%
Gross Debt / EBITDA	~2.8x	~3.3x

* *EBITDA is defined as operating profit before depreciation and amortization.*

Rafael Contreras, Alsea's Chief Financial Officer, commented: "In 2023, our focus will be on developing our brands in the countries where we operate, with the objective of achieving approximately 13% in consolidated sales growth. This growth will be supported by an expansion in same-store sales of approximately 17%, in addition to our organic growth plan of opening between 180 and 200 units.

We anticipate achieving a mid-double-digit EBITDA growth (>15%), supported by a near 13% margin, which considers a capital investment of approximately 5.5 billion pesos. We are also focused on our plan to reduce leverage, aiming to achieve a Gross Debt to EBITDA multiple of 2.8 times (excluding the effect of IFRS 16) for the full year, which will improve as we face our maturities in the coming years.

We will remain focused on driving sales growth and achieving ongoing improvements in the operation and service of our units. To achieve this, we will leverage the strength of our brands, product innovation, and the implementation of new digital tools to capitalize on the increase in traffic and tickets generated by these strategies. We are confident that these efforts will allow us to deliver solid results that will maximize value for our shareholders."

About Alsea

Alsea is the leading restaurant operator in Latin America and Europe of global brands in the quick service, coffee shop, fast casual, 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, Gino's, TGI Fridays, Ole Mole and Corazón de Barro. The company operates more than 4,400 units in Mexico, Spain, Argentina, Chile, Colombia, France, Portugal, Belgium, Netherlands, Luxembourg, and Uruguay. 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 Supply Chain.

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

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

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