Alsea

2Q24

EARNINGS VIDEOCONFERENCE

JULY 24TH 2024

Today's Speakers

Federico Rodríguez
CFO

Armando Torrado
CEO

Forward-Looking Statements Disclaimer

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Certain information contained in this presentation, particularly information regarding future economic performance, finances, and; expectations and objectives of management constitutes forward-looking statements. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts and generally contain words such as “believes,” “expects,” “may,” “will,” “should,” “seeks,” “approximately,” “intends,” “plans,” “estimates”, “anticipates” or similar expressions. Our forward-looking statements are subject to risks and uncertainties, which may cause actual results to differ materially from those projected or implied by the forward-looking statement.

Forward-looking statements are based on current expectations and assumptions and currently available data and are neither predictions nor guarantees of future events or performance. You should not place undue reliance on forward-looking statements, which speak only as of the date hereof. We do not undertake to update or revise any forward-looking statements after they are made, whether as a result of new information, future events, or otherwise, except as required by applicable law. For discussion of some of the important factors that could cause these variations, please consult the “Risk Factors” section of the Company’s most recent Annual Report.

Nothing in this presentation should be regarded as a representation by any person that these targets will be achieved and the Company undertakes no duty to update its targets.

Armando
Torrado
CEO

Strong 2Q24 Results

SALES

PRE IFRS-16	POST IFRS-16
$19 BN PESOS	$19.3 BN PESOS
↑ 2.3% VS. 2Q23	↑ 1.6% VS. 2Q23
+$427 MILLION PESOS VS. 2Q23	+$305 MILLION PESOS VS. 2Q23

POSITIVE EBITDA

PRE IFRS-16	POST IFRS-16
$2.7 BN PESOS	$3.8 BN PESOS
14.4% MARGIN	20.3% MARGIN
+$194 MILLION PESOS VS. 2Q23	+$153 MILLION PESOS VS. 2Q23

Digital Tender:
33.9 %

Digital Orders:
32.9 MILLION

SSS

9.0%
VS 2Q23

Same Stores Sales

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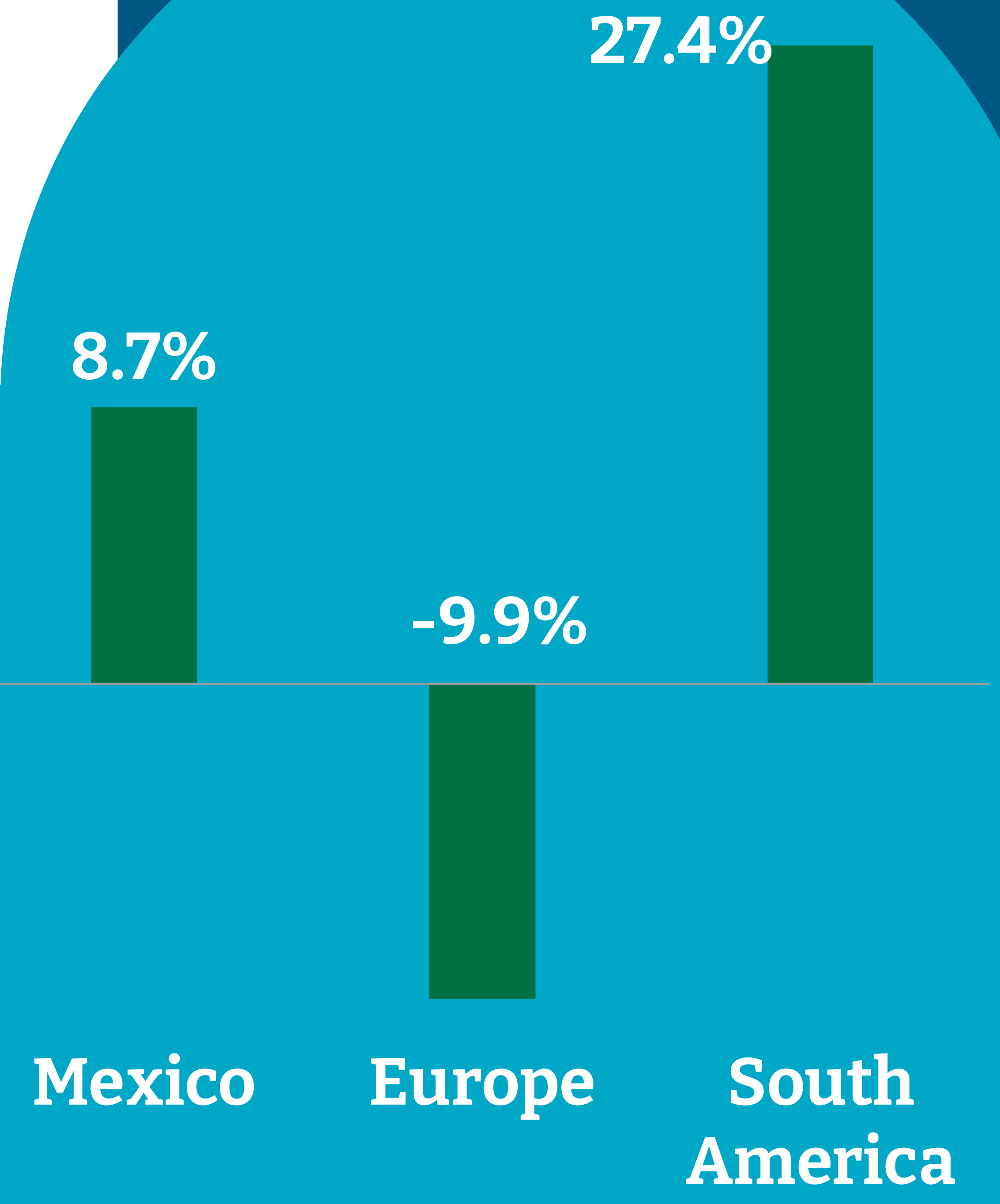
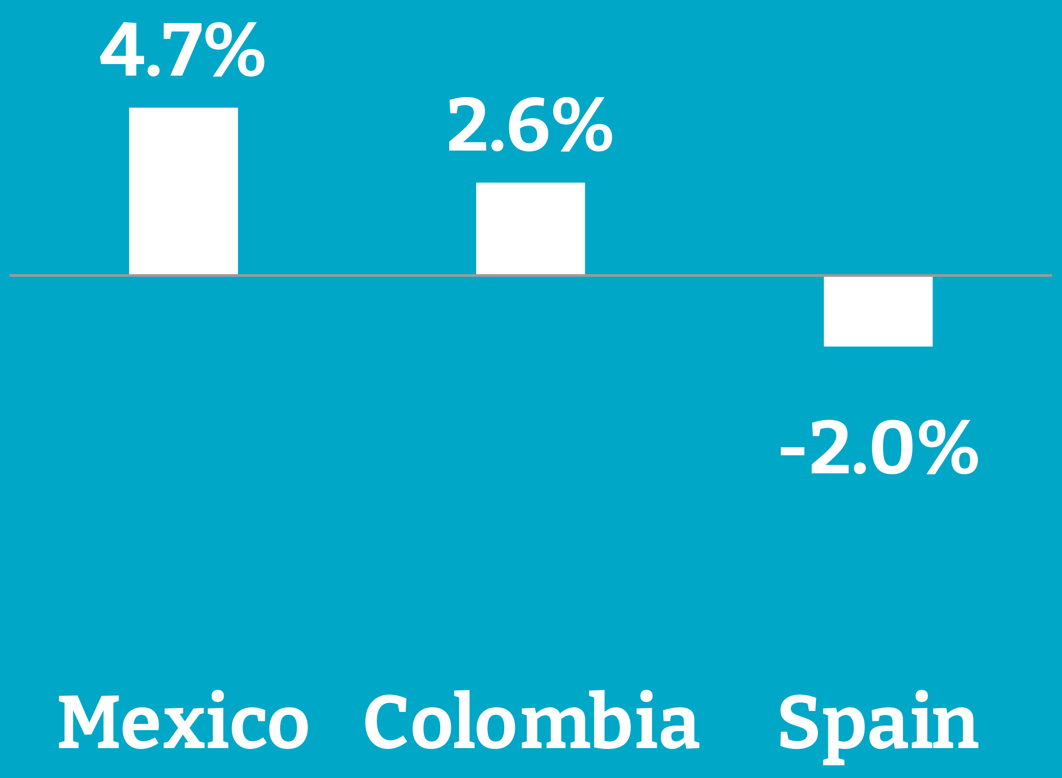
7.2%

