



Genomma Lab.®
Internacional



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INVESTOR RELATIONS

CORPORATE PRESENTATION

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.

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WHO WE ARE: OUR FOOTPRINT

2

NEW GROWTH STRATEGY

3

NEW INDUSTRIAL CLUSTER

4

FINANCIAL HIGHLIGHTS

WHO WE ARE: OUR FOOTPRINT



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.

WHO WE ARE: OUR FOOTPRINT



LatAm **49%**
of net sales



Mexico **43%**
of net sales



USA **8%**
of net sales



Brands **50+**



Points of Sale
400,000+



Countries **18**



Industrial Cluster **1**



1,300+
employees

*“Innovation is part
of our DNA”*



OVER THE COUNTER PRODUCTS (OTC): 50.3% OF TOTAL SALES



Pain Relief



Cough & Cold



Gastro & Anti-Hemorrhoids



Anti-Flu



Anti-mycotics &
Sexual Health



Isotonic
Beverages



Antibacterial



Infant Formula



New categories

PERSONAL CARE PRODUCTS (PC): 49.7% OF TOTAL SALES



Shampoo



Hair Care



Beauty Creams



Skin Care & Micellar
water



Anti-Acne & Cosmetics

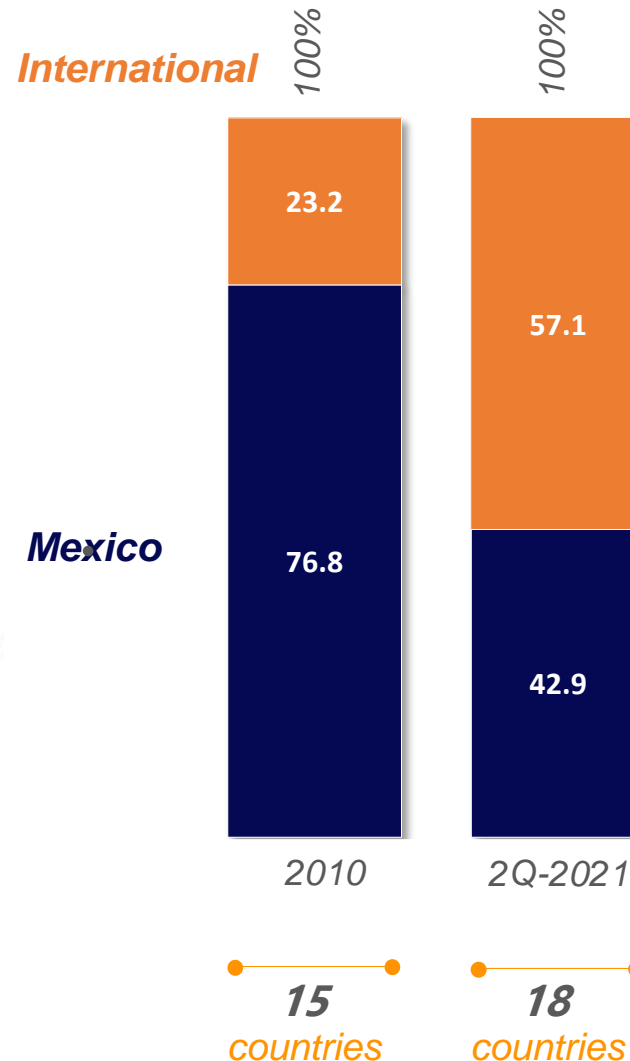
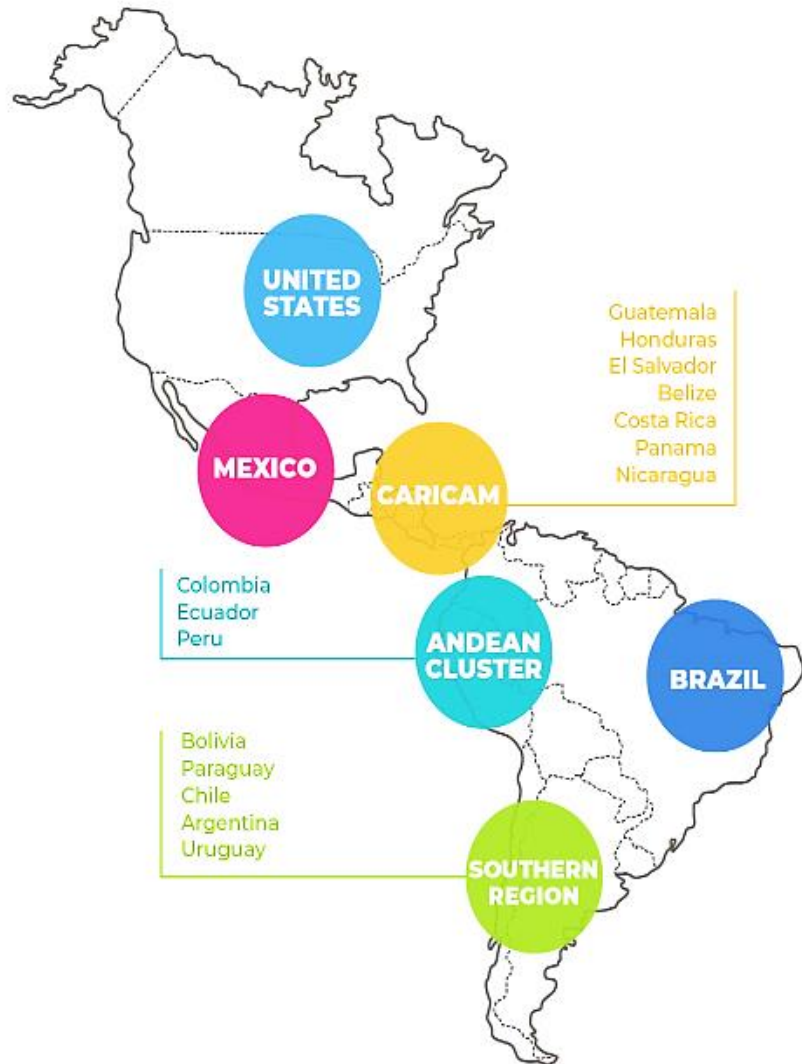


Razors



New categories

WELL DIVERSIFIED BY REGION & CURRENCIES



- **US Dollar: 8.2%**
- **Other currencies: 49.2%**
 1. Argentine Peso
 2. Brazilian Real
 3. Colombian Peso
 4. Chilean Peso
 5. Peruvian Sol
 6. Uruguayan Peso
 7. Paraguayan Guarani

- **Mexican Peso: 42.6%**

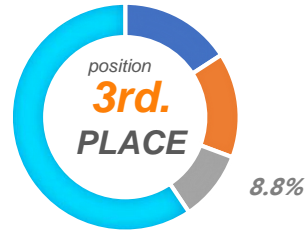
OTC MARKET SHARE BY COUNTRY

Top Two Countries

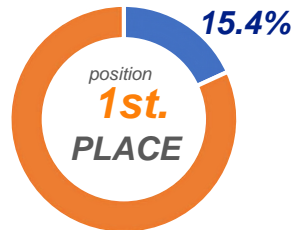
As a percentage of sales



MEXICO

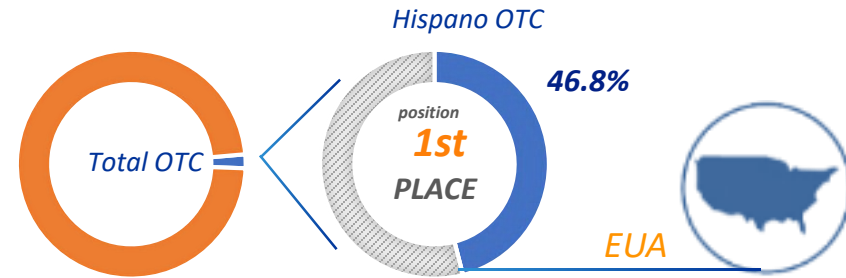


ARGENTINA



Highly Fragmented

By category penetration



CHILE

4.3%

position
7th.

