2. COMPANY OVERVIEW
THE EVOLUTION OF GENOMMA LAB

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

1

2

3

Nexxus Capital invested 30% of Equity

Acquisition of 2 packages of brands in our international operations

Entrance to IPC Sustainability Index and MSCI Index

Acquisition of the brands: Fermodyl, Zan Zusi, Altiva, Amara, Larizá, Bioskin and XL-3 in Mexico, Babysan and Piecidx in Argentina and Dermaglós in Brazil

Acquisition of the brands Nasalub, Micotex, Ossart, English Leather, Galaflex, Affair and Santé

Launch of Primer Nivel, Genomma Lab’s Branded Generics Line

Expanded product portfolio through development of new products and line extensions

Expanded management team

Organic growth through brand and product development

Acquisitions of Medicinas y Medicamentos Nacionales, Jockey Club, Flor de Naranja Sanborns, Teatrical and Henna Egipcia

Performed its IPO in the Mexican Stock Market

With the launch of operations in Brazil and USA, Genomma has operations in 14 countries

Acquisition of Tafirol in Argentina, and Losec and package of OTC brands in Mexico

Acquisition of Primer Nivel, Genomma Lab’s Branded Generics Line

Acquisition of the brands Vanart, Pomada de la Campana, Wildroot, Alert and Nórdiko

With the launch of operations in Brazil and USA, Genomma has operations in 14 countries

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Performed its IPO in the Mexican Stock Market

Acquisition of 2 packages of brands in our international operations

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Launch of Primer Nivel, Genomma Lab’s Branded Generics Line

Expanded product portfolio through development of new products and line extensions

Expanded management team

Organic growth through brand and product development

Founded as an infomercial marketing company

Changed Business Model to OTC/PC

Business Realignment

Accelerated Expansion
In 2008, Genomma Lab conducted its Initial Public Offering in the Mexican Stock Exchange (BMV).

In 2010, it entered the Mexican Stock Index (IPC) of the BMV.

Genomma Lab is one of the most liquid companies in the BMV.

The Company is part of the MSCI EM LATAM Mid Cap Index and MSCI Mexico Standard Index.

It is also included in the BMV Sustainability Index.
THE COMPANY

Genomma Lab ("Genomma") is a leading Pharmaceutical and Personal Care products ("PC") company in Mexico with international operations in Latin America and the United States. It is one of the fastest growing companies in the industry.

UNIQUE PRODUCT DEVELOPMENT AND INNOVATION CAPABILITIES

DIFFERENTIATED BUSINESS MODEL

IN-HOUSE MARKETING & ADVERTISING PLATFORM

ESTABLISHED PORTFOLIO OF LEADING BRANDS

FAST REACTION TO CHANGES IN CONSUMER DEMANDS / TRENDS
SUCCESSFUL BUSINESS MODEL

INNOVATION & DEVELOPMENT (Product Selection)

OUTSOURCED MANUFACTURING

QUALITY ASSURANCE

SALES

DISTRIBUTION

MARKETING & BRANDING

Best formulation and presentation

Impressively short lead time from an idea generation to new product launches and line extensions.

Performance Analysis

Rapid and effective reaction to competitive challenges.

Our business model is focused on adapting quickly to marketing dynamics.

Pillars
# PRODUCT LINES

**GENOMMA OFFERS A BROAD SET OF HIGH SALES GROWTH PRODUCTS THROUGH THREE BUSINESS SEGMENTS:**

<table>
<thead>
<tr>
<th>BUSINESS DESCRIPTION</th>
<th>PHARMACEUTICALS</th>
<th>PERSONAL CARE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OTC</strong></td>
<td>Offers branded OTC pharmaceuticals in variety of forms</td>
<td>Offers over 100 SKU’s under the brand Primer Nivel Por Tu Salud</td>
</tr>
</tbody>
</table>
| **CORE CATEGORIES** | - Inhibitors of gastric secretions  
- Hemorrhoid treatment  
- Anti-flu  
- Anti-acne | - Anti-rheumatics  
- Anti-ulcer drugs  
- Anti-histamines  
- Anti-microtics | - Varicose vein treatment  
- Scar removal  
- Face and body lotions  
- Anti-fungals |
| **KEY PRODUCTS** | ![Image](image1.jpg)  
![Image](image2.jpg)  
![Image](image3.jpg)  
![Image](image4.jpg) | ![Image](image5.jpg)  
![Image](image6.jpg)  
![Image](image7.jpg) | ![Image](image8.jpg)  
![Image](image9.jpg)  
![Image](image10.jpg)  
![Image](image11.jpg) |
DIVERSE PORTFOLIO OF LEADING BRANDS

