

SAFE HARBOR DISCLOSURE



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. Risks and uncertainties include, but are not limited to: risks related to the impact of the COVID-19 global pandemic, such as the scope and duration of the outbreak, government actions and restrictive measures implemented in response, material delays, supply chain disruptions and other impacts to the business, or on the Company's ability to execute business continuity plans as a result of the COVID-19 pandemic, economic factors, such as interest rate and currency exchange rate fluctuations; competition, including technological advances, new products attained by competitors; challenges inherent in new product development; the ability of the Company to successfully execute strategic plans; the impact of business combinations and divestitures; manufacturing difficulties or delays, internally or within the supply chain; significant adverse litigation or government action, including related to product liability claims; changes to applicable laws and regulations, including tax laws; changes in behavior and spending patterns of purchasers of products and services; financial instability of international economies and legal systems and sovereign risk. A further list and descriptions of these risks, uncertainties and other factors can be found within the Company's related filings with the Bolsa Mexicana de Valores. Any forward-looking statement made in this release speaks only as of the date of this release. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

WHO WE ARE



OUR FOOTPRINT





LatAm 45.1% of net sales



Points of Sale **310,000+**



Mexico 41.7% of net sales



Countries 18



USA 13.2% of net sales



Production Facility* 1



Brands 40+



1,100+ employees

"Innovation is part of our DNA"



CONSOLIDATED SALES MIX BY CATEGORY



46.2%⁽¹⁾
Total Net Sales

53.8%⁽¹⁾
Total net Sales



Personal Care



Over-the-Counter (OTC)

GROWTH STRATEGY: NEW CATEGORIES









Razors

Antibacterial



Infant Formula





Self-Diagnosis

POWER BRANDS IN MULTIPLE CATEGORIES: OTC









Pain Relief

Cough & Cold

Gastro & Anti-Hemorrhoids

Antibacterial



Anti-mycotics & Sexual Health



Isotonic Beverages



Self-Diagnosis



Infant Formula

POWER BRANDS IN MULTIPLE CATEGORIES: PERSONAL CARE





Shampoo



Hair Care



Beauty Creams



Skin Care



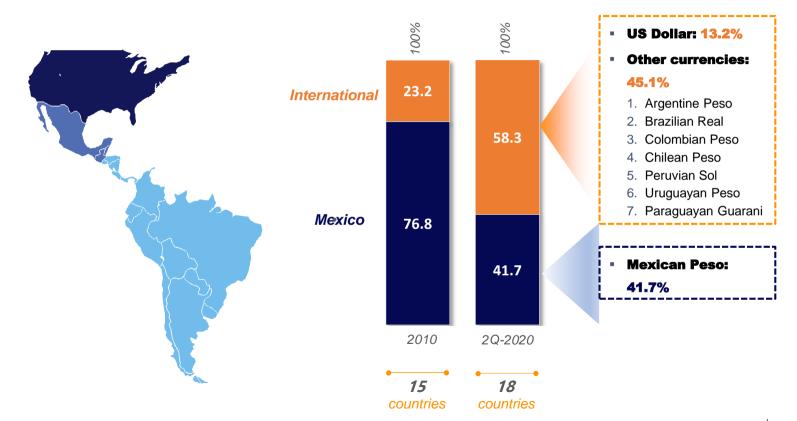
Anti-Acne & Cosmetics



Razors

WELL DIVERSIFIED BY REGION & CURRENCIES





OTC MARKET SHARE BY COUNTRY



Top Two Countries

As a percentage of sales









Highly Fragmented

By category penetration





CHILE 4.3% position 7th.

