Alsea

1Q26

EARNINGS VIDEOCONFERENCE

APRIL 29TH 2026

Today's Speakers

Christian Gurría
CEO

Federico Rodríguez
CFO

Forward-Looking Statements Disclaimer

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.

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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.

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Christian Gurría

CEO

1Q26 Highlights_Results

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SALES

PRE IFRS-16

$20.1
BN PESOS

↑ **1.4%**
VS. 1Q25

POST IFRS-16

$20.1
BN PESOS

↑ **1.3%**
VS. 1Q25

EBITDA

PRE IFRS-16

$2.3
BN PESOS

11.8% MARGIN

POST IFRS-16

$3.9
BN PESOS

19.3% MARGIN

SSS

4.1%
VS 1Q25

DIGITAL TENDER

41.2%

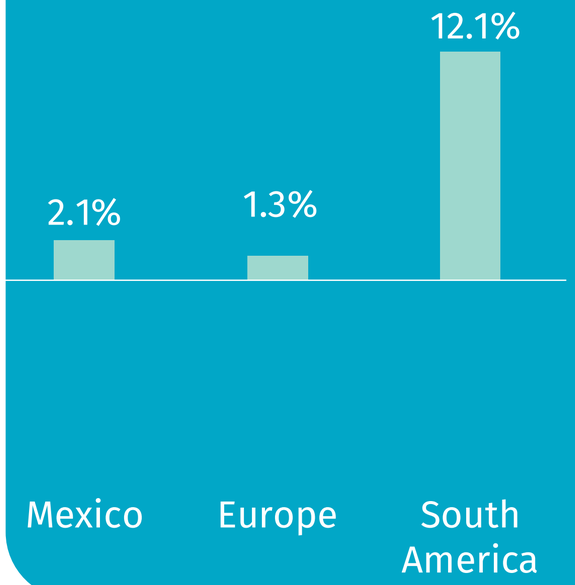
DIGITAL ORDERS

35.7 MILLIONS

Same Stores Sales

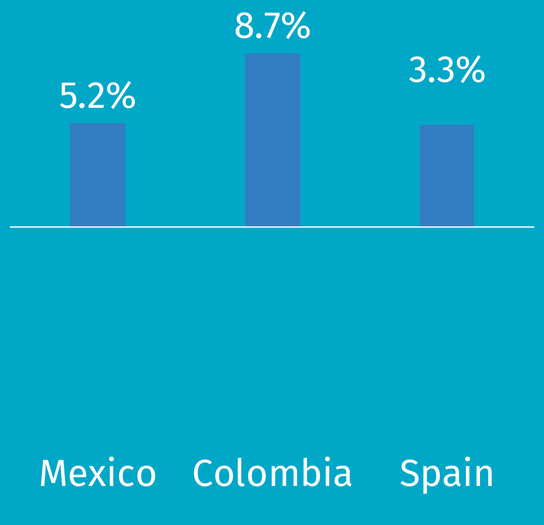
STARBUCKS

3.5%



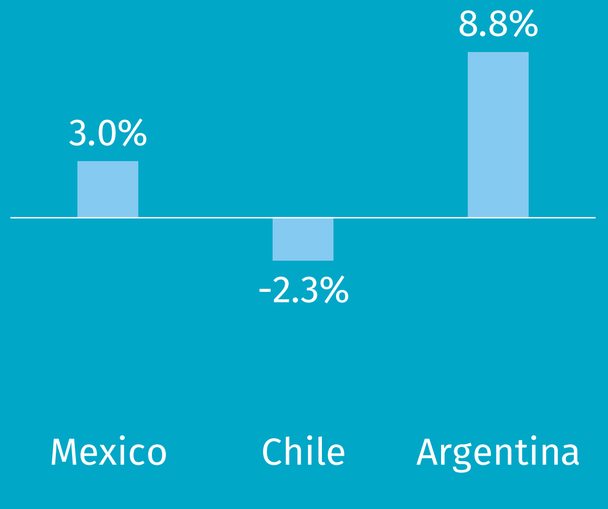
DOMINO'S PIZZA

5.3%



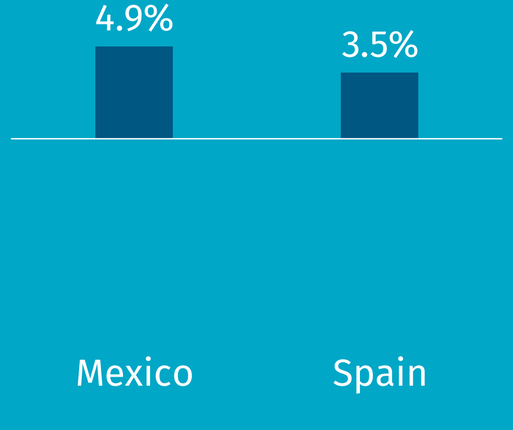
BURGER KING

3.5%



FSR*

4.3%



* Full-Service Restaurants

Alsea Global

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Domino's 1,554

1,969

BURGER KING 371

chili's 75

Italianni's PASTA PIZZA & VINO 76

P.F. CHANG'S 27

