GENOMMA LAB INTERNACIONAL

GENOMMA DAY 2014
NOVEMBER 7TH

Genomma Lab®
Internacional

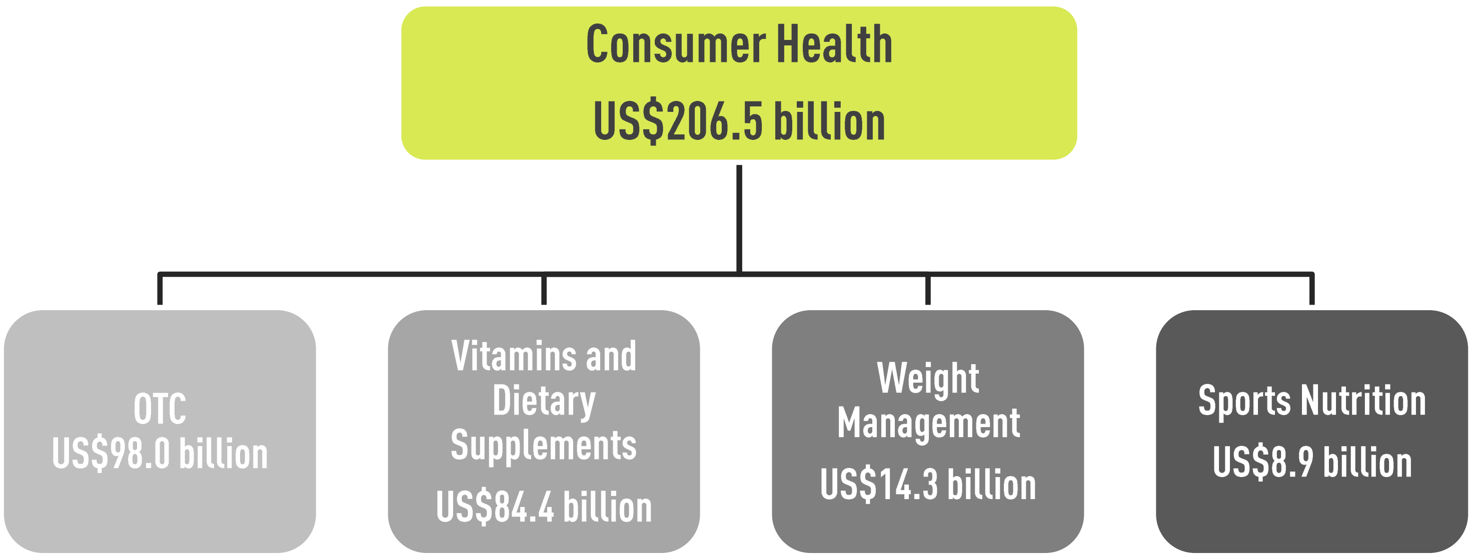
AGENDA

- 20/20 Vision
- Company Update
- New Commercial Strategy
- Status per Country
- Financial Outlook

20/20 VISION

Genomma Lab®
Internacional

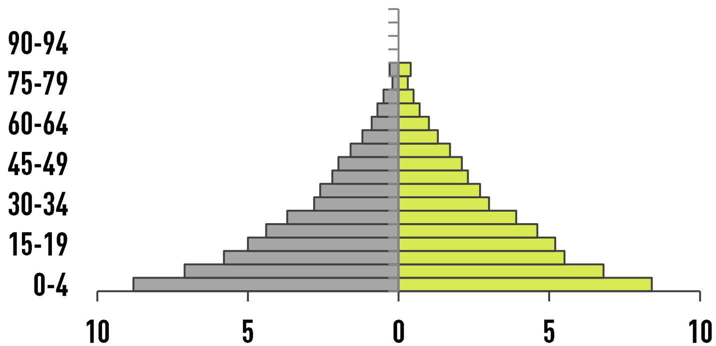
GLOBAL OTC MARKET SIZE



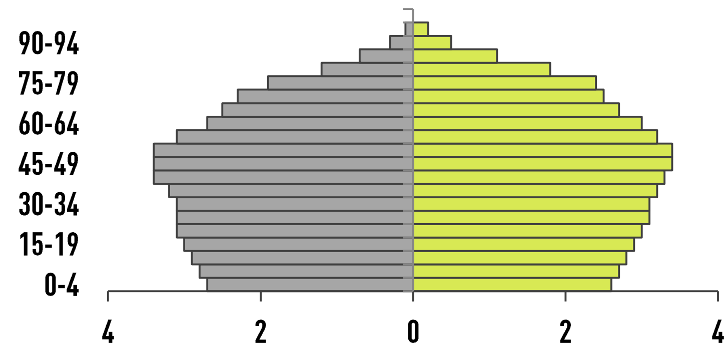
Source: Euromonitor

POPULATION PYRAMID OF MEXICO

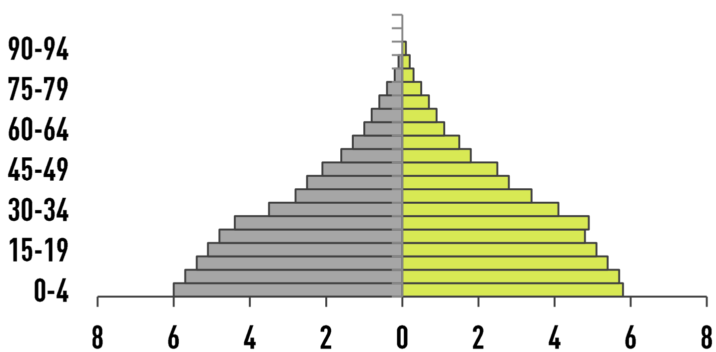
1950:
Population 28,295,000



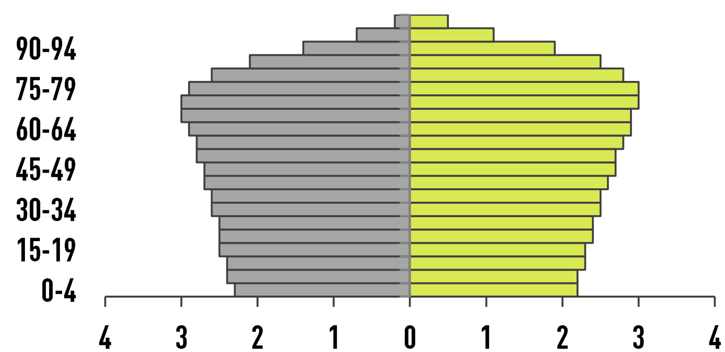
2050:
Population 156,101,000



2000:
Population 103,873,000



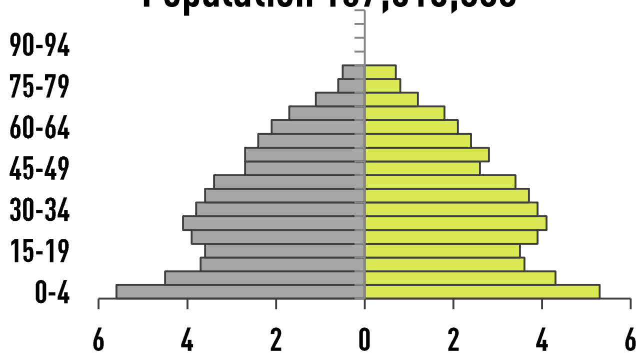
2100:
Population 139,794,000



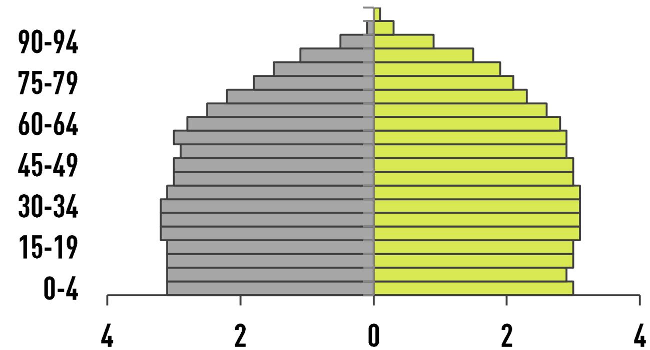
MALE FEMALE

POPULATION PYRAMID OF USA

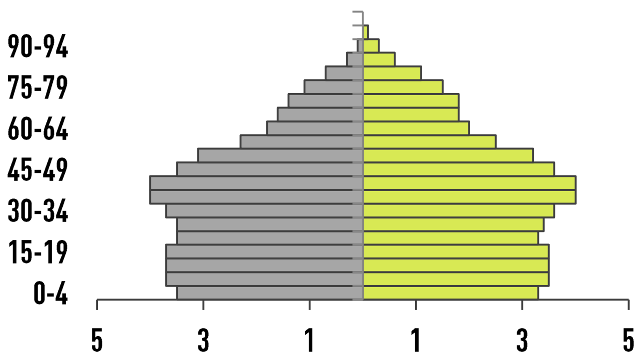
1950:
Population 157,813,000



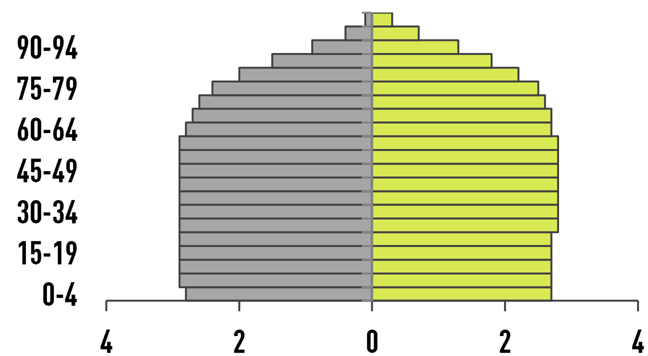
2050:
Population 400,853,000



2000:
Population 284,594,000



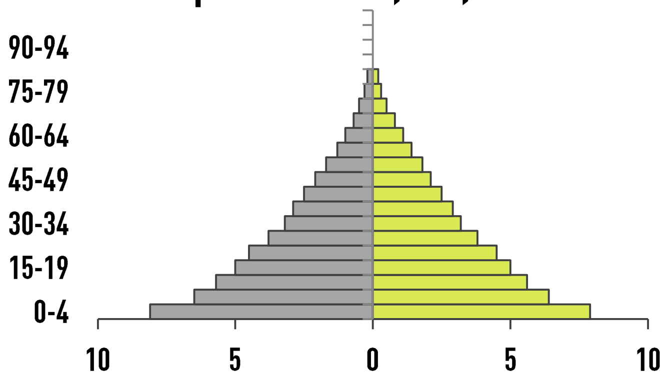
2100:
Population 462,069,000



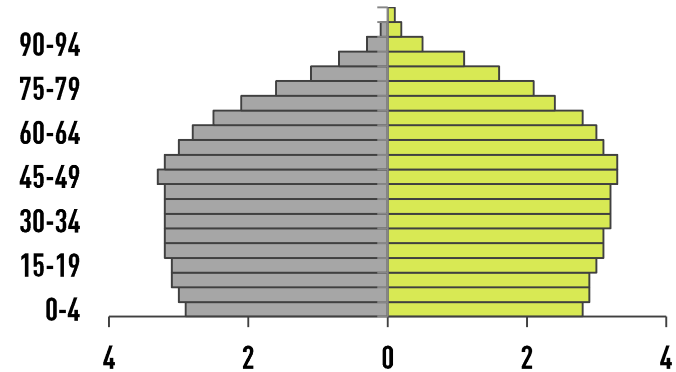
MALE FEMALE

POPULATION PYRAMID OF LATAM

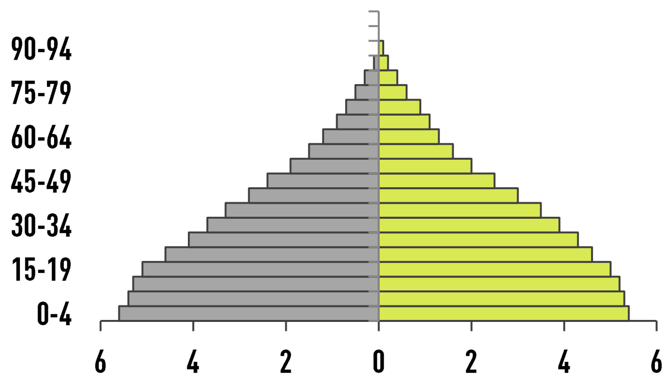
1950:
Population 167,869,000



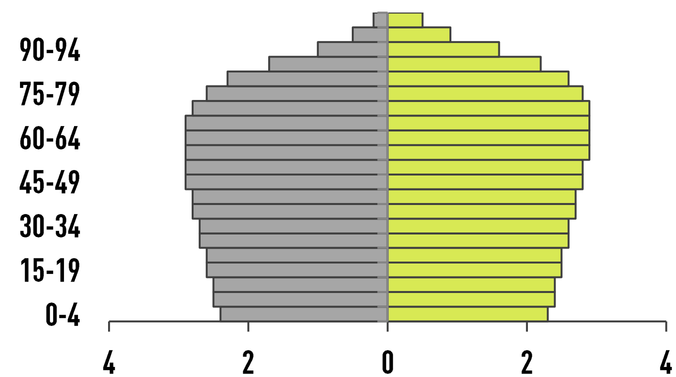
2050:
Population 781,566,000



2000:
Population 526,278,000



2100:
Population 736,228,000



MALE FEMALE

HEALTH CARE ENVIRONMENT OVER THE NEXT 10 YEARS

In the past...	In the future...
Health care system leaves many uninsured	• Newly-insured lives & new funding sources
Fee-for-service physician models	• Providers as critical players in new ways
Rising chronic disease prevalence	• Focus on low-cost, high-quality solutions
Brand-to-generic shift to a digital society	• Specialty pharmacy growth accelerates
Start of transition to a digital society	• New tech-driven delivery methods

Source: Euromonitor

KEY TRANSITIONS IMPACTING HEALTH & WELLNESS ALREADY SEEN IN STORES

Source: Euromonitor

THE FOUNDATION FOR INNOVATION IN CONSUMER HEALTH

Driving Forces

- Consumer Trends
- Demographics
- Retail Landscape
- Economic Conditions
- Regulations

Creative Sources

- Formulation
- Delivery Mechanism
- Packaging
- Labelling
- Positioning
- Pricing

New Product Development

Source: Euromonitor

OVERVIEW OF THE KEY FORCES THAT DRIVE INNOVATION

Consumer Trends

- Fast-paced lifestyles
- Awareness of health and wellness
- Preventive health concerns
- Greater health literacy
- Focus on physical appearance
- Overindulgence in unhealthy habits

Demographics

- Ageing of global population
- Increased incidence of chronic illnesses
- Heightened awareness of physiological differences by demographic

Retail Landscape

- Market maturity
- Expanding international reach of branded products
- Increased popularity of private label and generic drugs
- Growing non-store retailing channel sales

Economic Conditions

- Economic volatility by region and country
- Increase in disposable income and middle-class populations
- Income inequality, unemployment and poverty rates

Regulations

- OTC switches
- Packaging and labelling requirements
- Modern scientific studies and findings
- Price controls

Source: Euromonitor

NORTH AMERICA
INNOVATION TRENDS

- The increasingly competitive retail environment has producers exploring more niche and specialised markets.
- Consumer-centric innovation drives enjoyable formats, value-added formulations and convenient packaging.
- A move from energy supplements to study and focus aids is exemplified by Alleradd and Studdy Buddy.

Culterelle Probiotic Chewables

- Company: i-Health Inc
- Market: US
- Description: An orange-flavoured chewable probiotic supplement that helps with digestive discomfort.

Alleradd

- Company: Alleradd
- Market: US
- Description: A combination dietary supplement that boosts energy, enhances memory and increases focus.

Nutraliquids

- Company: EHouse Global Inc
- Market: US
- Description: A line of 16 different nutritional supplements in liquid sachets made with natural and gluten-free ingredients.

Source: Euromonitor

LATIN AMERICA

INNOVATION TRENDS

Redoxitos

- Company: Bayer AG
- Market: Brazil
- Description: The first chewable vitamin C tablet marketed specifically for children.

NewEra Movility

- Company: Nutrisa SA de CV
- Market: Mexico
- Description: A combination dietary supplement for women with collagen, as well as ginger for a boost of energy.

Total Magnesiano Stress

- Company: Eurostaga SA
- Market: Ecuador
- Description: A mineral supplement with magnesium and vitamin B in single-dose sachets that promotes stress relief.

Source: Euromonitor

Rx-to-OTC SWITCHES

- OTC switches are an important part of new product development in consumer health as they expand OTC access to new APIs and therapeutic areas.
- While it varies by geography, many regulatory agencies are increasingly receptive to switches as a way to increase access to medications and shift expenses to consumers to reduce healthcare costs.

Nasonex

- Company: Merck & Co
- Market: Norway
- Mometasone furoate monohydrate 5mcg
- Description: An allergy treatment in a nasal spray format that provides 24-hour relief from symptoms.

Oxytrol for Women

- Company: Actavis Inc
- Market: US
- Oxybutynin 3.9mg
- Description: An incontinence treatment for overactive bladder that comes in a transdermal patch.

Nasacort Allergy 24hr

- Company: Sanofi
- Market: US
- Triamcinolone Acetone 55mcg
- Description: An allergy treatment in a nasal spray format that provides 24-hour relief from symptoms.

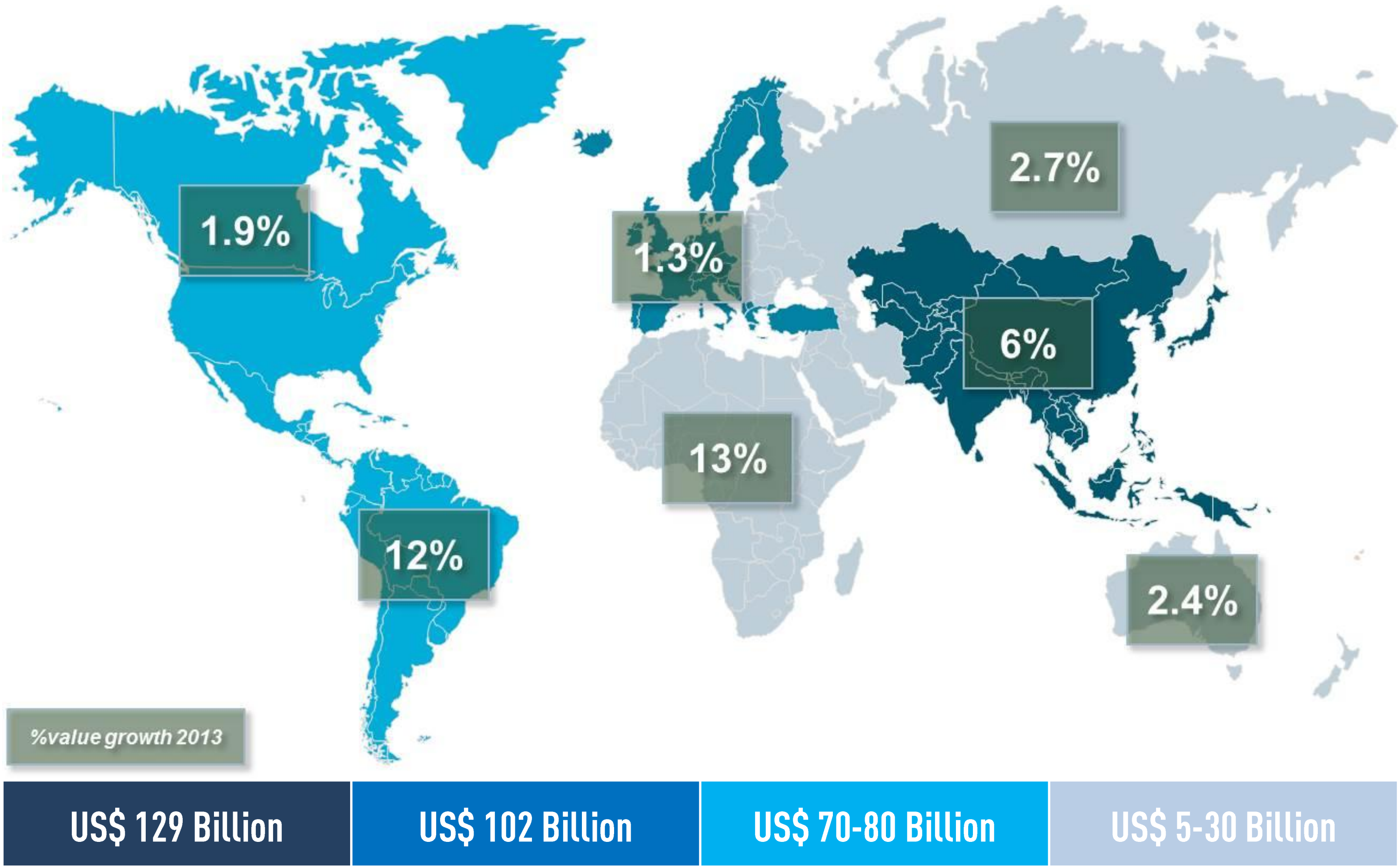
Nexium Control

- Company: Pfizer Inc
- Market: EU
- Esomeprazole 20mg
- Description: A proton pump inhibitor that provides relief from indigestion and acid-related conditions.

