

GENOMMA LAB INTERNACIONAL

EXPORTING WELL-BEING

NOVEMBER 2014



ORIGIN:



DESTINATION:



2. COMPANY OVERVIEW

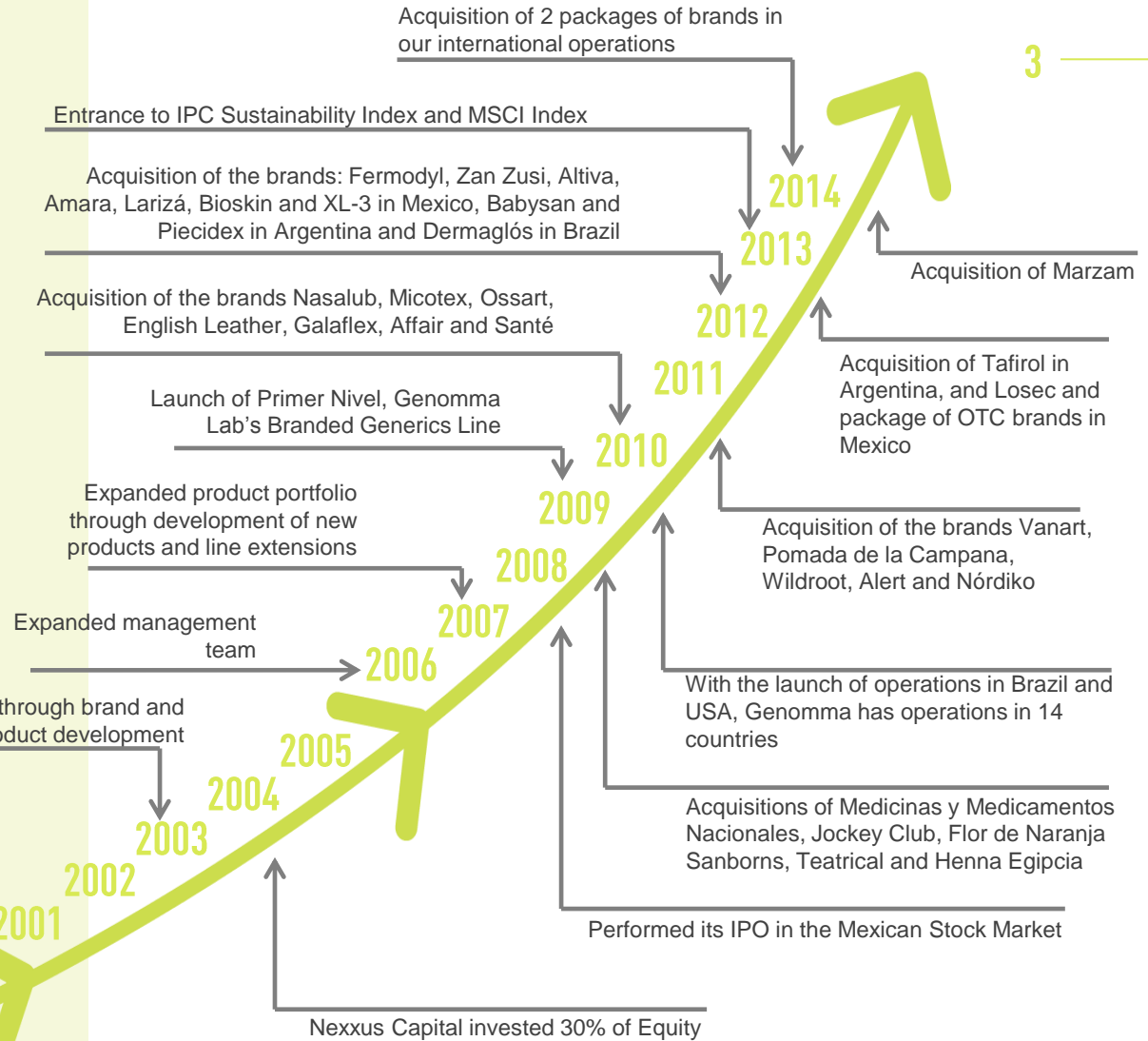
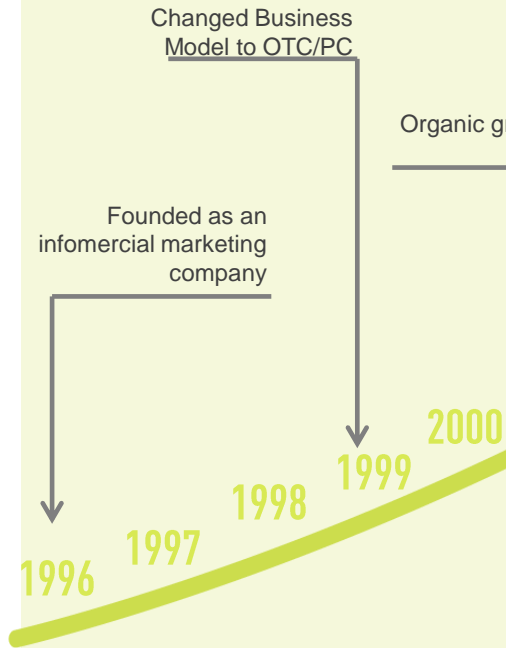