Genomma's core asset is its portfolio of market leading brands. As of September 2014, the Company has a total of 91 brands. The following table shows the Company's top 25 brands for the last twelve months as of September 2014, which represented 82.1% of Total Sales.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>BRAND</th>
<th>PRODUCT CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cicatricure®</td>
<td>Anti-scar, Anti-wrinkle</td>
</tr>
<tr>
<td>2.</td>
<td>Asepia</td>
<td>Anti-acne</td>
</tr>
<tr>
<td>3.</td>
<td>GOICOECHEA</td>
<td>Spider Vein Treatment</td>
</tr>
<tr>
<td>4.</td>
<td>NACHO</td>
<td>Hair Care</td>
</tr>
<tr>
<td>5.</td>
<td>GB</td>
<td>Baldness Treatment</td>
</tr>
<tr>
<td>6.</td>
<td>XL³</td>
<td>Anti-flu</td>
</tr>
<tr>
<td>7.</td>
<td>UNESIA</td>
<td>Anti-micotc</td>
</tr>
<tr>
<td>8.</td>
<td>NEXT</td>
<td>Anti-flu</td>
</tr>
<tr>
<td>9.</td>
<td>Medicasp</td>
<td>Anti-dandruff Shampoo</td>
</tr>
<tr>
<td>10.</td>
<td>ShotB</td>
<td>Vitamins</td>
</tr>
<tr>
<td>11.</td>
<td>Vanart</td>
<td>Shampoo</td>
</tr>
<tr>
<td>12.</td>
<td>Nikzon</td>
<td>Hemorrhoid Treatment</td>
</tr>
<tr>
<td>13.</td>
<td>Iomecan®</td>
<td>Cervical Infections Treatment</td>
</tr>
<tr>
<td>14.</td>
<td>M</td>
<td>Sexual Protection and Enhancement</td>
</tr>
<tr>
<td>15.</td>
<td>QIS</td>
<td>Colitis Treatment</td>
</tr>
<tr>
<td>16.</td>
<td>XRAY</td>
<td>Osteoarthritis Treatment</td>
</tr>
<tr>
<td>17.</td>
<td>SILKA- MEDIC</td>
<td>Athlete’s Foot Treatment</td>
</tr>
<tr>
<td>18.</td>
<td>Tukol-D</td>
<td>Cough Syrup</td>
</tr>
<tr>
<td>19.</td>
<td>Tafirol</td>
<td>Analgesic</td>
</tr>
<tr>
<td>20.</td>
<td>Genoprazol</td>
<td>Gastritis Treatment</td>
</tr>
<tr>
<td>21.</td>
<td>METABOLITONICS</td>
<td>Weight Control Treatment</td>
</tr>
<tr>
<td>22.</td>
<td>Bengue</td>
<td>Pain Relief</td>
</tr>
<tr>
<td>23.</td>
<td>Ma Evans</td>
<td>Shampoo</td>
</tr>
<tr>
<td>24.</td>
<td>BI+</td>
<td>Headache Treatment</td>
</tr>
<tr>
<td>25.</td>
<td>FERMO®DYL</td>
<td>Hair Care</td>
</tr>
</tbody>
</table>
MARKETING AND BRANDING RESULTS

ORIENTED METRICS

Demand for our products is mainly generated through advertising. We have a directed advertising strategy, based on metric analyses of our clients and the market. We monitor such information weekly, which allows us to have a quick response to changes in competition and consumer's preferences.
2. COMPETITIVE POSITION
As of today, Genomma Lab is the number one OTC pharmaceutical company in Mexico, and in 2012 it also became the number one OTC pharmaceutical company in Argentina. Also it holds one of the main spots in the personal care market in Mexico.
In Mexico, the Company has a portfolio of 91 brands, many of which have reached leading positions in their categories.

<table>
<thead>
<tr>
<th>Position</th>
<th>Market share in category</th>
<th>% Sales in Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 IN CATEGORY</td>
<td>Cicatricure</td>
<td>78%</td>
</tr>
<tr>
<td></td>
<td>Medicasp</td>
<td>74%</td>
</tr>
<tr>
<td></td>
<td>Sistema GB</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>Nikzon</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>Genoprazol</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>Asepxia</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Unesia</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Goicotabs</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Dalay</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Bengue</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Qg5</td>
<td>14%</td>
</tr>
<tr>
<td>#2 IN CATEGORY</td>
<td>Next</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>X-Ray</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Loseca</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>Nasalub</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Allivixax</td>
<td>12%</td>
</tr>
<tr>
<td>#3 IN CATEGORY</td>
<td>Lomecan V</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>Pomada de la Campana</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>Silka Medic</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Lakesia</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Nasalub Max</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Unigastrozol</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Company data and IMS Health.
By replicating its business model in other countries, Genomma Lab has successfully positioned its brand as leaders in their categories in these markets. The following table shows the brands that are positioned in the Top 3 spots in their categories in their respective countries.

