

Mexico City, March 10th, 2014

GENOMMA LAB ANNOUNCES ACQUISITION OF A PARTICIPATION IN A DISTRIBUTION COMPANY IN MEXICO

Genomma Lab Internacional, S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announced today it has signed an agreement with which it acquires 50% with the option to acquire 100% of Grupo Comercial e Industrial Marzam, S.A. de C.V., one of the main medicine distributors in Mexico, as well as of personal care products.

This acquisition, which is subject to the approval of several typical conditions for this type of transactions, including the approval of the Federal Economic Competition Commission, will allow Genomma Lab to gain a better vertical integration of its development-distribution chain of over the counter (“OTC”) and personal product products. We expect the transaction to be completed during the second quarter of the year. Initially, the operations of the acquired company will not be consolidated in Genomma Lab’s results until it acquires a higher percentage of Grupo Marzam, and it will follow a “fee for service” scheme. The margins of this operation will be in line with Genomma Lab’s current margins.

Independently of the Company's international growth -mainly Brazil and the United States - it is worth highlighting that the acquisition represents a relevant growth opportunity for the Mexican market, given that the pharmaceutical sector in this country is undergoing a reconfiguration.

Currently, Grupo Marzam distributes approximately 10 billion pesos of products, of which close to 70% corresponds to prescription medications (“RX”). With this strategic investment in the service distribution business, we will continue to focus on the RX market, aiming to improve service across the industry.

Rodrigo Herrera, Chief Executive Officer and Chairman of the Board of Directors, commented: *“We are very optimistic with this transaction as it will increase the penetration and presence of our products and will offer a better service to all the pharmaceutical industry.”*

Once this transaction is approved, the initial amount of this strategic investment will amount to 600 million pesos.

The Company will host a conference call this Wednesday 12th of March at 12pm Mexico time (2pm ET) to discuss the details of the transaction. The details for the conference will be sent shortly.

Contact:

Investor Relations
Tel: +52 (55) 5081 0000 Ext. 5106
E-mail: inversion@genommalab.com

In New York: Grayling USA, Lucía Domville
Tel: +1 (646) 284-9416
E-mail: genommalab@grayling.com

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.