

Mexico City, March 30, 2015

GENOMMA LAB ANNOUNCES PROPOSALS FOR ITS ANNUAL GENERAL SHAREHOLDERS' MEETING

Genomma Lab Internacional, S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announced today to its shareholders the proposals that the Board of Directors will present at the Annual General Shareholders’ Meeting to be held on April 14, 2015 at 17:00 hours at Antonio Dovalí Jaime 70, Building C, 2nd Floor, Santa Fe, 01210, Mexico City.

Annual Reports. It will be proposed to the Shareholders’ Meeting the approval of the annual reports of Genomma Lab’s CEO and Presidents of the Auditing and Corporate Practices Committees, as well as the opinion and annual reports of the Company’s Board of Directors for the fiscal year concluded on December 31, 2014.

Financial Statements and Fiscal Report. It will be proposed to the Shareholders’ Meeting the approval of the Audited Annual Financial Statements unqualified of the Company corresponding to the fiscal year concluded on December 31, 2014, as well as the report on compliance of Genomma Lab’s tax obligations for the fiscal year concluded on December 31, 2013.

Board of Directors, Secretary and Committees Presidents. It will be proposed to the Shareholders’ Meeting (i) to ratify Rodrigo Alonso Herrera Aspra, Sabrina Lucila Herrera Aspra, Arturo José Saval Pérez, Luis Alberto Harvey MacKissack, Juan Alonso, José Luis Fernández Fernández, Andrés Conesa Labastida and Jorge Ricardo Gutiérrez Muñoz as members of the Board of Directors; (ii) to accept the resignations of Gerardo de Nicolás Gutiérrez and Julio Everardo Sotelo Morales as members of the Board of Directors; and (iii) to appoint Scott R. Emerson, Leandro Martín Sigman Gold and Roberto Simón Sauma as members of the Board of Directors of Genomma Lab. The Board of Directors would be integrated as follows:

Proprietaries	Position	Alternate
Rodrigo Alonso Herrera Aspra	President	Renata Virginia Herrera Aspra
Scott R. Emerson (<i>New Member</i>)	Independent Member	Undesignated
Leandro Martin Sigman Gold (<i>New Member</i>)	Independent Member	Undesignated
Roberto Simón Sauma (<i>New Member</i>)	Independent Member	Undesignated
Arturo José Saval Pérez	Independent Member	Alejandro Diazayas Oliver
Luis Alberto Harvey MacKissack	Independent Member	Alejandro Diazayas Oliver
José Luis Fernández Fernández	Independent Member	Undesignated
Andrés Conesa Labastida	Independent Member	Undesignated
Jorge Ricardo Gutiérrez Muñoz	Independent Member	Undesignated
Juan Alonso	Independent Member	Undesignated
Sabrina Lucila Herrera Aspra	Member	Renata Virginia Herrera Aspra

Also, it will be proposed to the Shareholders’ Meeting to ratify **(i)** José Luis Fernández Fernández and Arturo José Saval Pérez as Presidents of the Auditing and Corporate Practices Committees of the Company, respectively; and **(ii)** Marco Francisco Forastieri Muñoz as Secretary non-member and Tatiana Suzette Treviño García as alternate Secretary of the Board of Directors of Genomma Lab.

Below is presented a brief summary of the bios of each of the members of the Board of Directors:

Rodrigo Alonso Herrera Aspra. Mr. Herrera has over 18 years of experience in marketing and branding techniques. Mr. Herrera's main role is the coordination of all the areas of the Company, the strategy and expansion, with an emphasis in the coordination and supervision of the advertising material produced by the Company, and the marketing development of the products and advertising campaigns. Mr. Herrera studied business administration in the Universidad Anáhuac in Mexico City and received a master's degree in business administration from the Colegio de Graduados en Alta Dirección.

Scott R. Emerson (New Member). Mr. Emerson is the founder and CEO of The Emerson Group and its subsidiaries, Emerson Healthcare and Emerson Marketing. The Emerson Group is a forward-thinking consumer products equity organization which manages consumer packaged goods brands with a worldwide presence. Mr. Emerson has over 30 years of experience with companies including Johnson & Johnson, Unilever and Novartis Consumer Health. Prior to founding the Emerson Group, he held senior management positions in Fortune 500 companies within brand management, new business development, sales operations and field sales. Mr. Emerson sits on boards of the National Association of Chain Drug Stores (NACDS), Consumer Healthcare Products Association (CHPA), Efficient Collaborative Retail Marketing (ECRM), the Rite Aid Advisory Board and Clarion Brands. He received his B.A. in Accounting and Business Management from Texas State University.