Genomma Lab®
Internacional



THE EVOLUTION OF GENOMMA LAB

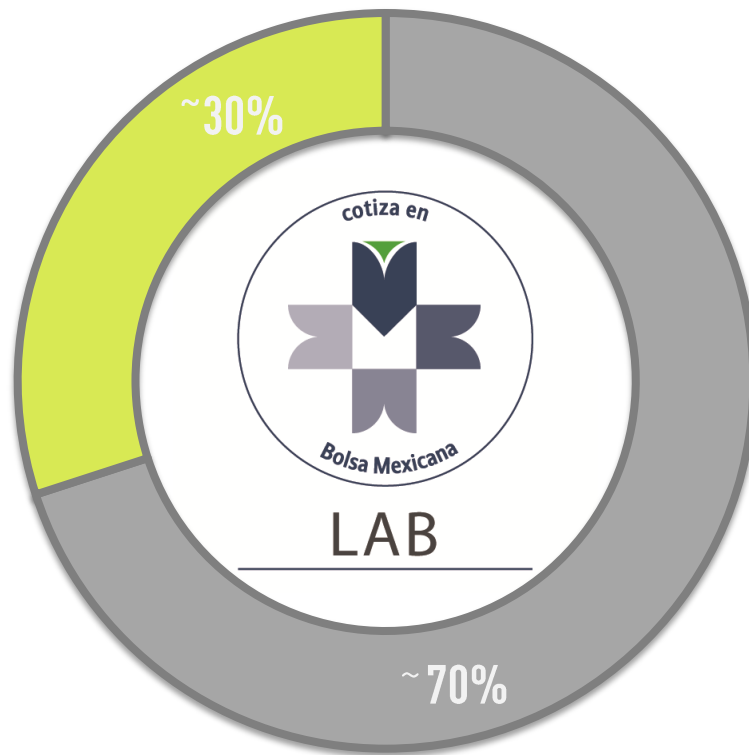
Business Realignment



Accelerated Expansion



PUBLIC COMPANY



● INVESTING PUBLIC

● CONTROLLING GROUP

- 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**



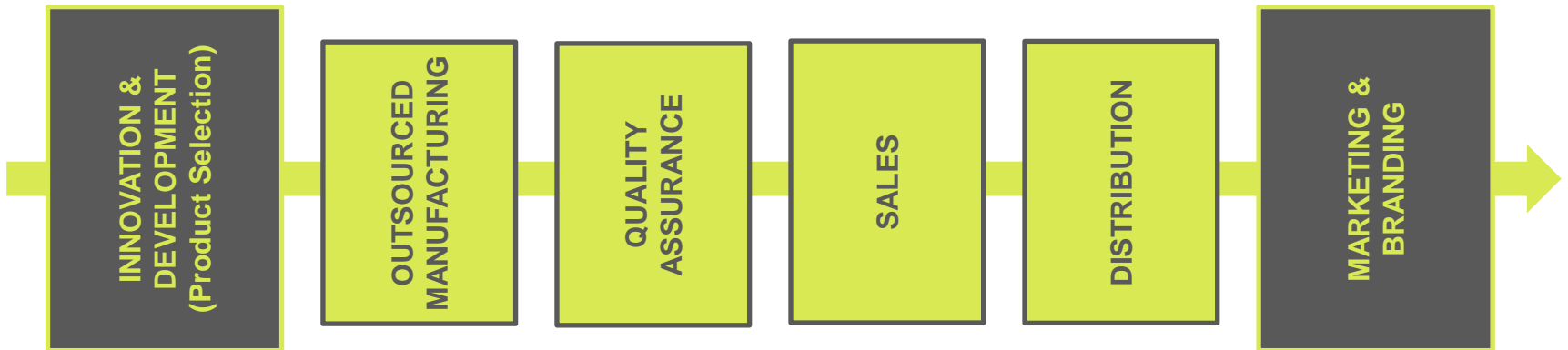
SUCCESSFUL BUSINESS

MODEL

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

Best formulation and presentation

Performance Analysis



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




Rapid and effective reaction to competitive challenges

Pillars



PRODUCT LINES







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

| | PHARMACEUTICALS | | PERSONAL CARE |
|----------------------|---|---|--|
| BUSINESS DESCRIPTION | <p>OTC</p> <p>Offers branded OTC pharmaceuticals in variety of forms</p> | <p>GENERICS</p> <p>Offers over 100 SKU's under the brand Primer Nivel Por Tu Salud</p> | <p>Focuses on topical dermatological, facial and hair treatments and other categories</p> |
| CORE CATEGORIES | <ul style="list-style-type: none"> - Inhibitors of gastric secretions - Hemorrhoid treatment - Anti-flu - Anti-acne | <ul style="list-style-type: none"> - Anti-rheumatics - Anti-ulcer drugs - Anti-histamines - Anti-micotics | <ul style="list-style-type: none"> - Varicose vein treatment - Scar removal - Face and body lotions - Anti-fungals |
| KEY PRODUCTS |  |  |  |