STARBUCKS



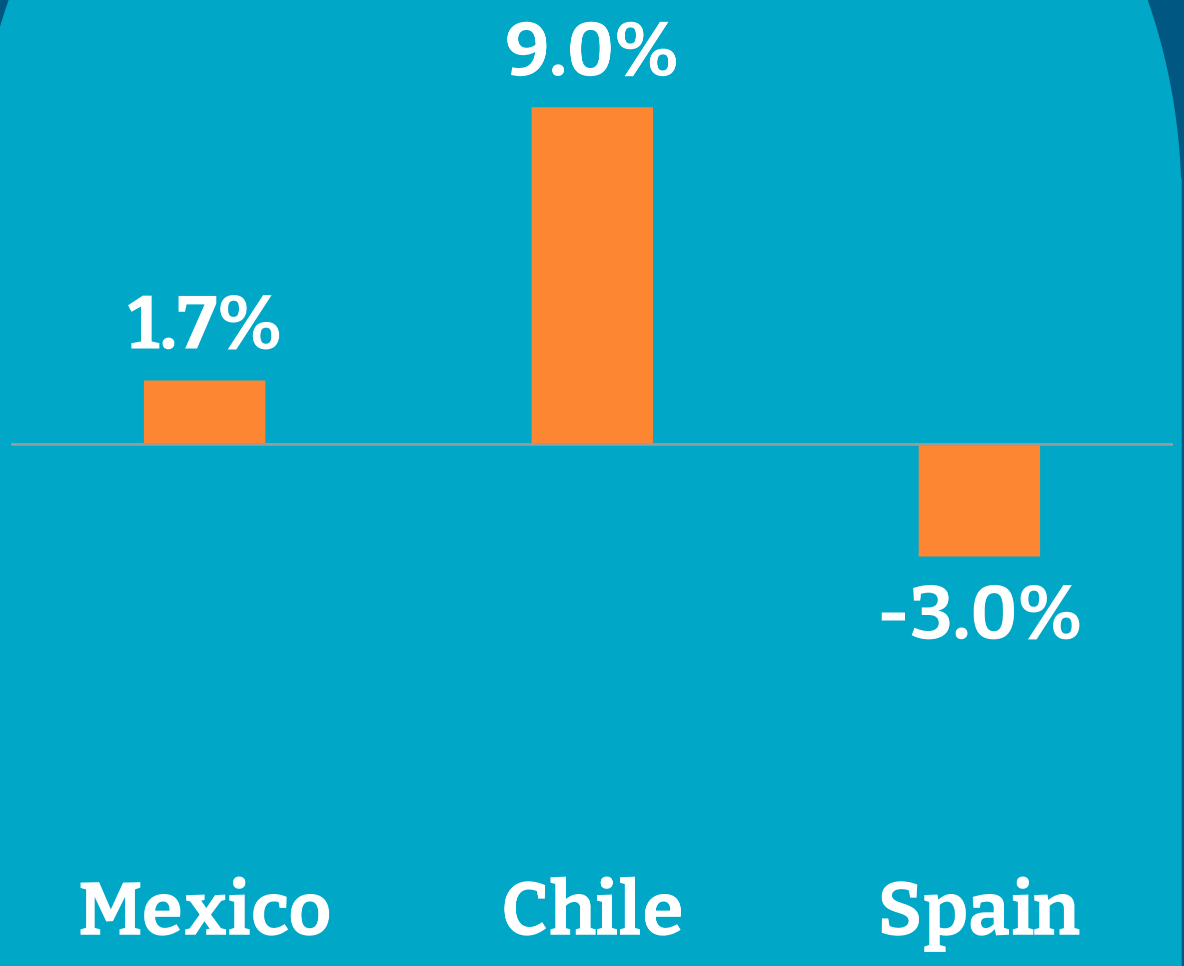
1.8%

DOMINO'S PIZZA



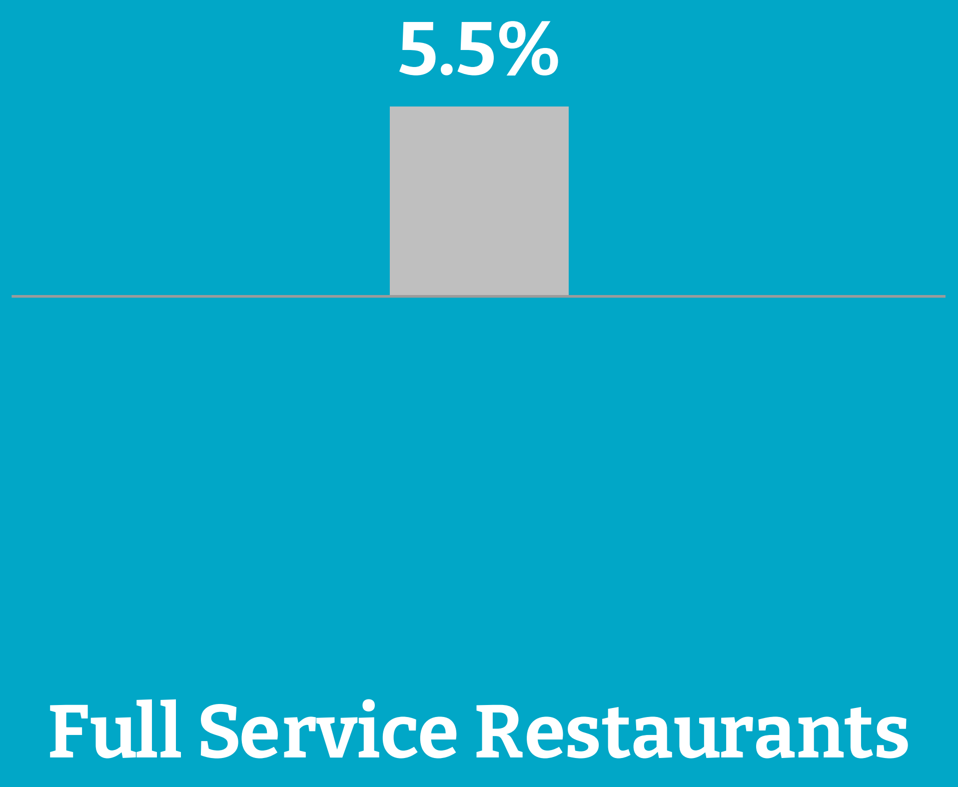
2.4%

BURGER KING



5.5%

FULL SERVICE RESTAURANTS



Alsea Global

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Domino's	1,464
	1,825
BURGER KING	426
chili's	77
Italianni's PASTA PIZZA & VINO	77
P.F. CHANG'S	31
The Cheesecake Factory	8
vips	237
VIPS	167
Archies	28
FOSTER'S HOLLYWOOD	215
TGI FRIDAYS	13
Ginos	118

143 M

CLIENTS SERVED

4,686

UNITS

77% corporate

23% franchises

3

SEGMENTS

QSR

Coffee Shops

Full Service Restaurants

+76,000

TEAM MEMBERS

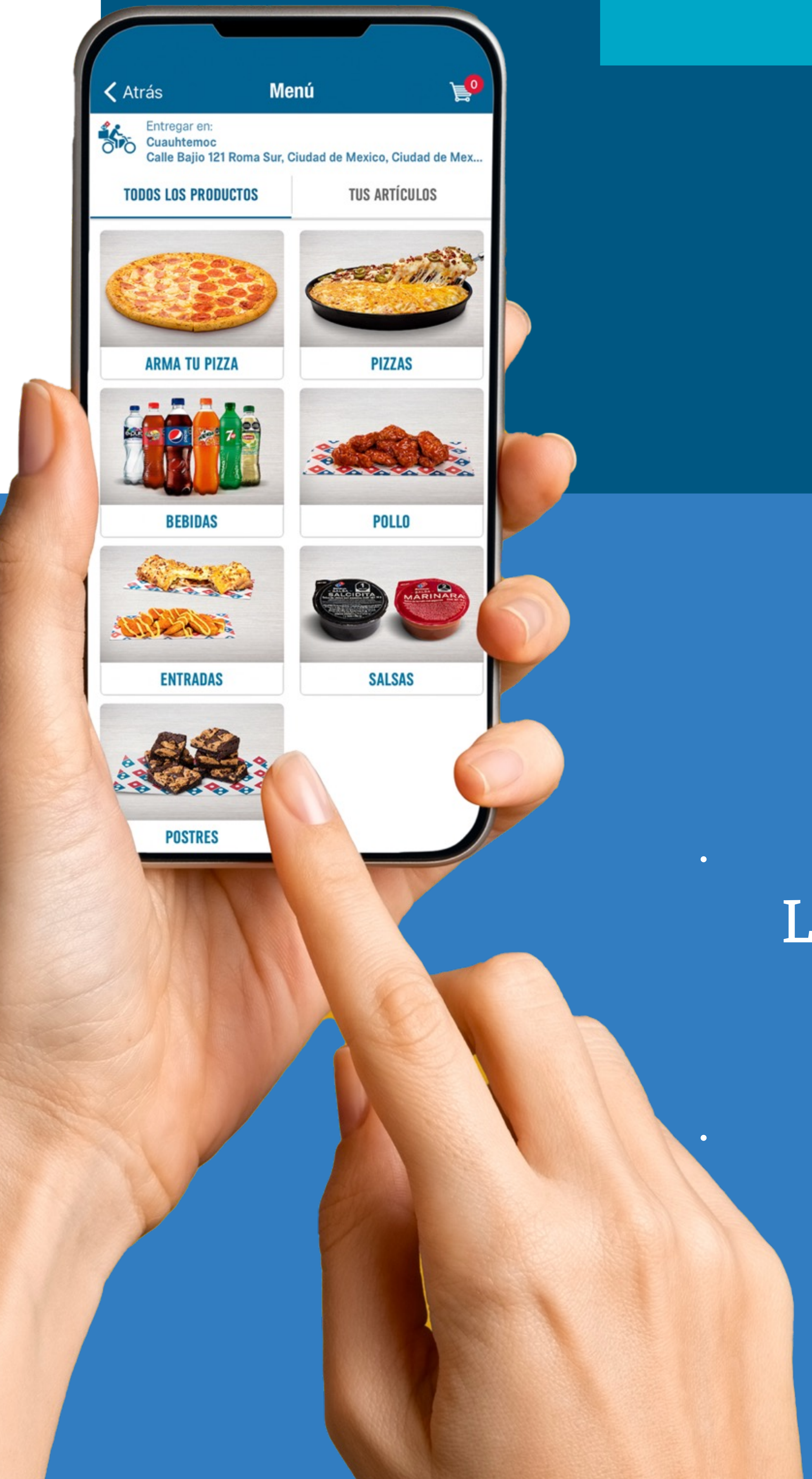
49% Women

51% Men

Global Loyalty KPIs

		Mexico	Europe	South America
Loyalty **Sales**	$4.4 Billion	$2.5 Billion	$1.4 Billion	$0.5 Billion
Tender		25%	28%	19%
Digital **Customers*** 180 days	8.1 Million	3.6 Million	3.0 Million	1.5 Million

*Delivery + Loyalty



Tender
23.2%

Loyalty Sales
$4.4 BN **37.6% vs. LY**

Loyalty Orders
23.9 Million **37.8% vs. LY**

	Growth vs. LY	Tender
	47.2%	27.9%
Domino's	6.5%	31.2%
BURGER KING	405.8%	19.3%
Full Service Restaurants	15.7.%	18.7%

Figures do not include telephone | e-commerce transactions linked to Wow+ are included as part of loyalty. Active customers of 90 days for Starbucks and 180 days for Domino's , Full Service Restaurants and Burger King. [1]Overlap between delivery and loyalty.

