This presentation 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.
Genomma Lab Internacional, S.A.B. de C.V., is one of the leading pharmaceutical (OTC) and personal care products companies in Mexico with an increasing international presence that develops, sells and markets a broad range of premium branded products, many of which are leaders in their categories.
A LEADING OTC & PERSONAL CARE COMPANY

- **Develop, sell and market** a broad range of leading OTC and personal care brands throughout Mexico & LatAm
- **Diversified portfolio** of trusted brands- many of which are category leaders
- Growing *international presence* and revenue base
- Success based on:
  - Effective *new product development* process
  - Marketing and Sales “*Execution Machine*”
  - Broad retail *distribution network*
  - *Low-cost*, highly flexible operating model.
POWER BRANDS IN MULTIPLE CATEGORIES

Pain Relief
Cough & Cold
Hair Care
Isotonic Beverages
Skin Care

Antihemorrhagics
Gastro
Anti-mycotics
Sexual Health
POWER BRANDS IN MULTIPLE CATEGORIES

New Categories with Growth Opportunities

- Antibacterial
- Grooming / Razors
- Self-Diagnosis
- Infant Formula
OUR FOOTPRINT

LatAm 43.8% of net sales

Mexico 45.4% of net sales

USA 10.8% of net sales

Brands 40+

Points of Sale 300,000+

Countries 18

Production Facility* 1

1,100+ employees

“Innovation is part of our DNA”
BUSINESS ON TRACK FOR SUSTAINED PROFITABLE GROWTH

• Strong trend of *strenthened consolidated earnings*, cost reduction and EBITDA expansion

• *Sustainable business model*

• *Mexico manufacturing facility*: improves value, margins, product quality and fill-rate

• Positive impact from the *vertical integration* of manufacturing activity to begin by 2020.
CONSOLIDATED SALES MIX BY CATEGORY

**Personal Care (PC)**

49.0% Total Net Sales

**Over-The-Counter (OTC)**

51.0% Total Net Sales

As of March, 2020
WELL DIVERSIFIED BY REGION & CURRENCIES

- Mexico
- International

<table>
<thead>
<tr>
<th>Currency</th>
<th>2010</th>
<th>1Q-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Dollar</td>
<td>76.8</td>
<td>43.8</td>
</tr>
<tr>
<td>Other Currencies</td>
<td>23.2</td>
<td>56.2</td>
</tr>
<tr>
<td>Mexican Peso</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- US Dollar (10.8%)
- Other currencies (45.4%)
  1. Argentine Peso
  2. Real
  3. Colombian Peso
  4. Chilean Peso
  5. Sol
  6. Uruguay Peso
  7. Guarani

- Mexican Peso (43.8%)

*Consolidated Net Sales
OTC MARKET SHARE BY COUNTRY

Top Two Countries

As a percentage of sales

- **Mexico**
  - 3rd. PLACE
  - 8.8%

- **Argentina**
  - 1st. PLACE
  - 14.9%

Highly Fragmented

By category penetration

- **Total OTC**
  - 1st. PLACE
  - 46.1%

- **Hispanic OTC**
  - 42nd. PLACE
  - 0.5%

- **USA**
  - 1st. PLACE
  - 46.1%

- **Brazil**
  - 3rd. PLACE
  - 6.7%

- **Chile**
  - 6th. place
  - 3.7%

- **Ecuador**
  - 4th. place
  - 4.9%

- **Peru**
  - 5th. place
  - 5.7%

- **Colombia**
  - 9th. place
  - 2.9%

- **CAM**
  - 3rd. place
  - 6.7%

(1) Central America: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Puerto Rico, Dominican Republic and Trinidad y Tobago.