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.

| POSITION | BRAND | PRODUCT CATEGORY | POSITION | BRAND | PRODUCT CATEGORY |
|----------|---|-------------------------------|----------|---|-----------------------------------|
| 1. |  | Anti-scar, Anti-wrinkle | 14. |  | Sexual Protection and Enhancement |
| 2. |  | Anti-acne | 15. |  | Colitis Treatment |
| 3. |  | Spider Vein Treatment | 16. |  | Osteoarthritis Treatment |
| 4. |  | Hair Care | 17. |  | Athlete's Foot Treatment |
| 5. |  | Baldness Treatment | 18. |  | Cough Syrup |
| 6. |  | Anti-flu | 19. |  | Analgesic |
| 7. |  | Anti-micotic | 20. |  | Gastritis Treatment |
| 8. |  | Anti-flu | 21. |  | Weight Control Treatment |
| 9. |  | Anti-dandruff Shampoo | 22. |  | Pain Relief |
| 10. |  | Vitamins | 23. |  | Shampoo |
| 11. |  | Shampoo | 24. |  | Headache Treatment |
| 12. |  | Hemorrhoid Treatment | 25. |  | Hair Care |
| 13. |  | Cervical Infections Treatment | | | |

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



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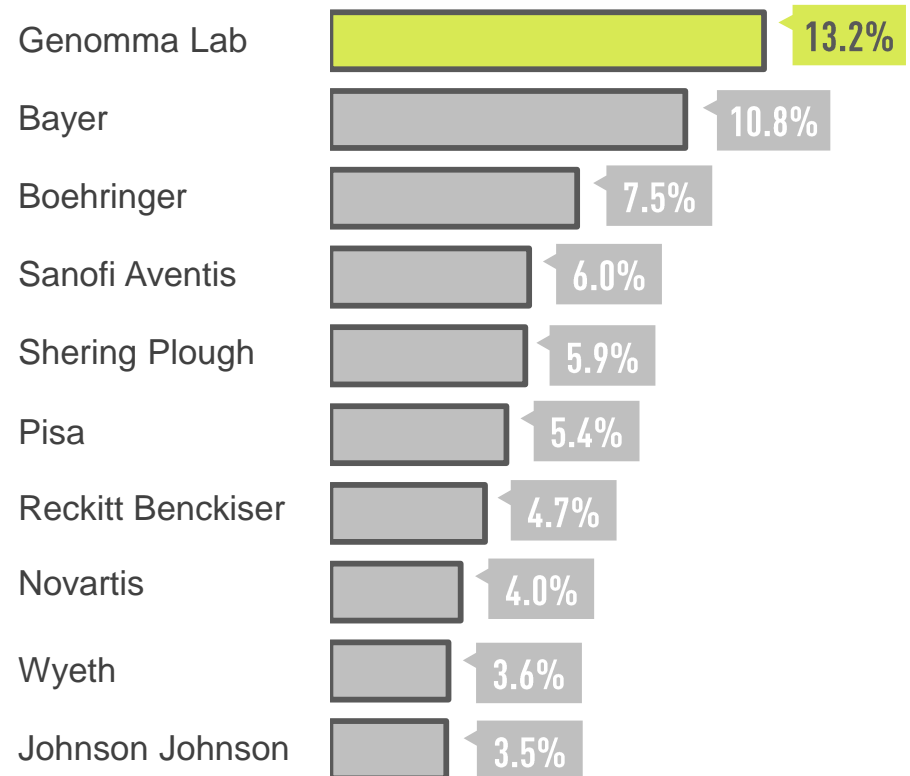
MARKET LEADERSHIP

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.



OTC MARKET SHARE IN MEXICO

(For the last twelve months, as of September 2014)

