

ALSEA ANNOUNCES ITS 2026 GUIDANCE

Mexico City, March 18th, 2026 —. Alsea, S.A.B. de C.V. (BMV: ALSEA*) “Alsea”, the leading Quick-Service Restaurants (QSR), Coffee Shop and Full-Service Restaurants operator in Latin America and Europe, announced during its investor day the guidance for 2026:

Guidance 2026

CAPEX	Approximately 5.5 billion pesos	
Total Openings	Between 180 and 220	
Sales Growth	Between 5% - 7% increase	
SSS Growth	Between 4% - 6% increase	
	Pre-IFRS 16	Post-IFRS 16
EBITDA Growth	Between 6% - 8% increase	
EBITDA Margin	≥14.1%	≥21.4%
Net debt / EBITDA	Approximately 2.3x	Approximately 2.7x
ROIC	Between 13% - 15%	

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 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, and Ginos. The company operates more than 4,800 units in Mexico, Spain, Argentina, Colombia, Chile, France, Portugal, the 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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