Top Global OTC Switches in 2013

Source: Euromonitor

GLOBAL PC MARKET GROWTH

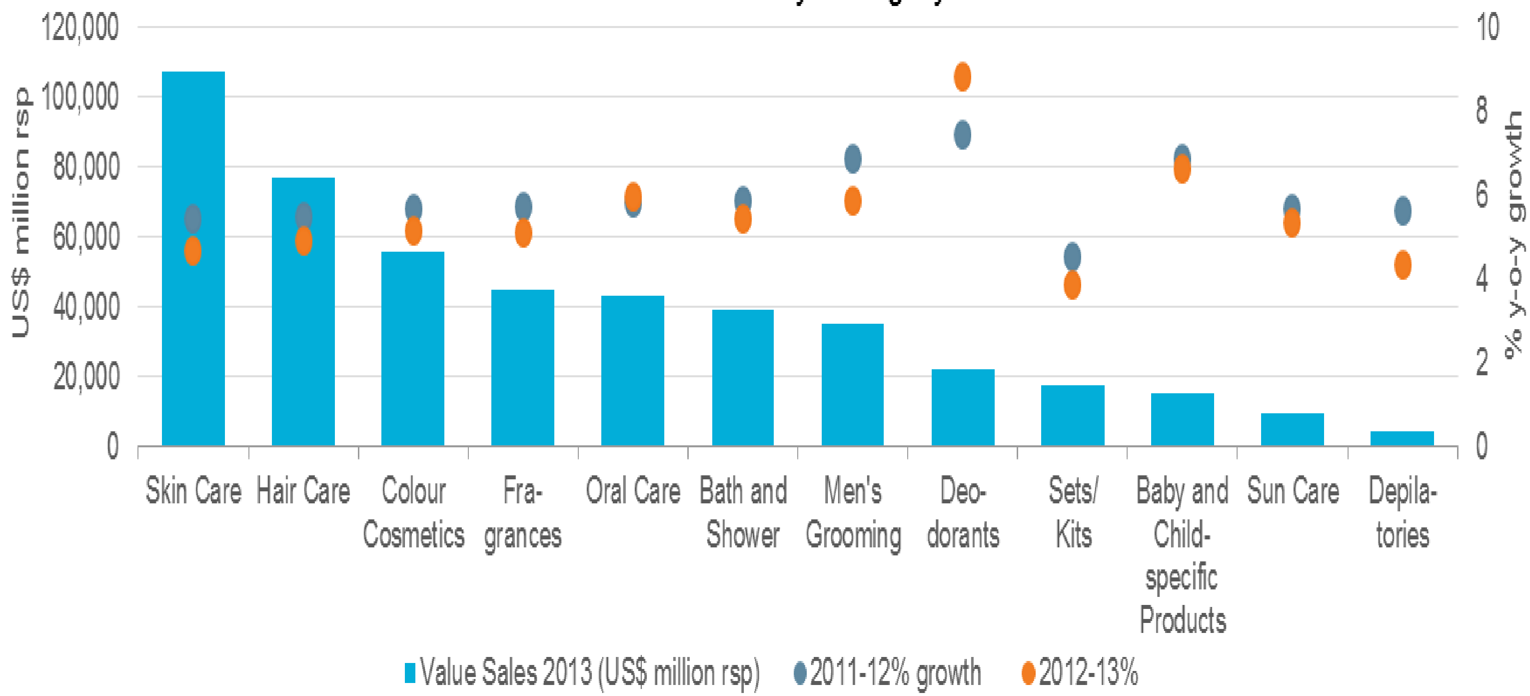


Source: Euromonitor

MOST CATEGORIES SEE WEAKER PERFOMANCE IN 2013

In terms of categories in 2013, deodorants was the strongest performer followed by oral care, while all other categories' growth rates were fairly subdued compared to the previous year.

BPC: Growth Performance by Category 2012 vs 2013

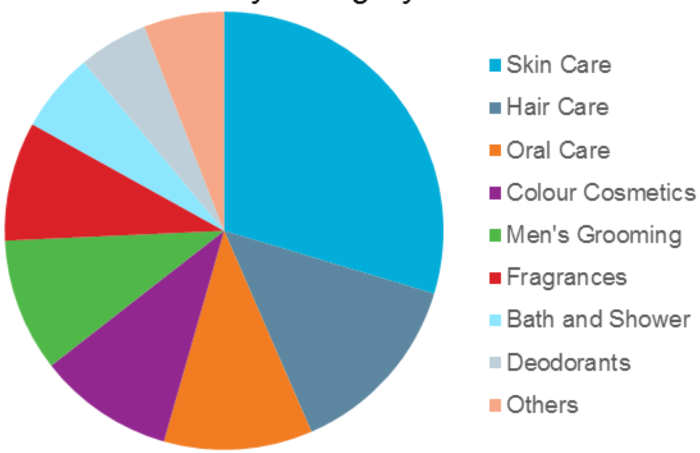


Source: Euromonitor

BRAZIL AND CHINA

KEY REVENUE GENERATORS

BPC: Absolute Global Market Value Growth by Category 2013/2018



Top Eight BPC Market Growth Prospects 2013/2018

	US$ million rsp
China	20,787.7
Brazil	16,066.1
US	6,239.8
India	3,688.5
Indonesia	2,066.9
South Korea	2,054.6
Saudi Arabia	1,853.5
Mexico	1,314.5
Others	15,278.8

- China and Brazil combined will contribute some 53% of global BPC market value growth over the 2013-2018 period.

- Hair care will receive a strong growth boost from Brazil. It will account for 32% of global hair care growth over 2013-2018.

- In the US, growth in premium BPC will outpace mass significantly and will be the stronger contributor to absolute market value growth with US$2.8 billion over 2013-2018

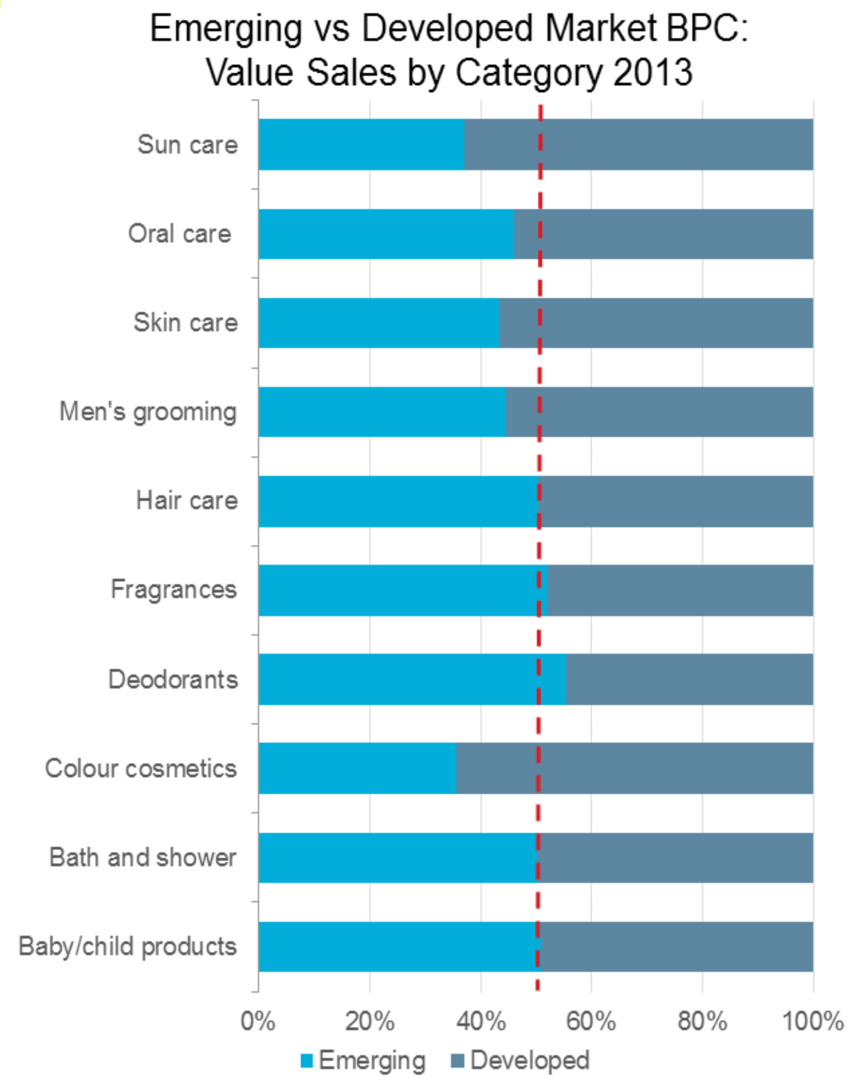
Source: Euromonitor

KEY OPPORTUNITIES FOR FURTHER PENETRATION IN EMERGING MARKETS

- Brazil and China's proportional weight in hair care and skin care, respectively, is indicative of category growth prospects. In the context of overall emerging markets, category opportunities differ in terms of potential for further penetration.

- While some products, eg deodorants and fragrances are already generating over 50% of global sales in emerging markets, others have room to expand much further, such as colour cosmetics and sun care.

- Deodorants' deep penetration in emerging markets is also largely the result of the widespread availability and popularity of such products in Brazil (accounting for 23% of global category sales in 2013). Over 2013-2018, the top five most attractive growth markets for deodorants also include Venezuela, Argentina and India.



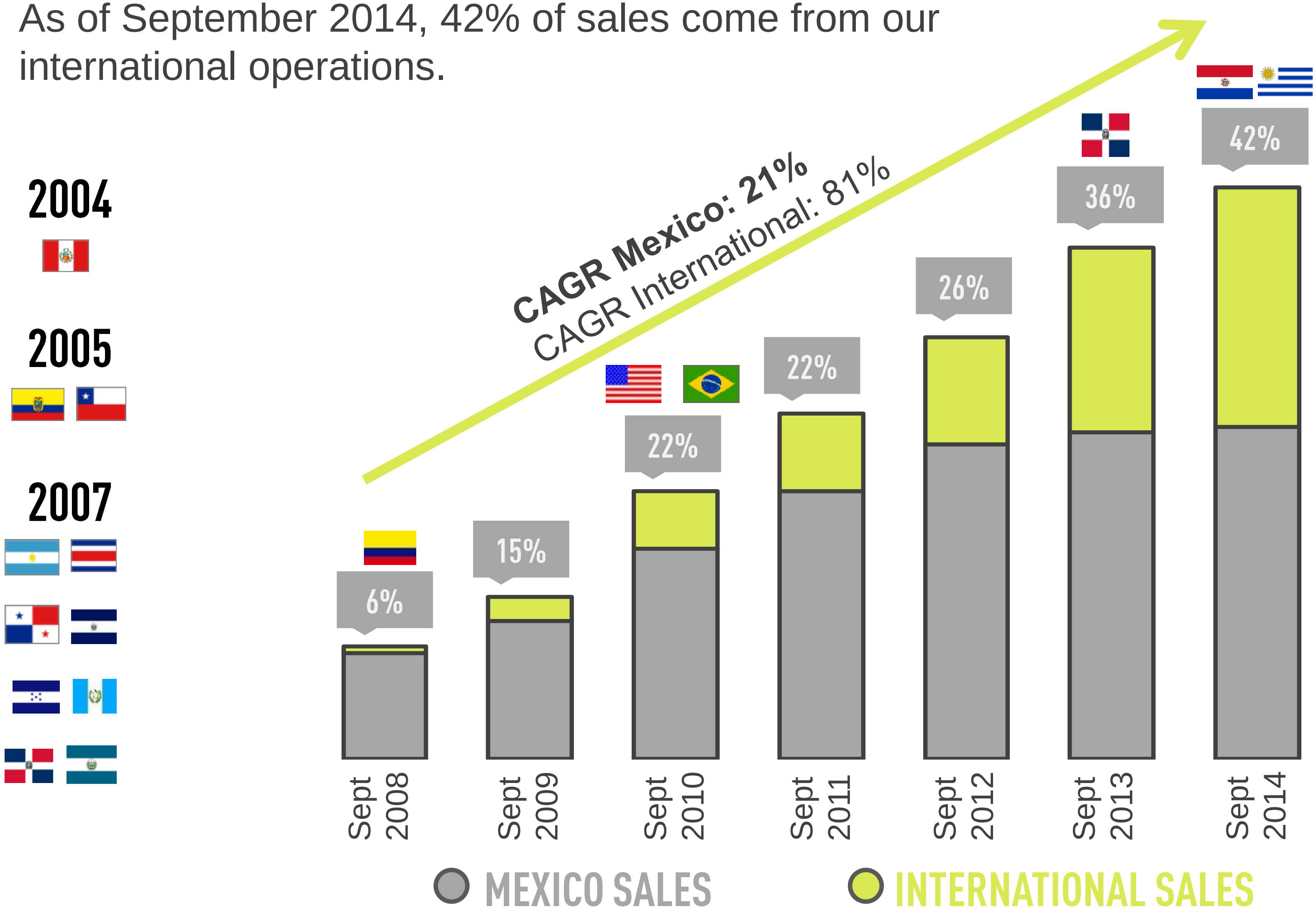
Source: Euromonitor

COMPANY UPDATE

Genomma Lab®
Internacional

GENOMMA LAB'S UPDATE

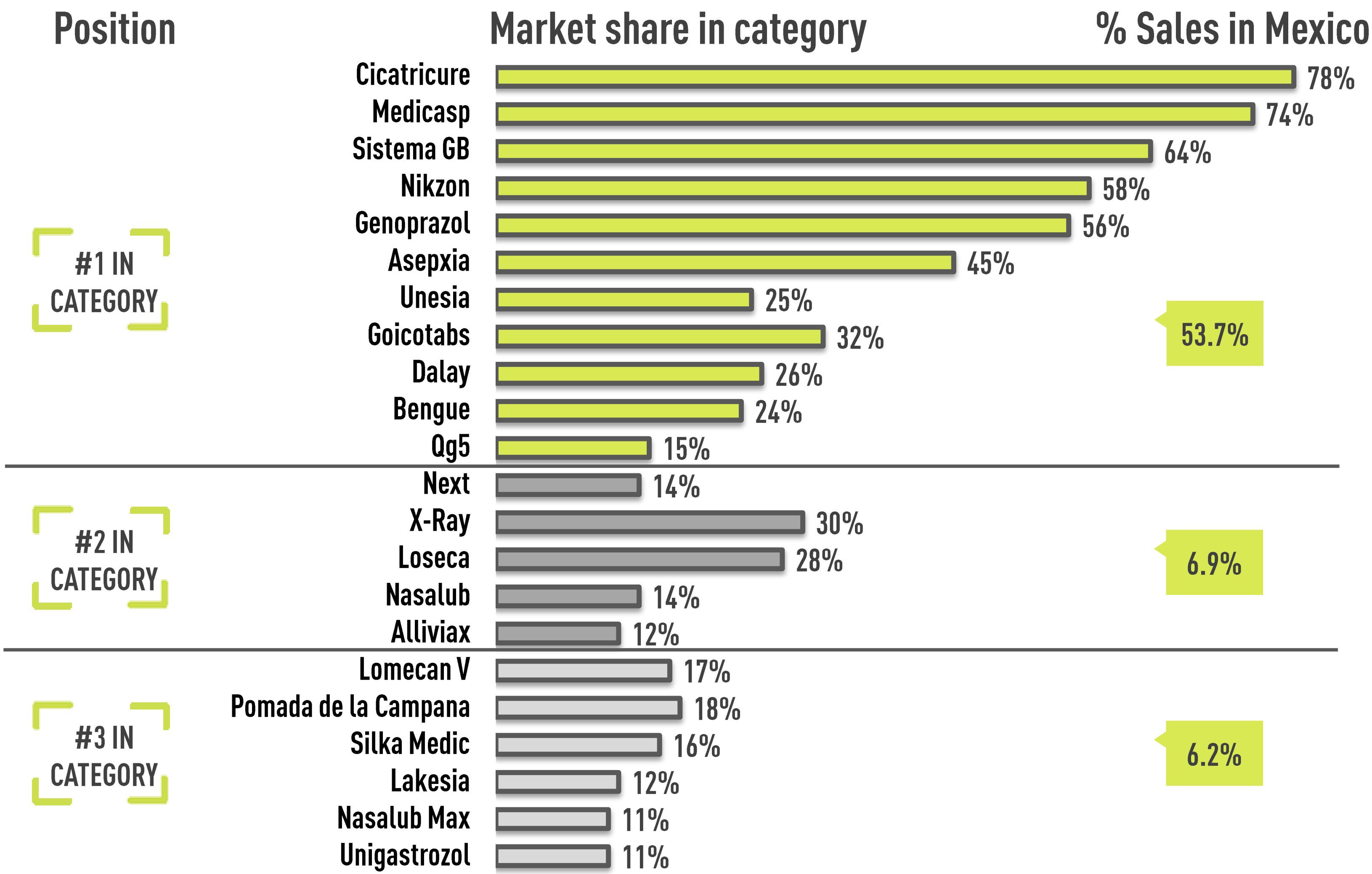
- As of September 2014, 42% of sales come from our international operations.



CAGR: Compound Annual Growth Rate 2008-2014. Information in a LTM basis.

LEADING BRANDS IN MEXICO

In Mexico, the Company has a portfolio of 91 brands, many of which have reached leading positions in their categories.



Source: Company data and IMS Health.

LEADING BRANDS IN THE INTERNATIONAL OPERATIONS

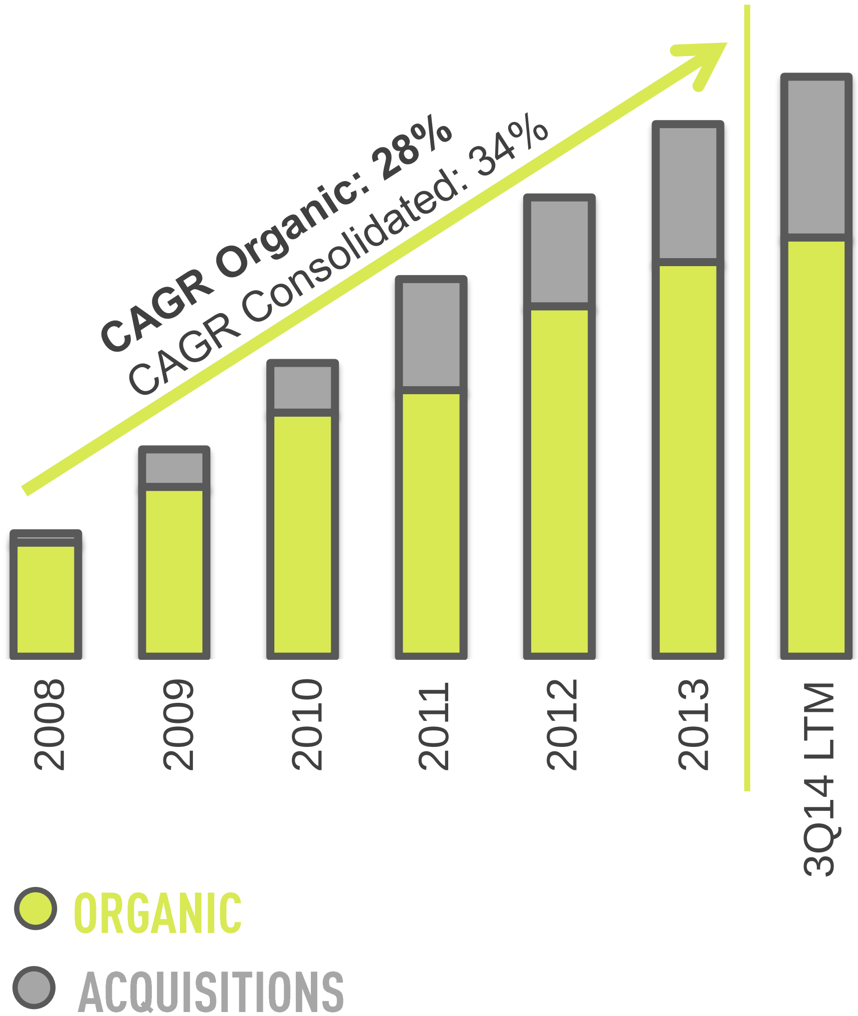
The following table shows the brands that are positioned in the Top 3 spots in their categories by country.

