



ALSEA AGREES SALE OF BURGER KING BRAND OPERATION IN COLOMBIA

Mexico City, August 27, 2019 — Alsea, S. A. B. de C. V. (BMV: ALSEA*), the leading operator of Quick Service Restaurants, Coffee Shops, and Casual Dining establishments in Latin America and Europe informs that it has finalized an agreement for the sale of its Burger King business in Colombia. As part of this agreement, Alsea will cease to operate the 16 Burger King units that the company had in that country at the end of the second quarter of 2019. This operation is aligned with the portfolio restructuring strategy and search for efficiencies in order to increase the company's profitability.

Disclaimer

This press release contains certain forward-looking statements that reflect the current views and/or expectations of Alsea and its management with respect to its performance, business and future events. We use words such as "believe", "anticipate", "plan", "expect", "intend", "target", "estimate", "project", "predict", "forecast", "guideline", "should" and other similar expressions to identify forward-looking statements, but they are not the only way we identify such statements. Such statements are subject to a number of risks, uncertainties and assumptions. We caution you that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in this release. Alsea is under no obligation and expressly disclaims any intention or obligation to update or revised any forward-looking statements, whether as a results of new information, future events or otherwise.

About Alsea

Alsea is the leading restaurant operator in Latin America and Spain of global brands in the quick service, coffee shop, casual and family dining 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, Vips Smart, El Portón, Archies, Foster's Hollywood, LAVACA, Cañas y Tapas, Gino's, TGI Fridays y wagamama. The company operates close to 4,500 units and has more than 85,000 employees in Mexico, Argentina, Chile, Colombia, Brazil, Uruguay, Spain, France, Portugal, Netherlands, Belgium Luxembourg and Andorra. 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: www.alsea.com.mx

Alsea shares are traded on the Mexican Stock Exchange under the ticker symbol ALSEA*

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Restaurantes
de Servicio Rápido

Cafeterías

Restaurantes de
Comida Casual

Restaurantes
Familiares

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