Avenida Revolución 1267
Piso 21
Col. Los Alpes, Álvaro Obregón
C.P. 01040, Ciudad de México
T +52 (55) 7583 2000

ALSEA ANNOUNCES THE SUCCESFUL CLOSING OF €300 MILLION SENIOR NOTES DUE 2027 ISSUED BY A SUBSIDIARY IN THE INTERNATIONAL MARKETS

Mexico City, January 21, 2022 — Alsea, S.A.B. de C.V. (BMV: ALSEA*) "Alsea", the leading operator of quick service restaurants, coffee shops, casual and family dining establishments in Latin America and Europe, announces that on Friday, January 21st, the settlement and closing of its €300 million (three hundred million Euros) Senior Notes due 2027, at a 5.500%% coupon per annum issued by its subsidiary Food Service Project, S.A. and guaranteed by Alsea (the "Euro Notes 2027"). The Euro Notes 2027 have a 2-year call date (January 21, 2024).

The Euro Notes 2027 issuance was performed pursuant to Rule 144A and Regulation S of the U.S. Securities Act. The net proceeds of the transaction were used to consummate a debt refinancing transaction that consists on the repayment of certain indebtedness of the issuer and its subsidiaries, and to pay fees and expenses incurred in connection with the offering of the notes and the debt refinancing transaction.

This transaction will allow Alsea to improve its maturity profile, rebalance its debt portfolio, as well as broaden its current investor base. The Euro Notes 2027 have been rated "B1" and "BB-" on global scale by Moody's Investor Services, Inc. and Fitch Ratings, respectively, and are secured by various subsidiaries of Alsea.

Furthermore, the pricing attests to the confidence that investors have in Alsea as it was oversubscribed 2.7 times. Through this placement Alsea has demonstrated its capacity to tap into the international capital markets and the confidence of its lenders.

In this placement BofA Securities, ING (B&D), Santander and Societe Generale acted as Global Coordinators & Joint Active Bookrunners, and CaixaBank, Rabobank, Sabadell, Scotiabank acted as passive joint-bookrunners DLA Piper advised Alsea in Mexico and New York. Garrigues advised Alsea in Spain. Skadden advised the banks in New York. Uria Menéndez advised the banks in Spain.

Disclaimer
This press release contains certain forward-looking information regarding the Company's results and outlook. However, actual results may vary materially from these estimates. Information on future events contained in this release should be read jointly with the risk summary in the Annual Report. That information, as well as future reports made by the Company or any of its representatives, whether verbally or in writing, may vary significantly from actual results. These projections and estimates, which are prepared in reference to a determined date, should not be taken as fact. The Company is in no way liable for updating or revising any of these projections and estimates, whether as a result of new information, future events or other associated events.

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 4,000 units in Mexico, Spain, Argentina, Chile, Colombia, France, Portugal, Netherlands, Belgium, 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 the 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*

Salvador Villaseñor Barragán
Investor Relations
Contacts: +52 (55) 7583-2000
ri@alsea.com.mx