ALSEA SIGNS BINDING AGREEMENT TO SELL ITS BURGER KING BUSINESS IN ARGENTINA

Mexico City, November 13th, 2026 — Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea", the leading Quick Service Restaurant, Coffee Shop, and Full-Service Restaurant operator in Latin America and Europe, announced today that it has signed a binding agreement to sell its Burger King restaurants in Argentina. Closing is subject to customary conditions for transactions of this kind, including the necessary regulatory approvals.

The sale supports the Company's strategy to streamline its brand portfolio, improve operational efficiency, and enhance overall profitability.

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 fast casual 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, Foster's Hollywood, Gino's, and Chipotle. 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 please visit: www.alsea.net

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

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