

Mexico City, December 11, 2014

GENOMMA LAB'S BOARD OF DIRECTORS APPROVES CHANGES IN THE ORGANIZATIONAL STRUCTURE OF THE COMPANY

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announces that, with the purpose of strengthening and optimizing the operation of the Company, the Board of Directors has authorized the following changes to the organizational structure.

From this date on, the Company reconfigures its business structure, considering Mexico as one more region where the Company operates. Also, the Company will maintain the central corporate services' structure.

Máximo Juda, who occupied the position of International Operations Vice-President, to whom the different country managers outside of Mexico directly reported, assumes the recently created position of Executive Vice-President and Chief Operating Officer, role that will now include the operations of Mexico. Mr. Juda has collaborated in the Company for more than 12 years, and has been responsible for the launch of the Company's operations in Argentina and Brazil. The integration of Mexico to the new Executive Vice-Presidency will allow a better control of the operation in this important market for the Company.

Oscar Villalobos, Executive Vice-President and Chief Financial Officer, will continue with his corporate role, which includes the responsibility of all the financial and administrative activities, as well as the control in all of the regions in which the Company operates.

Marco Sparvieri, Commercial Executive Vice-President, maintains the responsibility of taking the commercial strategy to each of the regions in which the Company operates, complementing Genomma Lab's successful business model with a better presence at the point of sale.

Mr. Villalobos, Juda and Sparvieri maintain their direct report to the Chairman of the Board and Chief Executive Officer of the Company, Rodrigo Herrera Aspra.

On the other hand, as it is well known, the Company decided to continue with its international expansion strategy, now towards the European market. The reconfiguration of the operational structure described above, will allow Rodrigo Herrera to direct the initial negotiations in Europe, as he personally did at the beginning of the main negotiations in the openings of operations in the countries of Latin America and the United States of America and, at the same time, maintain his role in the development of the Company's strategic plans issued by the Board of Directors.

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Company Description

Genomma Lab Internacional, S.A.B. de C.V. is one of the fastest growing pharmaceutical and personal care products companies in Latin America. Genomma Lab develops, sells and markets a broad range of premium branded products, many of which are leaders in the categories in which they compete in terms of sales and market share. The Company has a sound business model through a unique combination of a new product development process, consumer oriented marketing, a broad retail distribution network and a low-cost, highly flexible supply chain operating model.

Note on Forward-Looking Statements

This report may contain certain forward-looking statements and information relating to the Company that reflect the current views and/or expectations of the Company and its management with respect to its performance, business and future events. Forward looking statements include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words like “believe,” “anticipate,” “expect,” “envisages,” “will likely result,” or any other words or phrases of similar meaning. 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 presentation and in oral statements made by authorized officers of the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.