

Mexico City, May 20th, 2013

GENOMMA LAB ANNOUNCES LICENSING AGREEMENT FOR THE BRAND LOSEC A^{MR}

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announced today that it has signed a licensing agreement for the over-the-counter brand **Losec A^{MR}**. The agreement is for 99 years and applies to all products under the aforementioned brand that participate in the Mexican OTC market.

With more than 25 years in the Mexican market and a strong recognition in the consumer’s mind, **Losec A^{MR}** is one of the leading brands in the acid inhibitors category, with more than 30% of market share as of March 2013, according to IMS Health.

With this transaction, Genomma Lab consolidates its leadership in the acid inhibitors category, in which it already participates with *Genoprazol* and *Unigastrozol* brands.

The transaction amounted to \$284.5 million pesos, representing a multiple of 4.2 times sales over the last twelve months as of March 2013. This transaction was financed with the Company’s existing long-term lines of credit. It is worth noting, that the agreement also includes a product supply contract.

Following the Company’s proved strategy and its comprehensive knowledge in this category, Genomma Lab expects to have a successful performance selling products under this brand.

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.

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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.