The Cheesecake Factory 11

vips 234

VIPS 171

Archies 27

FOSTER'S HOLLYWOOD 203

Ginos 116

4,834
UNITS
77% corporate
23% franchises

3
SEGMENTS

- QSR
- Coffee Shops
- Full Service Restaurants

Alsea*
BMV

+ 75,000
TEAM MEMBERS

Global Loyalty KPIs | Q1 2026

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Loyalty Sales

	Mexico	Europe	South America
$5.5 Billion	**$3.1 Billion**	**$1.9 Billion**	**$0.5 Billion**
Tender	29%	33%	20%
8.4 Million	4.4 Million	3.3 Million	0.7 Million

Digital Customers * 180 days

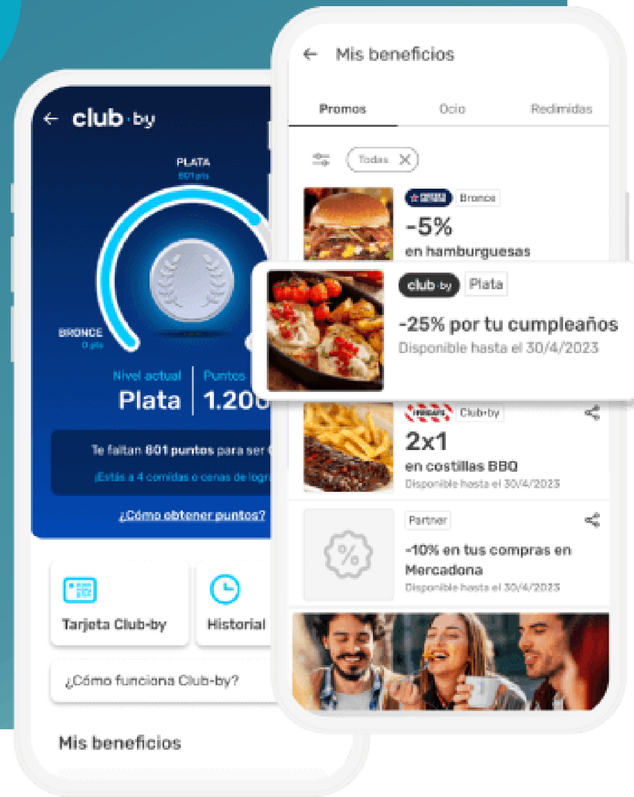
*Delivery + Loyalty

Tender
28.8%

Loyalty Sales
$5.5 BN
+12% vs LY

Loyalty Orders
26.4 Million
+7% vs LY

	Growth$ vs LY	Tender
Starbucks	16.4%	33.7%
Domino's	(0.9)%	31.0%
Burger King	5.4%	30.5%
Full Service Restaurants	5.7%	19.8%



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. Figures in MXN currency

ESG

Alsea Fundación

Movimiento Va por Mi Cuenta initiative, raised a record of more than 62 million pesos as part of its annual fundraising initiative

Europe

Strengthened environmental and social impact through low-emission delivery fleets in Europe and continued food donation programs, reducing waste and supporting communities