ECUADOR

4.5%

position
4th.

PERU

4.7%

position
6th.

COLOMBIA

3.9%

position
7th.

CAM ⁽¹⁾

5.5%

position
4th.

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

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2 NEW GROWTH STRATEGY

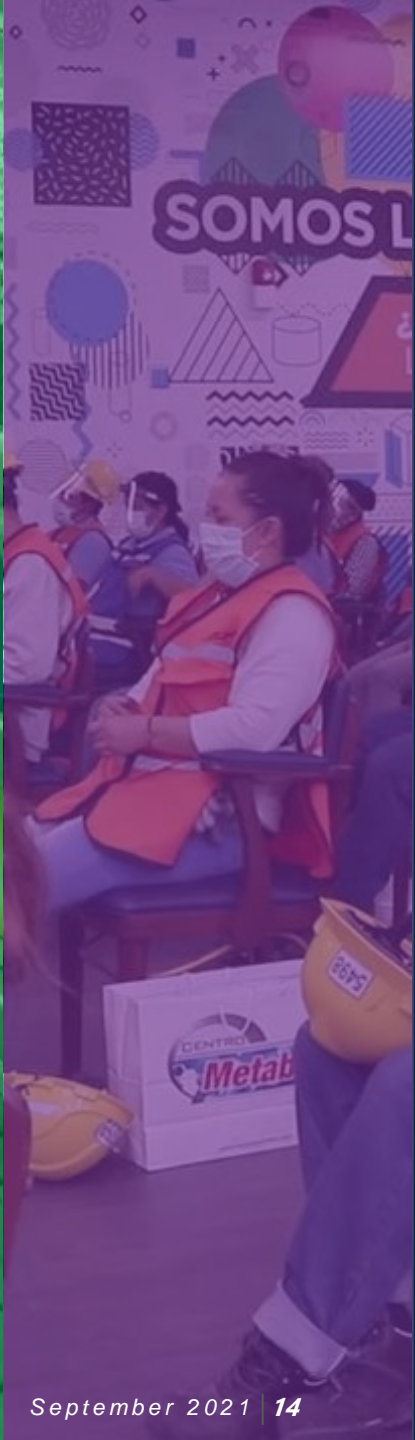


**Product Innovation &
Portfolio optimization**

**Best-in-class
Go-to-Market**

**World-class
Manufacturing & Supply
Chain**

**Corporate
Culture**



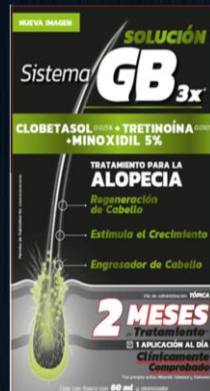
**NEW GROWTH
STRATEGY**

Product Innovation & Portfolio optimization



Sustainable Growth Strategy

New Products & SKU's





New category with
growth potential for
Mexico & LatAm

Manufactured by Edgewell
PC
(Exclusivity agreement)

Market Value
opportunity of **>100mm**
USD





Manufactured by
UP International
(Exclusivity agreement)

Exclusivity in LatAm
ex. Brazil



Market Value
opportunity of
>80mm USD

INNOVATION: DRIVER OF GROWTH

SOLID RESULTS 2021

NET SALES⁽¹⁾

2Q: +6.3%

EBITDA⁽¹⁾

2Q: +2.9%

NET INCOME⁽¹⁾

2Q: +5.1%

Cost and
Expense **Control**

Strong balance
position

Organization
Commitment

New Categories
and Product
Innovation

Optimal level of
Operations

E-commerce
Initiatives



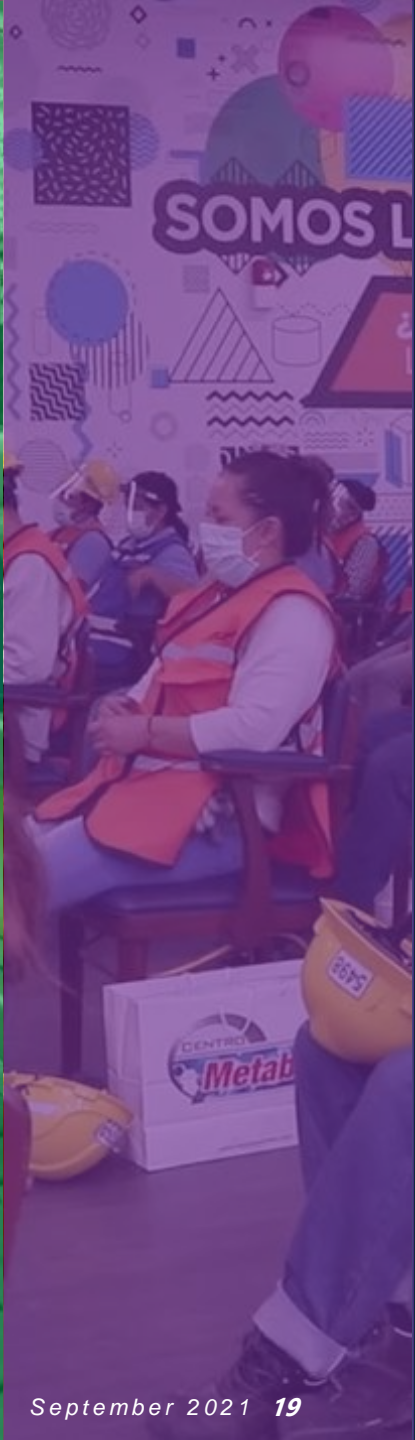
(1) Percentage of growth as compared with the same period of previous year.

**Product Innovation &
Portfolio optimization**

**Best-in-class
Go-to-Market**

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**NEW GROWTH
STRATEGY**

Wellness Center

Best-in-class
Go-to-Market



Traditional Channel

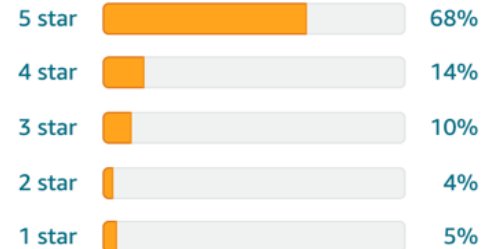
- **+400,000** Points of Sale
- **New Commercial Agreements** in Brazil
- Traditional Channel Expansion for **CAM & Andine Region**



Customer reviews

★★★★☆ 4.4 out of 5

5,598 global ratings



✓ How are ratings calculated?

amazon advertising

Ranking Increase from #3 to #2 across Amazon

Los más vendidos de Amazon

Nuestros productos más vendidos. Actualizado cada hora.

