Mexico City, April ____, 2021

ALSEA, S.A.B. DE C.V.
Ordinary General Shareholders´ Meeting

Through this instrument and in accordance with article 49, fraction III of the Securities Market Law (Ley del Mercado de Valores), I grant in favor of ____ a wide and sufficient power of attorney so that in my behalf attends to the Ordinary General Shareholders´ Meeting of **ALSEA, S.A.B. DE C.V.,** to be held at 13:00 hours on April 29th, 2021 and to vote as instructed for the ______________________ shares representing the capital stock of the company, of which I am owner, with the following Agenda:

AGENDA

I. DISCUSSION, MODIFICATION OR ENDORSEMENT, IF ANY, OF THE ANNUAL REPORT REFERRED TO IN THE GENERAL PROVISION OF THE ARTICLE 172 OF THE CORPORATION´S LAW, IN CONNECTION WITH THE TRANSACTIONS MADE BY THE COMPANY, THE BOARD OF DIRECTORS AND ITS INTERMEDIATE MANAGEMENT BODIES DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2020, INCLUDING THE FINANCIAL STATEMENTS FOR THAT PERIOD, AND DETERMINATION OF THE APPLICATION OF THE RESULTS OBTAINED BY THE COMPANY.

II. DISCUSSION, MODIFICATION, OR ENDORSEMENT, IF ANY, OF THE MANAGEMENT AND ANNUAL REPORT IN REGARD TO THE TRANSACTIONS MADE BY THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY, DURING THE FISCAL YEAR FROM JANUARY 1ST TO DECEMBER 31ST, 2020.

III. APPOINTMENT OR RATIFICATION AND APPROVAL, IF ANY, OF THE MANAGEMENTS AND MEMBERS OF THE BOARD OF DIRECTORS, OFFICERS AND MEMBERS OF THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

IV. DETERMINATION OF THE REMUNERATION PAYABLE TO THE MEMBERS OF THE BOARD OF DIRECTORS AND THE MEMBERS OF THE INTERMEDIATE MANAGEMENT BODIES OF THE COMPANY.

V. REPORT OF THE BOARD OF DIRECTORS REGARDING THE SHARES OF THE CAPITAL STOCK OF THE COMPANY, REPURCHASED BY THE FUND OF OWN SHARES, AS WELL AS THEIR RELOCATION AND DETERMINATION OF THE AMOUNT OF RESOURCES THAT MAY BE ALLOCATED TO THE REPURCHASE OF OWN SHARES.

VI. AUTHORIZATION FOR WHICH THE COMPANY EXERCISES ALL THE ACTS THAT ARE NECESSARY, INCLUDING WITHOUT LIMITING THE RENEGOTIATION OF THE TERMS AND CONDITIONS IN WHICH ITS LIABILITIES AND/OR FINANCIAL OPERATIONS ARE AGREED, IN ANY OF THEIR FORMS.

VII. APPOINTMENT OF THE DELEGATES IN ORDER TO FORMALIZE THE RESOLUTIONS ADOPTED.

Point One of the Agenda: ____
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Point Two of the Agenda:____

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Point Three of the Agenda: ____
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Point Four of the Agenda: ____
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Point Five of the Agenda: ____
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Point Six of the Agenda: ____
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Point Seven of the Agenda: ____
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I ratify all the decisions and vote that my representatives take in accordance with the instructions settled in this proxy.

Truly Yours,

____
(Name)

Witness

Witness

____________________________ __________________________