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## **GENOMMA LAB AND WALGREENS ANNOUNCE EXPANSION AND EXTENSION OF STRATEGIC PARTNERSHIP TO TARGET HISPANICS IN THE U.S.**

Genomma Lab Internacional, S.A.B. de C.V. (BMV: LAB) (“Genomma Lab”) and Walgreens have extended their preferred non-exclusive strategic partnership to target Hispanics in the U.S.

In January of 2012, the two companies expanded a market test for the distribution of several of Genomma Lab’s brands to more than 4,500 points of sale throughout the United States, targeting the Hispanic market. Given the success of this initiative, both companies decided to expand their preferred alliance in December of 2014. Today, after two months of starting the implementation of the new plan, sell-out has increased in a year-on-year basis (2015 vs. 2014) more than 140%.

“Walgreens is focused on reaching customers with the right assortment that best meets their need wherever they live”, said Paul Tiberio, divisional vice president of localization for Walgreens. “Our customers have embraced the expanded offerings made available through Genomma, leading us to extend distribution across the chain.”

Rodrigo Herrera Aspra, CEO of Genomma Lab said: “This partnership expansion gives us the opportunity to roll out our successful product offering nationwide”.

### **About Walgreens**

Walgreens ([www.walgreens.com](http://www.walgreens.com)), the nation's largest drugstore chain, constitutes the Retail Pharmacy USA Division of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), the first global pharmacy-led, health and wellbeing enterprise. More than 8 million customers interact with Walgreens each day in communities across America, using the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice. Walgreens operates 8,229 drugstores with a presence in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. Walgreens digital business includes [Walgreens.com](http://Walgreens.com), [drugstore.com](http://drugstore.com), [Beauty.com](http://Beauty.com), [SkinStore.com](http://SkinStore.com) and [VisionDirect.com](http://VisionDirect.com). Walgreens also manages more than 400 Healthcare Clinic and provider practice locations around the country.

### **About Genomma Lab**

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.