Los más vendidos en Tratamientos para Cicatrices y Estrías



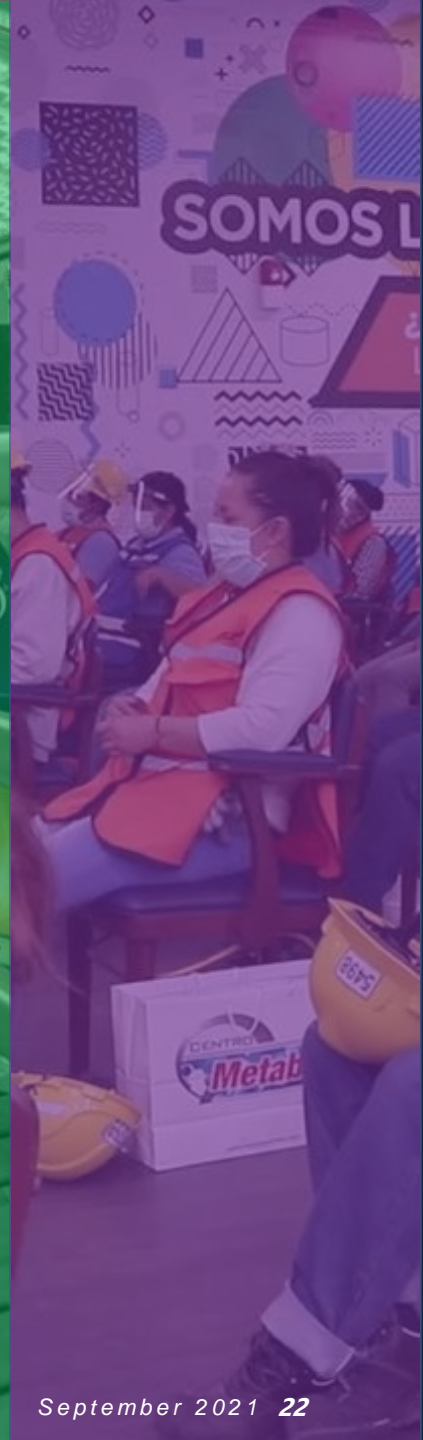
Online Customer Approval

**Product Innovation &
Portfolio optimization**

**Best-in-class
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**World-class
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Chain**

**Corporate
Culture**



**NEW GROWTH
STRATEGY**



World-class Manufacturing & Supply Chain

*2 out of 3 components
started operations (PC &
Warehouse)*

- Successful **relocation** of the **Finished Products Warehouse**
- Isotonic Beverage Line **started operations**.
- Commissioning of four additional lines
(**Shampoo, Ointments, Skin Care Line & Medical Devices**)



WORLD-CLASS MANUFACTURING & SUPPLY CHAIN



*New Manufacturing
Facility video*

WORLD-CLASS MANUFACTURING & SUPPLY CHAIN

New Warehouse

- Increased Warehouse capacity
- Speed & Accuracy in case picking
- Ensures product rotation.



WORLD-CLASS MANUFACTURING & SUPPLY CHAIN

Extrema - Minas Gerais

- One of the main **logistics hubs** in Brazil
- Improved level of **customer service**
- Reduced transit time in **+5 days**
- Logistics **cost reduction**
- **+ 6,000** pallets positions
- **+50%** increase of capacity.