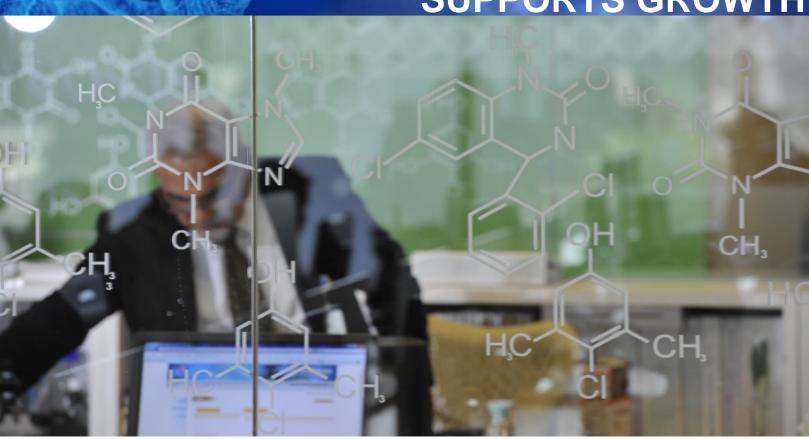
ECUADOR position 4th.

PERU position 6th.

COLOMBIA position 7th.

CAM (1) position 4th.

CORPORATE PLATFORM EFFICIENTLY **SUPPORTS GROWTH**



MANAGEMENT TEAM



JORGE LUIS BRAKE

CEO



SEPTEMBER 2018

Prior Experience:

- Senior Vice President at Laureate Education Inc.
- CEO of P&G's Latin America división
- 30+ years of experience in consumer goods

ANTONIO ZAMORA

CFO



DECEMBER 2015

Prior Experience:

- CCO Cydsa
- CFO Grupo LALA
- Strategic & Financial Planning PEPSICO
- · McKinsey & Co

MARCO SPARVIERI

coo



APRIL 2014

Prior Experience:

- EVP Sales P&G
- 20+ years of experience in consumer goods

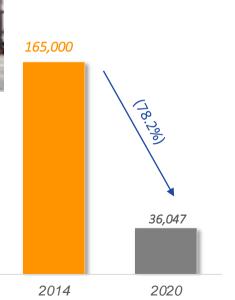
SUCESSFUL COST CONTAINMENT STRATEGY

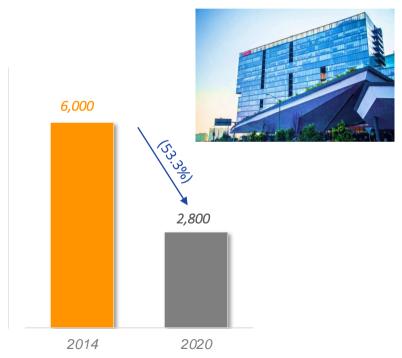


Warehouse Space (m²)

Corporate Office Space (m²)







CASH CONVERSION CYCLE (1)

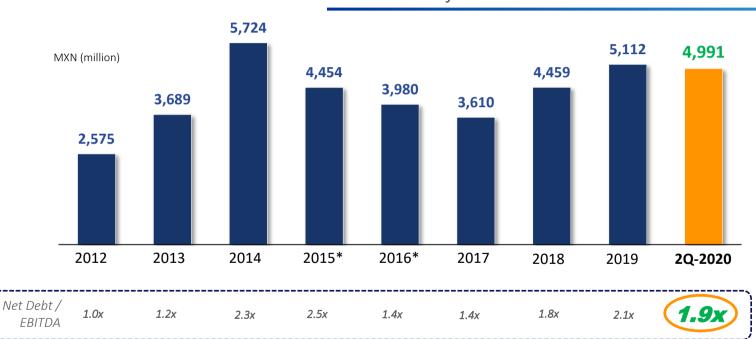




FINANCIAL POSITION







PILLARS OF THE NEW STRATEGY





NEW GROWTH STRATEGY



1) Product Innovation and Portfolio Optimization





Solid top-line growth with new brands and categories

YTD'20 Net Sales Mexico: +7.2%(1)

Product line extensions and innovation

YTD'20 Net Sales LatAm: +6.9%(1)









YTD'20 Net Sales U.S.: +22.2%(1)

NEW GROWTH STRATEGY



2) Best in class go-to-market

Agreement with Top Retailers











Direct Distribution Partnership



+200,000 POS served

Reinforcing advertising and visibility

Strong strategies to improve visibility among local pharmacies





Initial launch of Suerox® in the U.S.