COUNTRY OR REGION	TOP BRANDS	TOTAL BRANDS	BRANDS
CENTRAL AMERICA	17	24	Asepxia, GOICOECHEA, Nikzon, SILKA-MEDIC, QG5, UNESIA, ShotB, M, Siluet 40, Medicasp, Lomecan, Cicatricure, Pointts, GOICOTABS, Tío Nacho, Pomada de la Campana, SILKA-MEDIC
ARGENTINA	9	25	Asepxia, Cicatricure, Tafirol, BENGUE, Piecidex (Elimina los hongos muy rápido.), Pointts, GOICOECHEA, UNESIA, NEXT
ECUADOR	8	16	Asepxia, Medicasp, Cicatricure, Nikzon, Lomecan, Dalay, GOICOECHEA, QG5
PERU	10	13	Asepxia, Cicatricure, Dalay, Medicasp, Nikzon, Siluet 40, UNESIA, SILKA-MEDIC, Touch Me, Tío Nacho
COLOMBIA	6	13	Cicatricure, Asepxia, Dalay, Siluet 40, UNESIA, Lomecan
BRAZIL	7	12	Cicatricure, Asepxia, GOICOECHEA, Pointts, LAKESIA, Medicasp, Ma Evans
USA HISPANIC MARKET	7	19	NEXT, Bi Electro, Pomada de la Campana, Tukol, Asepxia, ShotB, Pomada del Dragón

Source: Company data and IMS Health..

SUSTAINED ORGANIC GROWTH

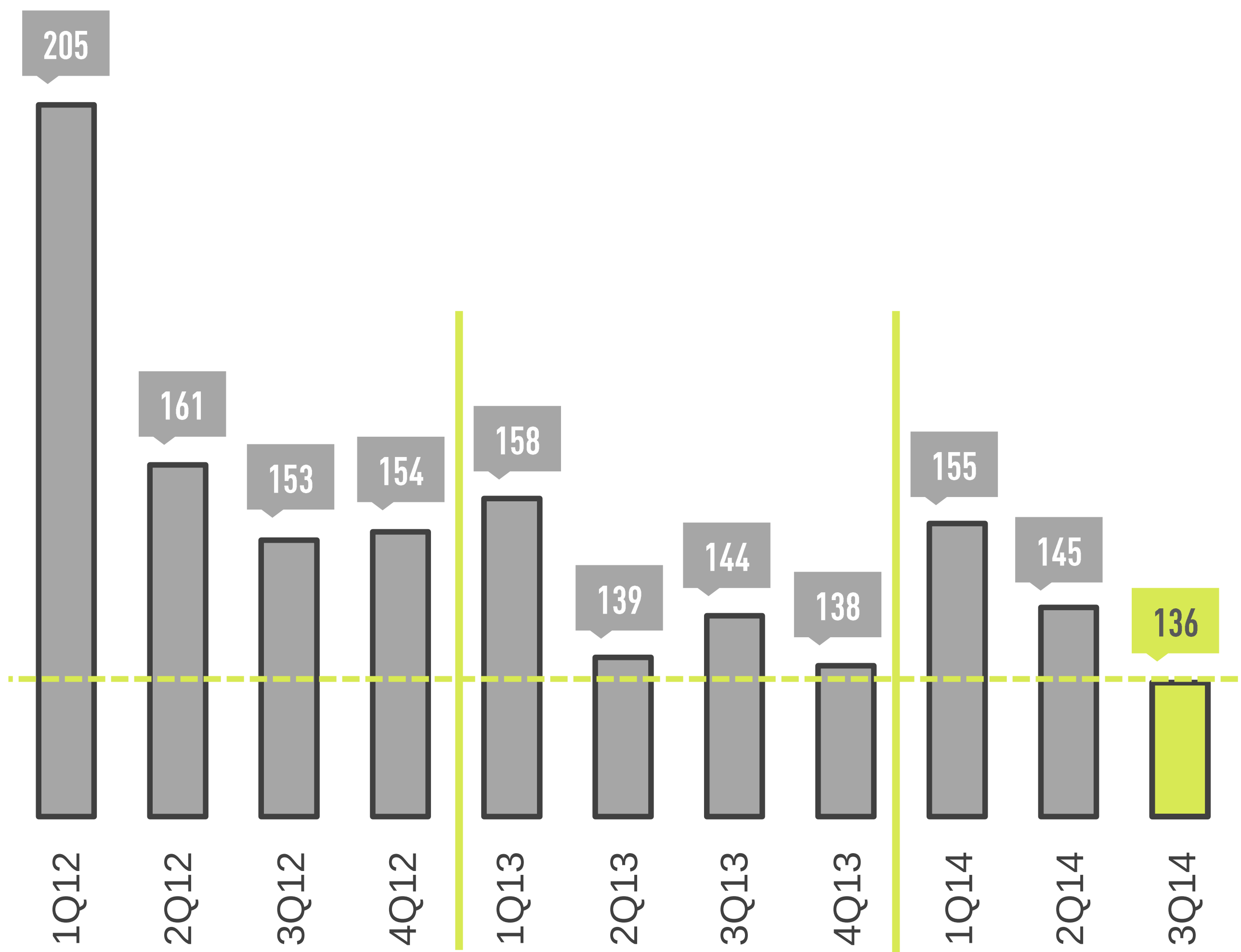
The Company's growth is based on innovation and development, and acquisitions help to accelerate it.



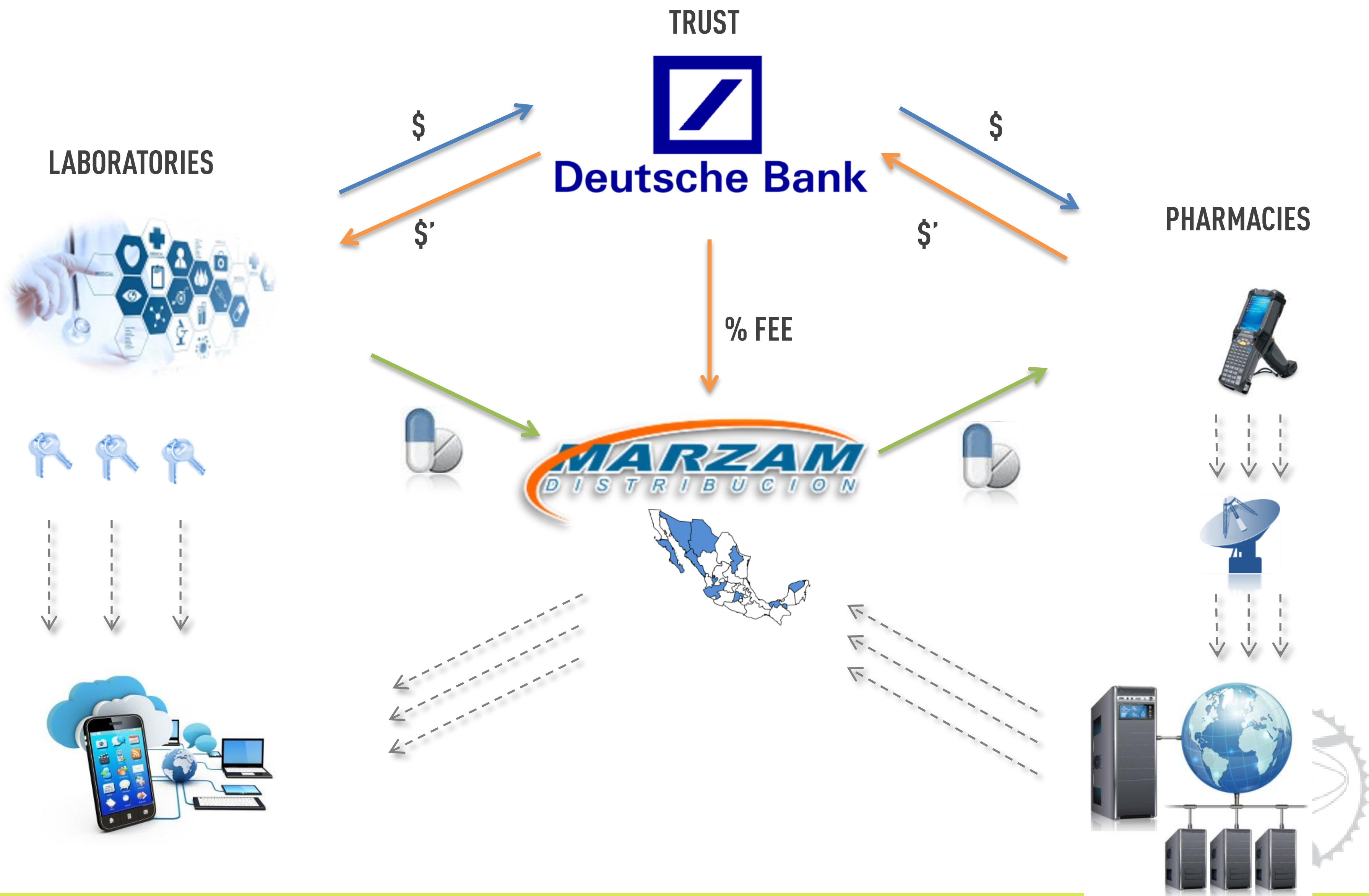
CAGR: Compound Annual Growth Rate 2008 – 2013.

CASH CONVERSION CYCLE

SINCE 1Q12 (DAYS)

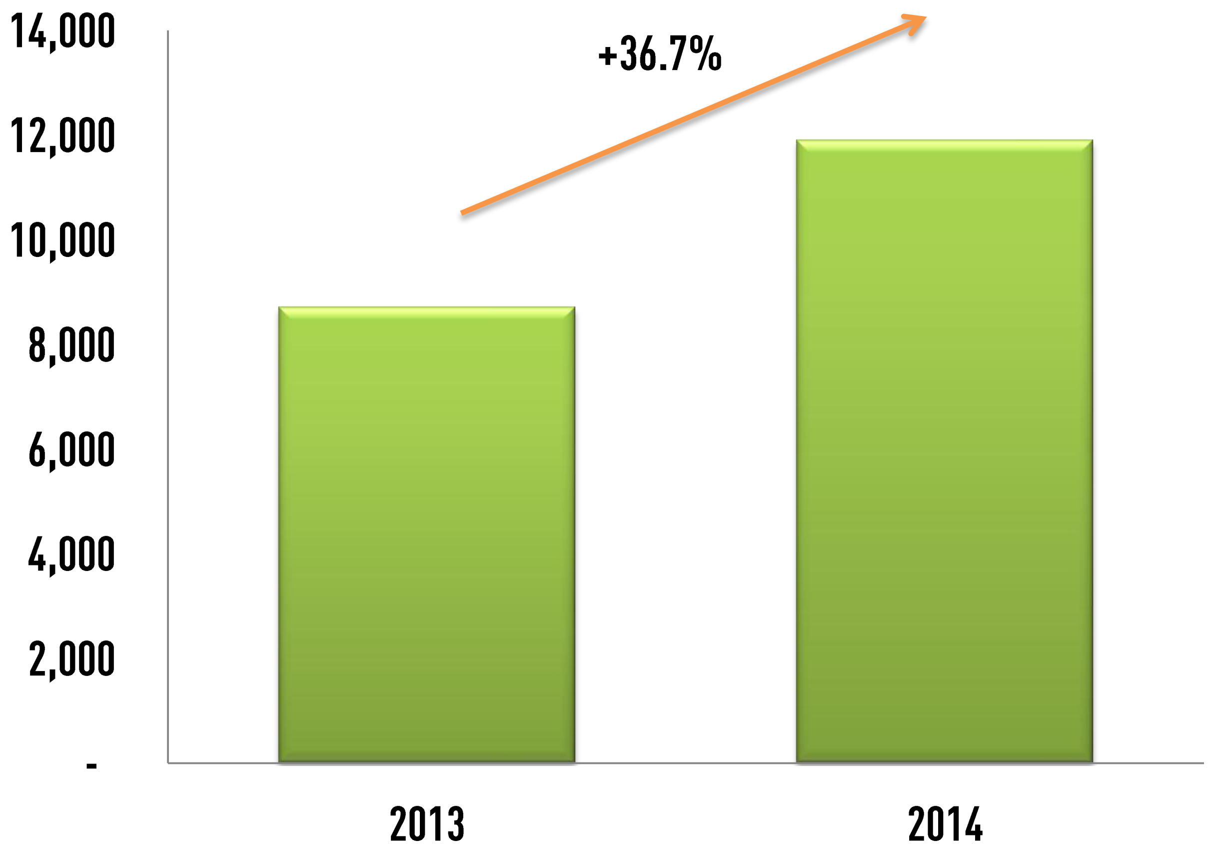


MARZAM ACQUISITION



MARZAM'S GROWTH

Marzam's year over year growth based on Casa Saba's situation.



Genomma's products sold at Marzam increased 150% during the last quarter.

NEW COMMERCIAL STRATEGY

Genomma Lab® Internacional

POINT OF SALE

SHOPPER, CONSUMER & CHANNEL UNDERSTANDING


Insights Assessment


Shopper Reactio


Eye Trackin

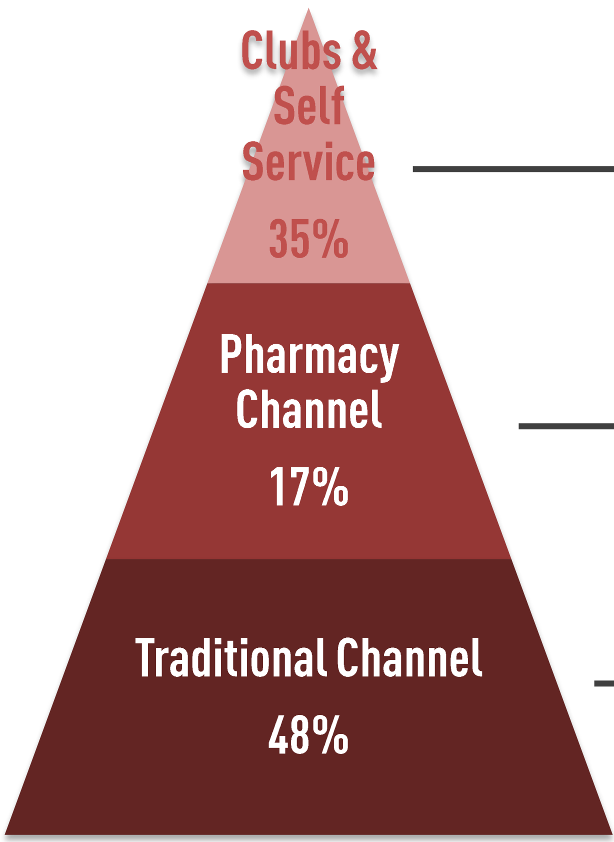
1

IN-STORE VISION & CATEGORY STRATEGY

2

SORIANA MR

ROUTE TO MARKET DESIGN



LatAm Channel Segmentation

	Chile	Peru	Mexico	Brazil	Argentina
Clubs & Self Service	✗	✗	✚	✗	✗
Pharmacy Channel	✔	✔	✔	✔	✔
Traditional Channel	✗	✗	✗	✗	✗

✗ Not developed ✚ To Exploit ✔ Mature

3

STRATEGIC ALLIANCES

CREATION

Walgreens
AT THE CORNER OF HAPPY & HEALTHY®

POINT OF SALES EXECUTION

5

COMMERCIAL INNOVATION

Open Exhibition Project


6

STATUS PER COUNTRY

Genomma Lab® Internacional

CHALLENGES AND OPPORTUNITIES

Growth potential in the international operations OTC LATAM and US Hispanic Market size: $160.5 billion pesos*

**In the countries where we participate*
***Genomma Lab is the #1 Hispanic Company in Walgreen's*
Source: IMS Health

CHALLENGES AND OPPORTUNITIES

Growth potential in the international operations OTC LATAM and US Hispanic Market size: $160.5 billion pesos*

COUNTRIES IN LATAM IN WHICH GENOMMA LAB IS NOT PRESENT:

Cuba
Haiti
Venezuela
Belice

*In the countries where we participate
Source: Company Data.

PORTFOLIO EXPANSION

MEXICO OUTLOOK

Genomma Lab® Internacional

MEXICAN SNAPSHOT

TOP BRANDS:

- Medicasp Shampoo
- Asepxia
- Cicatricure
- QG5
- Unesia Bifonazol
- GOICOTABS
- Nikzon
- Dalay
- Sistema GB
- Bengue
- Genoprazol Omeprazol

Demographics:
Pop.: 120.3mm
GDP: MXP 1.3t
GDP per Capita: $15,600 USD

LTM Sales Segmentation: OTC 62%, PC 38%

OTC Market: 19.3 billion MXN

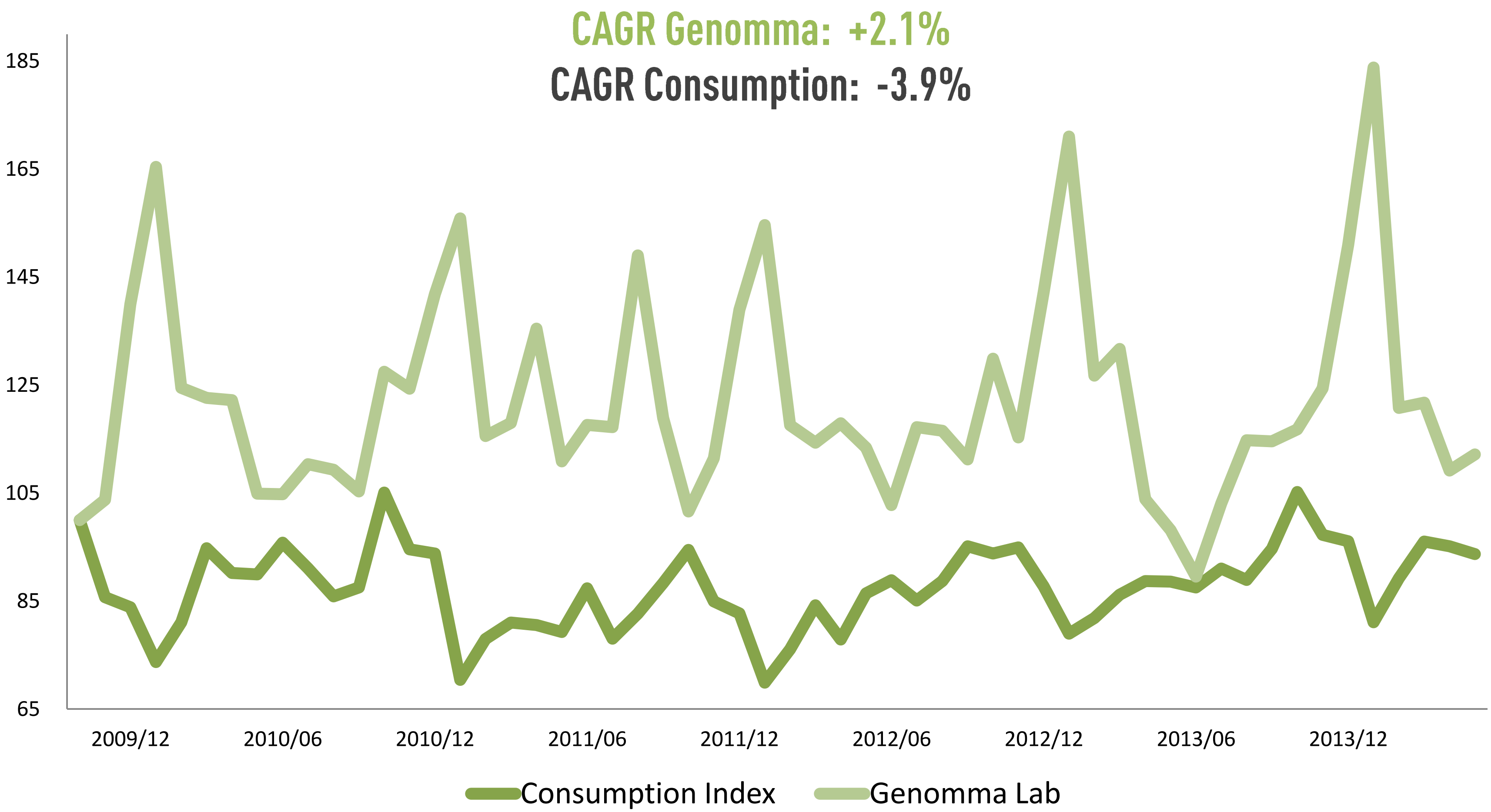
Points of Sale: 44,000

Ranking OTC: #1

TOP CLIENTS

- OXXO
- Farmacias del Ahorro
- Farmacias Benavides
- Super Farmacia
- Comercial Mexicana
- Wal*Mart
- Chedraui
- Soriana

WEAK CONSUMPTION IN MEXICO



Base 100 october 2009. Source: INEGI.
CAGR: Compound Annual Growth Rate 2009.-2013, in real value in Mexico.