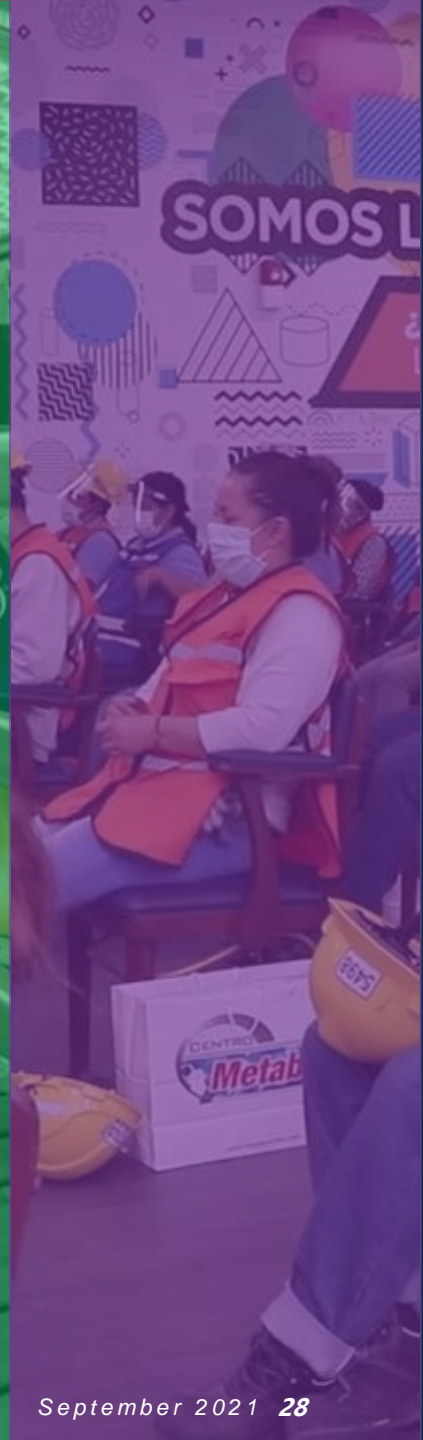


**Product Innovation &
Portfolio optimization**

**Best-in-class
Go-to-Market**

**World-class
Manufacturing & Supply
Chain**

**Corporate
Culture**



**NEW GROWTH
STRATEGY**



Corporate
Culture



Social Responsibility

**GLOBAL COMMITTEE
ON DIVERSITY, INCLUSION
AND GENDER EQUALITY**

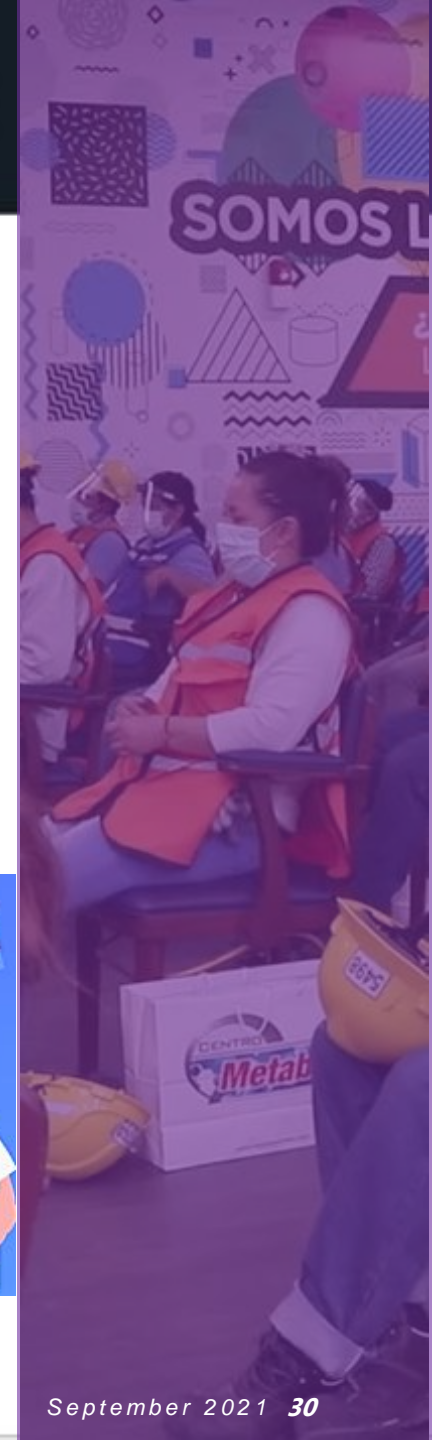


WE ARE GEN PEOPLE WITH TALENT

Breaking Down Barriers



Equal opportunity

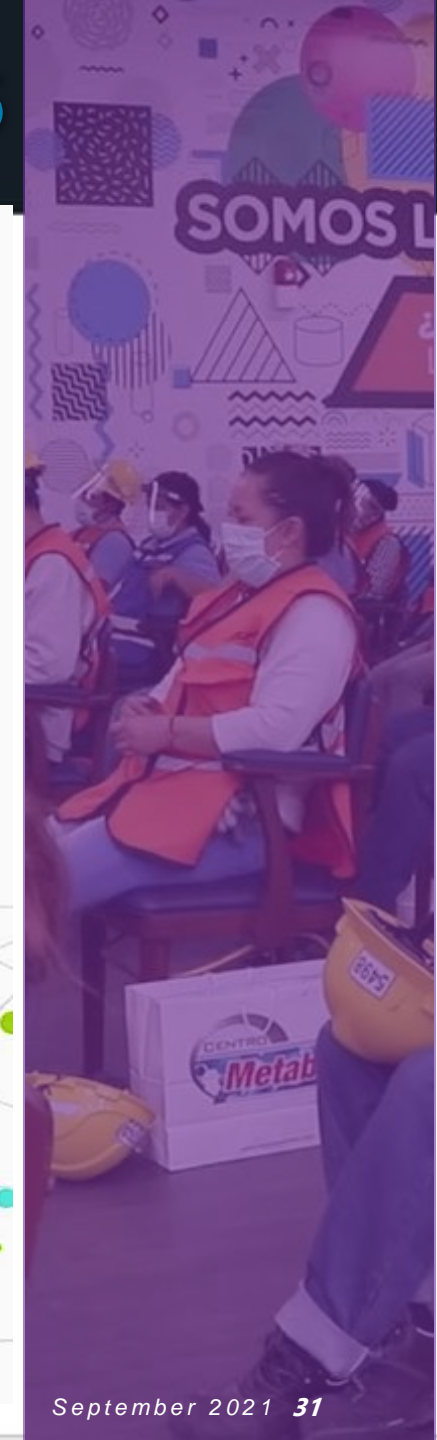




See our 2025
Sustainability Strategy

OUR SUSTAINABILITY 2025

A commitment to the future



Member of

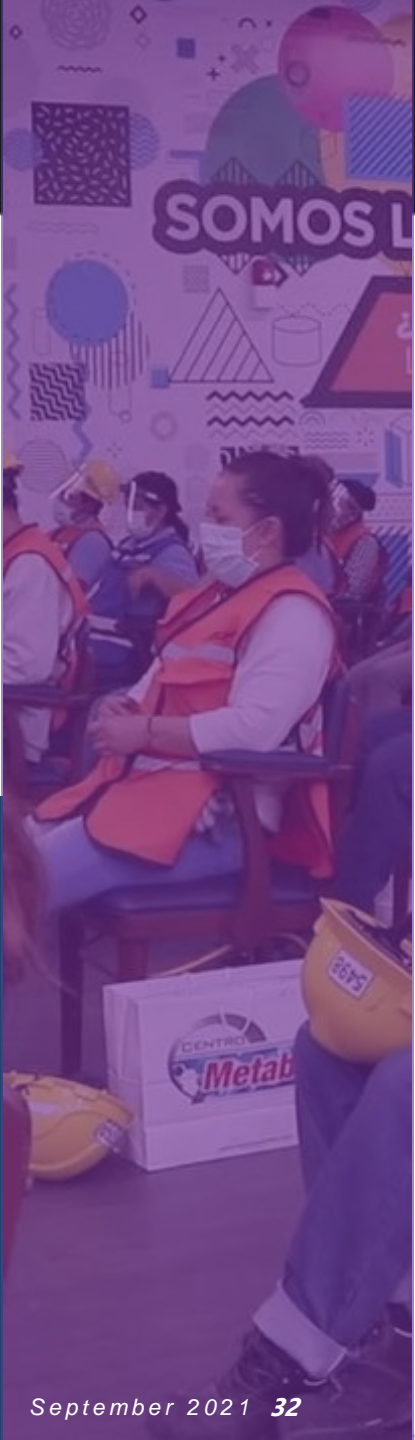
**Dow Jones
Sustainability Indices**

Powered by the S&P Global CSA



Part of the
S&P/BMV Total Mexico ESG Index
for 2nd consecutive year.

Recognized as one of the leading companies in ESG
practices.



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3 NEW INDUSTRIAL CLUSTER







Enhanced Value Equation

Higher Gross Margin

Superior Product Quality

Reliable Product Supply

LONG-TERM FINANCING & 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:
HR AA

Outlook:
Positive

Benefit from economies of scale and
efficient production capabilities



EBITDA
Synergies
~ 700 bps⁽¹⁾



Market Expansion:
Genomma Lab will
reinvest between
350 - 300 bps
for growth

(1) Genomma Lab estimation.

IMPROVING EFFICIENCY 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

PC MANUFACTURING FACILITY UPDATE



+5,000,000 bottles
produced in June-21

PC MANUFACTURING FACILITY UPDATE



*Personal Care Plant at San Cayetano State of Mexico
(Isotonic Beverage Line)*

PC MANUFACTURING FACILITY UPDATE



***Personal Care Plant at San Cayetano State of Mexico
(Isotonic Beverage Line)***

PC MANUFACTURING FACILITY UPDATE



***Personal Care Plant at San Cayetano State of Mexico
(Isotonic Beverage Line)***



*Personal Care Plant at San Cayetano State of Mexico
(Shampoo Line)*



*Personal Care Plant at San Cayetano State of Mexico
(Skin Care Line)*



*Personal Care Plant at San Cayetano State of Mexico
(Skin Care Line)*



***Personal Care Plant at San Cayetano State of Mexico
(Skin Care Line)***

OTC MANUFACTURING FACILITY UPDATE



State-of-the-art equipment



***OTC Plant Manufacturing
Equipment***





*State-of-the-art
equipment*



Blister machine for OTC pills

OTC MANUFACTURING FACILITY UPDATE

Water chiller system for OTC Plant



Tube filling equipment for semi-solid production line

Tanks system for liquid OTC production



Semi-solid production line






**State-of-the-art
equipment**






ECONOMIES OF SCALE AND SCOPE

DRIVING HIGHER GROSS MARGINS

Opportunity areas	Outsourcing	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 truck-based logistics	Integration of suppliers to industrial park Leverage freight consolidation and low-cost 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