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ESG & People

People

- Global turnover rate: **60%**
- **25%** of women in leadership positions
- **95%** team members earning a **living wage**
- **+2,000** team members from **priority attention groups**

Clean Energy in Spain

- **354 solar panels** installed
- **-209** tons of CO_2 emissions
- **- 20 to 25%** in energy consumption

Renewable Energy Certificates

- For store operations in Argentina and Chile
- **-19,000** tons of CO_2 emissions

Fundación Alsea

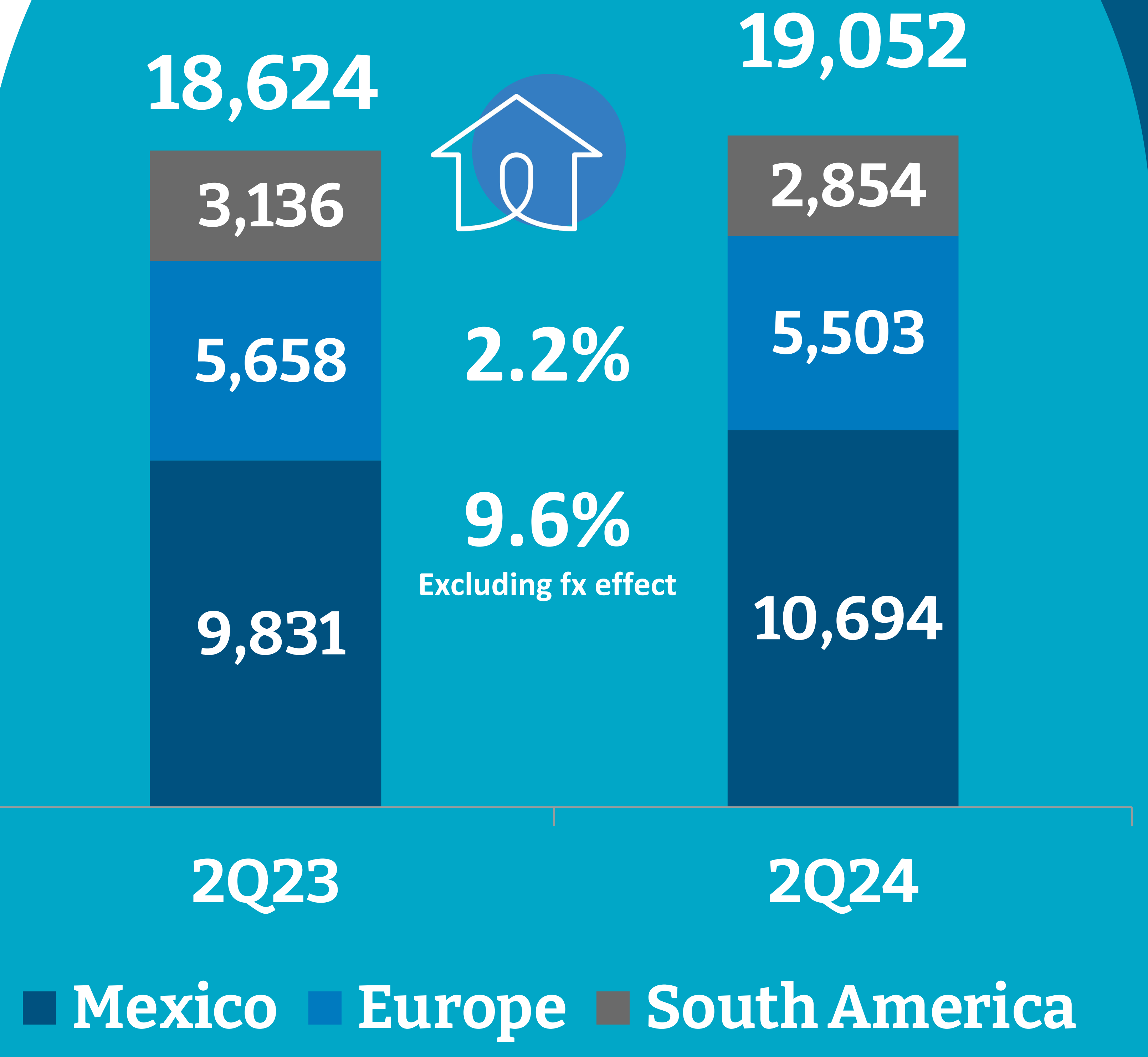
Donated **12 million pesos** and **two mobile kitchens** to Red de Bancos de Alimentos de México