<table>
<thead>
<tr>
<th>COUNTRY OR REGION</th>
<th>TOP BRANDS</th>
<th>TOTAL BRANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTRAL AMERICA</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>ECUADOR</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>PERU</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>COLOMBIA</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>7</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Company data and IMS Health.
According to IMS.

**3Q14 LTM SEGMENTATION**

- **MEXICO 58%**  
  #1 in the OTC Market in Mexico*

- **INTERNATIONAL 42%**

**OTC – Over the Counter**

- **Pharma – OTC and Generics**
- **PC – Personal Care**

- **PHARMA 62%**
- **PC 38%**

- **PC 72%**
- **OTC 28%**

**TOP INTERNATIONAL COUNTRIES**

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

*According to IMS.*
Genomma’s balanced and broad distribution platform is unique. Through a combination of mass merchandisers, pharmacy chains, and wholesalers, Genomma’s products reach over 44,000 points of sale in Mexico, including 10,600 of OXXO, and more than 125,000 in the international operations.

**DISTRIBUTION IN MEXICO:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience and Department Stores</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmacy Chains</td>
<td>18%</td>
</tr>
<tr>
<td>Retailers</td>
<td>39%</td>
</tr>
<tr>
<td>Wholesalers</td>
<td>40%</td>
</tr>
</tbody>
</table>

*As of September 2014 (LTM)*
As of September 2014, 42% of our total sales come from International Operations.

**INTERNATIONAL PRESENCE**

**PRESENCE IN 17 COUNTRIES outside of Mexico**

**MORE THAN 125,000 POS A POPULATION OVER 600 MILLION**

**USA**
- Brands: 19

**MEXICO**
- Brands: 91

**COLOMBIA**
- Brands: 13

**REST OF LATAM***
- Bolivia
- Chile
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama
- Paraguay
- Peru
- Uruguay

**BRAZIL**
- Brands: 12

**ARGENTINA**
- Brands: 25
The growth strategy of the Company focuses on generating and acquiring new brands and products to increase its market share as well as entering new markets.

- Innovation & Development
- Broad Distribution
- Line Extensions
- Brand Development
- International Expansion

- Entrance to new segments
- Formula Improvement
- Revitalize Acquired Brands
- Implement Marketing Capabilities
SUSTAINED ORGANIC GROWTH

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

CAGR Organic: 28%
CAGR Consolidated: 34%

*CAGR from 2008 to 2013
Our product launch strategy is based on Innovation and Development of new brands and products, as well as on the launch of Line Extensions to strengthen our existing brands.
We constantly launch line extensions under existing brands in order to strengthen them and maintain their sustained growth.

Osteoarthritis treatment

X-Ray with added Calcium and Vitamin D

Osteoarthritis treatment for diabetics

Joint pain relief
**NET SALES**

(MILLION PESOS)

<table>
<thead>
<tr>
<th></th>
<th>3Q14</th>
<th>3Q13</th>
<th>%Var</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pharma*</td>
<td>PC</td>
<td>Total 3Q14</td>
</tr>
<tr>
<td>Mexico</td>
<td>1,339.0</td>
<td>675.6</td>
<td>2,014.6</td>
</tr>
<tr>
<td>Int.</td>
<td>379.0</td>
<td>966.0</td>
<td>1,344.9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,718.0</td>
<td>1,641.5</td>
<td>3,359.5</td>
</tr>
</tbody>
</table>
EBITDA
(MILLION PESOS)

2008  2009  2010  2011  2012  2013  3Q13  3Q14

EBITDA  EBITDA MARGIN

34% CAGR

YoY Growth: 6.8%

26.0%  25.3%
CASH CONVERSION CYCLE

Since 1Q12 (Days)
NET INCOME
(MILLION PESOS)

2008  19.5%  513
2009  17.2%  760
2010  17.5%  1,093
2011  17.5%  1,406
2012  16.4%  1,606
2013  15.9%  1,811
2Q13  15.7%  481
3Q13  14.5%  487

29% CAGR

YoY Growth: 1.3%
Investor Relation’s Contact:

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Ana María Ybarra – Investor Relations
inversion@genommalab.com
Tel. (55) 5081-0000 ext. 5106