

Mexico City, June 28th, 2012

GENOMMA LAB ANNOUNCES THE ACQUISITION OF A PACKAGE OF BRANDS

Genomma Lab Internacional S.A.B. de C.V. (BMV: LAB) (“Genomma Lab” or “the Company”), announced today that it has closed the acquisition of a package of brands of Personal Care products, that includes the brands of **Fermodyl**, **Altiva**, **Zan Zusi**, **Amara**, **Larizá** and **Bioskin**.

The Company believes that the acquisition of these brands brings a great opportunity to strengthen its offering given their strong presence in the market, high purchase repetition and growth potential under Genomma Lab. This transaction confirms the Company’s approach of acquiring brands with high recognition levels amongst consumers by increasing their sales through its business model, as it maintains a solid financial structure.

Acquired Brands:

- **Fermodyl** is a brand with nearly 50 years of existence in the hair care category that has high quality formulas and presence in the hair dyeing, ampoules, hair treatment, shampoo and conditioner categories. Fermodyl has sales in Mexico and the United States, and the Company will have the possibility of commercializing it in all the countries where Genomma Lab has presence.
- **Altiva** is a brand specialized in hair dyeing, modeling waxes and hair shine products focused on the Mexican woman’s hair.
- **Zan Zusi** is a brand with a high recognition level and over 55 years in the color cosmetic market, during which it has gained high loyalty among consumers. This brand has a relevant position in the cosmetics category for eyes and face.
- **Larizá** and **Amara** are two highly developed brands in the cosmetic market focused on the young public. Their main products include mascaras, lip glosses, compact powders and eyeliners.
- **Bioskin** is a line of cosmetic and skin care products with 100% hypoallergenic formulas, specialized in sensible skin. Its main products are compact powders, eyeliners and mascaras.

With the acquisition of the **Zan Zusi**, **Amara**, **Larizá** and **Bioskin** brands, Genomma Lab enters the make-up and color cosmetic market, which is one of the largest Personal Care categories in Mexico. In addition, the **Fermodyl** and **Altiva** brands will strengthen its presence in the hair care market, growing its brand portfolio to achieve a greater presence and continue with high growth rates.

The transaction includes the acquisition of the brands and their derivations, as well as transition and merchandising services and strategic supply agreements. The transaction amounts to \$826.4 million pesos, which represents a 3.1 sales multiple. The brands acquired will be financed with resources obtained from our current lines of credit.

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.