OTC MARKET

- Market size in Mexico: **$19.3 billion pesos**
- Genomma Lab's market share: **13.2%**

#1 in the OTC Market

2008 - 4.2% Market Share

2011 - 12.3% Market Share

2014 - 13.2% Market Share

Genomma Lab has presence in **15** of the **top 20** categories in this market.

Rank	Top Categories
1	**Non-narcotics and antipyretics**
2	**Cold and cough preparations without anti-infectives**
3	**Oral electrolyte sustitutes**
4	**Emolients and Protectors**
5	**Multivitamins with minerals**
6	**Antimicotics, topical dermatological**
7	*Milk for Children*
8	**Other dermatological preparations**
9	**Anticough combinations**
10	**Expectorants**
11	**Other tonics**
12	**Non-steroidal antirheumatics, simple**
13	**Topical antirheumatics and analgesics**
14	*Emetics*
15	**Gynecological antiseptics**
16	**Pharyngeal Decongestant**
17	*Anti-acids with anti-fatulents*
18	*Anti-helminthics*
19	**Gynecological anti-micotics**
20	*Dental*

*Source: IMS Health, as of July 2014.

PERSONAL CARE MARKET

#5 in the PC Market

- Market size in Mexico: **$130.9 billion pesos**
- Genomma Lab's market share: **6.8%***

2011 - 2.5%* Market Share

2014 - 6.8%* Market Share

Genomma Lab has presence in **9** of the **top 15** categories in this market.

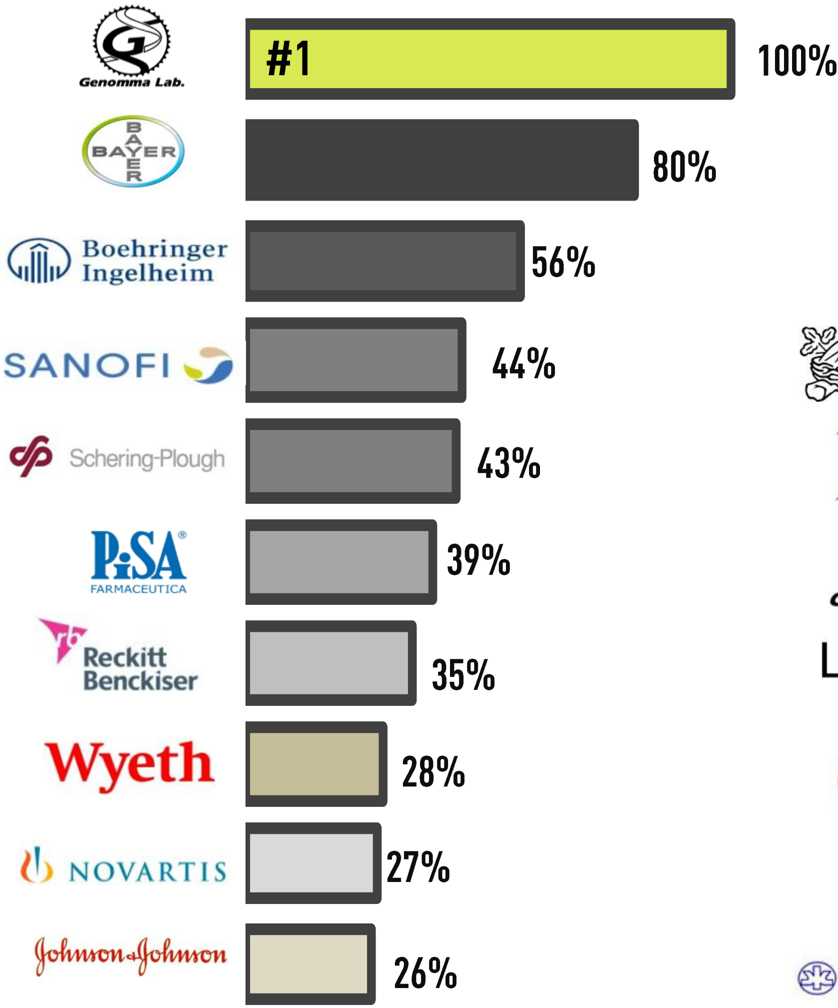
Rank	Top Categories
1	**Mass Cosmetics**
2	**Hair Care**
3	**Skin Care**
4	**Fragrances**
5	**Colour Cosmetics**
6	*Oral Care*
7	*Oral Care Excl Power Toothbrushes*
8	**Men's Grooming**
9	*Premium Cosmetics*
10	**Bath and Shower**
11	**Deodorants**
12	*Baby and Child-Specific Products*
13	*Sets/Kits*
14	**Sun Care**
15	**Depilatories**

*In the categories where we participate.
**Source: Company estimates.

MEXICO OUTLOOK

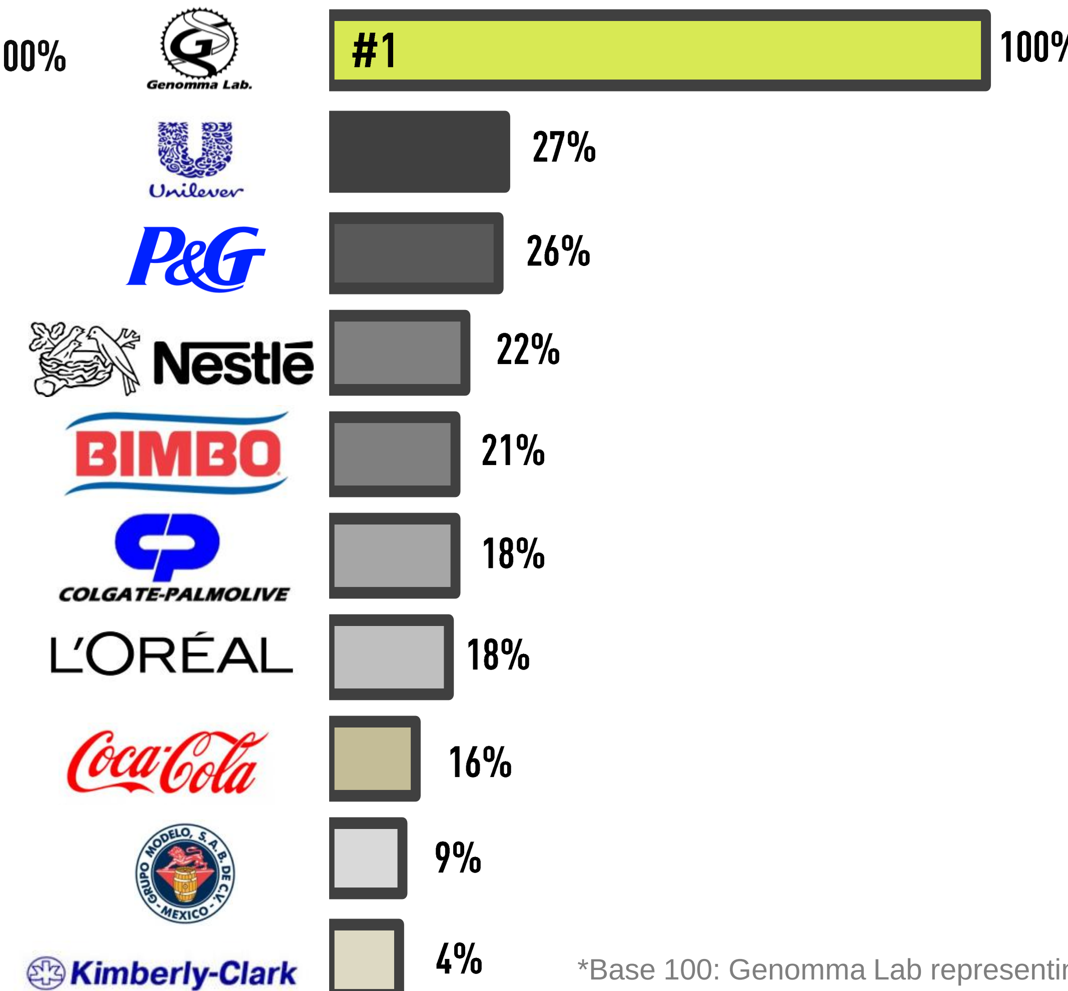
Top 10 OTC Labs

(As of June 2014, in million USD. Source: IMS Health)



Top 10 Advertisers

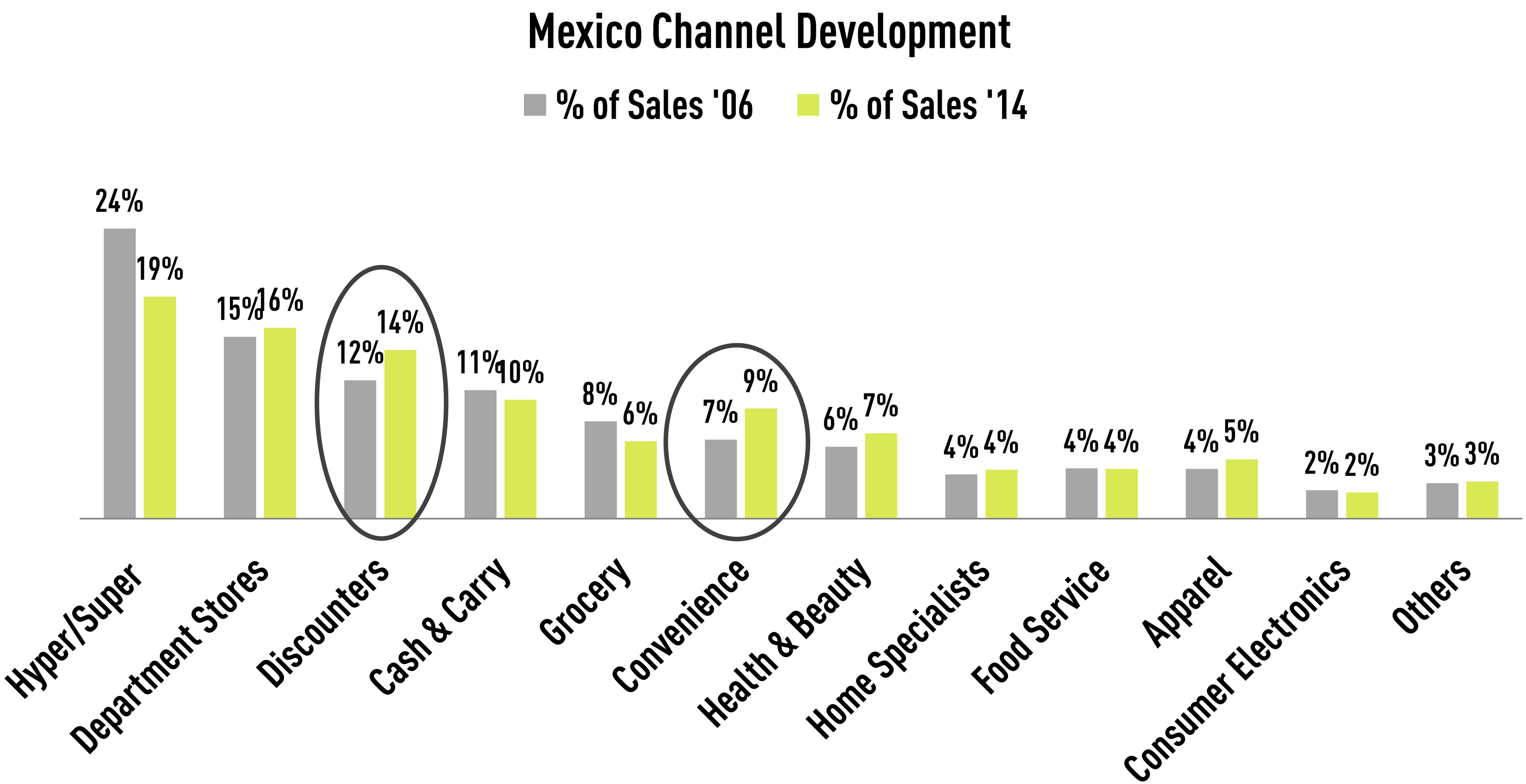
(As of July 2014. Source: Public Rates)



*Base 100: Genomma Lab representing 100%.

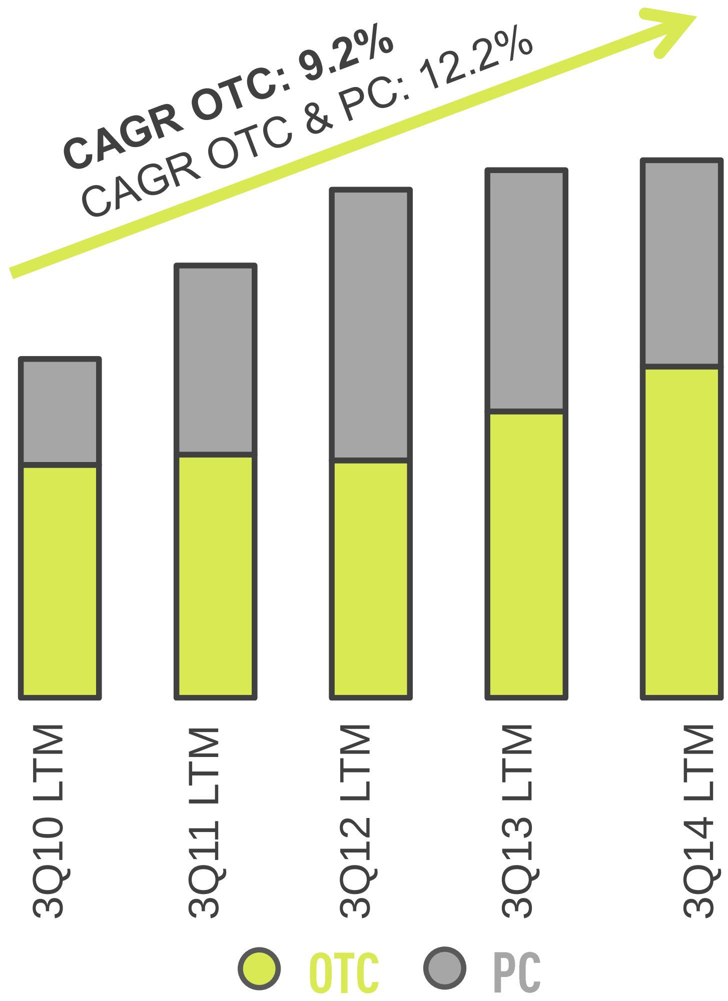
KEY SUCCESS DRIVERS

- Opening of new modern and traditional channels:



GENOMMA LAB'S CORE BUSINESS IN MEXICO

The Company's core business has showed sustained growth over the years with higher growth rates than the industry.



BRAZIL OUTLOOK

Genomma Lab® Internacional

BRAZILIAN SNAPSHOT

BRANDS:

Medicasp Shampoo
M
Silka-Medic
Pointts
Tío Nacho
Goicoechea
dermaglós
Asepxia
Cicatricure
Henna Egipcia
ShotB
Lakesia
Ma Evans

Demographics:
Pop.: 200.4mm
GDP: MXP 29,340 bn
GDP per Capita: 146

Top Clients: Panpharma, D Center, Santa Cruz, Profarma, Nazaria

OTC Market: 17.85 BR

Local Manufacturing: 33% of total brands

Ranking OTC: #8

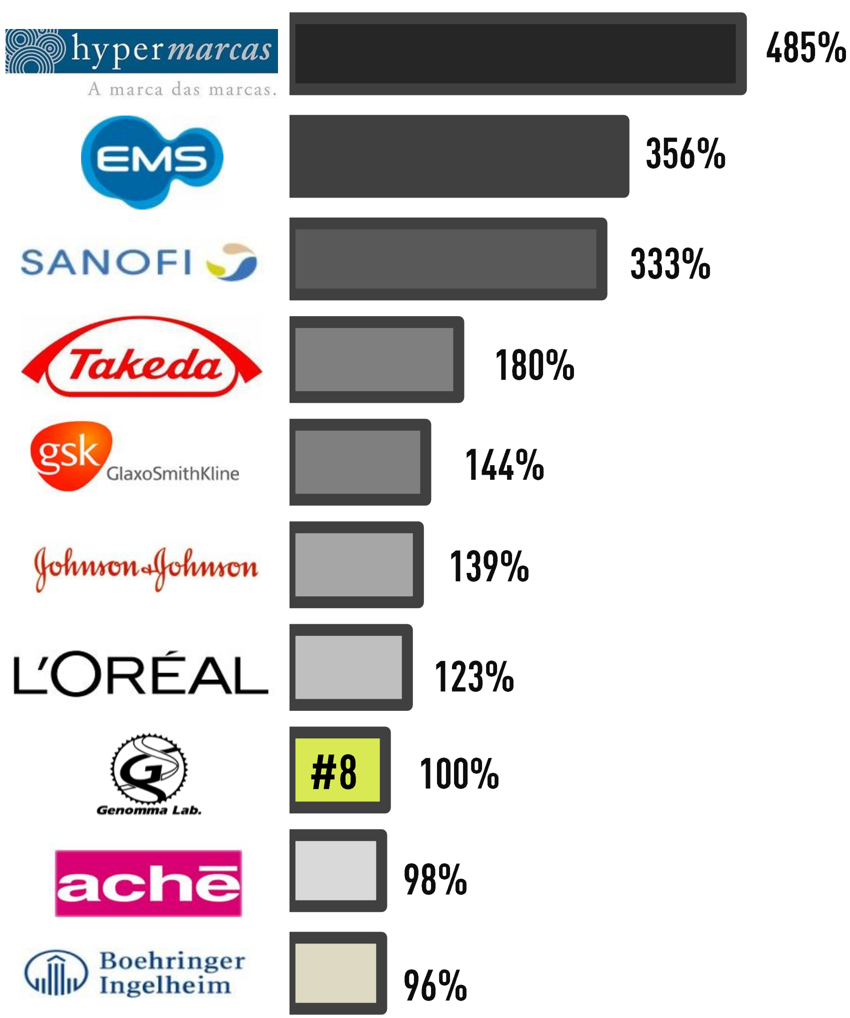
LTM Sales Segmentation: OTC 20%, PC 80%

Points of Sale: 69,037

BRAZILIAN OUTLOOK

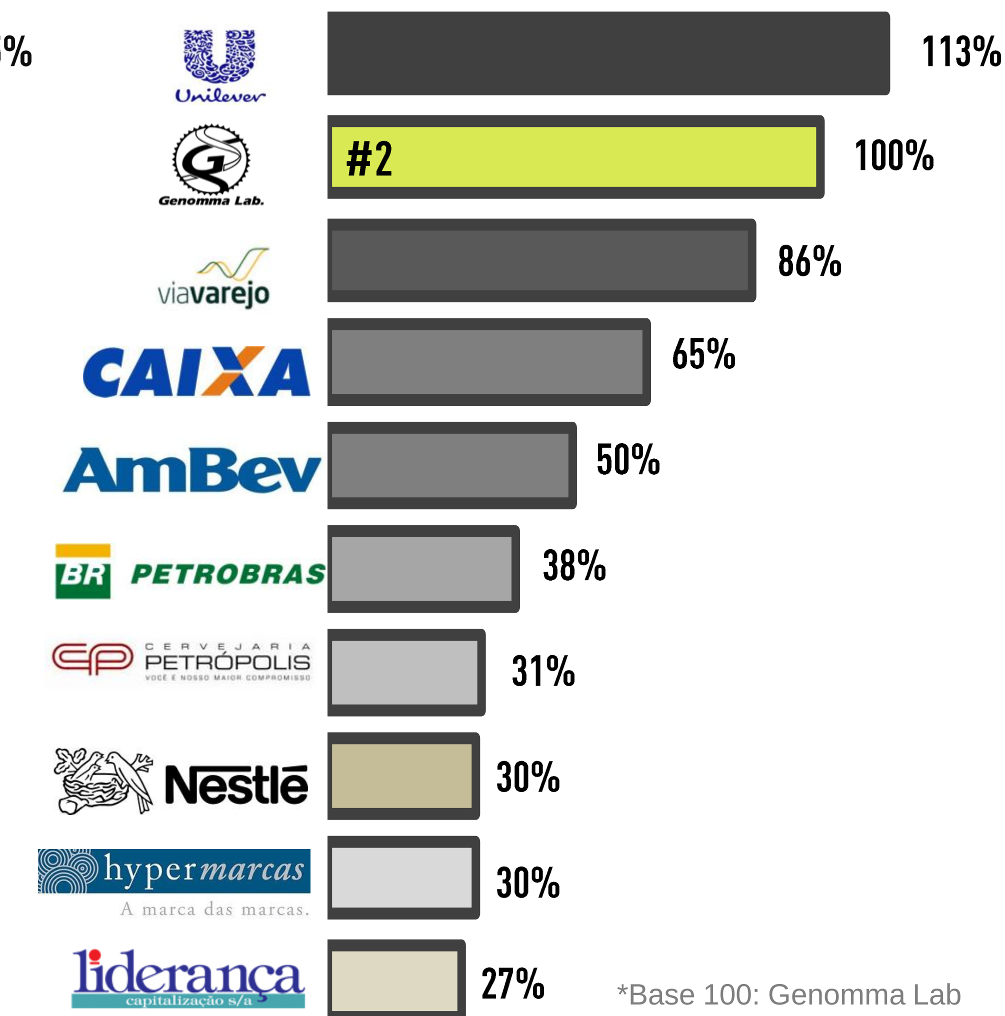
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)



*Base 100: Genomma Lab representing 100%.

