

Mexico City, July 8<sup>th</sup>, 2013

## GENOMMA LAB PLACES DEBT CERTIFICATES FOR \$2.00 BILLION PESOS

*Genomma Lab Internacional S.A.B. de C.V.* (BMV: LAB) (“Genomma Lab” or “the Company”), announced today that it successfully completed the issuance of debt certificates (Certificados Bursátiles LAB´13) amounting to \$2.00 billion pesos, its first debt securities issuance in the Mexican market.

The debt certificates issued have a maturity of 5 years, ending in July 2018, and will pay interest every 28 days at a coupon rate of TIE (Tasa de Interés Interbancaria de Equilibrio) 28 days plus 0.70 percentage points. The certificates were rated AA(mex)” by Fitch Ratings and “HR AA” by HR Ratings.

The underwriters that jointly participated in the offer were Acciones y Valores Banamex, S.A. de C.V., Casa de Bolsa Integrante del Grupo Financiero Banamex and Casa de Bolsa Santander, S.A. de C.V., Grupo Financiero Santander México.

The resources obtained will be used to prepay existing debt with financial institutions, improving its maturity profile and decreasing its cost.

*“We are very pleased with our first debt certificates issuance. Given the current market volatility, having accomplished a widely demanded issuance and at the rate achieved, proves the solidity of our business model and the trust debt investors have on Genomma Lab,”* commented Rodrigo Herrera, CEO and Chairman of the Board.

### Company Description

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*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.