TOLUCA



**Filling PE
bottles with
shampoo**

CURRENT INBOUND LOGISTICS

**195 km
4:17 hrs**



PUEBLA



**Blowing PE
bottles**

ADDITIONAL EXPENSES

Shipping and Handling

Storing

Cleaning

PROFITABILITY THROUGH COGS REDUCTION

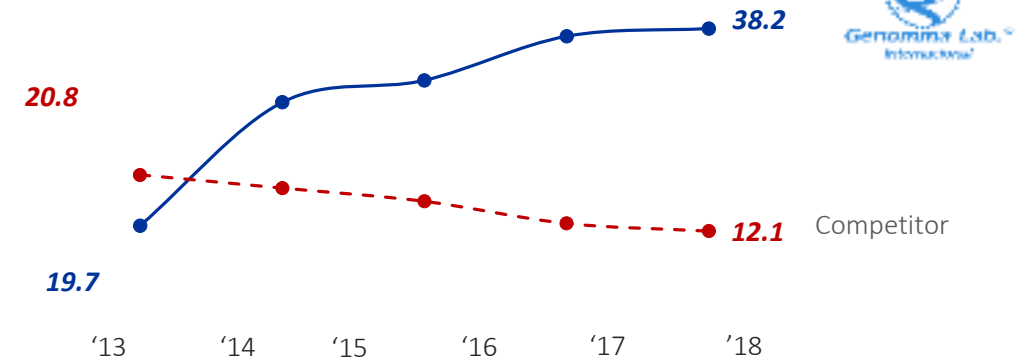
Tafirol®

Acquired in 2012
from Sidus

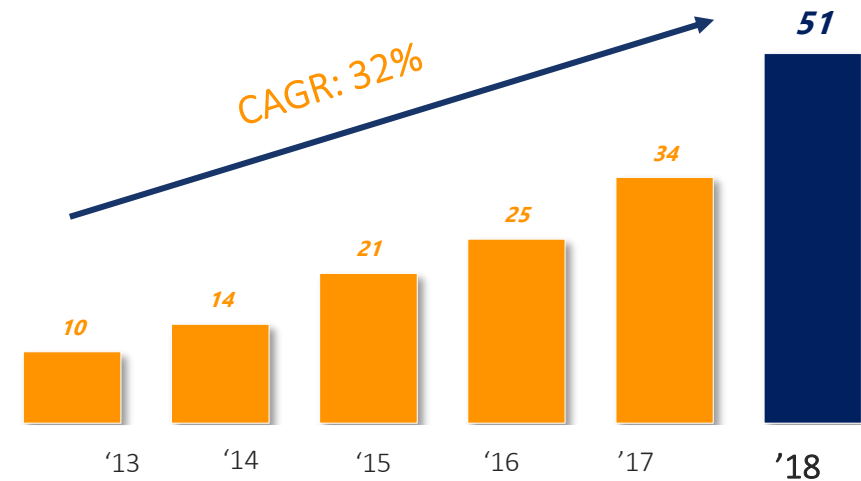


Portfolio of products

Market
Share in
units (%)



Net Sales in
USD million



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FINANCIAL HIGHLIGHTS



Ps. million

Income Statement	2Q-2021	%	2Q-2020	%	Var %
Net Sales	\$3,865.4	100.0%	\$3,547.7	100.0%	+6.3%
Gross Profit	\$2,351.6	60.8%	\$2,178.4	59.9%	+8.0%
Operating Income	\$742.0	19.2%	\$714.9	19.7%	+3.8%
EBITDA ⁽¹⁾	\$776.5	20.1%	\$754.9	20.8%	+2.9%
Net Income	\$379.2	9.8%	\$360.8	9.9%	+5.1%