June 2020
CORPORATE PLATFORM EFFICIENTLY SUPPORTS GROWTH
CORPORATE PLATFORM TRANSFORMATION

1998 – 2015
Experience:
• Founder of Genomma Lab Internacional
• Chairman of the Board of Directors
• Main Shareholder

1998 – 2015

1998 – 2015

2015 – 2018
Experience:
• COO, Head of International
• Launched Genomma’s Argentina, Brazil and US operations

2015 – 2018

2015 – 2018

As of Sept. 10, 2018
Experience:
• Senior Vice President at Laureate Education Inc.
• CEO of P&G’s Latin America division

RÓDRIGO HERRERA

MÁXIMO JUDA

JORGE LUIS BRAKE

FOUNDER

TURN-AROUND

TOP-LINE GROWTH
MANAGEMENT TEAM

ANTONIO ZAMORA
CFO

Prior Experience:
• CCO Cydsa
• CFO Grupo LALA
• Strategic & Financial Planning PEPSICO
• McKinsey & Co

DECEMBER 2015

MARCO SPARVIERI
COO

Prior Experience:
• EVP Sales P&G
• 20+ years of experience in consumer goods

APRIL 2014

CÉSAR JARAMILLO
VP New Business

Prior Experience:
• 20-year career in marketing with P&G
• Head of marketing at Grupo Televisa, S.A.B.

SEPTEMBER 2017
SUCCESFUL COST CONTAINMENT STRATEGY

Warehouse Space ($m^2$)

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>165,000</td>
<td>36,047</td>
</tr>
<tr>
<td>% Change</td>
<td>(78.2)%</td>
<td></td>
</tr>
</tbody>
</table>

Corporate Office Space ($m^2$)

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>6,000</td>
<td>2,800</td>
</tr>
<tr>
<td>% Change</td>
<td>(53.3)%</td>
<td></td>
</tr>
</tbody>
</table>
INCREASED EFFICIENCY WITH COST CONTAINMENT STRATEGY

Employees

Sep 2014

1,107

(27.3)%

39.5%

Dec 2019

MEXICO

805

INTERNATIONAL

332
"New management team has improved the Cash Conversion Cycle\(^1\)"

\(\text{Cash Conversion Cycle} = \text{Days of accounts receivable} + \text{days of inventories} - \text{days of trade payables}\)

- Prior Management
- New Management

June 2020 | 17
FINANCIAL POSITION

Net Debt Profile

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Debt</th>
<th>Adj. EBITDA</th>
<th>Net Debt / Adj. EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2,575</td>
<td></td>
<td>1.0x</td>
</tr>
<tr>
<td>2013</td>
<td>3,689</td>
<td></td>
<td>1.2x</td>
</tr>
<tr>
<td>2014</td>
<td>5,724</td>
<td></td>
<td>2.3x</td>
</tr>
<tr>
<td>2015</td>
<td>4,454</td>
<td></td>
<td>2.5x</td>
</tr>
<tr>
<td>2016</td>
<td>3,980</td>
<td></td>
<td>1.4x</td>
</tr>
<tr>
<td>2017</td>
<td>3,610</td>
<td></td>
<td>1.4x</td>
</tr>
<tr>
<td>2018</td>
<td>4,459</td>
<td></td>
<td>1.8x</td>
</tr>
<tr>
<td>2019</td>
<td>5,112</td>
<td></td>
<td>2.0x</td>
</tr>
<tr>
<td>Q1-20</td>
<td>4,808</td>
<td></td>
<td>1.8x</td>
</tr>
</tbody>
</table>

*Adjusted EBITDA for 2015 and 2016 due to change in Genomma Lab’s financial policies
DEBT PROFILE AND MATURITIES

