



ALSEA: MESSAGE FROM THE EXECUTIVE PRESIDENCY

Mexico City, March 15, 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 Spain reports that, after the recent announcement regarding the change in the management structure, in accordance with the decision taken by the Board of Directors of the Company, Alberto Torrado will assume the role of Executive President, with the purpose of strengthening the company and ensure compliance with the business objectives established in its strategic plan.

The decision of Alberto Torrado taking back the leadership of the organization permanently, answers to the deep knowledge he has about the company, as well as the strategic vision of growth that he brings to the business and his successful track record in this position.

Alberto Torrado, Executive President of Alsea mentioned: *"I appreciate the confidence of the Board of Directors and reiterate my commitment to successfully meet future challenges, such as achieving a higher cash flow generation to reduce our current leverage ratio, maximize efficiencies and synergies during the integration process of our recent acquisitions in Europe, achieving the expected growth of our brands in the different regions where we operate, driven by increased traffic to our stores and always prioritizing the profitability of our business through an adequate allocation of resources, prioritizing brands, segments and regions where we obtain better returns of investment and divesting from both units and businesses that do not reach our expected returns".*

He added: *"Our Board of Directors demands to report even better results than the ones we have recently achieved, reason why we have made decisions to improve the operation and management of the business through an effective organizational structure, where decisions are taken in a timely manner, close to the operation and focused directly on our customers' satisfaction."*

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, California Pizza Kitchen, P.F. Chang's, Italianni's, The Cheesecake Factory, Vips, El Portón, Archie's, Foster's Hollywood, LAVACA and Cañas y Tapas. The company operates more than 3,500 units and has more than 70,000 employees in Mexico, Argentina, Chile, Colombia, Brazil, Uruguay and Spain. 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.

Para más información visita: www.alsea.com.mx

For more information, visit: www.alsea.com.mx

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

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