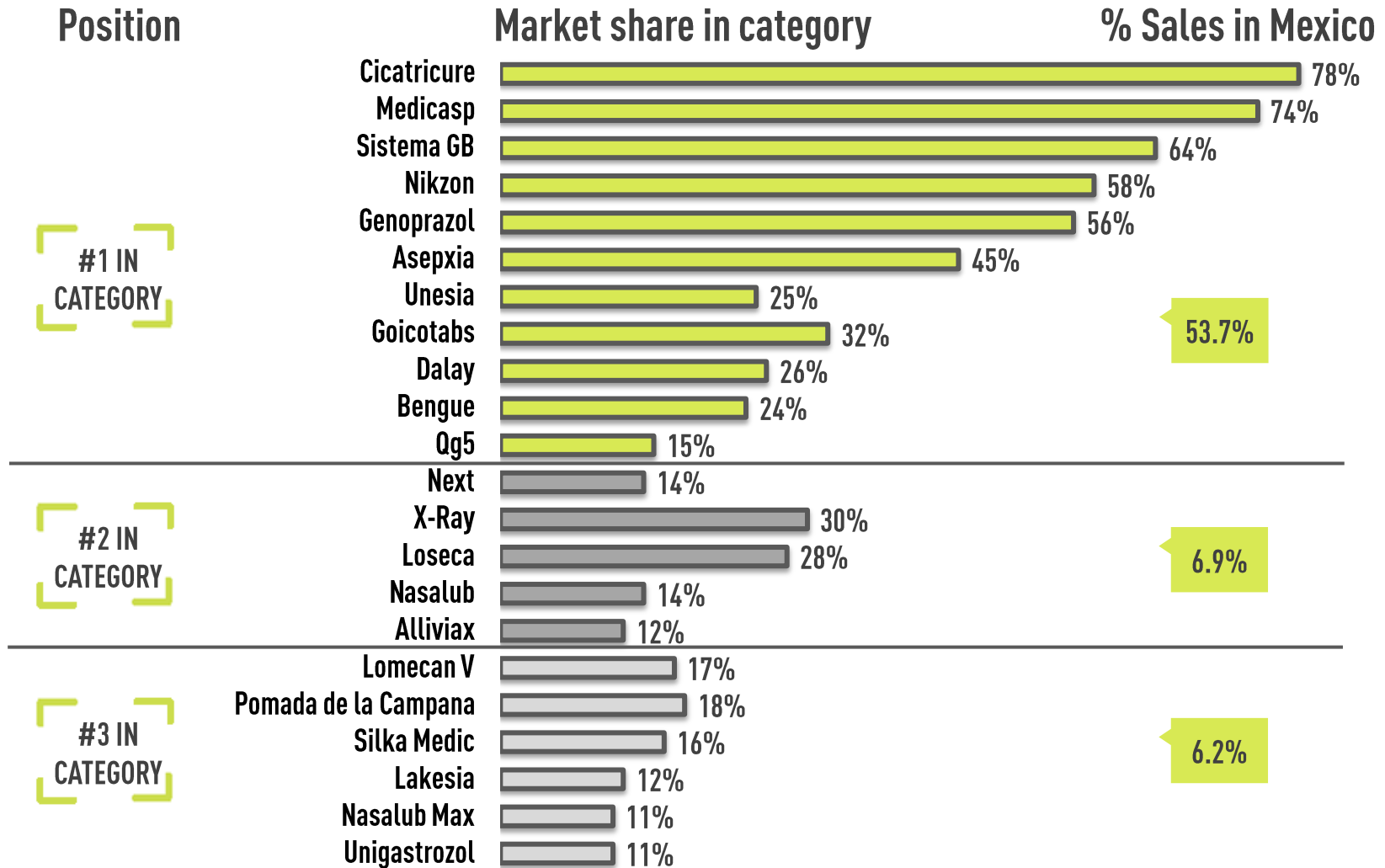


Source: IMS Health.

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

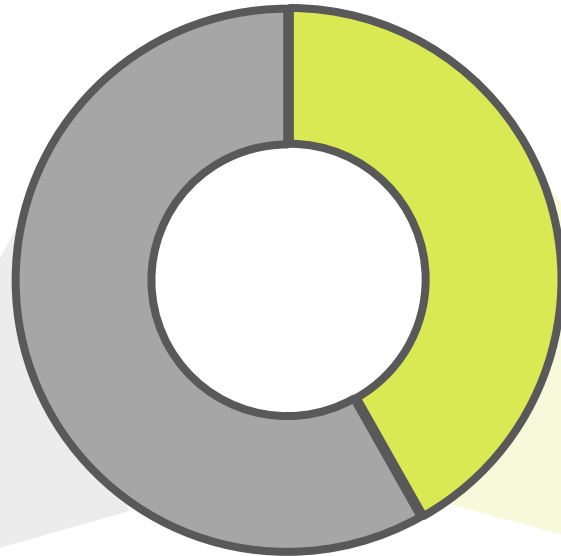
By replicating its business model in other countries, Genomma Lab has successfully positioned its brand as leaders in their categories in these markets. The following table shows the brands that are positioned in the **Top 3 spots** in their categories in their respective countries.

| COUNTRY OR REGION | TOP BRANDS | TOTAL BRANDS | BRANDS |
|-------------------|------------|--------------|--|
| CENTRAL AMERICA | 17 | 24 |                 |
| ARGENTINA | 9 | 25 |          |
| ECUADOR | 8 | 16 |         |
| PERU | 10 | 13 |           |
| COLOMBIA | 6 | 13 |       |
| BRAZIL | 7 | 12 |        |