**Debt Profile***

<table>
<thead>
<tr>
<th>Year</th>
<th>CEBUR Long-Term</th>
<th>CEBUR Short-Term</th>
<th>Banks</th>
<th>IDB</th>
<th>IDB Long-Term</th>
<th>IDB Short-Term</th>
<th>IFC</th>
<th>Total Debt= $6,178mm MXN</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>3,768</td>
<td>380</td>
<td>178</td>
<td>105</td>
<td>800</td>
<td>244</td>
<td>2,441</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>200</td>
<td>380</td>
<td>180</td>
<td>180</td>
<td>200</td>
<td>180</td>
<td>891</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>200</td>
<td>380</td>
<td>180</td>
<td>180</td>
<td>200</td>
<td>180</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>200</td>
<td>380</td>
<td>180</td>
<td>180</td>
<td>200</td>
<td>180</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>200</td>
<td>380</td>
<td>180</td>
<td>180</td>
<td>200</td>
<td>180</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>5%</td>
<td>282</td>
<td></td>
<td></td>
<td></td>
<td>102</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td>2%</td>
<td>97</td>
<td></td>
<td></td>
<td></td>
<td>75</td>
<td>105</td>
<td></td>
</tr>
</tbody>
</table>

* As of March, 2020
SOLID RESULTS FOR Q1-2020 (YoY)

- NET SALES +6.3%
- EBITDA +8.7%
- NET INCOME +48.1%

Cost and Expense Control
New Categories (Crisis Opportunity)
Organization Commitment
Enhance Key Categories
Optimal Level of Operations
Maintain Strong Balance Position
Innovation Initiatives
Donation of +160,000 hygiene and personal care products to health, government and non-government organizations in Mexico and Latin America.

Donation of +10,000 meals for medical personnel in Mexico.

Investment of 1mm MXN.
PILLARS OF THE NEW STRATEGY

1. Product Innovation & Portfolio Optimization
2. Best In Class Go-to-market
3. World-class Manufacturing & Supply Chain
4. Corporate Culture

GROWTH STRATEGY
PILLARS OF THE NEW STRATEGY

1) Product innovation and portfolio optimization

- Infant Formula
  - Exclusivity license agreement with UPI for distribution in Mexico & LatAm (ex-Brazil)

- Self Testing
  - Exclusivity License Agreement For Brazil

Best In Class R&D And Manufacturing Capabilities
1) Product innovation and portfolio optimization

**Antibacterial**
- New category based on current customer needs
- Launched in Mexico and US with new products to follow:
  - Desinfectant Sprays,
  - Antibacterial Soaps,
  - Wet Wipes

**Grooming / Razors**
- Launched in Mexico
- Exclusivity License Agreement with Edgewell Personal Care
PILLARS OF THE NEW STRATEGY

2) Best in class go-to-market

Agreements with International Retailers among the Regions

- COPIDRUGAS
- InRetail
- LOJAS AMERICANAS

Reinforcing advertising & Visibility

- Suerox entering Puerto Rico market

Direct Distribution Partnership

+150,000 POS served

New Displays to improve POS visibility
3) World-class manufacturing & supply chain capabilities

- Sales and Operations Planning (S&OP)
- New Supply Chain Operational Model
- IT Investments
- New Operational Structure
- Manufacturing Capabilities

Sanitary License for OTC Plant obtained in July, 2019

Under process to obtain GMP certification by Mexican Sanitary Regulator (COFEPRIS)

New Manufacturing Plant (San Cayetano, State of Mexico)
4) New Corporate Culture

- GenBook, new corporate philosophy
- Centers of Innovation
- Career Planning
- KPI’s & New Compensation Framework

PILLARS OF THE NEW STRATEGY
4) New Corporate Culture

New Regional Operation based on 5 Managing Clusters:

- USA
- Mexico and CAM
- Andean Region
  - Colombia, Ecuador and Peru
- Brazil
- South Cone
  - Argentina, Bolivia, Chile, Paraguay and Uruguay
New Social Media Strategy

Innovative social media strategy with 40 of the top influencers gathering in one place...

