Genomma Lab Internacional

Prestige Brands Holding Acquisition Proposal

Compelling Strategic Rationale for the Combined Business
Disclaimer

Forward-looking Statements

This communication may contain certain forward-looking statements and information relating to Genomma that reflect the current views and/or expectations of Genomma 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. These risks and uncertainties include, but are not limited to, the possibility that Genomma will not pursue a transaction with Prestige, the timing to consummate a potential transaction between Genomma and Prestige, the ability and timing to obtain required regulatory approvals, Genomma’s ability to realize the synergies contemplated by a potential transaction and Genomma’s ability to promptly and effectively integrate the businesses of Prestige and Genomma. 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 communication and in oral statements made by authorized officers of Genomma. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Except as otherwise provided by law, Genomma undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Important Additional Information

This communication does not constitute an offer to buy or solicitation of an offer to sell any securities. No tender offer for the shares of Prestige Brands Holdings, Inc. (“Prestige”) has commenced at this time. In connection with the proposed transaction, Genomma Lab Internacional, S.A.B. de C.V. (“Genomma”) may file tender offer documents with the U.S. Securities and Exchange Commission (“SEC”). Any definitive tender offer documents will be mailed to stockholders of Prestige. INVESTORS AND SECURITY HOLDERS OF PRESTIGE ARE URGED TO READ THESE AND OTHER DOCUMENTS FILED WITH THE SEC CAREFULLY IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Investors and security holders of Prestige will be able to obtain free copies of these documents (if and when available) and other documents filed with the SEC by Genomma through the web site maintained by the SEC at http://www.sec.gov.
Genomma Lab Overview
The Evolution of Genomma Lab

Business Realignment

- Founded as an infomercial marketing company
- Changed Business Model to OTC/PC
- Organic growth through brand and product development

Accelerated Expansion

- Nexxus Capital Invested 30% of Equity
- Expanding management team
- Expanded product portfolio through development of new products and line extensions
- Launch of Primer Nivel, Genomma Lab’s Branded Generics line

Will work towards accelerated growth through product development and brand acquisitions

- Acquisitions of Medicinas y Medicamentos Nacionales, Jockey Club, Flor de Naranja Sanborns, Teatral and Henna Egipcia
- Perform its IPO in the Mexican Stock Market

- Acquisitions 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
- 2012
- 2011
- 2010
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000
- 1999
- 1998
- 1997
- 1996
Successful Business Model

Our business model is focused on adapting quickly to the market dynamics.

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

Pillars
Strong Achievements

• #1 in OTC pharmaceuticals in Mexico

Net Sales
(million of Mexican Pesos)

45% CAGR

2,629 4,425 6,264 8,075
2008 2009 2010 2011

• Strong Growth in Sales

Market Share Growth

Dec '07 Dec '08 Dec '09 Dec '10 Dec '11
3.90% 5.20% 8.80% 11.50% 13.70%

Source: IMS Health
Strong Achievements

• Operations in 14 countries outside of Mexico:

<table>
<thead>
<tr>
<th>Countries (outside of Mexico)</th>
<th>IPO</th>
<th>TODAY*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brasil</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Costa Rica</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nicaragua</td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Salvador</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guatemala</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honduras</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bolivia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perú</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panamá</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>International Sales (as a % of Net Sales)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brands</th>
<th>Mexico</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>78</td>
<td>25</td>
</tr>
</tbody>
</table>

* As of December 2011
Strong Achievements

- We recently moved to our new headquarters and distribution center

Headquarters

Distribution Center

Distribution Center Positions

<table>
<thead>
<tr>
<th>IPO</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,585</td>
<td>100,000</td>
</tr>
</tbody>
</table>

*As of December 2011
Genomma’s Success in Launching, Reinvigorating and Growing Brands and Products

• Genomma has developed most of its more than 80 brands and has taken them to the number one or number two market share:

(LTM as of December 2011)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rank</th>
<th>Market Share</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next</td>
<td>#1</td>
<td>20%</td>
<td>Cold and cough preparations without anti-infectives</td>
</tr>
<tr>
<td>Nikzon</td>
<td>#1</td>
<td>53%</td>
<td>Anti-Hemorrhoids</td>
</tr>
<tr>
<td>Unesia</td>
<td>#1</td>
<td>55%</td>
<td>Systemic Anti-micotics</td>
</tr>
<tr>
<td>Genoprazol</td>
<td>#1</td>
<td>40%</td>
<td>Acid inhibitors</td>
</tr>
<tr>
<td>Asepxia</td>
<td>#1</td>
<td>68%</td>
<td>Anti-acne preparations</td>
</tr>
<tr>
<td>Qg5</td>
<td>#2</td>
<td>11%</td>
<td>Colitis treatments</td>
</tr>
<tr>
<td>Medicasp</td>
<td>#1</td>
<td>70%</td>
<td>Topical Antifungal for the scalp</td>
</tr>
<tr>
<td>Shot-b + Shot-b Gs</td>
<td>#2</td>
<td>25%</td>
<td>Vitamins</td>
</tr>
<tr>
<td>X-Ray Caps</td>
<td>#1</td>
<td>49%</td>
<td>Nonsteroidal Antirheumatics, combinations</td>
</tr>
<tr>
<td>Dalay</td>
<td>#1</td>
<td>38%</td>
<td>Sedative</td>
</tr>
<tr>
<td>Lomecan crema</td>
<td>#1</td>
<td>21%</td>
<td>Gynecological antifungals</td>
</tr>
<tr>
<td>Goicotabs</td>
<td>#1</td>
<td>31%</td>
<td>Systemic antivaricose</td>
</tr>
</tbody>
</table>

*Rank in its category in Mexico according to IMS Health
Prestige Brands Overview
Prestige Brands Holdings

**Oral Care**
- Doctor’s Nightguard
- Doctor’s Toothpicks
- Efferdent Denture Cleanser
- Effergrip Denture Adhesive

**Eye Care**
- Clear Eyes
- Murine Tears
- Murine Ears

**Skin Care**
- Compound W
- Wartner
- Dermoplast
- Newskin Liquid Bandages

**Cough/Cold/Allergy/Sinus**
- Little Remedies
- PediaCare
- Chloraseptic
- Luden’s Throat Drops
- NasalCrom Nasal Spray

**Other Brands**
- BC
- Goody’s
- Chloraseptic
- Dramamine
- Gaviscon
## PBH — Acquisition of GSK Brands

<table>
<thead>
<tr>
<th>Category</th>
<th>Pre-Transaction</th>
<th>Post-Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>~$400 MM</td>
<td>~$600 MM</td>
</tr>
<tr>
<td>Key Category Platforms</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Brands</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>A&amp;P Spending</td>
<td>~12%</td>
<td>~14%</td>
</tr>
<tr>
<td>Margins</td>
<td>~32%</td>
<td>~35%</td>
</tr>
</tbody>
</table>

Source: Prestige Brands Holdings Third Quarter F’12 Investor Presentation – February 9, 2012
Prestige Brands Holdings Overview

Key Brand Portfolio

- Strong OTC presence will enhance Genomma’s core OTC offering
- Expansion in U.S. will extend Genomma’s geographic footprint
- Well diversified channel mix

Segment Mix

Geographic Mix

Channel Mix

1) As a percentage of revenues
2) Mainly Canada
PBH — Brands Growth Potential

**Goody’s** market share in the Non-narcotic Analgesics category only **0.2%**

**Beano’s** market share in the Antacids, Antiflatulents category only **10.7%**

**Pedia Care’s** market share in the Systemic nasal preps. category only **0.2%**
Strategic Combination
Complementary Business Models

Our model is focused on adapting quickly to the market dynamics.

Genomma can easily apply its expertise, in-house I&D and marketing capabilities and to enhance PBH’s business model.
Genomma Production and Marketing Capabilities

Genomma Lab Differentiators: Independence & speed

ADVERTISING AGENCY

- Creative Idea
  - External Factors
- Production
  - Slow Processes
- Release
  - Low feedback

Results: Participation in just 1 category.

1 new spot = 2 months

GENOMMA – IN HOUSE

- Creative Team
  - 5 Creative Teams
- Production
- Release
  - Own infrastructure and most innovative technology
  - 24 x 7 Monitoring (Competitive & Global Creativity)

Results: Participation in 48 OTC categories and 12 PC categories.