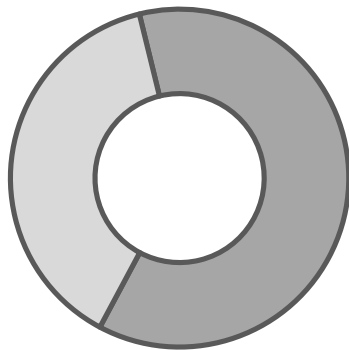
3Q14 LTM SEGMENTATION

● 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

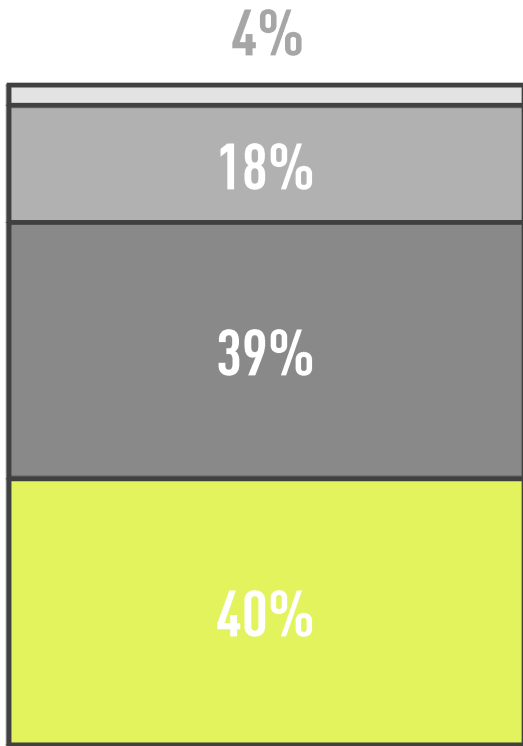
1. Brazil
2. Argentina
3. USA
4. Colombia
5. Chile
6. Peru
7. Ecuador

*According to IMS.

DIVERSIFIED DISTRIBUTION PLATFORM

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:



CONVENIENCE AND DEPARTMENT STORES



PHARMACY CHAINS



RETAILERS



WHOLESALEERS



*As of September 2014 (LTM)

INTERNATIONAL PRESENCE



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

PRESENCE IN 17 COUNTRIES
outside of Mexico

MORE THAN 125,000 POS
A POPULATION OVER
600 MILLION

As of September 2014,
42% OF OUR TOTAL SALES
come from International
Operations



GROWTH STRATEGY

MODEL

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

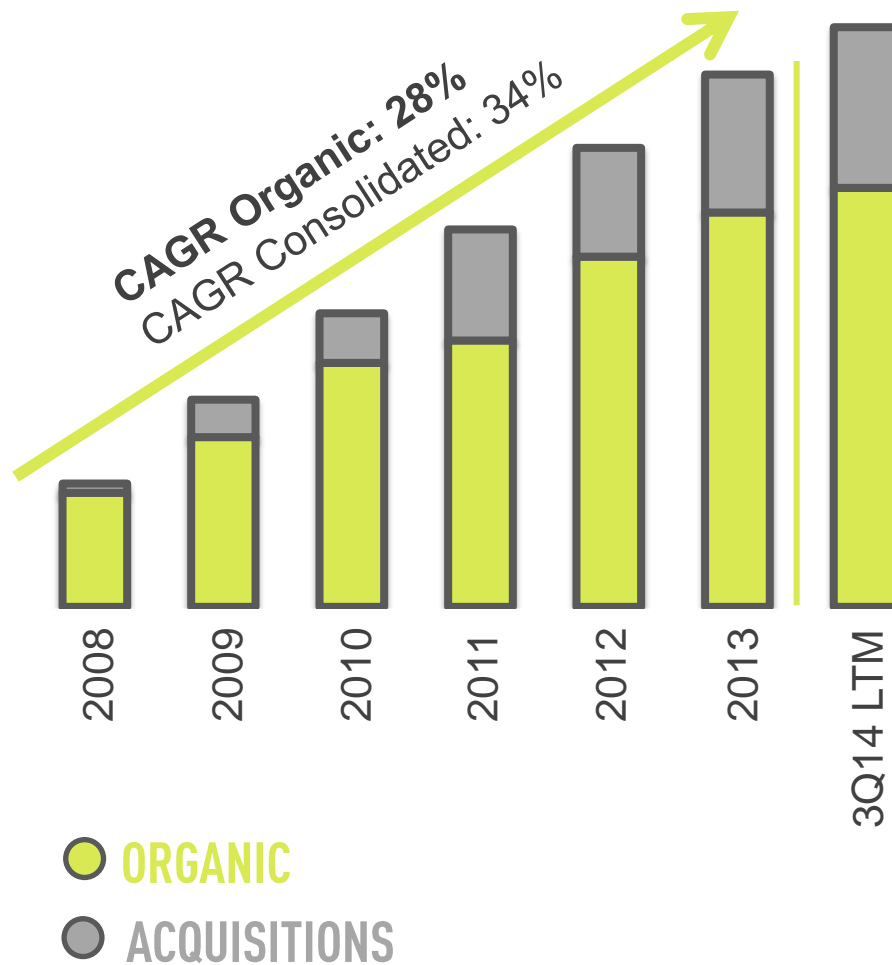
- Entrance to new segments
- Formula Improvement
- Revitalize Acquired Brands
- Implement Marketing Capabilities



SUSTAINED ORGANIC

GROWTH

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



*CAGR from 2008 to 2013

ORGANIC GROWTH THROUGH INNOVATION AND DEVELOPMENT

INTERNALLY DEVELOPED BRANDS



Nasal Hygiene



LINE EXTENSIONS



For adults



For children



Nasalub Max

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.