More than +2,300,000 followers

...To Improve and protect the health and welfare of families
NET SALES & EBITDA OUTLOOK

**NET SALES**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>Q1-2020 (LTM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MXN (million)</td>
<td>12,910</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CAGR: +3.7%

**EBITDA**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>Q1-2020 (LTM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MXN (million)</td>
<td>2,625</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CAGR: +9.3%

---

(1) EBITDA is calculating by adding D&A to the Operating Income
NEW PRODUCTION FACILITY
MANUFACTORY INVESTMENT RATIONALE

Enhanced Value Equation

Higher Gross Margin

Superior Product Quality

Reliable Product Supply
MANUFACTURING INVESTMENT PROFILE

Benefit from economies of scale and efficient production capabilities

EBITDA

Synergies

~ 700 bps\(^1\)

Market Expansion:
Genomma Lab will reinvest between 200 - 250 bps for growth

(1) Genomma Lab estimation.
# ECONOMIES OF SCALE AND SCOPE DRIVING HIGHER GROSS MARGINS

<table>
<thead>
<tr>
<th>Opportunity areas</th>
<th>Outsourcing</th>
<th>Producing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw Materials and Packaging</td>
<td>Buying finished products</td>
<td>Direct control in all COGS components</td>
</tr>
<tr>
<td></td>
<td>Fragmented raw material procurement</td>
<td>Economies of scale</td>
</tr>
<tr>
<td>Labor Cost</td>
<td>Low scale, labor intensive processes</td>
<td>State-of-the-art fully automated lines</td>
</tr>
<tr>
<td></td>
<td>Un-synchronized Supply Chain Network</td>
<td>Vertically integrated Supply Chain Network</td>
</tr>
<tr>
<td>Process</td>
<td>High setup times for changeovers</td>
<td>Highly efficient and flexible processes</td>
</tr>
</tbody>
</table>
SYNERGIES IDENTIFIED IN RAW MATERIAL

- Identified significant savings in Raw Material procurement
  - Unit cost
  - Direct procurement
  - Vendor consolidation

Largest fair for Pharmaceutical ingredients in the world

API’s, Pharmaceuticals, Custom Manufacturing, Excipients, Fine Chemicals & Intermediates, natural Extracts, Packaging
<table>
<thead>
<tr>
<th>Opportunity areas</th>
<th>Outsourcing</th>
<th>Producing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suppliers</td>
<td>Higher COGS due to co-packers profit margin</td>
<td>Eliminate co-packers profit margin</td>
</tr>
<tr>
<td>Logistics</td>
<td>Suppliers scattered throughout the country</td>
<td>Integration of suppliers to industrial park</td>
</tr>
<tr>
<td></td>
<td>Inefficient inbound and outbound truck-based logistics</td>
<td>Leverage freight consolidation and low-cost train logistics for exports</td>
</tr>
<tr>
<td>Inventories</td>
<td>Higher inventories due to multiple warehouse network</td>
<td>Lower safety stocks required for raw materials and finished products</td>
</tr>
</tbody>
</table>
EXAMPLE OF REMOVING INEFFICIENCIES

CURRENT INBOUND LOGISTICS

PUEBLA
Blowing PE bottles

195 km
4:17 hrs

TOLUCA
Filling PE bottles with shampoo

ADDITIONAL EXPENSES

Shipping & Handling
Storing
Cleaning
PROFITABILITY THROUGH COGS REDUCTION

Acquired in 2012 from Sidus

Source: Cid Latina – N02B + M01A.

* For comparative purposes 2018 and 1Q-2020 (LTM) same FX Rate is considered.
LONG-TERM FINANCING AND RATINGS

Long-term financing provided by:

~100MM USD
Grace Period: 2 years
Loan Term: 8 years

Rating Agencies

Short-Term: F1+(mex)
Long-Term: AA(mex)

Short-Term: HR 1
Long-Term: HR AA

IFC | IDB Inter-American Development Bank

FitchRatings

HR Ratings Credit Rating Agency
Render of final look of plant.
Manufacturing Plant
(March, 2020)
MANUFACTURING FACILITY UPDATE

Warehouse for Finished Product
(+60,000 storage position capacity)
MANUFACTURING FACILITY UPDATE