1 new spot = 5 days

1 Year = 1,000 spots
Genomma Production and Marketing Capabilities

- Genomma is the biggest spot producer in Latin America
- Genomma will leverage its in-house marketing capabilities to produce the spots to be utilized in the US, not only to reduce costs but to have a larger inventory of spots per product, focused on US consumers
- US celebrity talent added to Genomma’s technical capabilities and advertising creativity will significantly improve PBH’s marketing campaigns
**Complementary Brand Portfolio**

With this new portfolio of brands Genomma will strongly participate in the top OTC and PC categories in the US and LATAM.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BRANDS</th>
<th>SERVED CATEGORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANALGESICS</td>
<td>Genomma Lab</td>
<td>Yes</td>
</tr>
<tr>
<td>DIGESTIVE REMEDIES</td>
<td>Genomma Lab</td>
<td>Yes</td>
</tr>
<tr>
<td>COLD &amp; COUGH</td>
<td>Prestige Brands</td>
<td>Yes</td>
</tr>
<tr>
<td>EYE &amp; EAR CARE</td>
<td>Genomma Lab</td>
<td>Yes</td>
</tr>
<tr>
<td>ORAL CARE</td>
<td>Prestige Brands</td>
<td>Yes</td>
</tr>
<tr>
<td>SLEEP AIDS</td>
<td>Genomma Lab</td>
<td>Yes</td>
</tr>
<tr>
<td>DERMATOLOGICALS</td>
<td>Prestige Brands</td>
<td>Yes</td>
</tr>
<tr>
<td>HEMORRHOID TREATMENT</td>
<td>Genomma Lab</td>
<td>Yes</td>
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</tbody>
</table>
### Complementary Brand Portfolio

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Genomma Lab</th>
<th>Prestige Brands</th>
<th>SERVED CATEGORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOINTS &amp; OSTEOARTHRITIS</td>
<td>![Image 1]</td>
<td>![Image 2]</td>
<td>✓</td>
</tr>
<tr>
<td>CHOLESTEROL TREATMENT</td>
<td>![Image 3]</td>
<td>![Image 4]</td>
<td>✓</td>
</tr>
<tr>
<td>SEXUAL PROTECTION</td>
<td>![Image 5]</td>
<td>![Image 6]</td>
<td>✓</td>
</tr>
<tr>
<td>MULTI-VITAMINS</td>
<td>![Image 7]</td>
<td>![Image 8]</td>
<td>✓</td>
</tr>
<tr>
<td>PERSONAL CARE</td>
<td>![Image 9]</td>
<td>![Image 10]</td>
<td>✓</td>
</tr>
<tr>
<td>HOUSEHOLD</td>
<td>![Image 11]</td>
<td>![Image 12]</td>
<td>✓</td>
</tr>
</tbody>
</table>
Ability to Regionalize Prestige’s and Genomma’s Leading Brands

- Unique opportunity to expand a world-class brand portfolio of FDA-approved products throughout the region
- Genomma gains shelf space and a footprint in the U.S. and Canada for several of its key brands
- Reinvigorate PBH brands with Genomma’s marketing methodology
Transaction Rationale & Value Proposition
Overview of Genomma Proposal

• All cash offer of $16.60 per share
  – Implied Equity Value: $848 million*
  – Prestige Net Debt: $1,156 million
  – Implied Enterprise Value: $2,004 million

• A **23% premium** over PBH pre-announcement closing share price on February 17, 2012 and a **47% premium** over the volume-weighted average of the three months ended on February 17, 2012

• Offer price represents the highest price PBH shares have reached since June 2005

• The offer represents an EV/EBITDA 2012e multiple of 9.2x

*0.45 million options released in February 28, 2012 were added to the 50.7 million shares outstanding of PBH.
Compelling Transaction Rationale

- Creates business with scale and market leading positions in each of the key consumer markets across the Americas
- Applies Genomma’s core marketing competencies to PBH brands
- Extends key PBH brands into new geographies

- Deal certainty: no anticipated financing, regulatory issues
- Speed: Ability to consummate transaction very quickly if Prestige engages with us
- Compelling value: Genomma’s EV / EBITDA multiple 2012e of 9.8x vs. PBH’s 3-yr historic standalone multiple of 7.5x

- Very attractive financial metrics (excluding synergies)
  - ~$1.4 billion in revenues; ~$423 million in EBITDA in 2012
  - Significantly EPS accretive in 2013e greater than 20%
  - Sustainable margin expansion of over 400bps
- Significant synergy opportunities drives additional upside
- Rapid de-leveraging due to substantial free cash flow generation