Federico Rodríguez

CFO

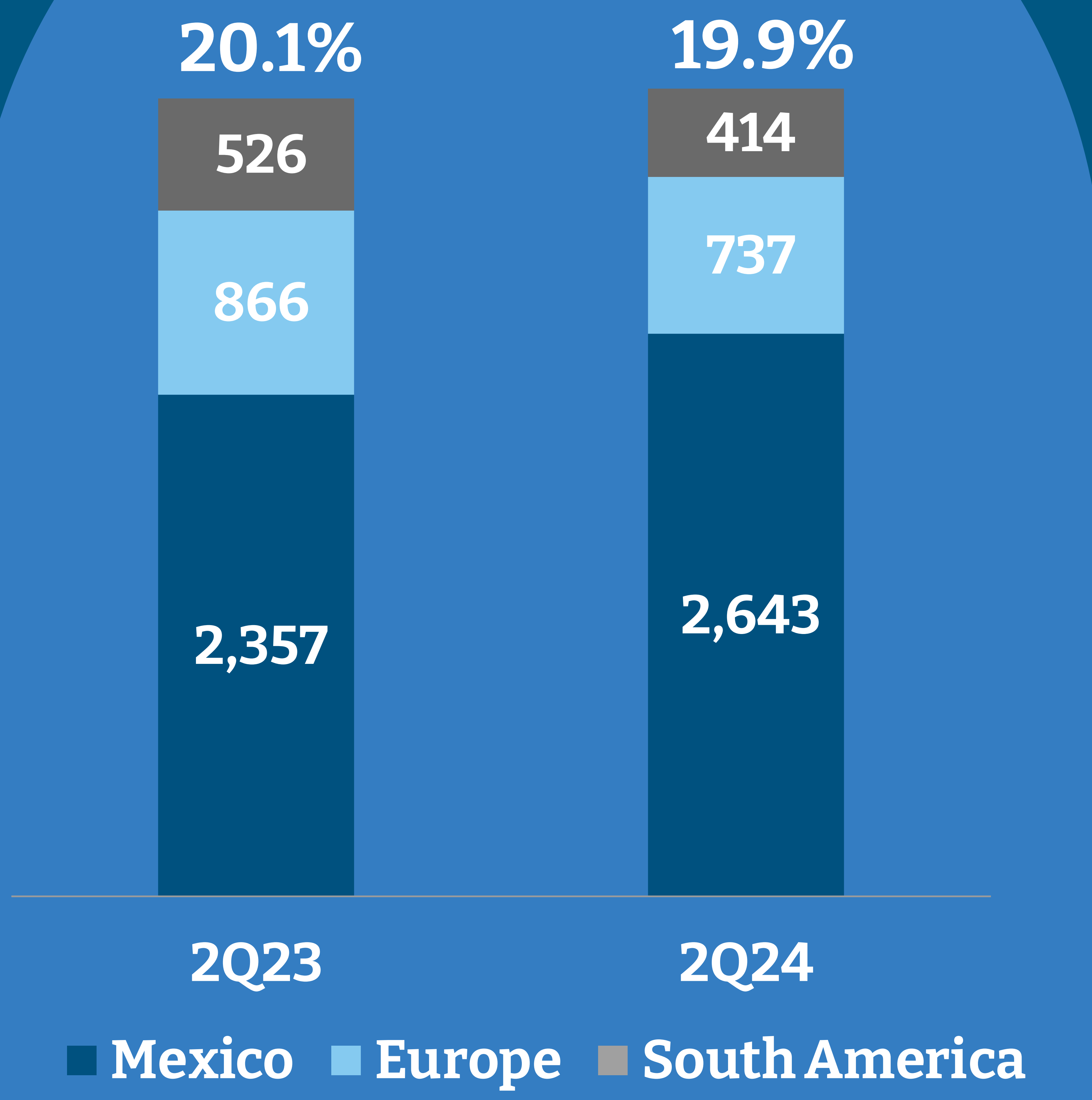
Sales Improvement

TOTAL SALES



Figures in Million pesos

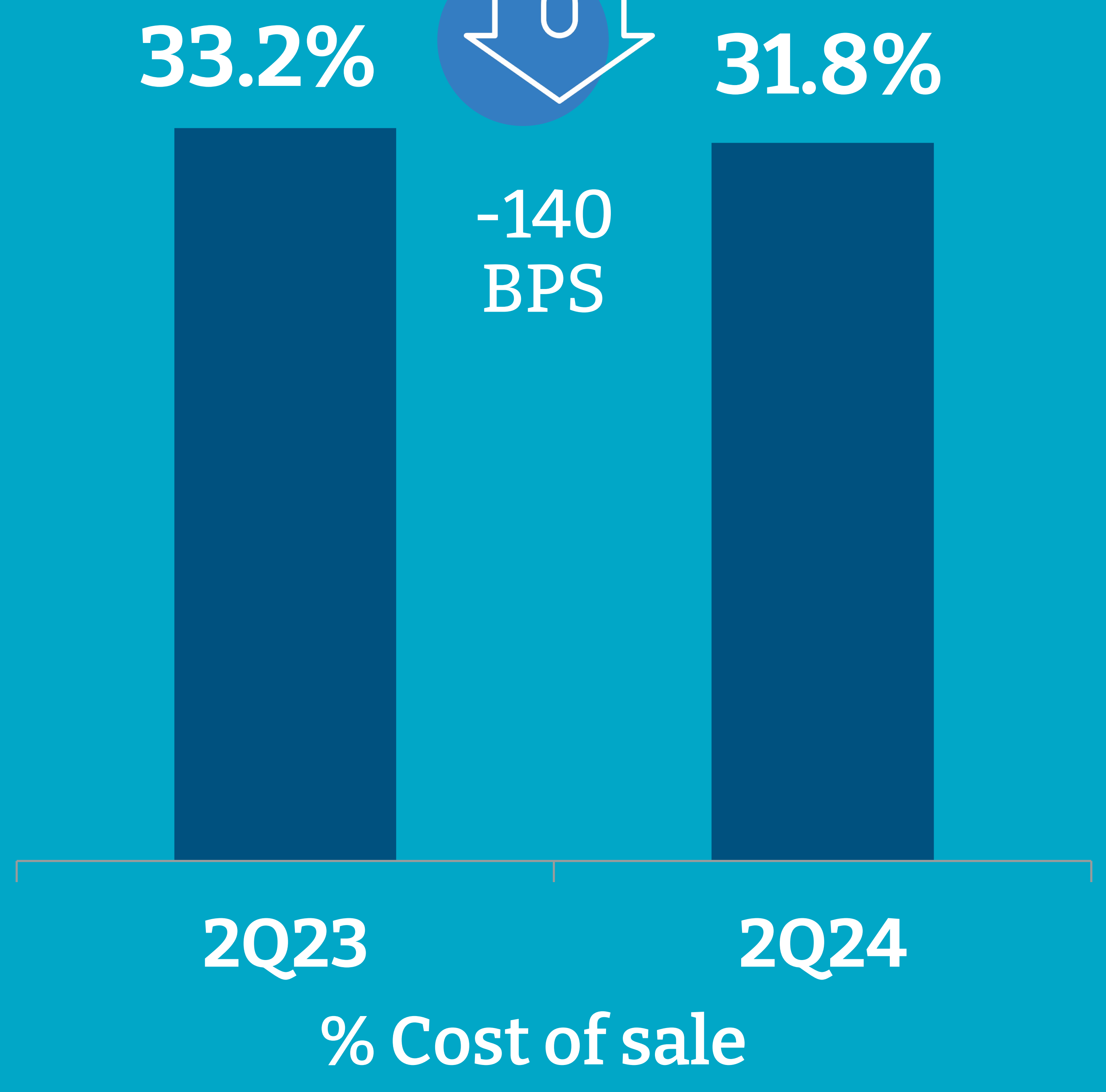
ADJUSTED EBITDA*



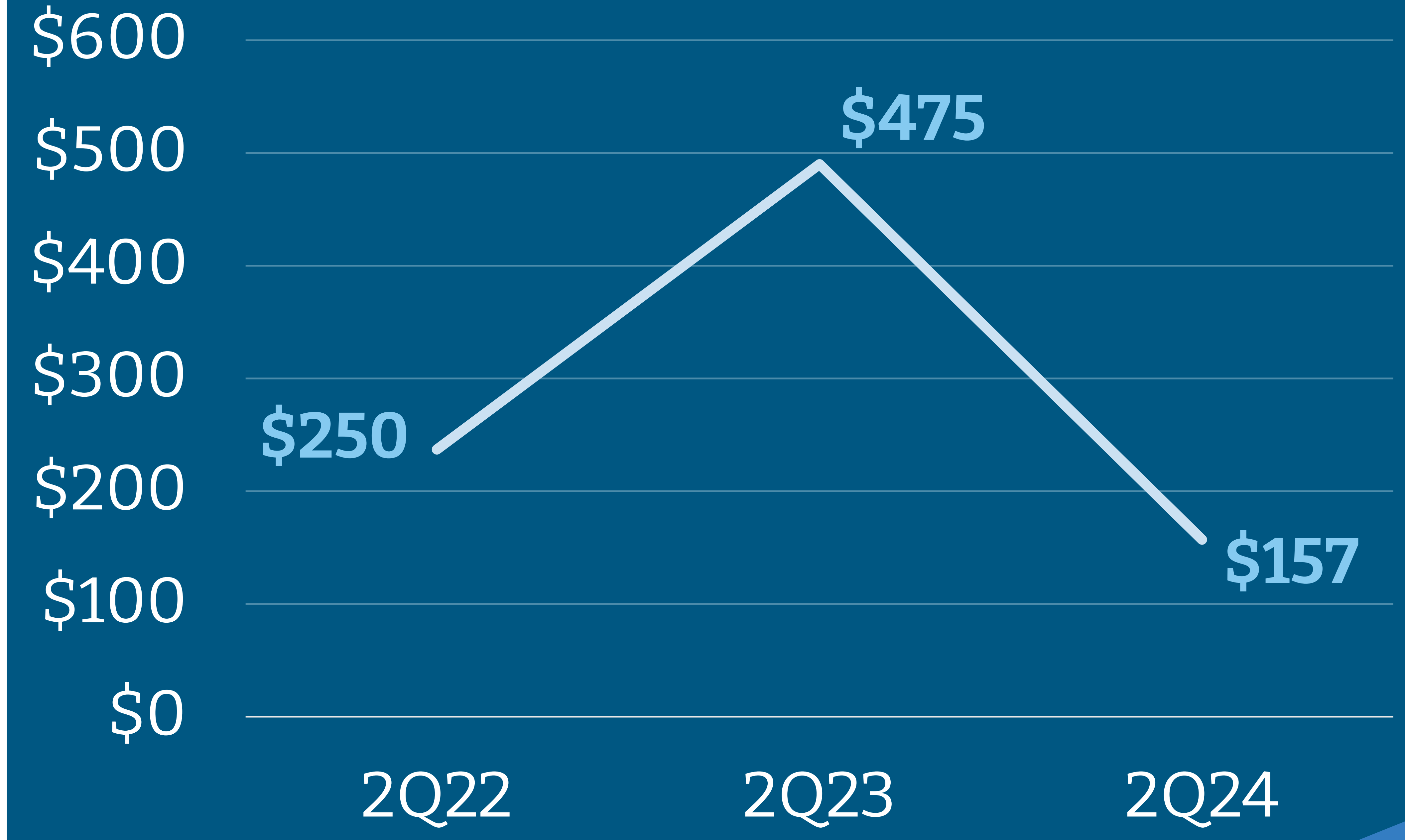
