

ALSEA ANNOUNCES THE SALE OF CHILI'S AND P.F. CHANGS RESTAURANTS IN CHILE, AND FRIDAY'S IN SPAIN

Mexico City, November 6th, 2025 — Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea", the leading Quick Service Restaurant (QSR), Coffee Shop and Full-Service Restaurant operator in Latin America and Europe, announces that it has completed the sale of its Chili's Grill & Bar and P.F. Changs restaurants in Chile, as well as its TGI Friday's restaurants in Spain.

This transaction is aligned with the Company's strategy to optimize its brand portfolio, with the objective of strengthening growth and improving profitability through greater operational efficiency.

Limitation of Liability

This press release contains certain forecasts or projections, which reflect the current view or expectations of Alsea and its management with respect to its performance, business, and future events. Alsea uses words such as "believe", "anticipate", "plan", "expect", "intend", "target", "estimate", "project", "predict", "forecast", "guidelines", "should", and other similar expressions to identify forecasts or projections, but this is not the only way in which it refers to them. Such statements are subject to certain risks, contingencies, and assumptions. Alsea cautions that many factors could cause the actual results to differ materially from the plans, objectives, expectations, estimates, and intentions expressed in this press release. Alsea is under no obligation and expressly abdicates any intention or obligation to update or modify any forecast or projection that may result from new information, future events, or any other reason.

About Alsea

Alsea is the leading restaurant operator in Latin America and Europe of global brands in the quick service, coffee shop, and full-service restaurants 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, Archies, Foster's Hollywood, Gino's, and TGI Fridays. The company operates more than 4,800 units in Mexico, Spain, Argentina, Chile, Colombia, France, Portugal, Netherlands, Belgium, Luxembourg, Uruguay and Paraguay. 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: <https://www.alsea.net/>

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

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