LatAm **49%**
of net sales
for Q2-2021



Mexico **43%**
of net sales
for Q2-2021



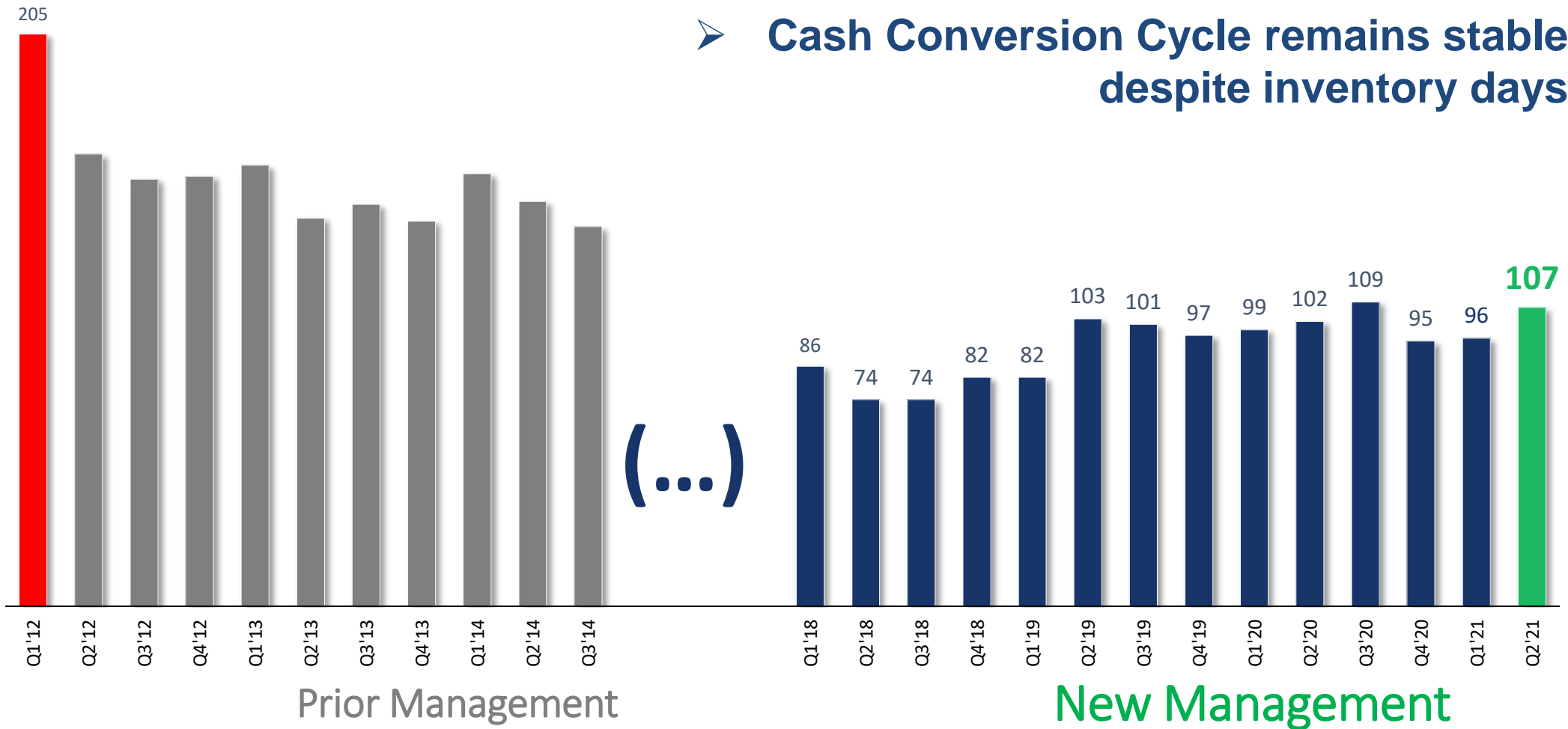
USA **8%**
of net sales
for Q2-2021

(1) EBITDA defined as operating income before D&A

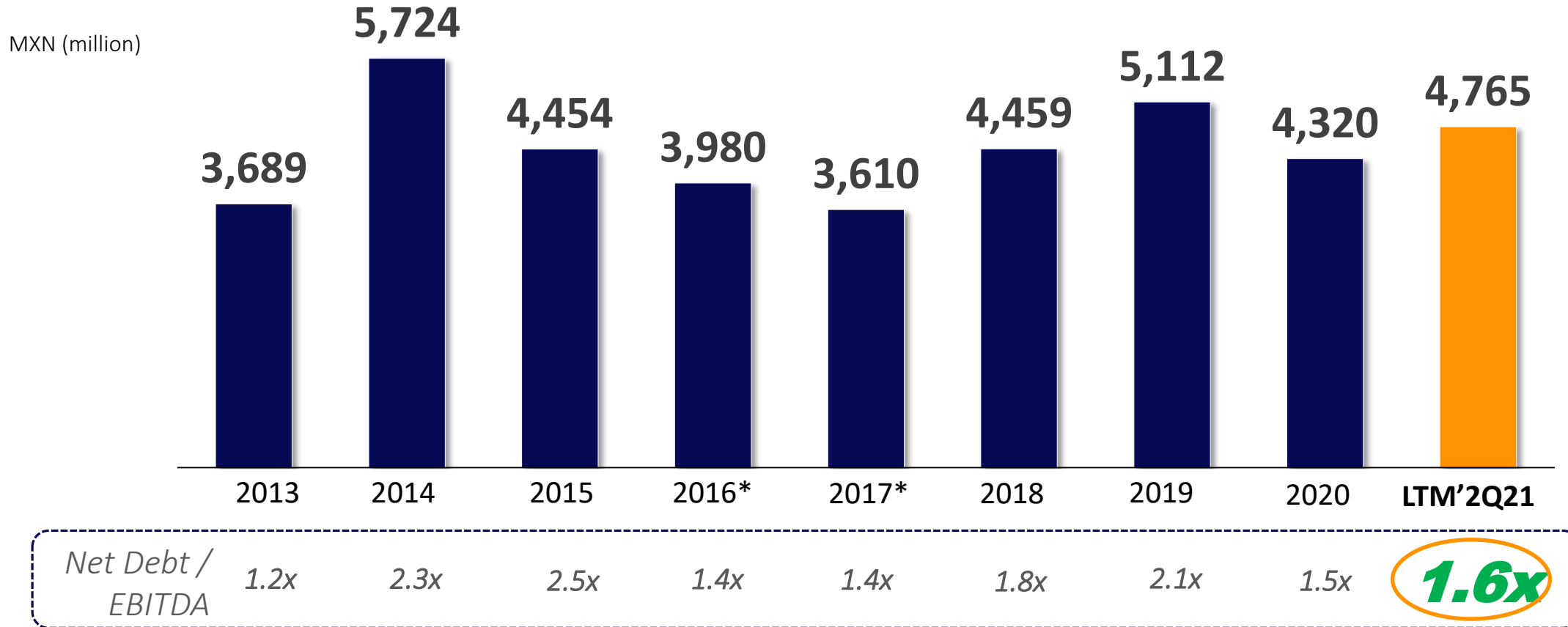
<i>Ps. million</i>	As of June 30,		As of Dec 31,
Financial Position	2021	2020	2020
Cash and Equivalents	\$1,409.0	\$1,209.5	\$2,103.9
Total Assets	\$22,869.8	\$21,101.8	\$22,132.6
Total Liabilities	\$12,734.9	\$12,162.5	\$12,498.4
Stockholders Equity	\$10,134.9	\$8,939.3	\$9,634.2

CASH CONVERSION CYCLE ⁽¹⁾

➤ Cash Conversion Cycle remains stable despite inventory days

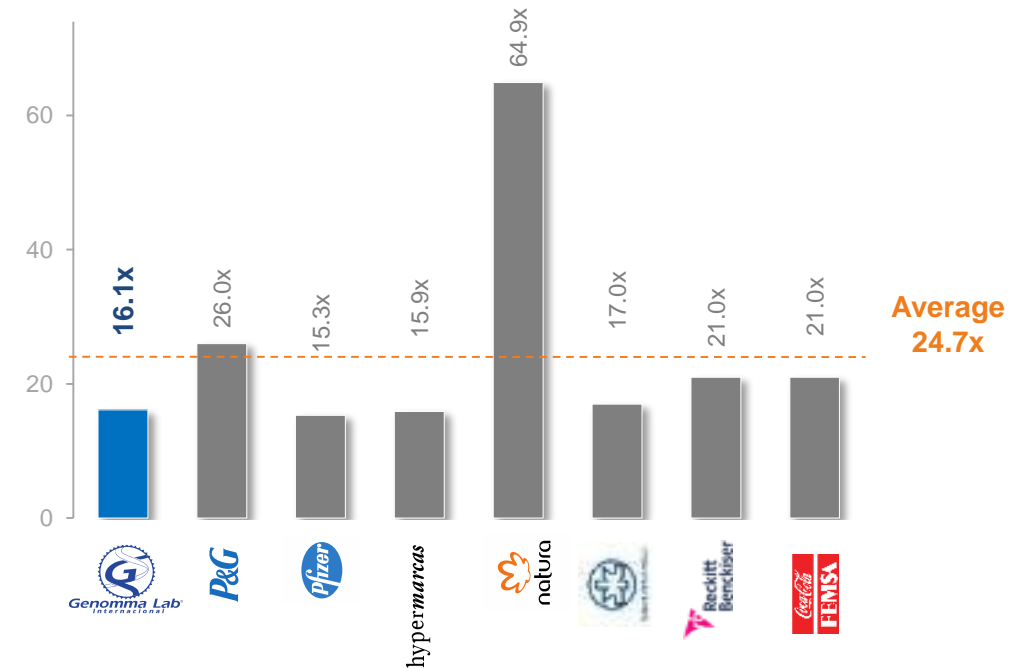
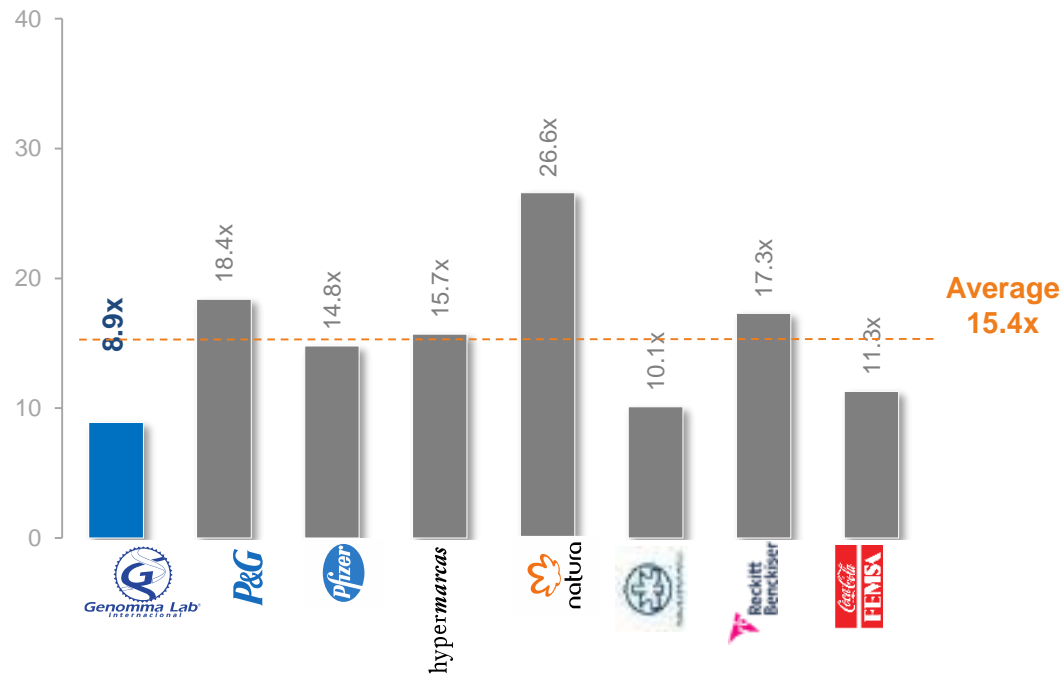