ARGENTINA OUTLOOK

Genomma Lab®
Internacional

ARGENTINIAN SNAPSHOT

TOP BRANDS:

- Piecidex — Elimina los hongos muy rápido.
- Asepxia
- Tafirol
- GOICOECHEA
- Cicatricure
- UNESIA
- NEXT
- Pointts
- BENGUE

Demographics:
Pop.: 41.4 mm
GDP: MXP 7,993 bn
GDP per Capita: 193

Top Clients: Drogueria del Sud, Suizo Argentina, Farmcity, Monroe Americana

OTC Market: 4.5 bn ARS

Local Manufacturing: 68% of total brands

Ranking OTC: #1

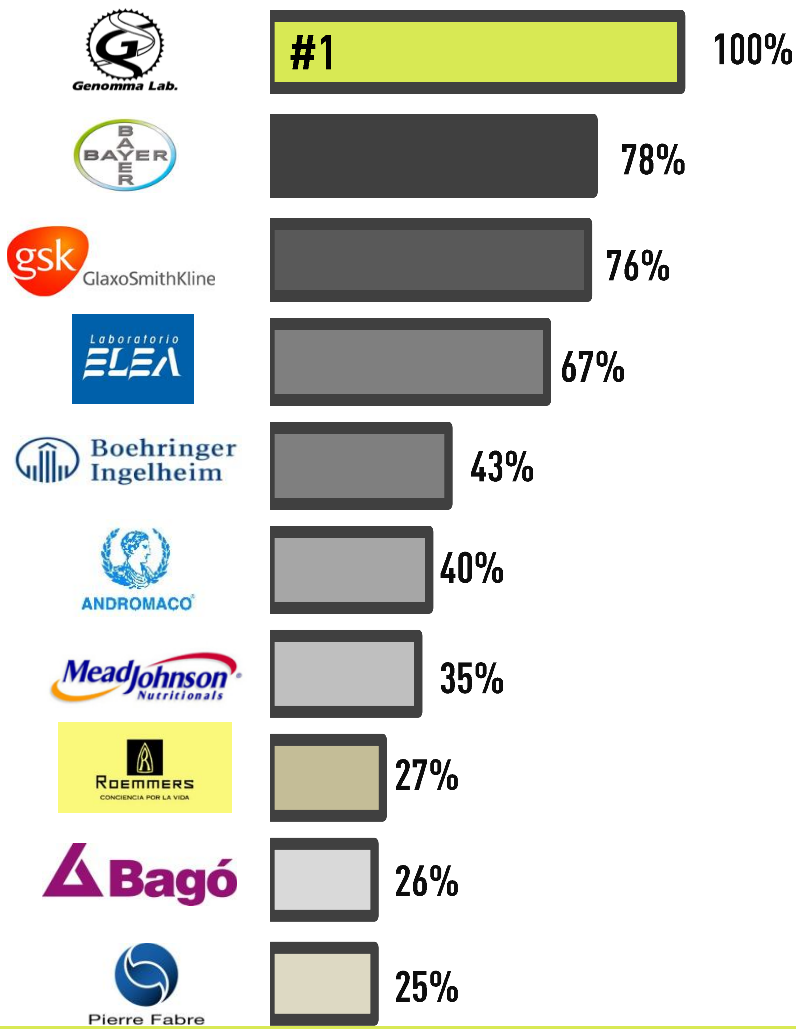
LTM Sales Segmentation: OTC 29%, PC 71%

Points of Sale: 14,300

ARGENTINA OUTLOOK

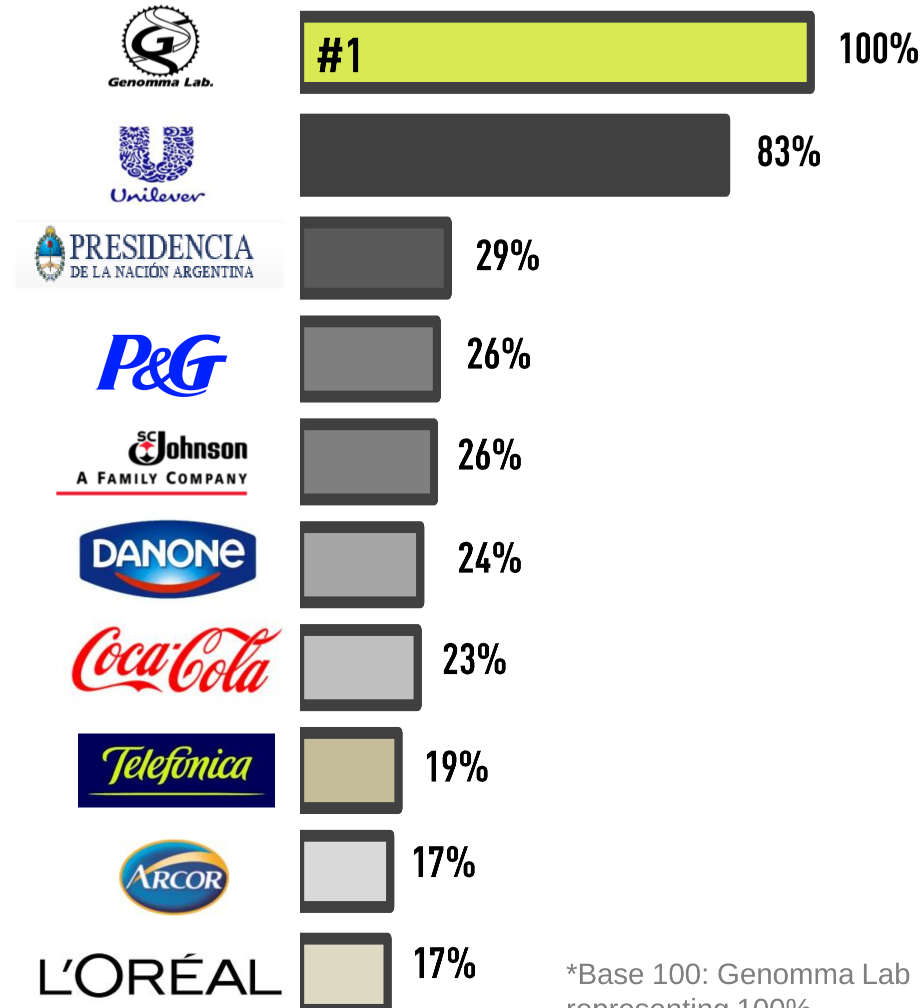
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

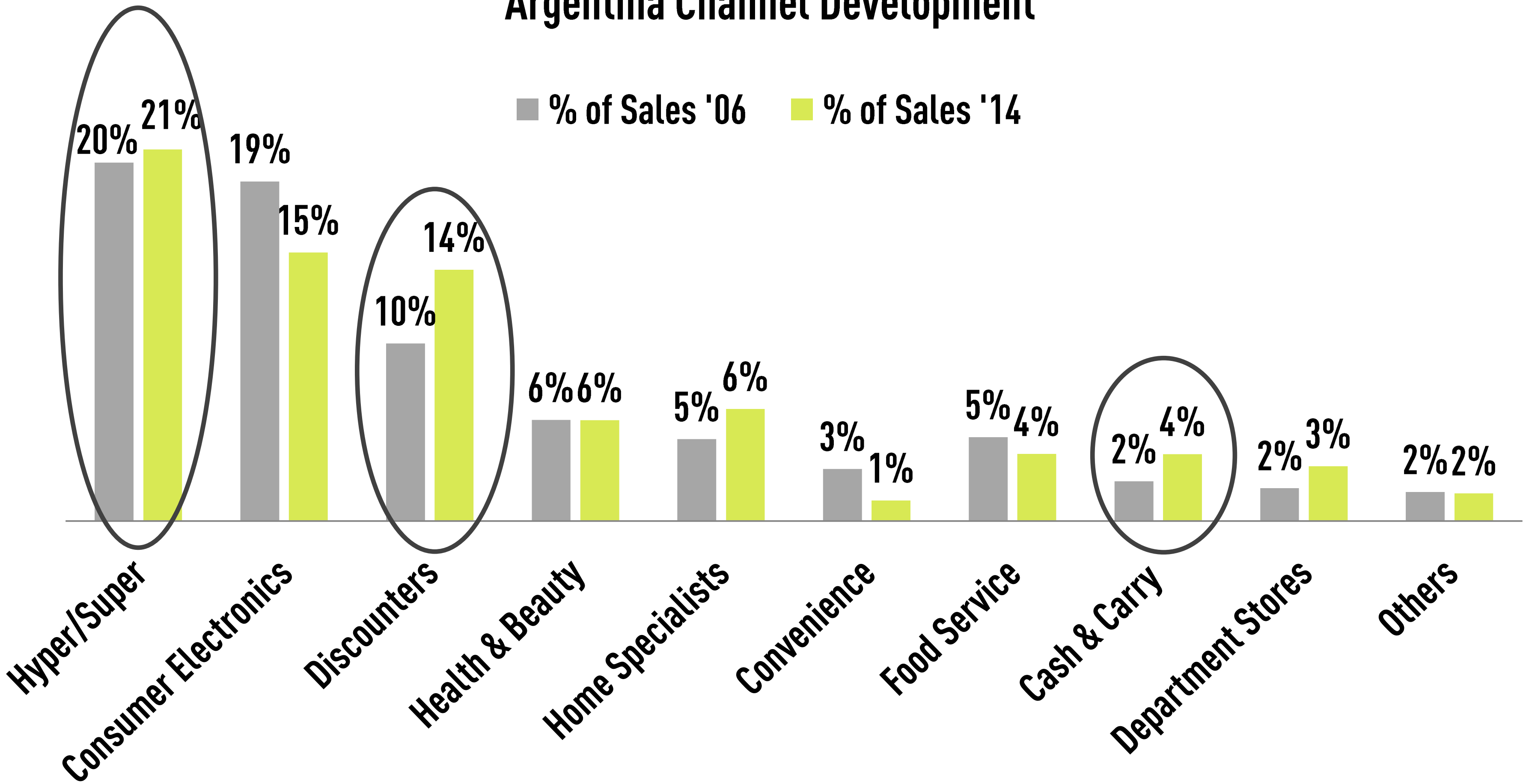
(As of July 2014. Source: Public Rates)



*Base 100: Genomma Lab representing 100%.

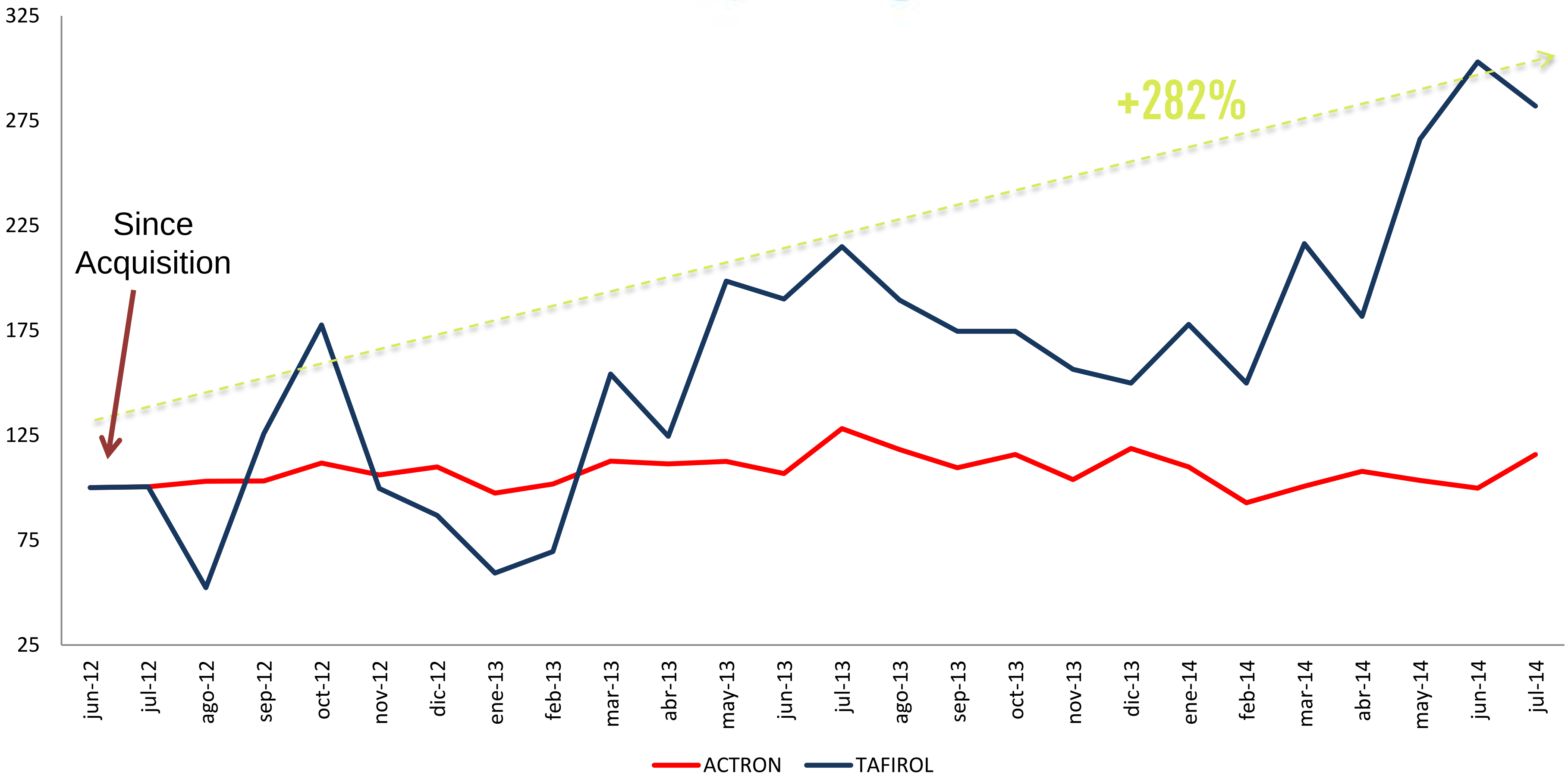
KEY SUCCESS DRIVERS

- Opening of new modern and traditional channels:



KEY SUCCESS DRIVERS

- **Successful M&A:**



USA OUTLOOK

Genomma Lab®
Internacional

U.S.A. SNAPSHOT

BRANDS:

Medicasp Shampoo

Silka Medic

Tukol-D

Tío Nacho

X Ray

Nikzon

Asepxia

Dalay

ShotB

Demographics: Pop.: 316.1 mm GDP: MXP 219,495 bn GDP per Capita: 694

Top Clients: Walgreens, Walmart

OTC Market: 39.4 bn

Local Manufacturing: 79% of total brands

Ranking OTC: #1 in Hispanic market

LTM Sales Segmentation: OTC 20%, PC 80%

Points of Sale: 19,900

HISPANIC POPULATION OVERVIEW

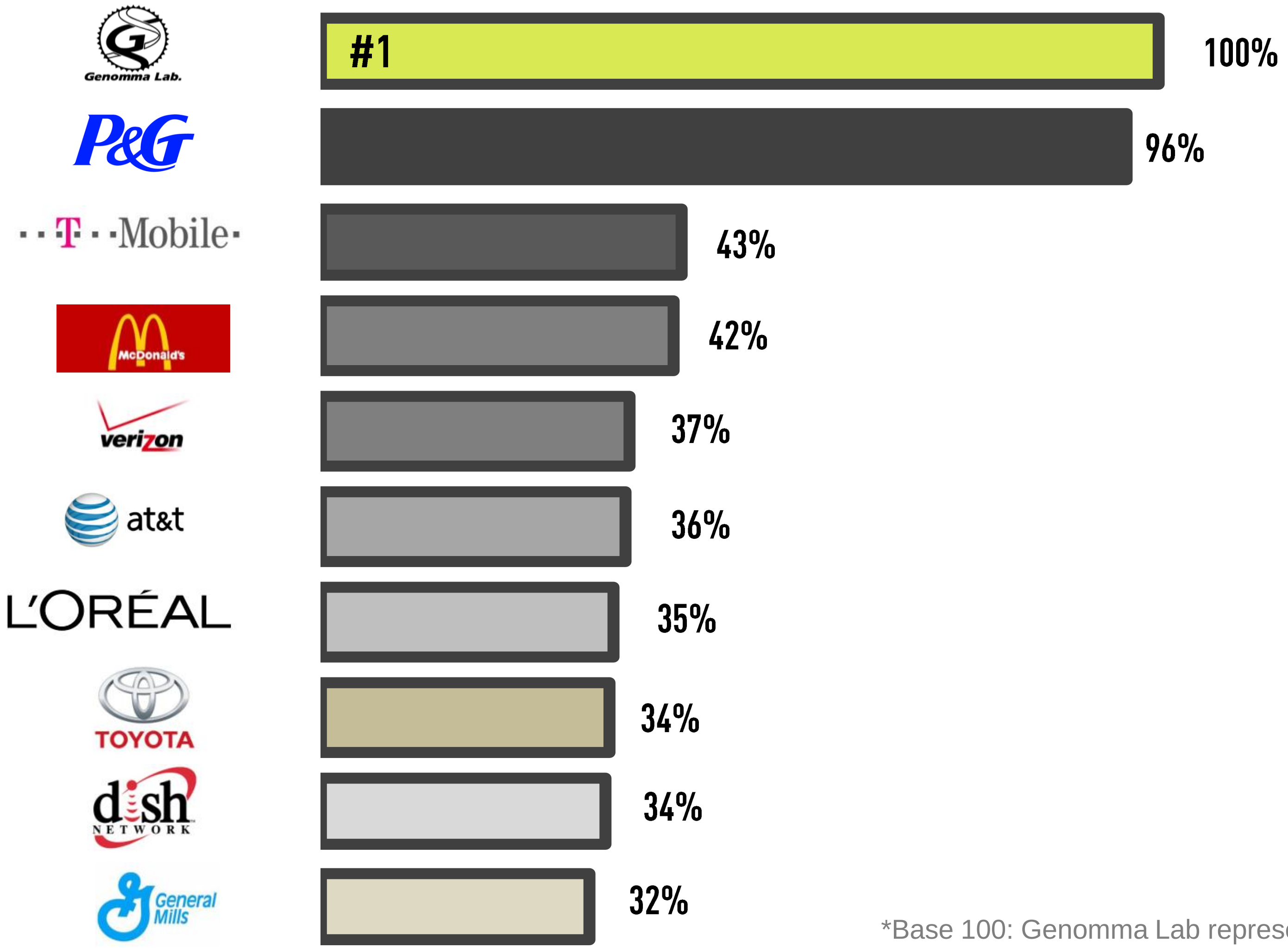
- **50+** million people
- **17%** of the US population
- **$1.3** Trillion ($15.6 Trillion USA)
- **8%** of the U.S. GDP = 8% of the budget
- **2nd** largest Spanish speaking population in the **WORLD!**