*Store EBITDA

Figures in Million pesos

COST

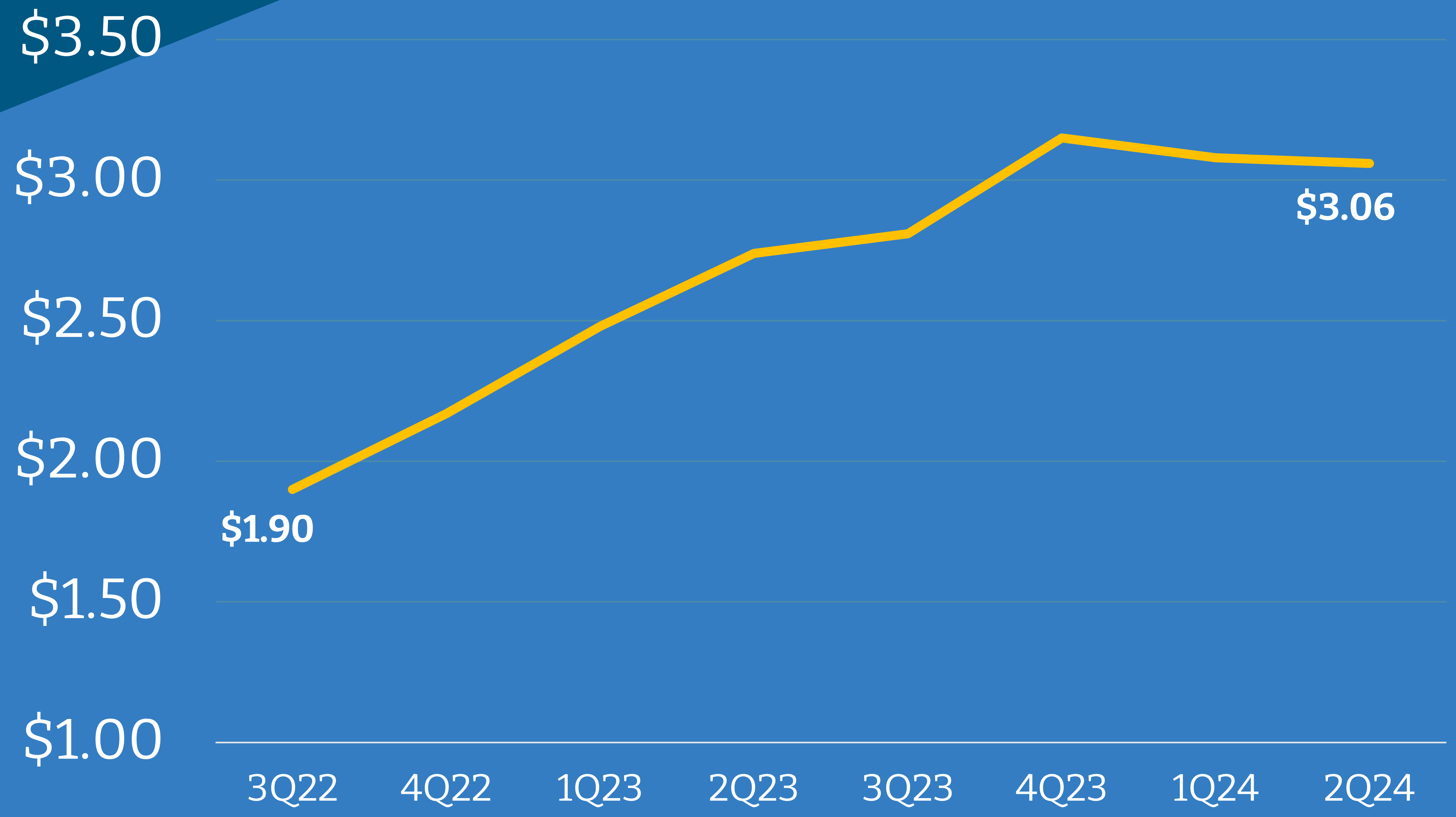


Net Income Evolution

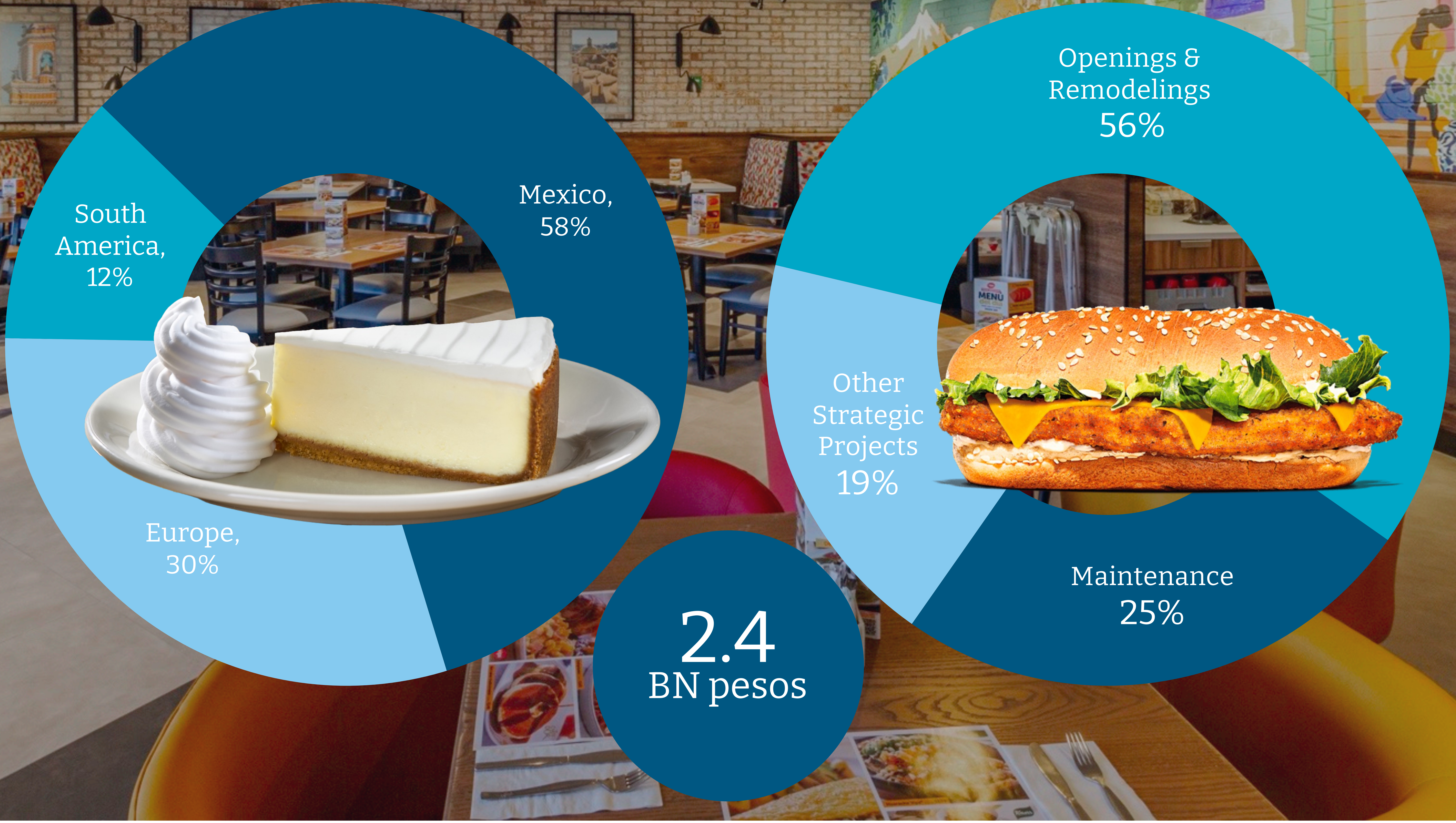


Net Income

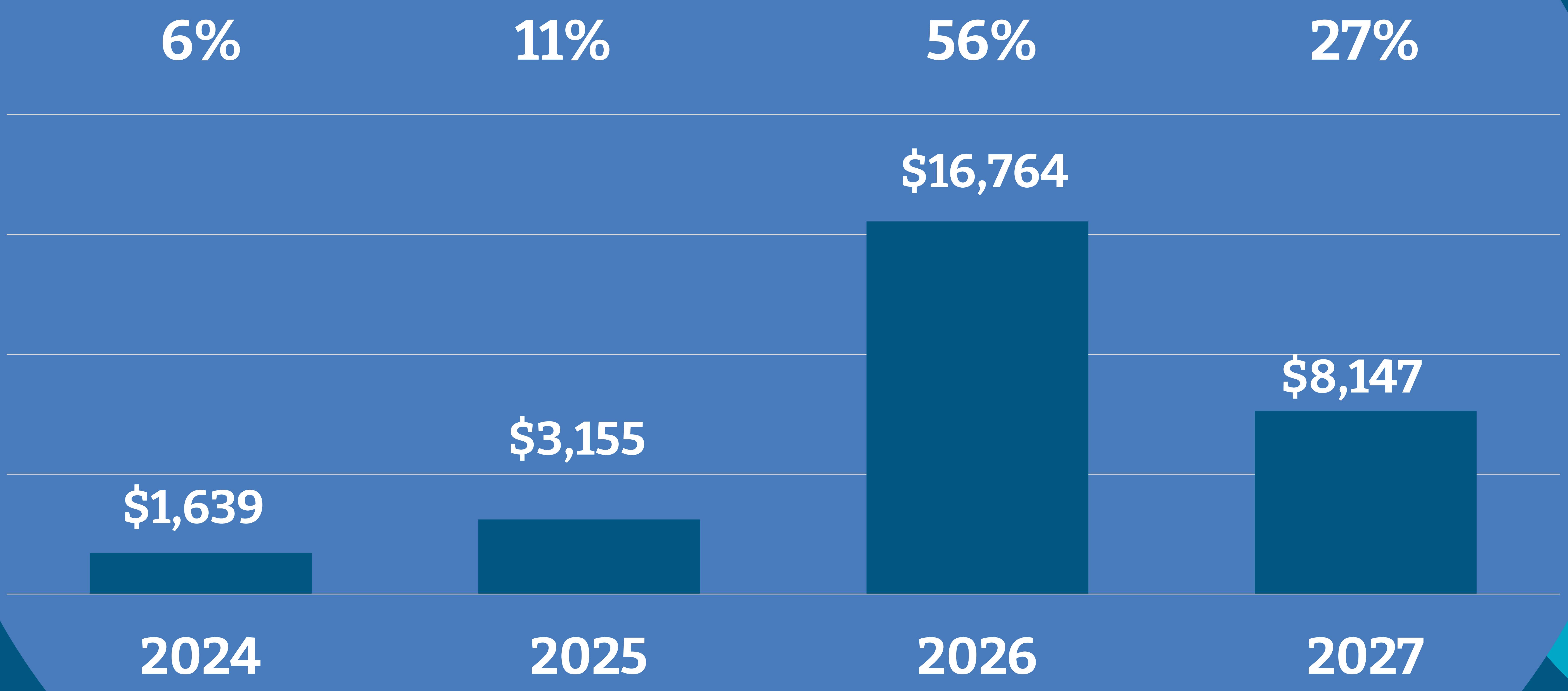
EPS



Capex YTD


