

Mexico City, March 31st, 2014

GENOMMA LAB ANNOUNCES THE STRENGTHENING OF ITS COMMERCIAL DEPARTMENT

Genomma Lab Internacional, S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”) announced today the strengthening of its commercial department in Mexico and also in its international operations with the incorporation of a commercial team led by Marco Sparvieri.

Mr. Sparvieri, former Sales Head of Procter & Gamble Mexico has more than 20 years of experience in mass consumer companies, holding leadership roles in commercial departments. Also, Mr. Sparvieri has international experience, as he has led businesses in six different countries, including the United States, Puerto Rico and the Caribbean, Venezuela, Argentina, Chile and Mexico. The years of experience have given him a broad knowledge of the commercial dynamics in the different channels and an understanding of how to design the architecture of a successful commercial and merchandising plan at the point of sale.

Marco Sparvieri, Industrial Engineer by the Buenos Aires University, joins the Company as Commercial Vice-president starting March 31st, 2014.

Rodrigo Herrera, Chief Executive Officer and Chairman of the Board of Directors, commented: *“We are very excited with the incorporation of Marco Sparvieri to Genomma Lab, which comes to revitalize the commercial department and to complement the Company’s business model with its wide commercial and merchandising experience. We are convinced that this change will bring positive results, improving the presence of the Company’s brands and products in the markets where we participate.”*

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.