(1) Cash Conversion Cycle = Days of accounts receivable + days of inventories – days of trade payables



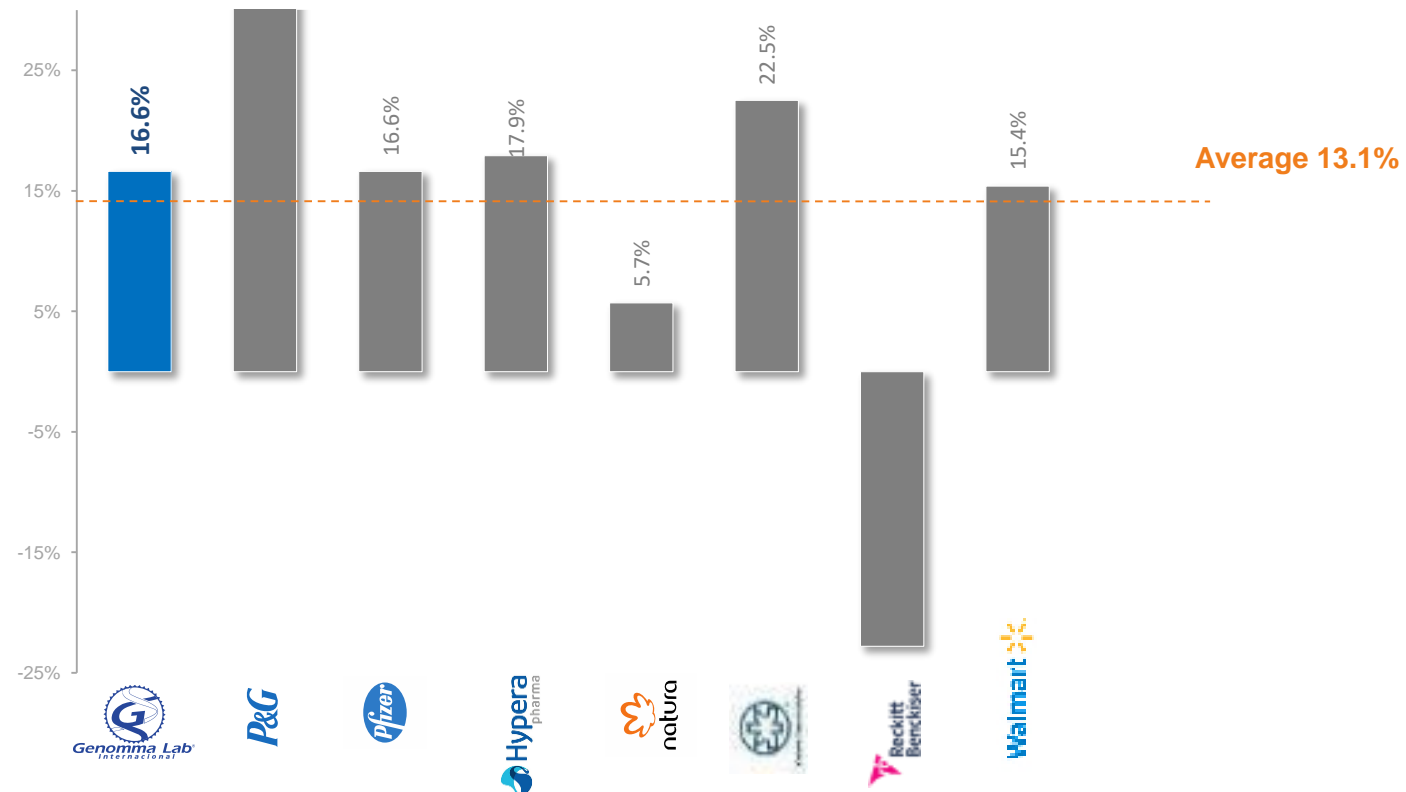
*Adjusted EBITDA for 2015 and 2016 due to change in Genomma Lab's financial policies