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South America

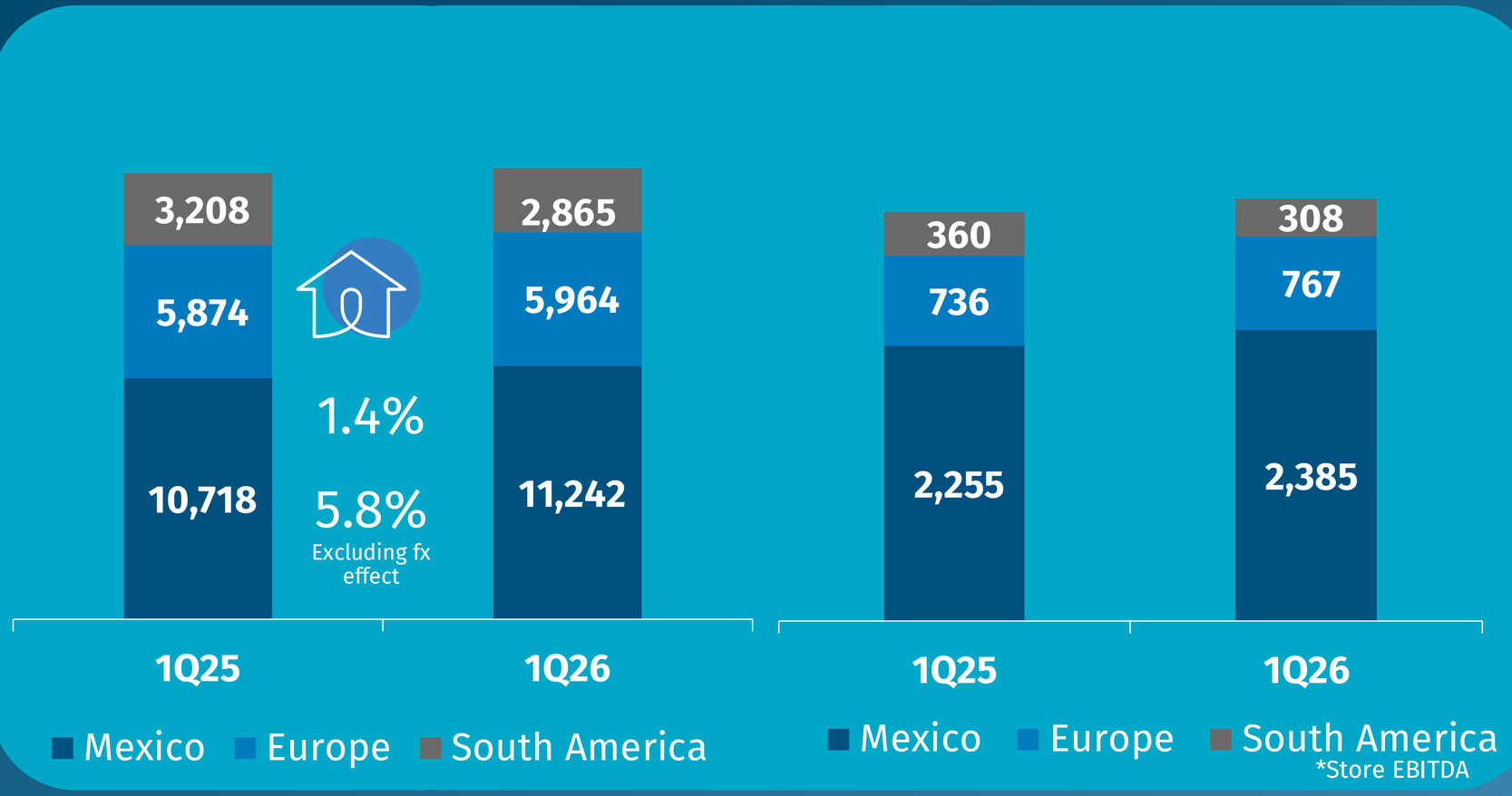
Supported communities impacted by Chile wildfires through donations, fundraising, and regional volunteer efforts in local programs