Leandro Martin Sigman Gold (New Member). Mr. Sigman has a bachelor in economics from the University of Buenos Aires in Argentina and a master in business administration from the Instituto de Altos Estudios Empresariales in Argentina. Mr. Sigman has over 20 years of experience in research, development, manufacturing, sales and marketing within the pharma industry. He has been the chief executive officer at the Chemo Corporation, a pharmaceutical company with a worldwide presence based in Spain with sales of more than 1 billion euros, since 2002 to date. Among other positions he has held, he was managing director at Laboratorios Elea, achieving leadership positions in the Argentinian market.

Roberto Simón Sauma (New Member). Dr. Simón is a surgeon graduated from the Universidad La Salle with a diploma from the University of California in Los Angeles in Public Health and a Master's Degree in Medical and Hospital Attention Administration from the Universidad Autónoma de México. Currently, Dr. Simón is the CEO of Grupo Ángeles Servicios de Salud in Mexico. Previously, he held several executive positions within Grupo Ángeles. Also, he has taught different courses on health administration in several universities in Mexico. Dr. Simón has also held several positions such as Vice-president and President of the Asociación Mexicana de Hospitales Privados, as well as Deputy Director, Vice-president and President of the Asociación Mexicana de Hospitales. Currently, he is an affiliated member of the American College of Physician Executives, the American Academy of Medical Administrators and the American College of Healthcare Executives.

Arturo José Saval Pérez. Mr. Saval is a senior managing director at Nexxus Capital, S.A. since 1998 and is co-founding partner of the private equity funds managed by Nexxus Capital. With approximately 30 years of experience, Mr. Saval has private equity, investment and commercial banking experience and has participated in numerous debt, private and public equity transactions, as well as multiple financial advisory assignments. Mr. Saval received a B.S. in industrial engineering from the Universidad Iberoamericana, a degree in financial analysis from the University of Michigan, and a degree from Instituto Tecnológico de Estudios Superiores de Monterrey.

Luis Alberto Harvey MacKissack. Mr. Harvey is a co-founding partner and senior managing director at Nexxus Capital. Mr. Harvey has over 23 years of experience in investment banking and private equity. Before founding Nexxus Capital, Mr. Harvey held positions at Grupo Bursátil Mexicano, Fonlyser, Operadora de Bolsa and Servicios Industriales Peñoles, S.A. de C.V. His experience includes several private and public equity transactions and also initial public offerings of several major Mexican corporations on the Mexican Stock Exchange and the international capital markets. Mr. Harvey received a B.S. in economics from the Instituto Tecnológico Autónomo de México, and an M.B.A. with a specialty in finance from the University of Texas at Austin.

José Luis Fernández Fernández. Public Accountant from the Universidad Iberoamericana. Mr. Fernández worked at Prieto, Castillo and Associates during two years and later in the Tax and Auditing departments at Ruiz Urquiza y Cía, S.C., representative in Mexico of Arthur Andersen & Co. He entered Chévez, Ruiz, Zamarripa y Cia., S.C. since its foundation in 1981, where he later became an associate on 1989. He was admitted as partner since January 1st, 1989. Mr. Fernández is member of the Colegio de Contadores Públicos de México, A.C., Instituto Mexicano de Contadores Públicos, A.C. and Instituto Mexicano de Ejecutivos de Finanzas. He was also President at the following institutions: Comisión Fiscal del Instituto Mexicano de Contadores Públicos (1993-1995), Fiscal del Grupo de la Ciudad de México del Instituto Mexicano de Ejecutivos de Finanzas (1995-1996) and Comité Fiscal del IMEF Nacional (2003-2004). Mr. Fernández is member of the Comité Fiscal del Capítulo de la Ciudad de México del Instituto Mexicano de Ejecutivos de Finanzas since 1996. He was member of the Fiscal Consultive Board of the Secretaría de Hacienda y Crédito Público during 1995 and 1996, and has participated in the Board Members Development Program from the Mexican Stock Exchange.