Vitamins



Energetic beverage with vitamins



Vitamins for children



GROWTH THROUGH LINE EXTENSIONS

We constantly launch line extensions under existing brands in order to strengthen them and maintain their sustained growth.



Osteoarthritis treatment



Joint pain relief



Osteoarthritis treatment for diabetics



X-Ray with added Calcium and Vitamin D



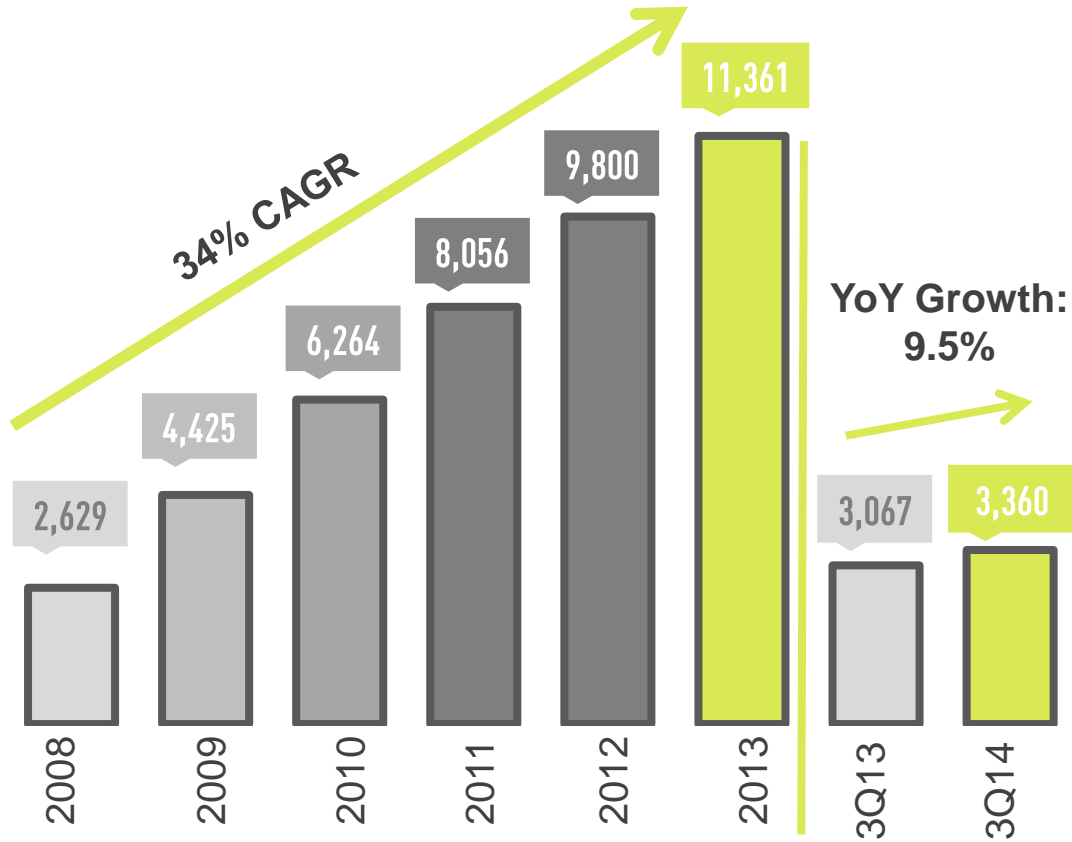
3. FINANCIAL PERFORMANCE



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NET SALES

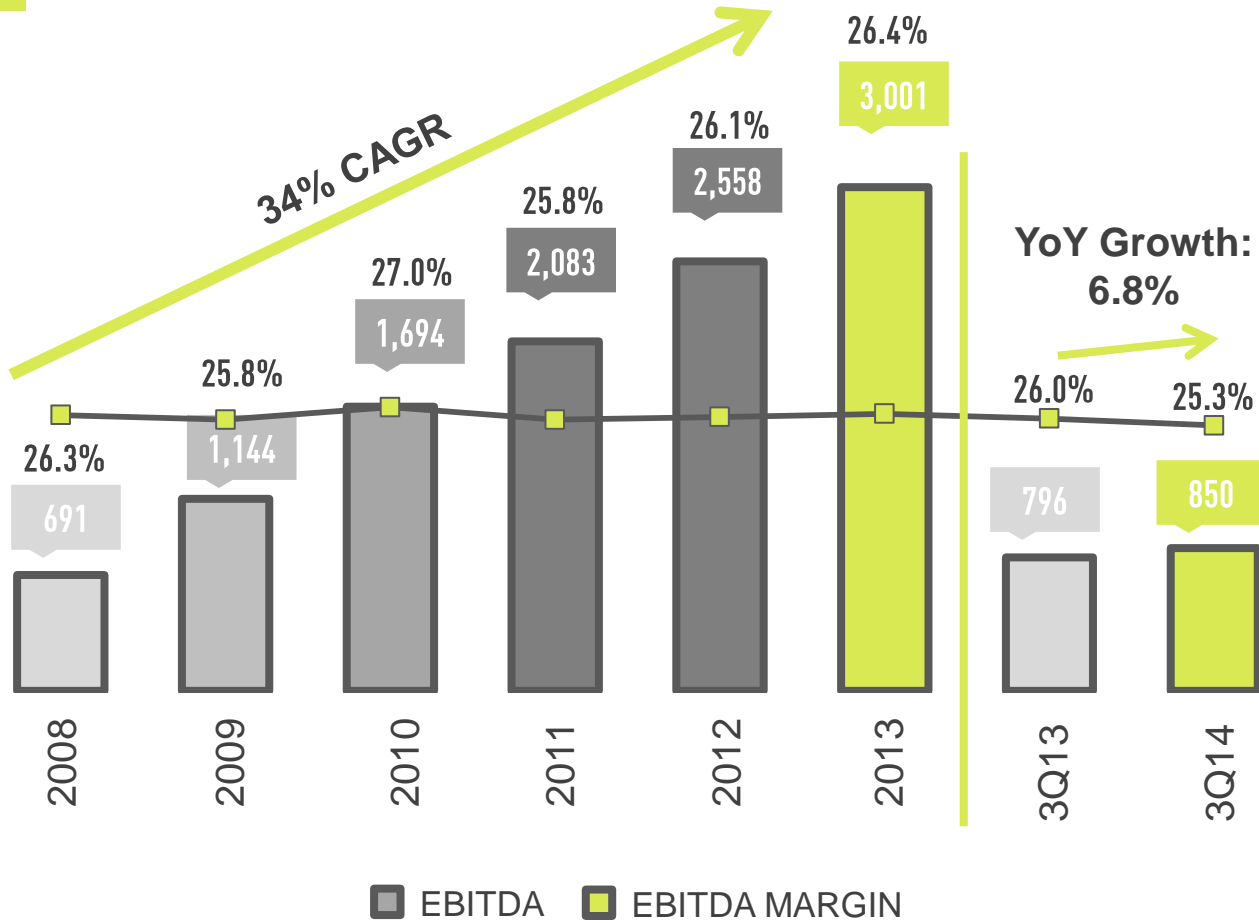
(MILLION PESOS)