Federico Rodríguez

CFO

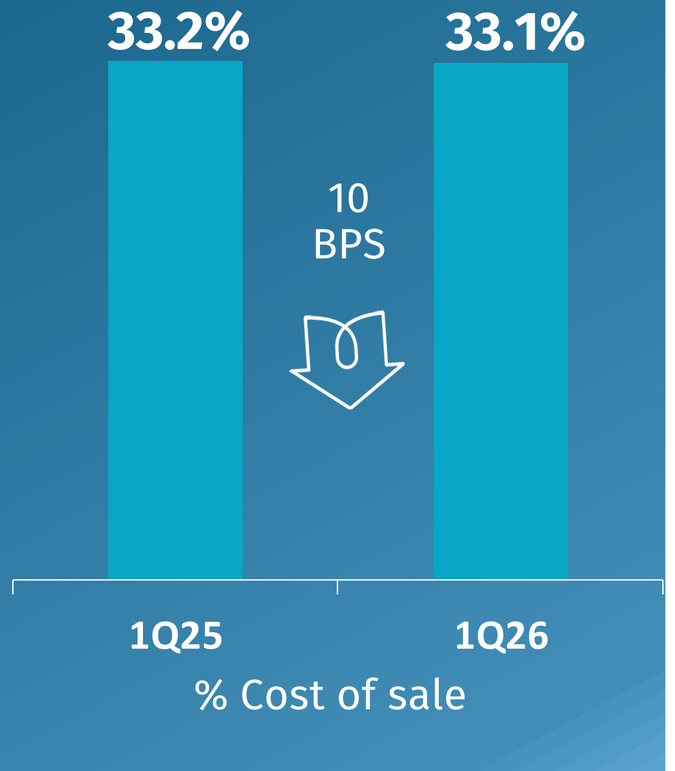
Sales Improvement

TOTAL SALES



ADJUSTED EBITDA*

COST



Figures in Million pesos

Capex 2025

876
Milion pesos