Genomma’s and Prestige’s numbers are based on the Company’s guidance and analysts’ estimates, respectively.
Genomma Management Team Has a Strong Track Record of Delivering Shareholder Value

3-Year Relative Stock Price Performance

Note: Share price data from March 9, 2009 through March 8, 2012

1) OTC / Pharma Index includes Atrium Innovations, Hypermarcas, Perrigo, and Schiff Nutrition

2) High Margin Health & Personal Care Index includes Church & Dwight, Clorox, Colgate-Palmolive, Johnson & Johnson, Procter & Gamble, Reckitt Benckiser, and Weight Watchers
# Advisors Line-up

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>M&amp;A Advisors</strong></td>
<td>Bank of America Merrill Lynch among others</td>
</tr>
<tr>
<td><strong>Financial Institutions</strong></td>
<td>Bank of America Merrill Lynch among others</td>
</tr>
<tr>
<td><strong>Financial Advisors</strong></td>
<td>Nexxus Capital</td>
</tr>
<tr>
<td><strong>Lawyers</strong></td>
<td>Dewey &amp; Leboeuf (USA) y Forastieri Asociados (Mex)</td>
</tr>
<tr>
<td><strong>Proxy Solicitor</strong></td>
<td>Inisfree M&amp;A Inc.</td>
</tr>
<tr>
<td><strong>PR Agent</strong></td>
<td>Abernathy MacGregor's</td>
</tr>
</tbody>
</table>
## Investors’ Main Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>Retain actual management plus Genomma's marketing team.</td>
</tr>
<tr>
<td>Offer Price</td>
<td>Represents full and fair value. Can only re-evaluate if PBH engages with us.</td>
</tr>
<tr>
<td>Due Diligence</td>
<td>Extensive knowledge of asset and due diligence substantially complete. (Only confirmatory diligence required)</td>
</tr>
<tr>
<td>Timing / Process</td>
<td>Fully prepared at any time to meet with Prestige to negotiate and consummate a mutually acceptable transaction agreement.</td>
</tr>
<tr>
<td></td>
<td>Diligence can be completed in a matter of weeks.</td>
</tr>
<tr>
<td>Genomma's Approval</td>
<td>Unanimous support of our Board of Directors.</td>
</tr>
</tbody>
</table>
Acquisition Financing and Proforma Capital Structure

- 100% debt financed transaction
- Acquisition of PBH equity financed with new Genomma’s debt in Mexico
- PBH debt will be refinanced if required in the US without recourse to Genomma
  - Genomma would not act as guarantor
- Exploring potential to leave existing PBH debt in place
- Consolidated Net Debt to EBITDA of approximately 4.6x as of December 2012e.
- Strong PF Cash Flow allows for rapid de-leveraging
  - Consolidated debt de-levers under LABB target levels within 3 years
- No plans for rights offering of LABB shares to help finance the deal, there will be no follow-on
Prestige Brands Holdings Overview

Key Statistics

- Publicly traded on NYSE under “PBH”
- ~85% of net revenue are OTC products and 90% of brand contribution
- ~90% net revenues in the U.S.
- 2/3 of OTC net revenue generated from brands that maintain #1 or #2 market share positions
- 100 full-time employees
- Based in Irvington, NY

PF 2011 Financial Summary

<table>
<thead>
<tr>
<th>$US millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
</tr>
<tr>
<td>EBITDA</td>
</tr>
</tbody>
</table>

Business Overview

- Prestige Brands Holdings, Inc. (“Prestige”) markets, sells and distributes branded over-the-counter (“OTC”) and household products
- Proven operating model with outsourced manufacturing, distribution and R&D
- Focused on core competencies: sales & marketing and product development
- Minimal capital expenditures resulting in high free cash flow generation

Valuation (Pre-Bid)

($USD millions, except per share data)

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Price (02/17/12)</td>
<td>$13.50</td>
</tr>
<tr>
<td>Shares Outstanding (mm)</td>
<td>50.667</td>
</tr>
<tr>
<td><strong>Equity Value</strong></td>
<td>$684.0</td>
</tr>
<tr>
<td>Plus: Net Debt</td>
<td>1,156.0</td>
</tr>
<tr>
<td><strong>FD Enterprise Value</strong></td>
<td>$1,840.0</td>
</tr>
<tr>
<td>Enterprise Value / Revenue¹</td>
<td>3.1x</td>
</tr>
<tr>
<td>Enterprise Value / EBITDA¹</td>
<td>8.6x</td>
</tr>
</tbody>
</table>
## Pro Forma Financial Profile Without Synergies