Source: US Census Bureau 2010

US HISPANIC MARKET OUTLOOK

Top 10 Advertisers

(As of July 2014. Source: Public Rates)



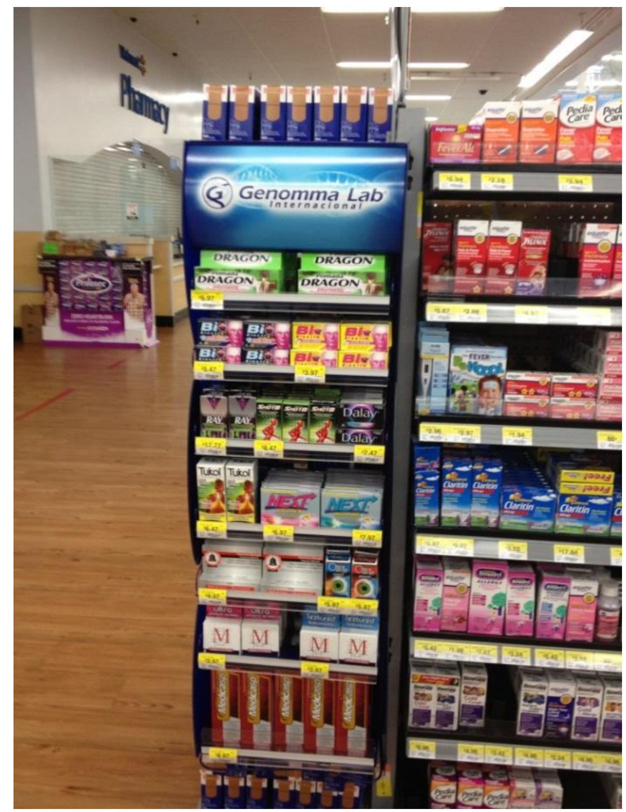
*Base 100: Genomma Lab representing 100%.

KEY SUCCESS DRIVERS

- Long term agreements with clients.
- **Successful business model driving traffic to stores**

Walgreens

Walmart

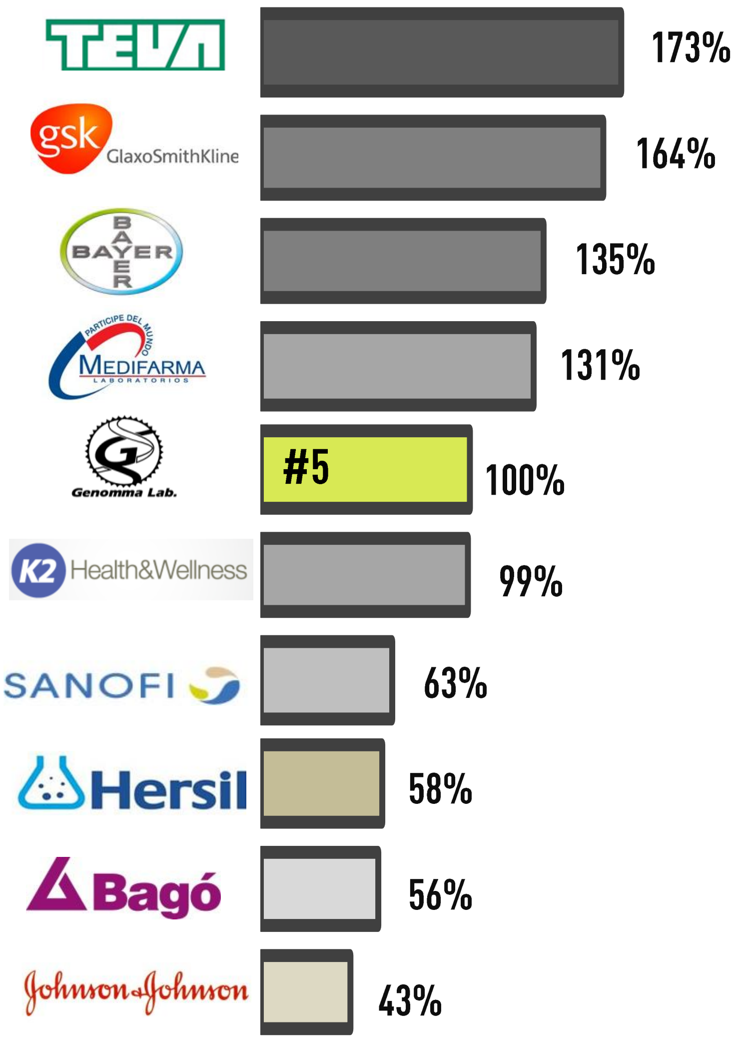


REST OF LATAM OUTLOOK

PERU OUTLOOK

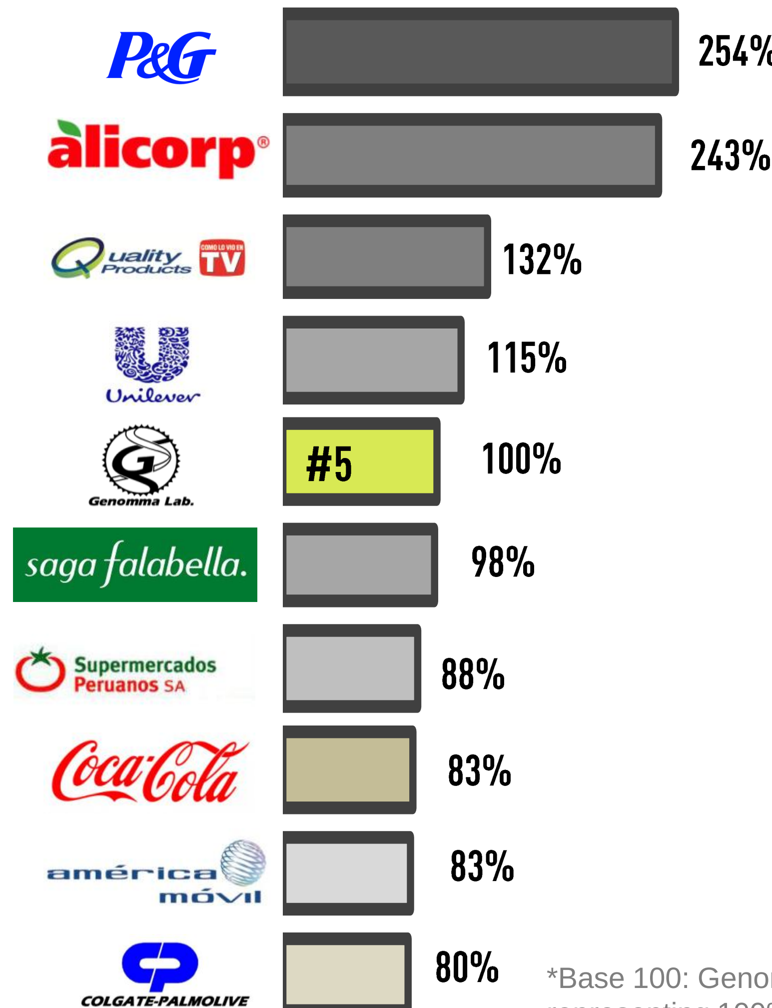
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)

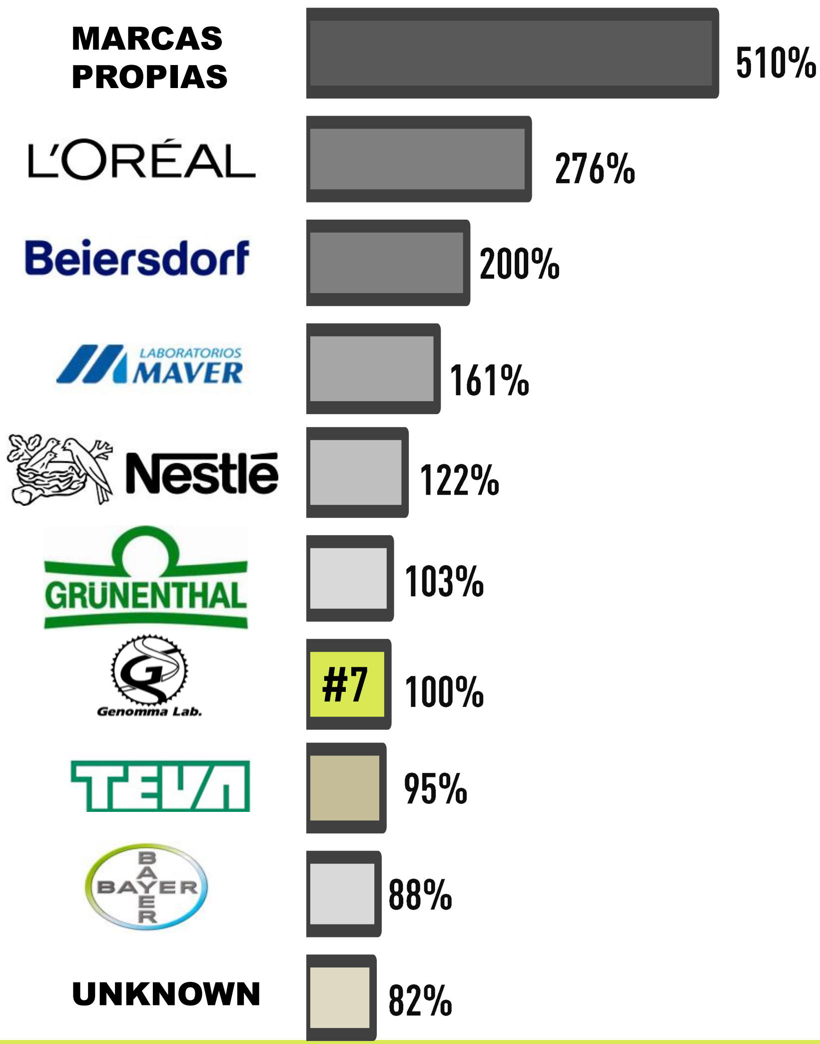


*Base 100: Genomma Lab representing 100%.

CHILE OUTLOOK

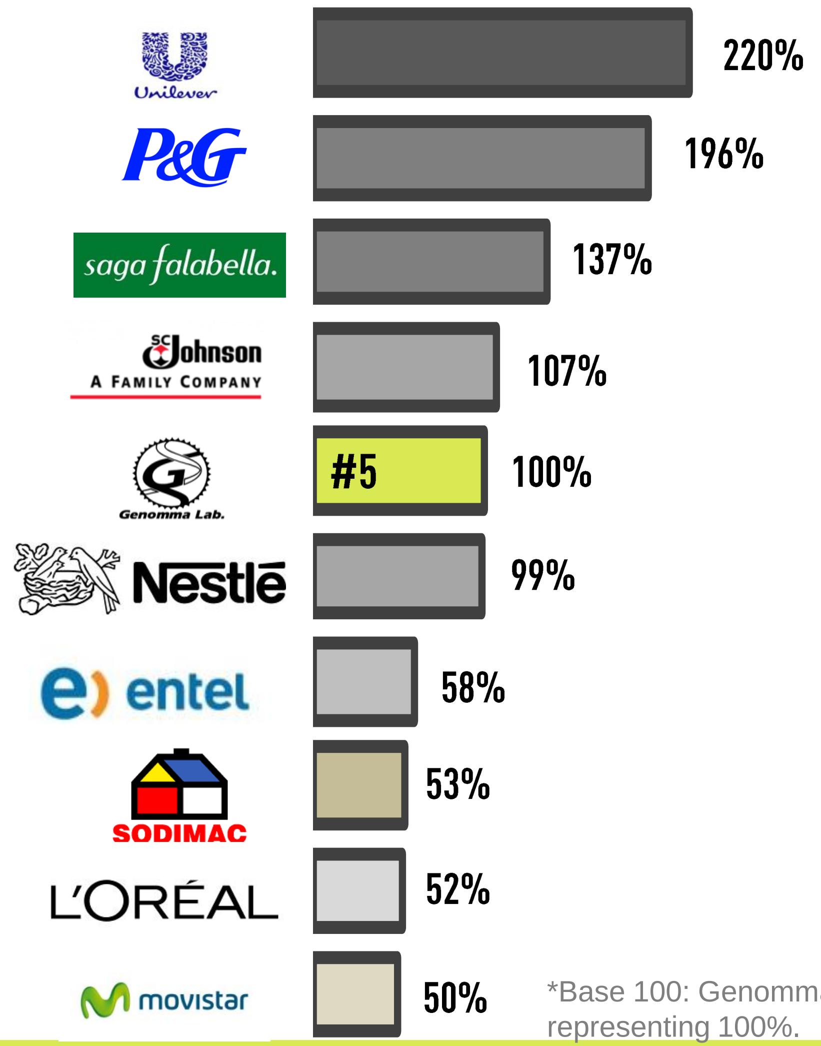
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)

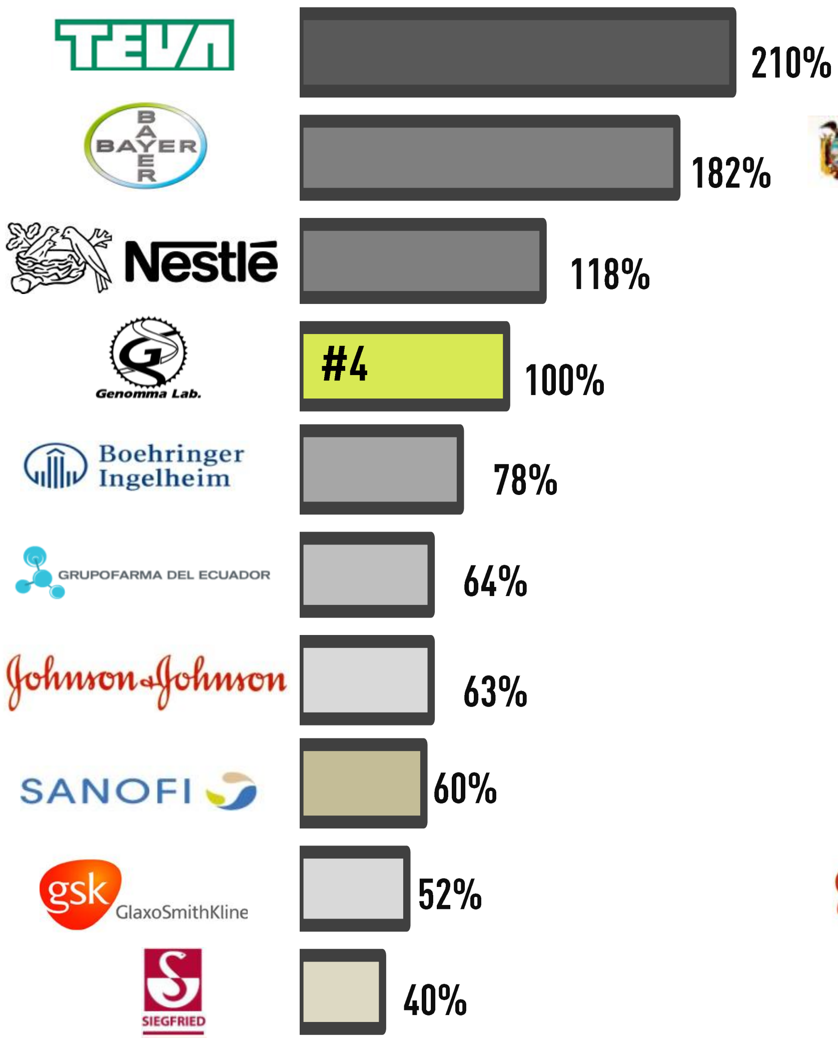


*Base 100: Genomma Lab representing 100%.

ECUADOR OUTLOOK

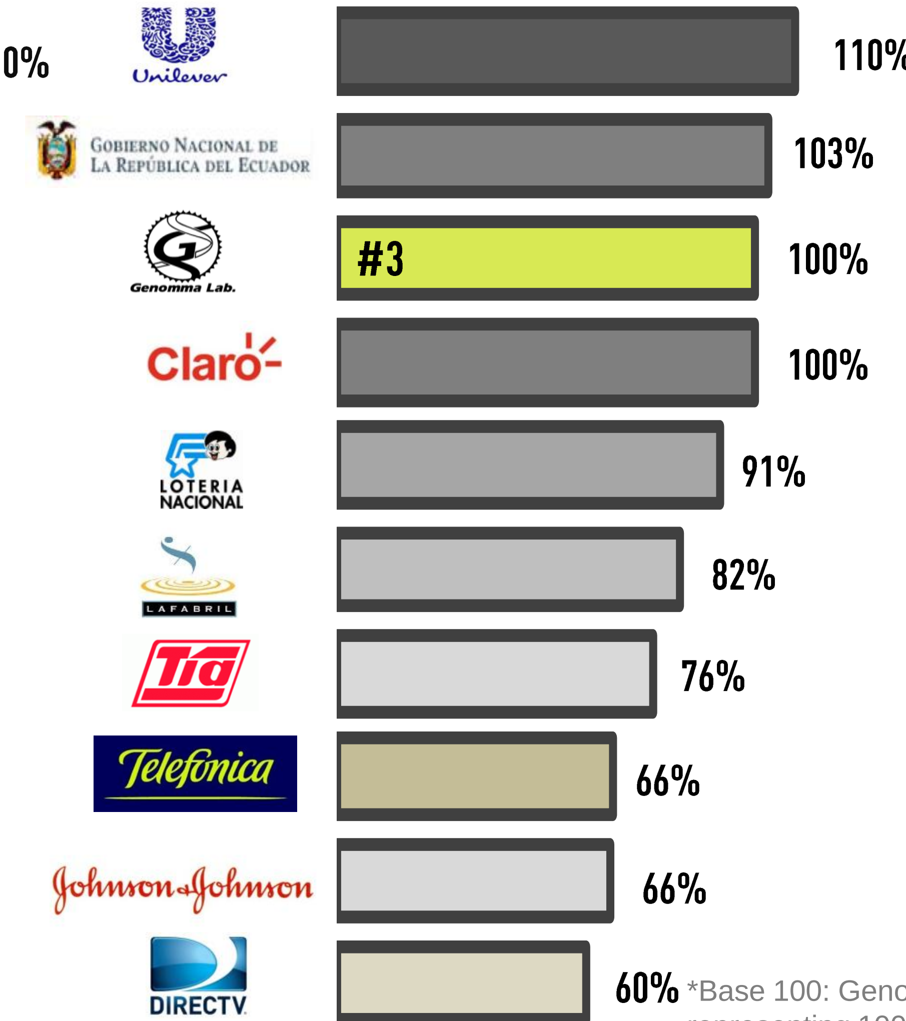
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)

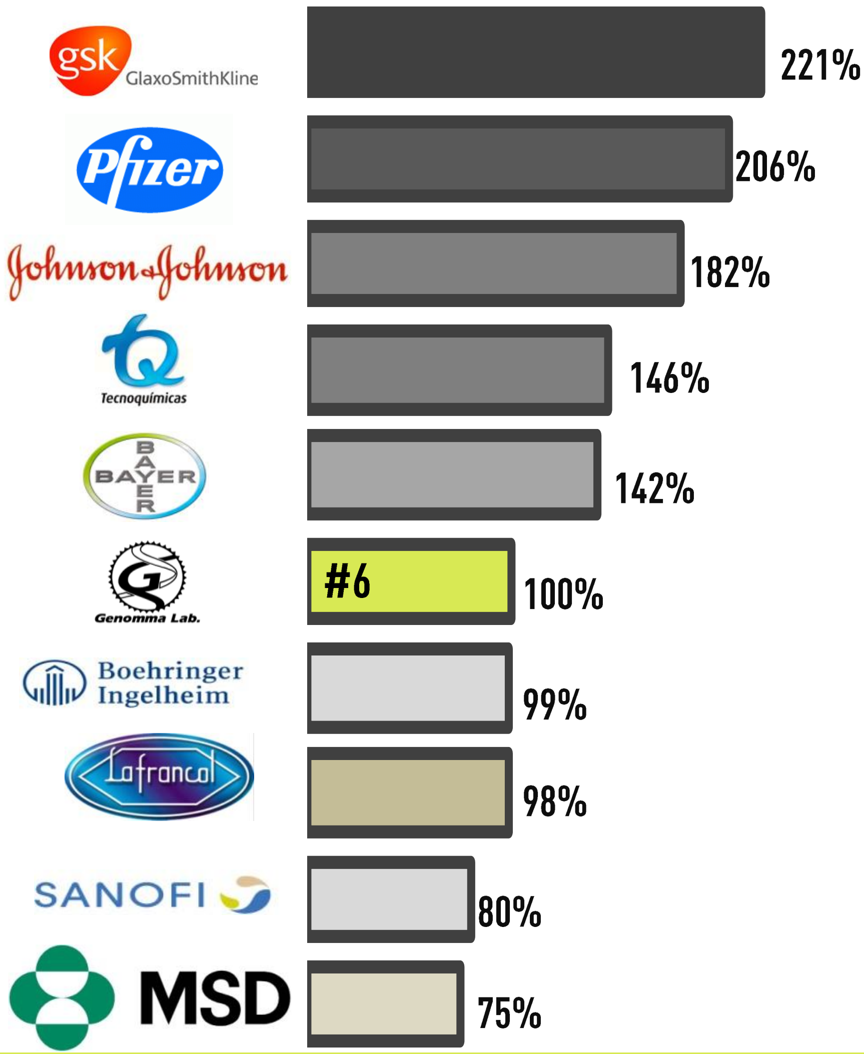


*Base 100: Genomma Lab representing 100%.