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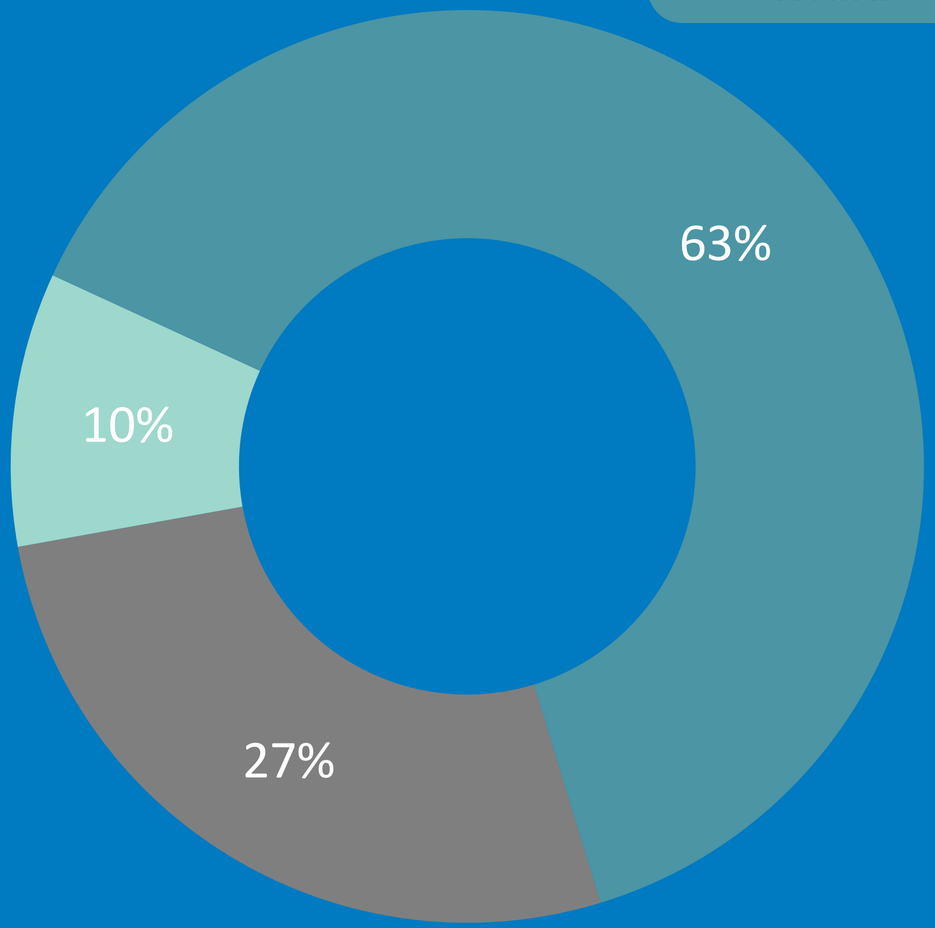
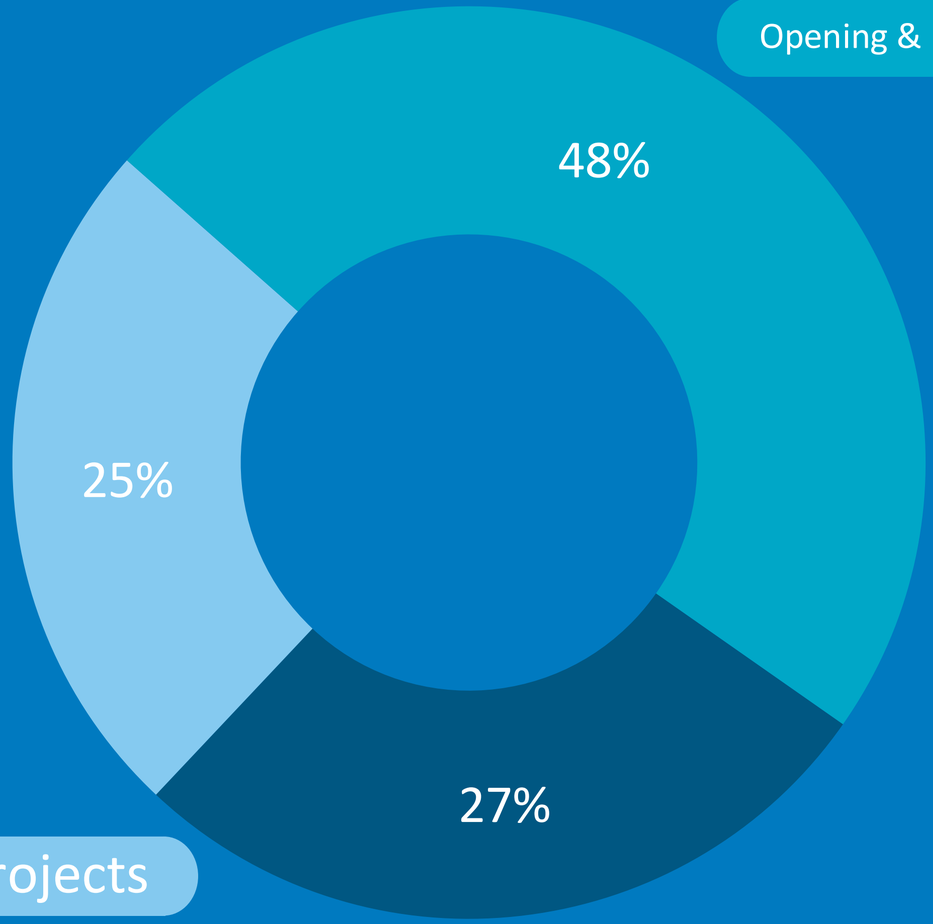
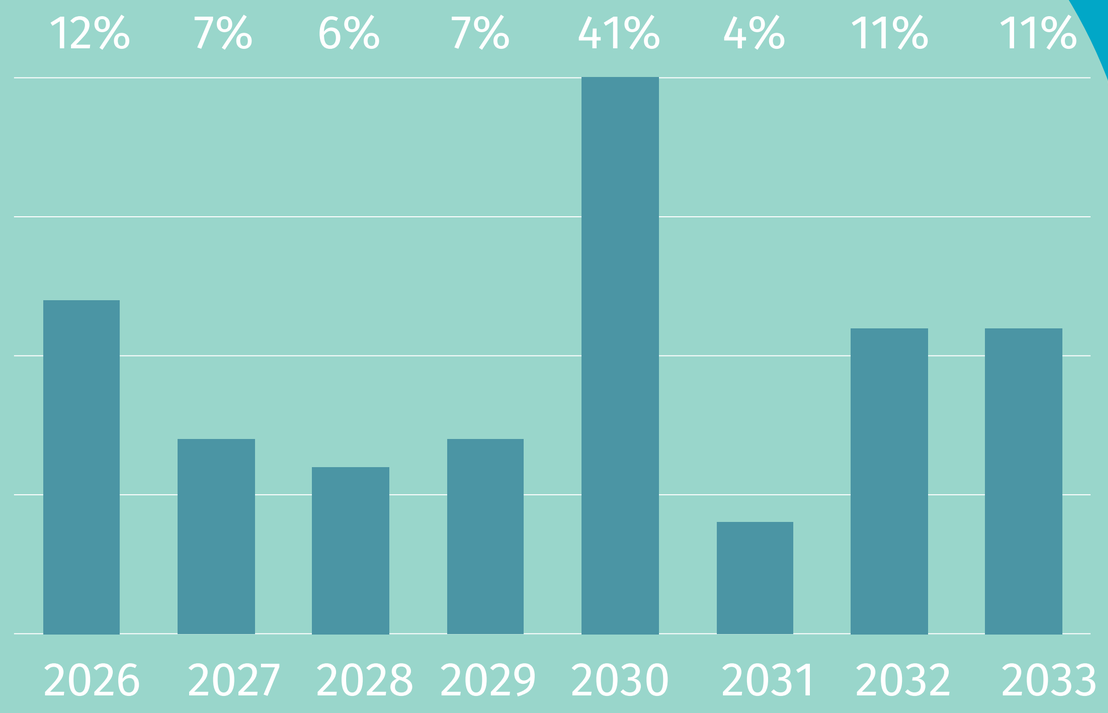