MARKETING & COMMUNICATION STRATEGY



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







NEW GROWTH STRATEGY



3) World-class manufacturing and supply chain capabilities



PILLARS OF THE NEW STRATEGY



4) Corporate Culture



New Corporate

Philosophy

Gen-Book

Social Responsibility





S&P Dow Jones Indices A Division of S&P Global

LAB included in the **New Sustainable Index:**

"S&P/BMV Total Mexico Index"

COVID-19 RESPONSE



SOLID RESULTS 2020

NET SALES(1)

2Q: +10.9%

YTD: +8.7%

EBITDA(1)

2Q: +13.1%

YTD: +11.0%

Cost and Expense Control

Organization **Commitment**

New Categories and Product Innovation

Strong balance

position

NET INCOME⁽¹⁾

2Q: +48.4%

YTD: +48.2%

Optimal level of Operations

E-commerce Initiatives





GROWTH AND PROFITABILITY







Period	GDP Growth ⁽¹⁾	Net Sales Mexico ⁽²⁾	EBITDA Mexico ⁽²⁾
2Q' 2019	(1.1)%	+12.1%	+51.6%
3Q' 2019	(0.4)%	+14.1%	+35.5%
4Q' 2019	(0.7)%	+11.6%	+50.3%
1Q' 2020	(1.4)%	+9.7%	+76.0%
2Q' 2020	(18.9)%	+5.0%	+7.7%

⁽¹⁾ Source: INEGI.

COVID-19 RESPONSE





Donation of +950,000 Hygiene and Personal Care products









Donation of **10,000** meals to healthcare institutions



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 300 - 250 bps for growth

September 2020 | 27 (1) Genomma Lab estimation.

ECONOMIES OF SCALE AND SCOPE DRIVING HIGHER GROSS MARGINS



Opportunity areas



Producing



Raw Materials and Packaging Buying finished products

Fragmented raw material procurement

Direct control in all COGS components

Economies of scale



Labor Cost

Low scale, labor intensive processes

Un-synchronized Supply Chain Network State-of-the-art fully automated lines

Vertically integrated Supply Chain Network



Process

High setup times for changeovers

Highly efficient and flexible processes

ECONOMIES OF SCALE AND SCOPE DRIVING HIGHER GROSS MARGINS



Opportunity
areas

Outsourcing

Producing



Suppliers

Higher COGS due to co-packers profit margin

Eliminate co-packers profit margin



Logistics

Suppliers scattered throughout the country

Inefficient inbound and outbound truckbased logistics Integration of suppliers to industrial park

Leverage freight consolidation and lowcost train logistics for exports



Inventories

Higher inventories due to multiple warehouse network

Lower safety stocks required for raw materials and finished products

EXAMPLE OF REMOVING INEFFICIENCIES







Filling PE bottles with shampoo

CURRENT INBOUND LOGISTICS

195 km 4:17 hrs



PUEBLA



bottles

ADDITIONAL EXPENSES

Shipping and Handling

Storing

Cleaning

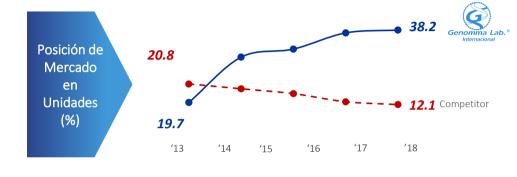
PROFITABILITY THROUGH COGS REDUCTION





Adquirida en 2012 de *Sidus*







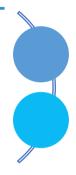
Source: Cid Latina - N02B + M01A.. September 2020 | 31

LONG-TERM FINANCING AND RATINGS



Long-term financing provided by:





~100MM USD

Loan Term: 8 years

Rating Agencies

FitchRatings

Short-Term: F1+(mex)

Long-Term: AA(mex)

Outlook: Stable



Short-Term:

HR 1

Long-Term:

Outlook: Stable

September 2020 | 32

MANUFACTURING FACILITY RENDER





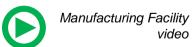
MANUFACTURING FACILITY UPDATE







Manufacturing Plant (September, 2020)



PC MANUFACTURING FACILITY UPDATE







Personal Care Production Line for Shampoo and Beverage



State-of-the-art fully automated equipment

PC MANUFACTURING FACILITY UPDATE





Water Treatment Machinery Room, for Personal Care Plant



Isotonic beverage production line for Suerox® brand

OTC MANUFACTURING FACILITY UPDATE







OTC Production Facility (State-of-the-art equipment)



IMPROVING EFFICENCY IN EXPORT LOGISTICS







Strategically Located

Manufacturing Plant (79 Acres)

"Puerta México"

(Most important train port in Mexico)

Distance between Plant & Puerta México: 1.5 mi

FINANCIAL HIGHLIGHTS



FINANCIAL RESULTS



Ps. million

Income Statement	2Q-2020	%	2Q-2019	%	Var %
Net Sales	\$ 3,636.3	100.0%	\$ 3,277.5	100.0%	+10.9%
Gross Profit	\$ 2,178.4	59.9%	\$ 2,087.9	63.7%	+4.3%
Operating Income	\$ 714.9	19.7%	\$ 633.3	19.3%	+12.9%
EBITDA ⁽¹⁾	\$ 754.9	20.8%	\$ 667.5	20.4%	+13.1%
Net Income	\$360.8	9.9%	\$243.2	7.4%	+48.4%



LatAm 45% of net sales for Q2-2020



Mexico 42% of net sales for Q2-2020



USA 13% of net sales for Q2-2020

FINANCIAL POSITION

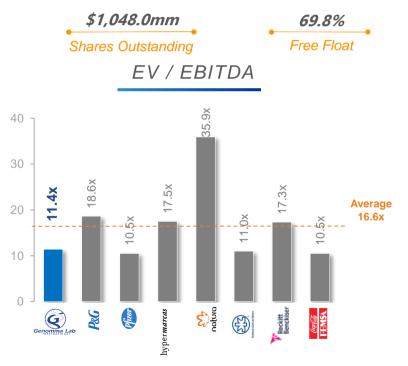


Ps. million	As	As of Dec 31,	
Financial Position	2020	2019	2019
Cash and Equivalents	\$1,209.5	\$1,214.2	\$922.9
Total Assets	\$21,101.8	\$19,412.3	\$19,254.8
Total Liabilities	\$12,162.5	\$11,491.1	\$11,280.6
Stockholders Equity	\$8,939.3	\$7,921.2	\$7,974.1

KEY VALUATION METRICS



Historical data do not reflect potential upside from new manufacturing plant



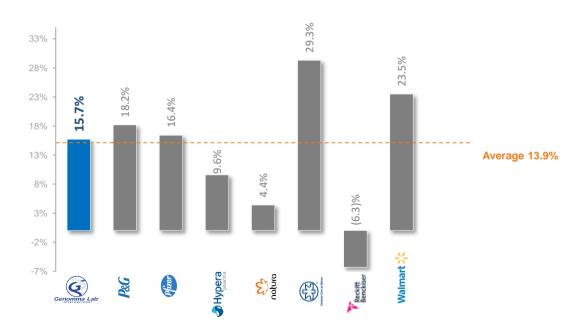


KEY VALUATION METRICS



ROIC including Intangibles

28.7% Genomma's ROIC excluding Intangibles



STOCK PERFORMANCE LTM





VIDEO LINKS































CONTACT:

Enrique González Head of Investor Relations Barbara Cano

InspIR Group - NY

Investor relations@genommalab.com +52 (55) 5081-0000

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.