

ALSEA AND STARBUCKS RENEW AGREEMENTS FOR THE NEXT 20 YEARS

Mexico City, May 19th, 2026 — 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, today announced it successfully concluded the execution of new licensing agreements with Starbucks Corporation, under which Alsea retains the rights to develop and operate Starbucks coffeehouses in all markets where it currently operates into 2046.

As part of the renewed agreements, which remain substantially consistent with prior terms, Alsea has assumed development obligations for the 2026-2028 period, with both parties agreeing to determine the specifics of those future plans together.

“These agreements reaffirm Starbucks confidence in Alsea’s ability to operate and grow the brand with world-class standards. Starbucks is a strategic pillar for Alsea, and with this renewal, we reinforce our commitment to innovate, elevate the customer experience and continue to build a sustainable growth story in the region”, said Christian Gurria, Alsea Chief Executive Officer.

“We deeply value our strong partnership with Alsea, which has been an important driver of our success across markets in Latin America and Europe. These agreements allow us to continue working together to expand access to the Starbucks Experience, while staying grounded in what matters most – serving high-quality coffee, delivering operational excellence, and maintaining a shared commitment to our partners, our customers and our communities”, added Brady Brewer, chief executive officer, Starbucks International.

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, Archies, Foster’s Hollywood, and Gino’s. 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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