COLOMBIA OUTLOOK

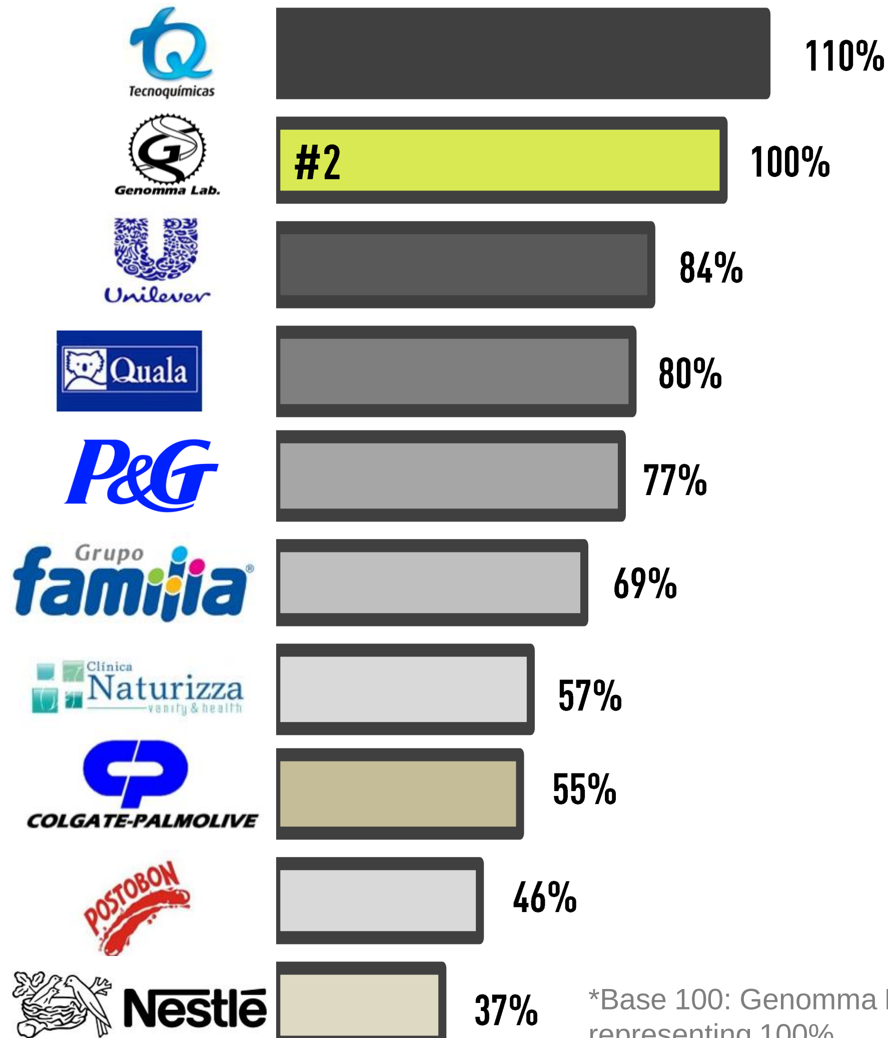
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)

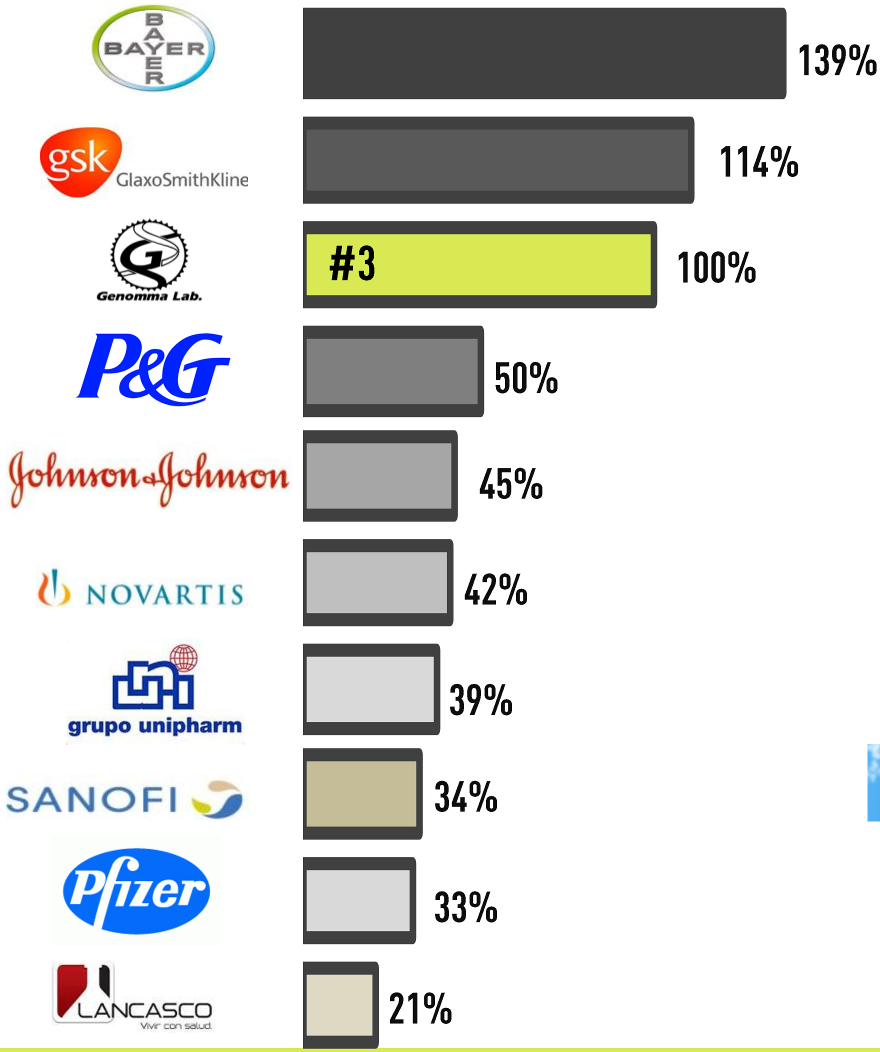


*Base 100: Genomma Lab representing 100%.

CENTRAL AMERICA OUTLOOK

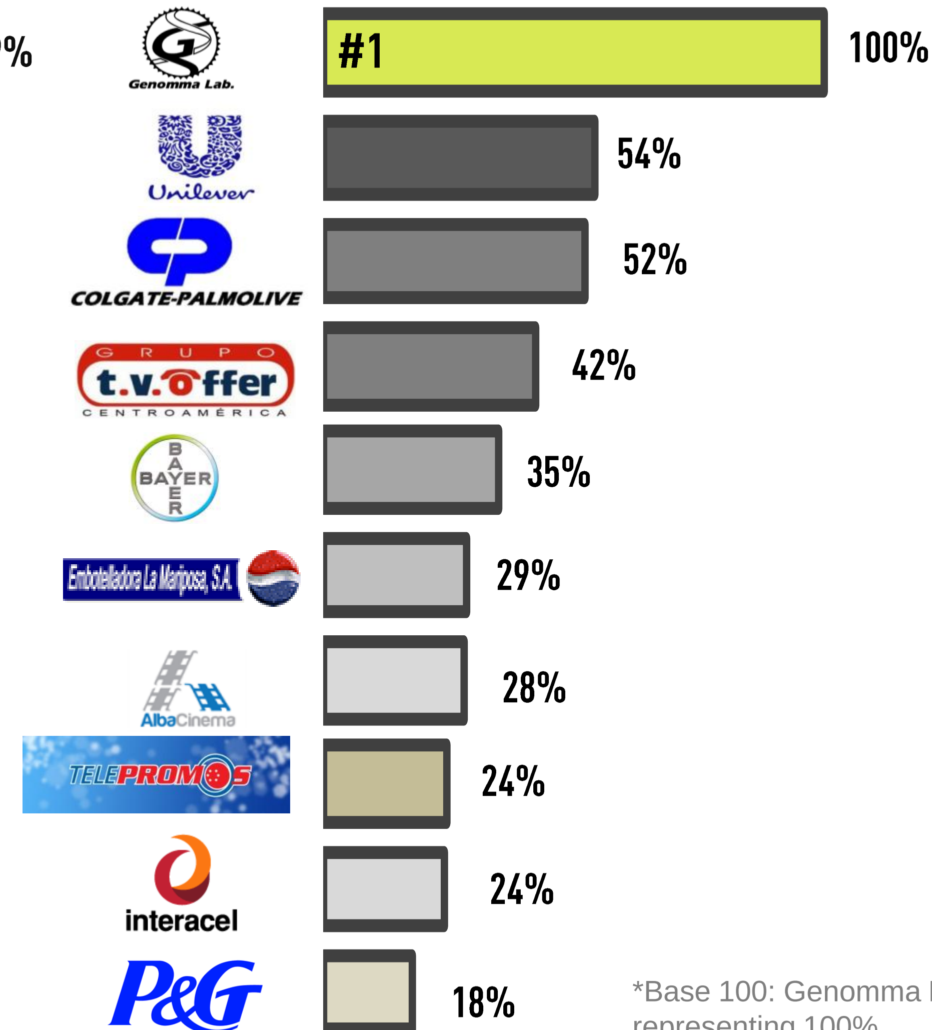
Top 10 OTC Labs

(As of June 2014. Source: IMS Health)



Top 10 Advertisers

(As of July 2014. Source: Public Rates)



*Base 100: Genomma Lab representing 100%.

FINANCIAL OUTLOOK

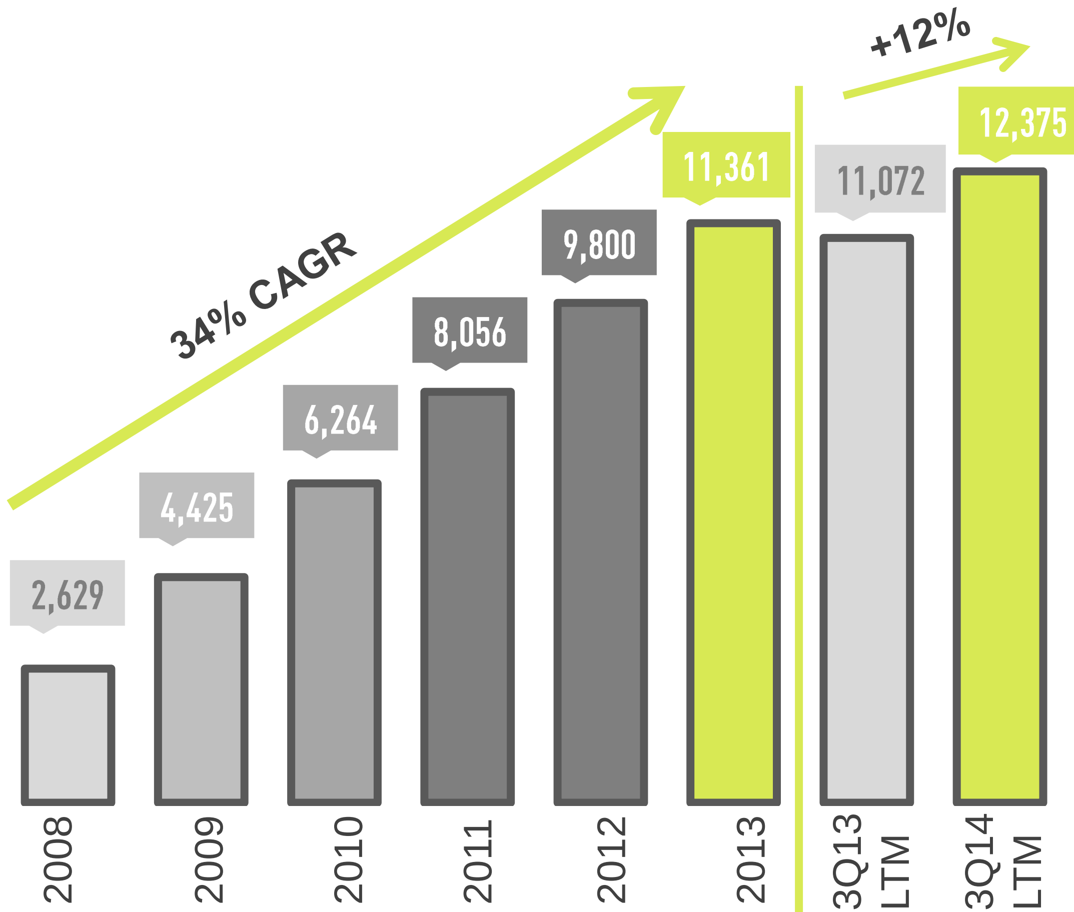
Genomma Lab®
Internacional

FOCUS ON VALUE GENERATION

	2011	2012	2013	3Q14	2014e
Days of Trade Receivables	156	176	159	167	
+ Days of Inventories	161	121	152	111	
− Days of Suppliers	184	143	173	142	
= Cash Conversion Cycle	133	154	138	136	145

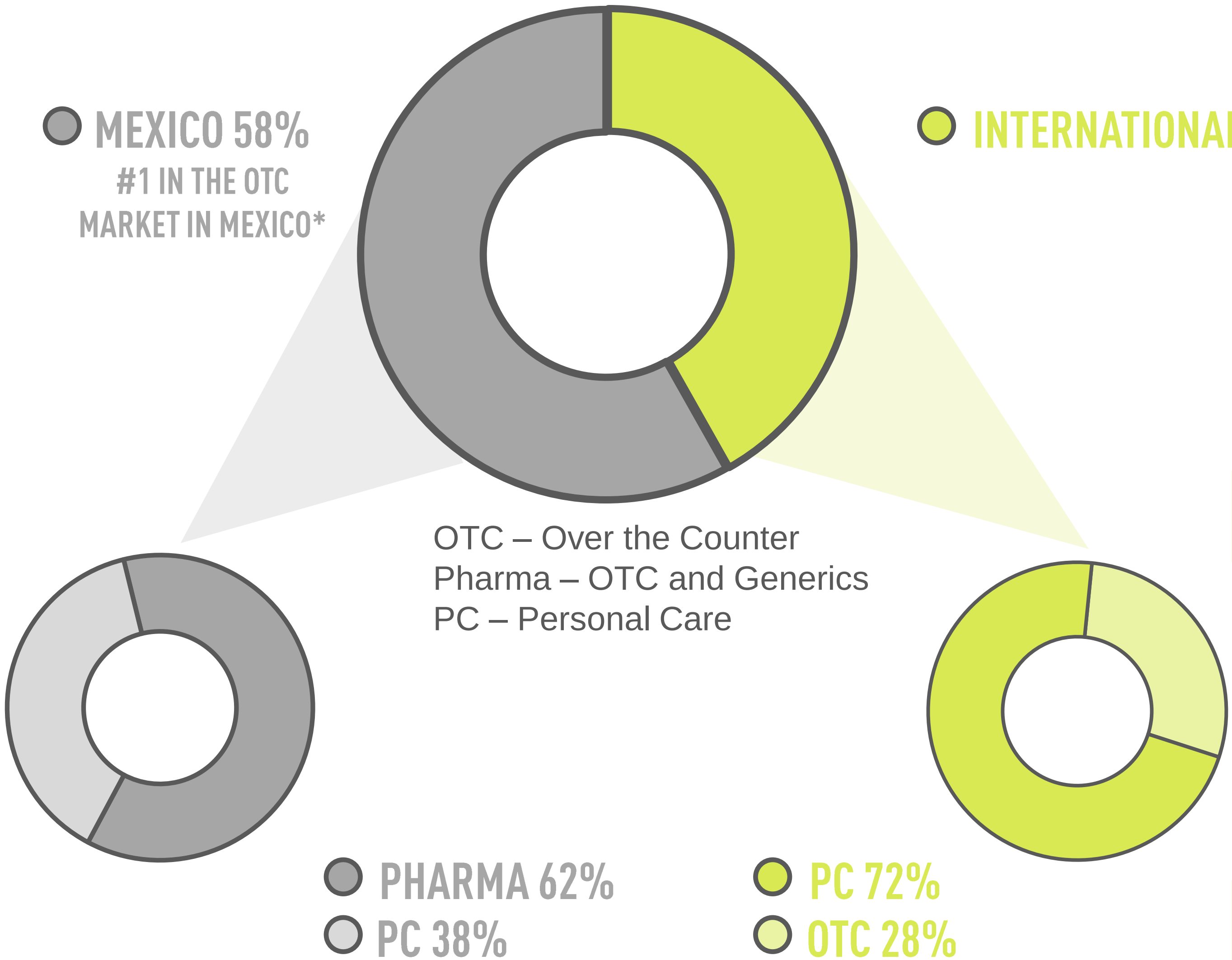
NET SALES

(MILLION PESOS)



	3Q14			3Q13			
	Pharma*	PC	Total 3Q14	Pharma*	PC	Total 3Q13	%Var
Mexico	1,339.0	675.6	2,014.6	1,197.7	819.4	2,017.1	-0.1%
International	379.0	966.0	1,344.9	240.2	809.4	1,049.6	28.1%
TOTAL	1,718.0	1,641.5	3,359.5	1,437.9	1,628.8	3,066.8	9.5%