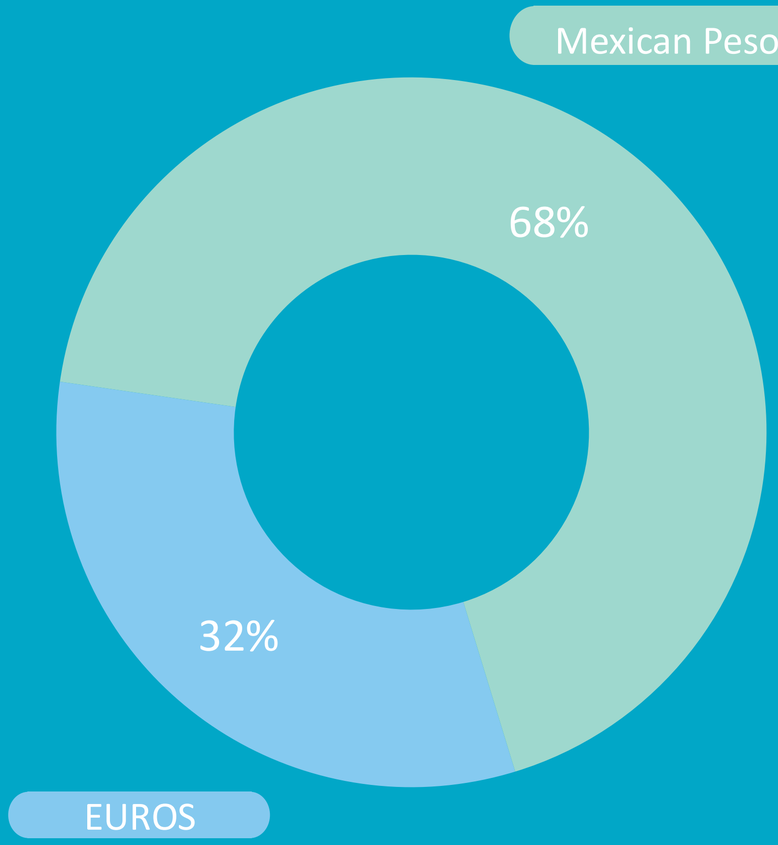


Debt Profile

Total Debt

33.9
BN Pesos





	1Q26
Total Debt / EBITDA	2.9X
Net Debt / EBITDA	2.5X

Q&A