South America, 12%
Mexico, 58%
Europe, 30%
2.4
BN pesos
Openings & Remodelings 56%
Other Strategic Projects 19%
Maintenance 25%

Debt Profile



Total Debt:

29,705
Million pesos

Financial Ratios

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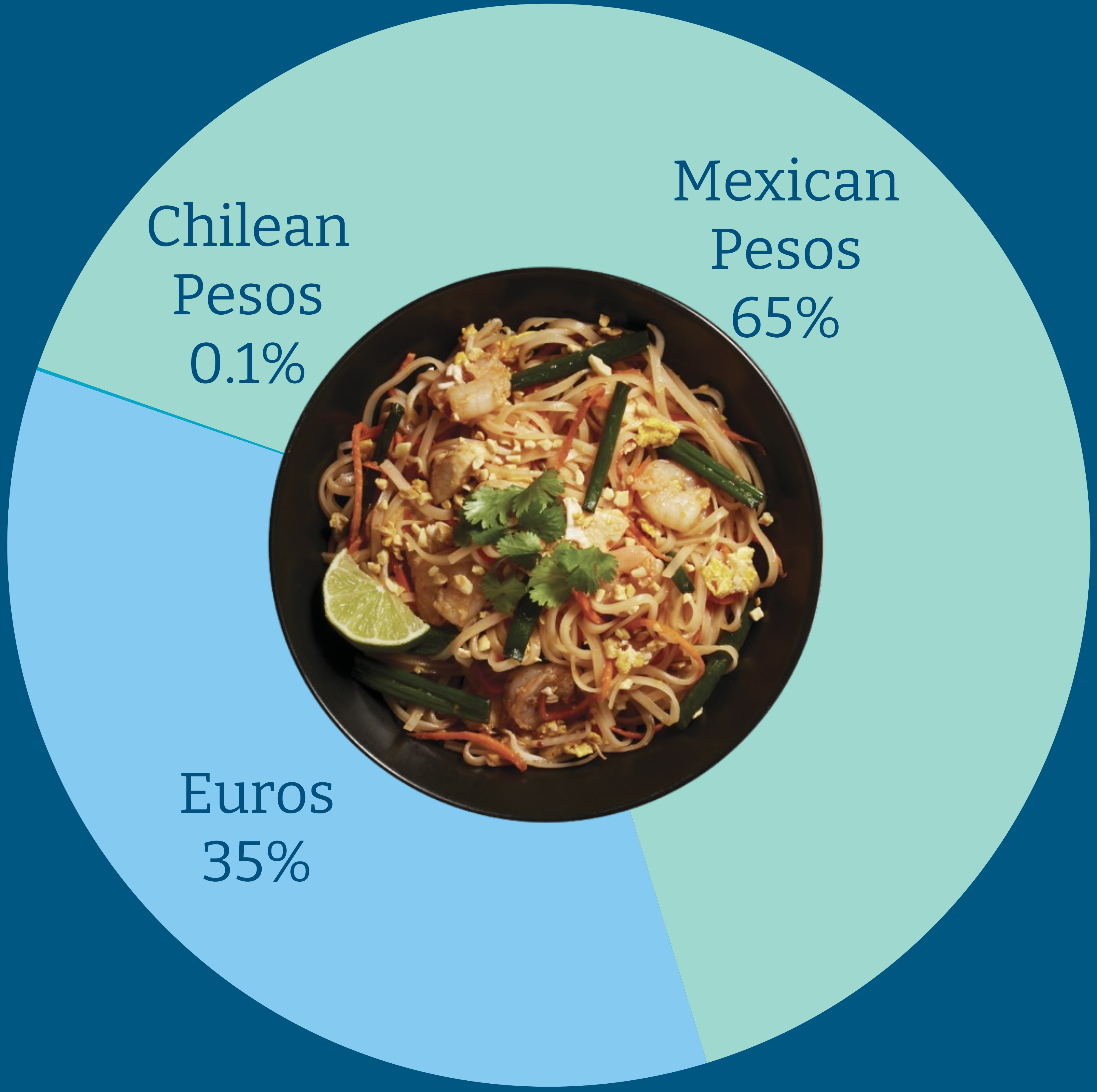

	2Q24
Total Debt / EBITDA	2.6X
Net Debt / EBITDA	2.3X

Q&A

Domino's

BURGER KING

chili's

P.F. CHANG'S

Italiannis

The Cheesecake Factory

vips

FOSTER'S HOLLYWOOD

Ginos