3Q14 LTM SEGMENTATION



OTC – Over the Counter
Pharma – OTC and Generics
PC – Personal Care

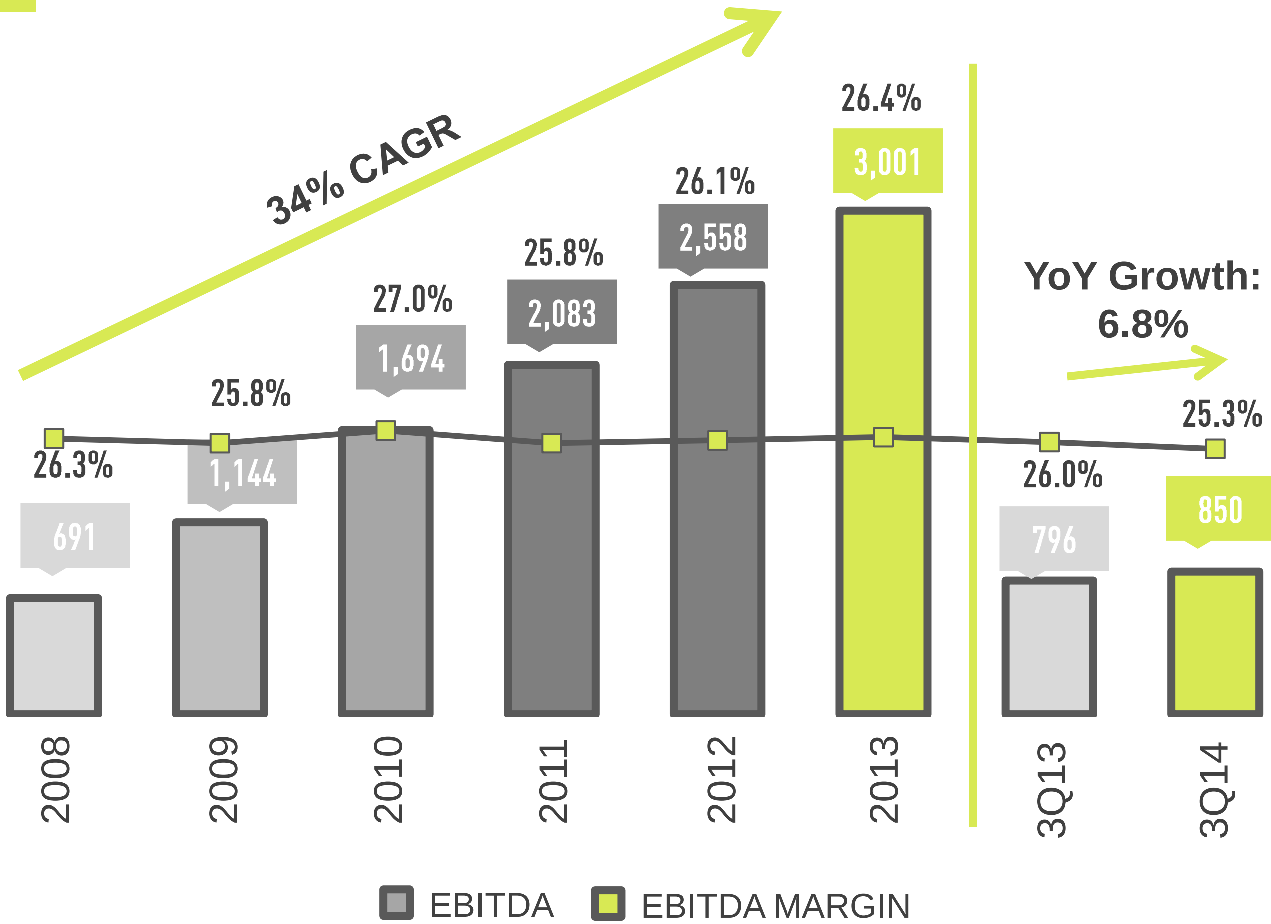
TOP INTERNATIONAL COUNTRIES

1. Brazil
2. Argentina
3. USA
4. Colombia
5. Chile
6. Peru
7. Ecuador

*According to IMS.

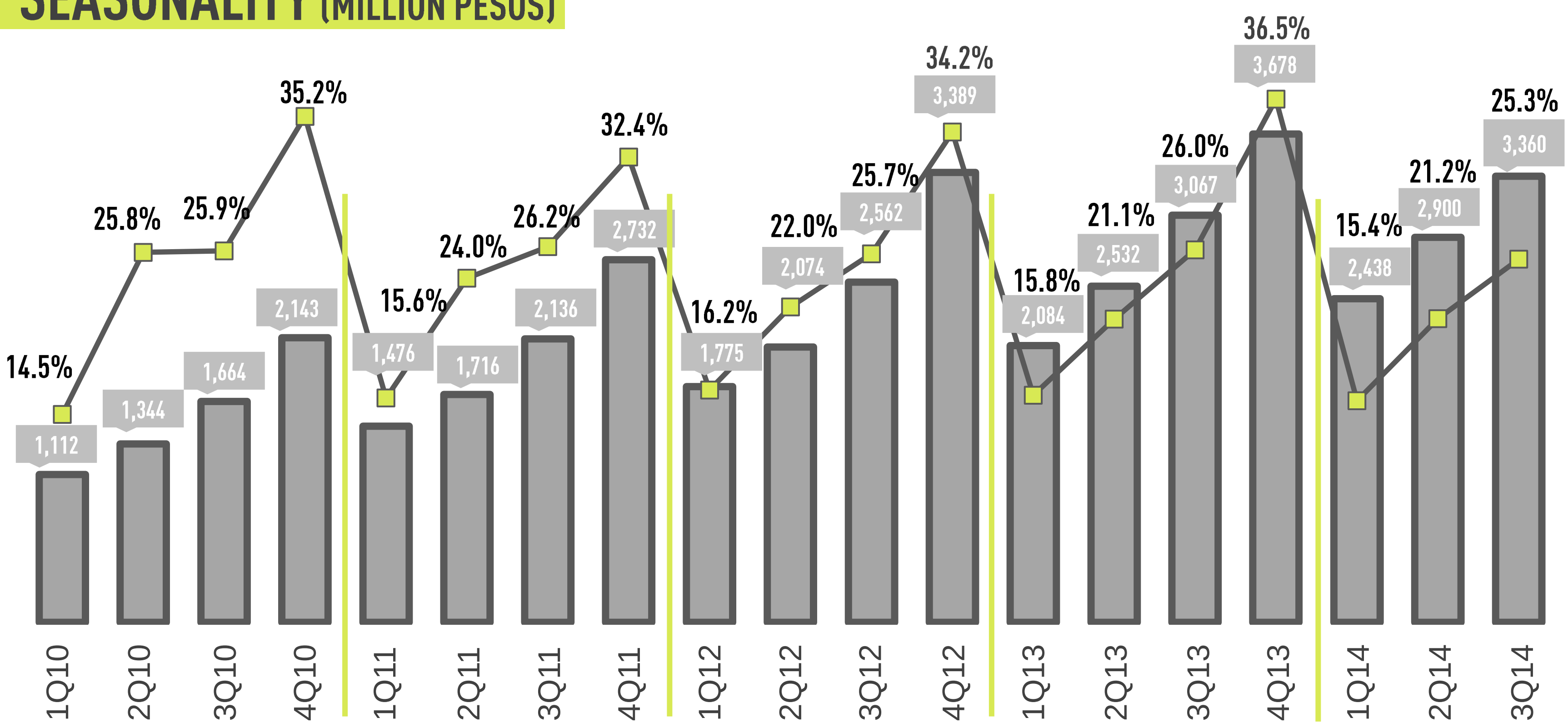
EBITDA

(MILLION PESOS)



NET SALES & EBITDA MARGIN

SEASONALITY (MILLION PESOS)

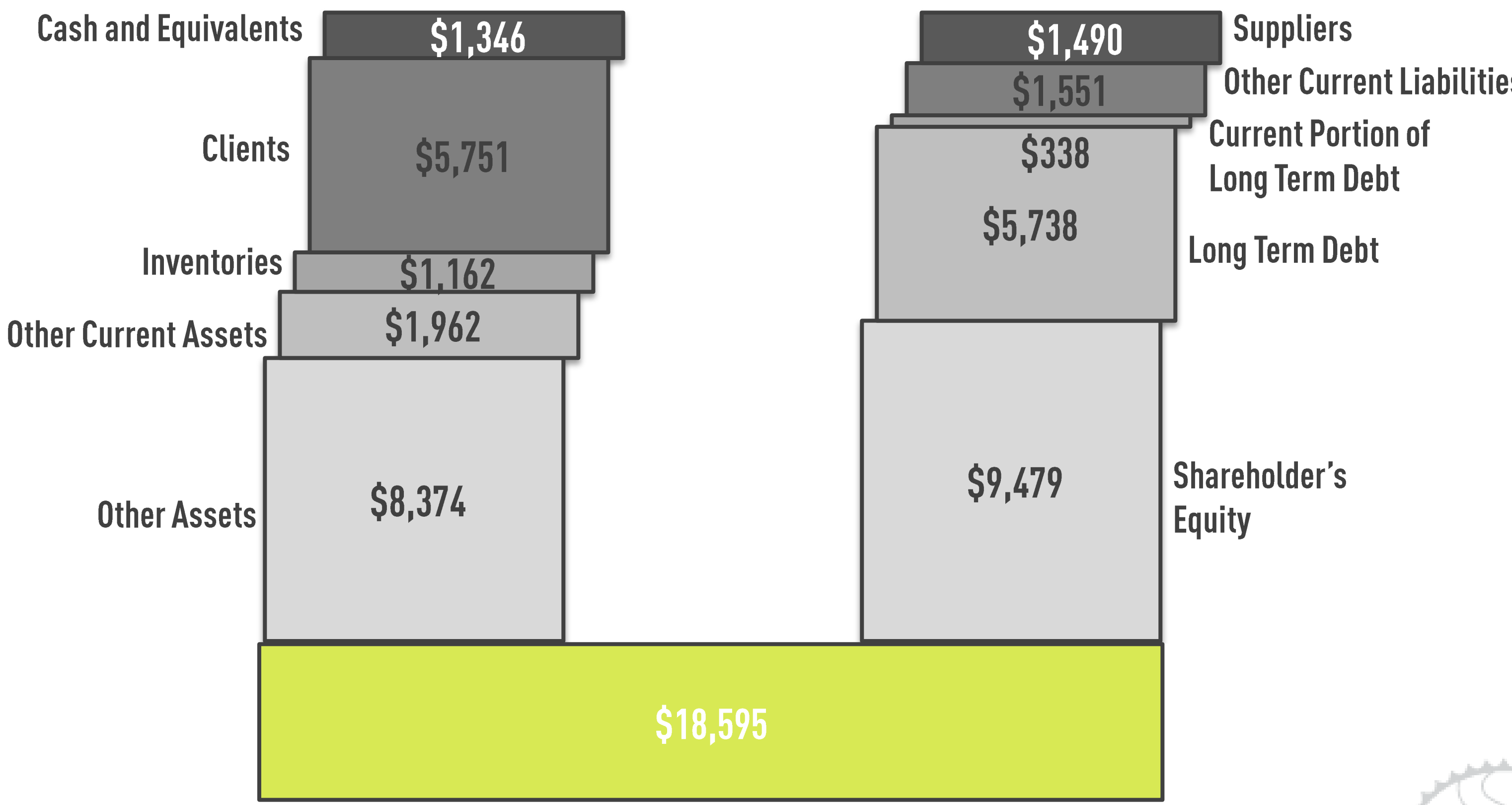


	1Q10	2Q10	3Q10	4Q10	1Q11	2Q11	3Q11	4Q11	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14
Cash Conversion Cycle	119	155	149	107	123	200	170	132	205	162	153	154	158	139	144	138	155	145	136
% of Total Year Sales	18%	21%	27%	34%	18%	21%	27%	34%	18%	21%	26%	35%	18%	22%	27%	32%	19%	22%	26%

EBITDA EBITDA MARGIN

BALANCE SHEET SUMMARY

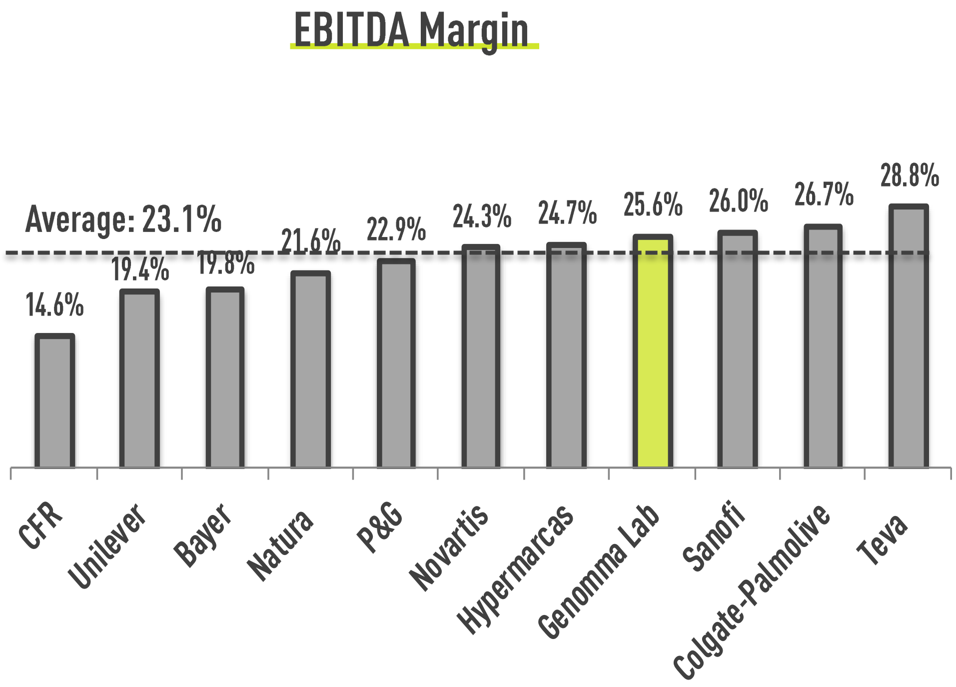
AS OF 3Q14 (MILLION PESOS)

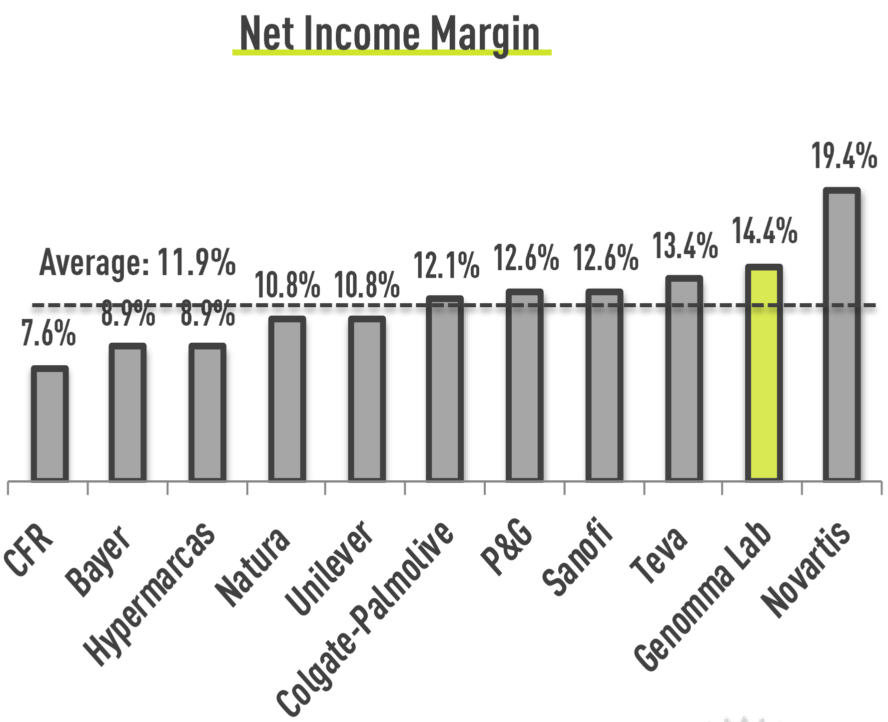


As of 3Q14, Ps. 6.08 billion in financial debt, representing a **1.49x** Net Debt/EBITDA ratio.

STRONG FINANCIAL METRICS

AS OF 3Q14

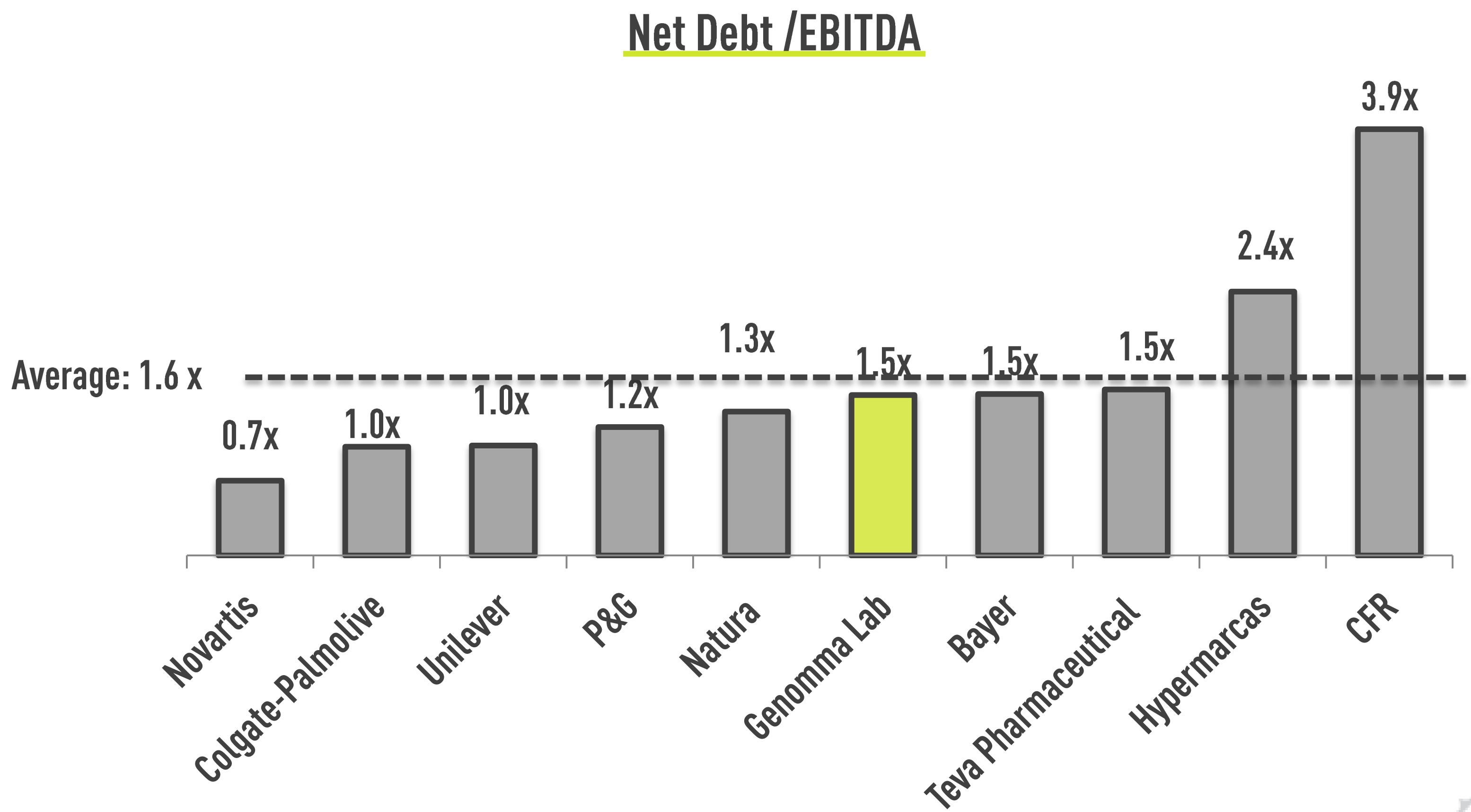




Source: FactSet

STRONG FINANCIAL METRICS

AS OF 3Q14



Source: FactSet


Genomma Lab.®

Final Remarks

1. Genomma Lab will be expanding its operations to Europe in the coming years. For this matter, we will be starting business in Spain in the short term. Rodrigo Herrera, CEO, will be leading the initiation process personally.

2. The new commercial strategy, focused on improving our products' presence at the point of sale to increase revenues, margins and cash flow generation, will be implemented throughout 2015 and will start posting results

3. As part of our new commercial strategy and with the objective of improving profitability and cash flow generation, the Company has decided to rationalize its portfolio of brands, to focus on those that represent the largest percentage of its Nets Sales and have healthier margins and a better cash conversion cycle. The rest of the brands will be licensed to a third party.

Investor Relation's Contact:

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Tel. (55) 5081-0000 ext. 5106

Genomma Lab Internacional

www.genommalab.com/inversionistas