### Key Forward-looking Metrics

- Significant EPS accretion of at least 20% by 2013e
- Sustainable revenue growth at least 15%

<table>
<thead>
<tr>
<th>Year Ending December 31</th>
<th>2011 PF</th>
<th>2012 E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Genomma</td>
<td>621</td>
<td>773</td>
</tr>
<tr>
<td>Prestige</td>
<td>603</td>
<td>607</td>
</tr>
<tr>
<td><strong>Combined Revenue (ex. synergies)</strong></td>
<td><strong>1,224</strong></td>
<td><strong>1,380</strong></td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Genomma</td>
<td>165</td>
<td>205</td>
</tr>
<tr>
<td>Prestige</td>
<td>214</td>
<td>218</td>
</tr>
<tr>
<td><strong>Combined EBITDA (ex. synergies)</strong></td>
<td><strong>379</strong></td>
<td><strong>423</strong></td>
</tr>
<tr>
<td><strong>EBITDA Margin</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Genomma</td>
<td>26.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Prestige</td>
<td>35.5%</td>
<td>36.0%</td>
</tr>
<tr>
<td><strong>Combined EBITDA Margin (ex. synergies)</strong></td>
<td><strong>31.0%</strong></td>
<td><strong>30.7%</strong></td>
</tr>
</tbody>
</table>

**Source:** Genomma’s and Prestige’s numbers are based on the Company’s guidance and analysts’ estimates, respectively. PBH results assume GSK brands’ full year effect.
Peer Group Benchmarking Without Synergies

Revenue Growth 2011-2014e(1)

- Genomma & Prestige: 15%
- OTC / Pharma: 8.5%
- High Margin Health & Personal Care: 4.3%

Average: 8%

EPS Growth 2011-2014e(1)

- Genomma & Prestige: 24%
- OTC / Pharma: 23.0%
- High Margin Health & Personal Care: 8.5%

Average: 15%

Source: Consensus estimates
1) 2011-2014 CAGR
2) OTC / Pharma peer group includes Hypermarcas, Perrigo, Atrium Innovations and Schiff Nutrition
3) High Margin Health & Personal Care peer group includes Procter & Gamble, Weight Watchers, Church & Dwight, The Clorox Company, Colgate-Palmolive, Johnson & Johnson and Reckitt Benckiser

Genomma's and Prestige's numbers are based on the Company's guidance and analysts' estimates, respectively.
Peer Group Benchmarking Without Synergies

The current valuation is an attractive investment opportunity

Revenue CAGR Correlation to EBITDA Multiple

Source: Consensus estimates

Genomma’s and Prestige’s numbers are based on the Companies’ guidance and analysts’ estimates, respectively.
Creates Highly Diversified Business with Significant Scale and Market Leading Franchises

Genomma

CY 2012 Revenue: USD$773 million
CY 2012 EBITDA: USD$205 million

Genomma & Prestige

PF 2012 Revenue: USD $1,380 million
PF 2012 EBITDA: USD $423 million

Source: Wall Street research and Management estimates
Growth Potential in the US

+ PC niche brands in the US
  - Goicoechea
  - Cicatricure

+ Mexican Brands
  - Silka Medic
  - Lunesia
  - Nexxt

+ PBH in LATAM
  - BC
  - Goodys
  - Clear eyes
  - Effergrip

+ Hispanic market
  - Nacho
  - Ma Evans
  - Colonia Sanborns

+ Better marketing and spots

+ Organic growth

Expected Growth Opportunities
- PC niche brands
- Mexican Brands
- PBH in LATAM
- Hispanic market
- Better marketing and spots
- Organic growth

US $603 mm + substantial growth opportunities

(PBH 2011 proforma sales in millions of USD)
Investment Thesis and Value Proposal

- Creates value for shareholders
- Unique business model that complements PBH
- More solid and diversified brand portfolio
- Broader international presence in line with the LAB’s goals
- Strengthens the manufacturing network
- Applies Genomma's marketing capabilities to grow PBH brands
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