Historical data do not reflect **potential upside** from new manufacturing plant

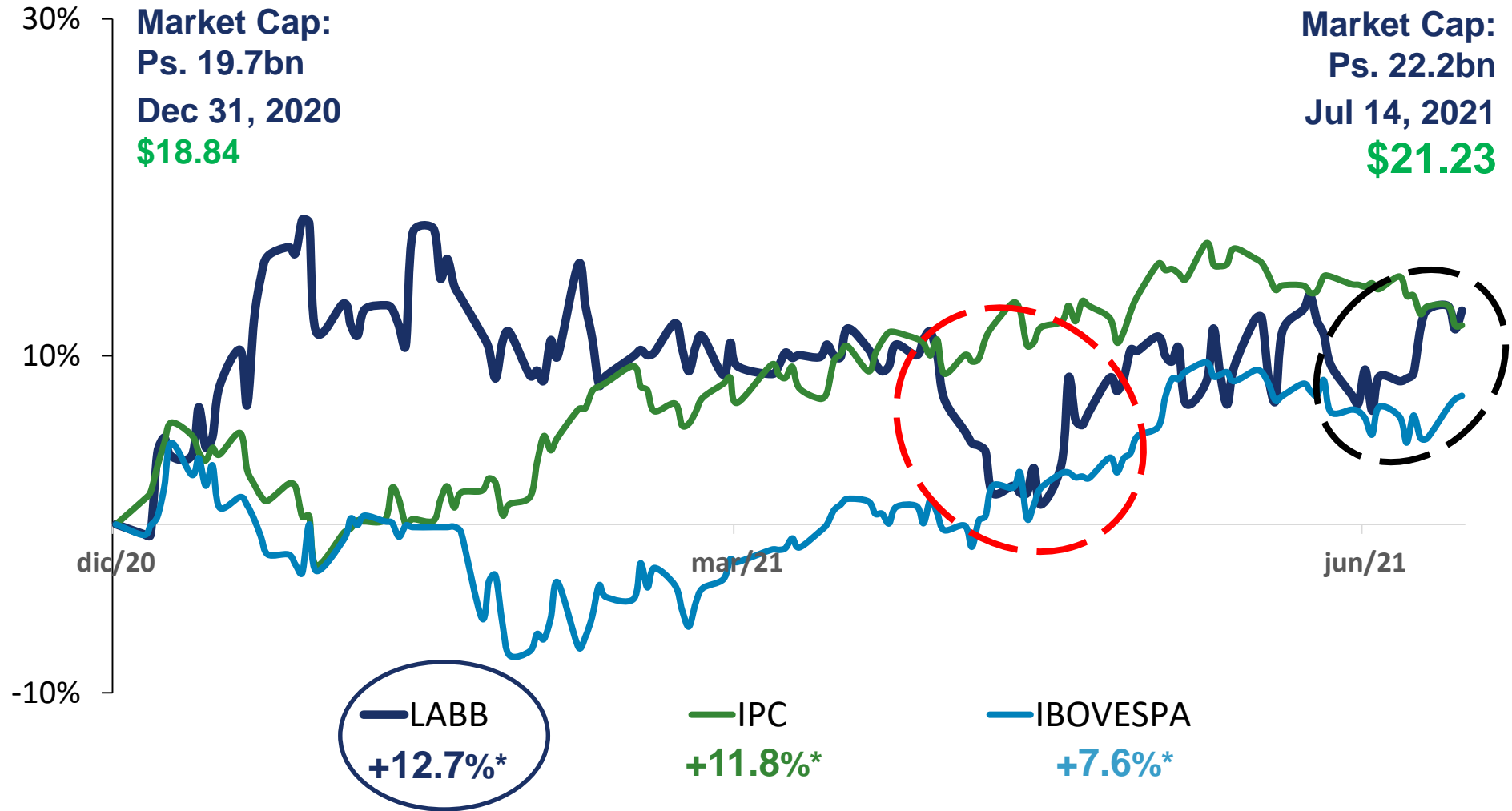


ROIC including Intangibles

30.4%
Genomma's
ROIC excluding
Intangibles

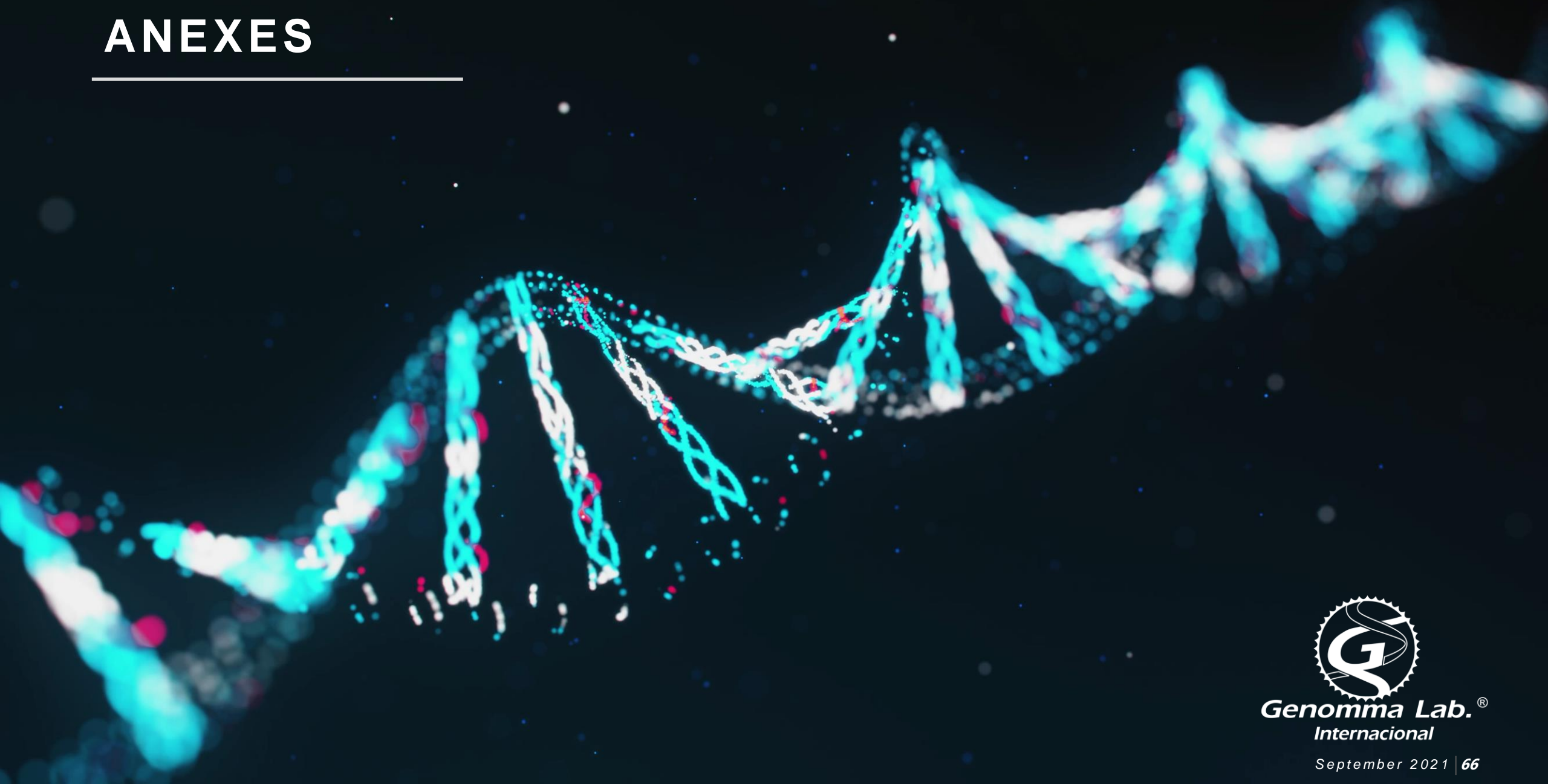


LABB STOCK & IPC YTD PERFORMANCE



*Performance registered from Dec 31, 2020 to Jun 14, 2021

ANEXES



Genomma Lab.®
Internacional

September 2021 | 66



BUFFERIN



Novamil



Tío NACHO
EFICACIA



GROOMEN



Asepxia



NEXT


Fundación
Genomma Lab.®

SOCIAL
RESPONSIBILITY