Semi-Solid Production lines

OTC Production Lines

Solid Production lines
IMPROVING EFFICIENCY IN EXPORT LOGISTICS

Strategically located (Main Market & Train Port)

Genomma Lab’s Manufacturing Plant (79 ACRES)

Intermodal Terminal “Puerta Mexico”

Rail Roads To Pacific Ocean Container

Main Road Atlacomulco - Toluca

1.5 miles 10 Minutes

Strategically located (Main Market & Train Port)
Modular design concept design provides flexibility for future growth.
NEW MANUFACTURING EQUIPMENT

State of the art technology, fully automated

Uhlmann Bec 700

Coater
FINANCIAL HIGHLIGHTS
## FINANCIAL RESULTS

(In ‘000,000 MXN)

<table>
<thead>
<tr>
<th>Income Statement</th>
<th>Q1-2020</th>
<th>%</th>
<th>Q1-2019</th>
<th>%</th>
<th>Var %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$3,334.5</td>
<td>100.0%</td>
<td>$3,137.9</td>
<td>100.0%</td>
<td>+6.3%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$2,061.6</td>
<td>61.8%</td>
<td>$2,022.1</td>
<td>64.4%</td>
<td>+2.0%</td>
</tr>
<tr>
<td>Operating Income</td>
<td>$640.6</td>
<td>19.2%</td>
<td>$597.1</td>
<td>19.0%</td>
<td>+7.3%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>$678.4</td>
<td>20.3%</td>
<td>$624.2</td>
<td>19.9%</td>
<td>+8.7%</td>
</tr>
</tbody>
</table>

LatAm **45%** of net sales for Q1-2020

Mexico **44%** of net sales for Q1-2020

USA **11%** of net sales for Q1-2020
## Financial Position

(In ‘000,000 MXN)

<table>
<thead>
<tr>
<th>Financial Position</th>
<th>2020</th>
<th>2019</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$20,906.5</td>
<td>$18,885.6</td>
<td>$19,332.6</td>
</tr>
<tr>
<td>Cash and Equivalents</td>
<td>$1,370.1</td>
<td>$1,401.5</td>
<td>$922.9</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$12,223.0</td>
<td>$11,282.4</td>
<td>$11,087.8</td>
</tr>
<tr>
<td>Stockholders Equity</td>
<td>$8,683.5</td>
<td>$7,603.2</td>
<td>$8,244.8</td>
</tr>
</tbody>
</table>
KEY VALUATION METRICS

- Lowest valuation in peer group
- Historical results do not reflect potential upside from new manufacturing plant

$1,048.0mm Shares Outstanding
69.8% Free Float
9.1x EV / EBITDA
14.9x P / E

EV / EBITDA

P/E

KEY VALUATION METRICS

Genomma’s ROIC excluding Intangibles

27.1%

Calculated ROIC Excluding Intangibles = Normalized Taxed EBIT / Average LTM Ex-Intangibles Operating Assets - Average LTM Operating Liabilities.
YoY Stock Price Growth of +22.8%
APPENDIX - VIDEO LINKS
Part of the Mexican Stock Exchange Sustainable Index for 8 years.

We are evaluated annually by RobecoSAM on ESG issues.

UN Global Compact Participant Organization

14th year as a Socially Responsible Company (SRC)
STOCK INFORMATION:
Genomma Lab has been traded under the ticker ‘LAB B’ on the Mexican Stock Exchange (BMV) since June 18, 2008.

FOR MORE INFORMATION:
www.genommalab.com/inversionistas

FORWARD-LOOKING STATEMENTS:
This document contains certain assumptions, projections and forward-looking statements regarding the Company’s financial situation, operative results and information, Genomma Lab business and that of its subsidiaries as well as with regards to the Company's related plans and objectives. This executive summery does not constitute a public securities offering on behalf of Genomma and is intended to be used for informational purposes only.