TO: Analysts & Investors

REGISTRATION FOR THE VIDEOCONFERENCE OF ALSEA, S.A.B. DE C.V. CORRESPONDING TO THE SECOND QUARTER 2025

DATE: July 1, 2025

EARNINGS RESULTS

Alsea, S.A.B. de C.V. will release its second quarter 2025 earnings results following the market close on **Tuesday July 22, 2025.**

VIDEOCONFERENCE

Management will host a videoconference on **Wednesday July 23, 2025, at 8:30 a.m. (Mexico City Time)** to discuss the Company's results. The videoconference will be held in **English** with time for Q&A.

To participate, **please register** at the following link: https://alseareportederesultados.com/

The videoconference will be uploaded to our website https://www.alsea.net/investor-relations.html

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 4,700 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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