

Mexico City, February 18th, 2013

GENOMMA LAB REINFORCES EXPANSION OF DISTRIBUTION IN THE U.S., TARGETING THE HISPANIC MARKET

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announces it has expanded distribution in the United States through Wal-Mart, the largest retailer in this country. This contributes to Genomma Lab’s current OTC expansion strategy initiated a few months ago with Walgreens, targeting the Hispanic market in this country.

The Company considers that the mentioned strategy will be one of the main drivers of international growth in the following years.

Mr. Rodrigo Herrera, Chairman and Chief Executive Officer of the Company stated: “We are very pleased with respect to the expansion of one of our main international initiatives, through which our brands and products will be distributed in a larger number of points of sale in the United States, strengthening the Company’s presence in the Hispanic market. The positive results this initiative has had up to now confirm the success of Genomma Lab’s business model in different markets.

We will continue working in strengthening this and other initiatives that represent important growth and expansion opportunities for Genomma Lab.”

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. Genomma Lab shares are traded in the Mexican Stock Exchange under the symbol “LAB.B” (Bloomberg: labb.mx).

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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.