| | 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% |

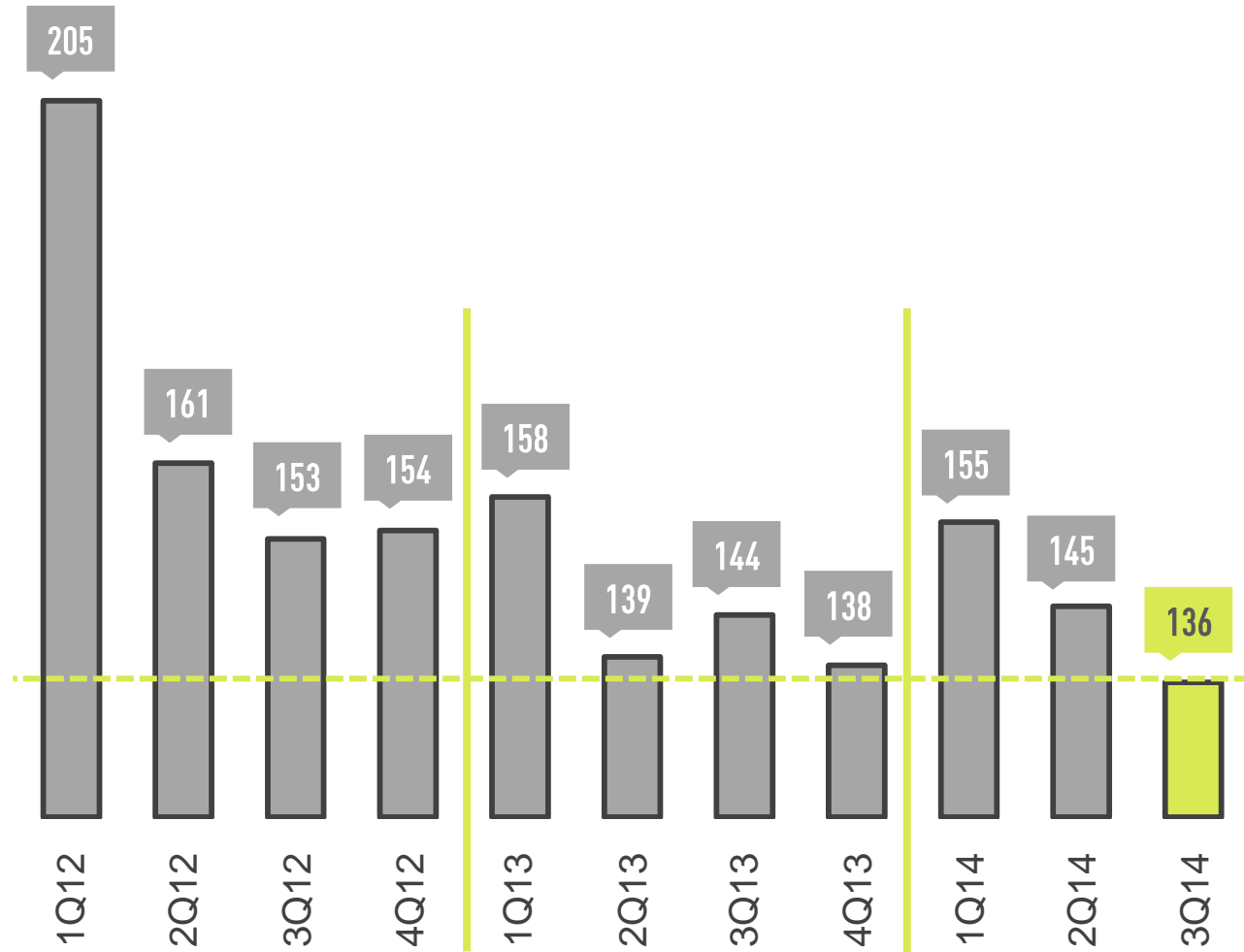
EBITDA

(MILLION PESOS)



