

Mexico City, October 6<sup>th</sup>, 2014

## GENOMMA LAB ANNOUNCES THE ESTABLISHMENT OF A TRUST FOR MARZAM'S NEW DISTRIBUTION MODEL

*Genomma Lab Internacional, S.A.B. de C.V.* (BMV: LAB) (“Genomma Lab” or “the Company”) announced today the establishment of a Business Trust with Deutsche Bank México, S.A. Institución de Banca Múltiple as fiduciary, through which Grupo Comercial e Industrial Marzam, S.A. de C.V. (“Grupo Marzam”) will provide transparency to the commercialization and cash flows of their operation by being responsible for billing, inventories, cash collection and payments.

This newly created trust will be completely independent of Genomma Lab and Grupo Marzam, and will be managed by a Technical Committee formed by representatives of the most relevant pharmaceutical laboratories in the industry. The Committee will be responsible for ensuring the due fulfillment of the purposes of the trust which, among others, is to guarantee payment to suppliers.

After successfully concluding the establishment of this trust, the Company has decided to early exercise the option to acquire the remaining 51% of Grupo Marzam’s shares, with the purpose of making them available for sale to the different pharmaceutical laboratories who have shown high interest in being part of the transaction by owning shares in this new distribution model for pharmaceutical products in Mexico. In order to achieve the latter, the shares subject to the acquisition will be temporarily placed in a trust to be tailored for this specific purpose.

The amount to be paid for 100% of Grupo Marzam’s equity is Ps. \$1,506 million including the previous payment. Additionally, the Company will temporarily fund working capital to Grupo Marzam until the pharmaceutical laboratories acquire a participation in the business. This acquisition represents a multiple of 7.92 times last twelve months EBITDA and will be financed with available cash and the Company’s long-term credit facilities.

Rodrigo Herrera Aspra, President and CEO of Genomma Lab, commented: “We are proud of having concluded as committed this transaction successfully and being able to establish this Business Trust, which given its characteristics, is unique in the market. We are also convinced that it will revolutionize the distribution in the Mexican pharmaceutical market, driving transparency and productivity.”

Contact:

Investor Relations  
Tel: +52 (55) 5081 0000 Ext. 5106  
E-mail: [inversion@genommalab.com](mailto:inversion@genommalab.com)

In New York: Grayling USA, Lucía Domville  
Tel: +1 (646) 284-9416  
E-mail: [genommalab@grayling.com](mailto:genommalab@grayling.com)

## 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.

### **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.