Andrés Conesa Labastida. Mr. Conesa has been the CEO of Aeromexico since 2005. Mr. Conesa has a bachelor in Economics from the Instituto Tecnológico Autónomo de México and a doctorate in Economics from the Massachusetts Institute of Technology. To complete his graduate degrees he received the Fulbright and Ford Mac Arthur scholarships. In 1997 he received the National Economics Award from Banamex. Mr. Conesa has a wide trajectory in the aviation industry. In 2003, he became member of the board of Cintra (now Grupo Aeromexico). Later, in 2004, in Cintra's shareholders' meeting he was named Chairman of the Board. Mr. Conesa is member of the boards of IATA, ALTA and Skyteam. In addition, he has been member of the boards of Aeromexpress, Alas de América and Seat. During his professional career he has had several positions within the Public Federal Administration, among which are: Coordinator within the advisors of the Deputy Director of the Secretaría de Hacienda y Crédito Público, General Director of International Treasury Affairs of the Secretaría de Hacienda y Crédito Público. Later, he was named General Director of Treasury Planning of the Secretaría de Hacienda y Crédito Público and Public Credit Unit Chief of the same government department.

Jorge Ricardo Gutiérrez Muñoz. Public accountant from the Instituto Politécnico Nacional with a master's degree in Finance from Universidad LaSalle, has been Member of the Board of Directors at the following companies: Mexichem S.A.B. de C.V., Grupo Aeroportuario del Centro Norte, S.A.B. de C.V., Grupo Pochteca, S.A.B. de C.V. and the Bolsa Mexicana de Valores, S.A.B. de C.V. Mr. Gutiérrez has also served as CEO at Mexichem S.A.B. de C.V., CEO and Member of the Board at Grupo Industrial Camesa and Industrias Synkro, Corporate Development Vicepresident at Empresas Lanzagorta, and CFO at Indetel/Alcatel.

Juan Alonso. Mr. Alonso is currently the chief executive officer of ZAO Future Technologies, one of the largest luxury home builders in the Russian Federation. The brand is known in Russia as Sun City Developments. In March 2007, Mr. Alonso signed a partnership agreement with BSG Investments of Israel, the largest real estate developer in Russia and CIS to develop over one million square meters of

residential and commercial real estate in Russia. Mr. Alonso is also a majority shareholder in ZAO SILVER Nizhny Novgorod, the national water bottler for Nestlé in the Russian federation. Previously, Mr. Alonso was the President of Domino's Pizza Jalisco, S.A. de C.V., the master licensee for Domino's Pizza in Central Mexico, as well as the majority shareholder of Baskin Robbins DF.

Sabrina Lucila Herrera Aspra. Mrs. Herrera worked during 15 years in several companies including Posadas México in the Public Relations and Finance and Administration Departments. She started working at Genomma Lab in 1998 managing the Company's international sales. In 2004, as International Operations Director, she launched the operations in the Latin-American countries by replicating the Company's business model. She has a bachelor in IT from the Universidad Anáhuac and a master's degree in business administration from the Colegio de Graduados en Alta Dirección.

Remunerations to the Board of Directors. It will be proposed to the Shareholders' Meeting **(i)** to pay the independent Board members, as well as the Secretary non-member of the Board of Directors, a gross fee of USD \$7,500 for each session that they attend; **(ii)** to pay the Presidents of the Auditing, Corporate Practices, Mergers and Acquisitions and Risk Committees of the Company, a gross fee of USD\$10,000 for each session that they attend; and **(iii)** to pay the members of the Auditing, Corporate Practices, Mergers and Acquisitions and Risk Committees a gross fee of USD\$7,500 for each session that they attend.

Amount to the Repurchase of Shares. It will be proposed to the Shareholders' Meeting that the approval of the maximum amount of resources the Company can use to repurchase its own shares is equal to the total balance of net income distributable to the Company minus the amount that will be separated from those utilities for the integration of the legal reserve of the Company.

Information and Documents of Genomma Lab's Annual General Shareholders' Meeting. As per Section I, Article 49 of the Mexican Securities Market Law, and the articles eighteenth and thirty-fourth of the bylaws of the Company, after the publication of the notice for the Shareholders' Meeting, the Company offers the shareholders the proxy form to be represented at the Annual General Shareholders' Meeting, as well as all the information and documents related to each of the points in the agenda of the notice in the Company's headquarters at Antonio Dovalí Jaime 70, Building C, 2nd Floor, Santa Fe, 01210, Mexico City.

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.