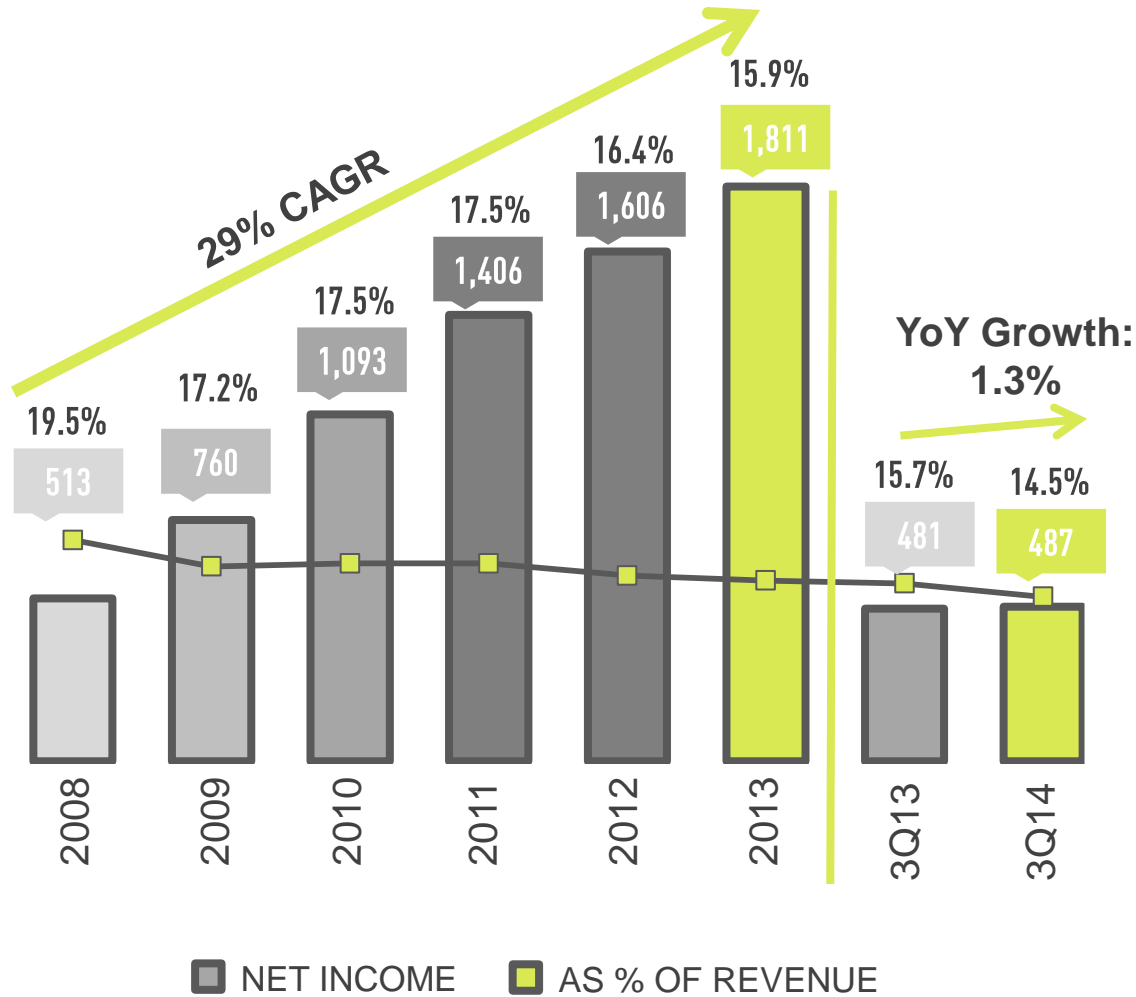
CASH CONVERSION CYCLE

SINCE 1Q12 (DAYS)



NET INCOME

(MILLION PESOS)



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