Mexico City, April ____ , 2020

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

Pursuant to article 49, paragraph III of the Mexican Securities law (Ley del Mercado de Valores), I hereby grant to ____ a power of attorney sufficient to attend on my behalf, to the Ordinary General Shareholders´ Meeting of Alsea, S.A.B. de C.V., that will take place at 10:00 on April 16th, 2020 and vote the _________ shares of Alsea which I own, in the manner I instruct as Follows:

Regarding the Agenda above mentioned, my vote regarding the Shares that I own, is as follows:

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, 2019, 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, 2019.

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. AUTHORIZATIONS REQUIRED UNDER THE TERMS OF THE STOCK MARKET LAW FOR THE COMPANY TO CARRY OUT ALL ACTS THAT ARE NECESSARY DUE TO THE EFFECTS OF THE HEALTH EMERGENCY DERIVED FROM THE COVID-19 VIRUS PANDEMIC, INCLUDING ANY MODIFICATION TO THE TERMS UNDER WHICH ITS COMMERCIAL AND FINANCIAL OPERATIONS ARE AGREED, IN ANY OF ITS MODALITIES.

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
____________________________	__________________________