



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

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3-year Profit & Growth Strategy

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*** New High-Growth Strategy**

- **Leading Pharmaceutical and Personal Care Company**

- Consistent base growth
- Best-in-Class Go-To-market
- Superior Brand Value (Methodology, Quality, Communications, Accesibility)



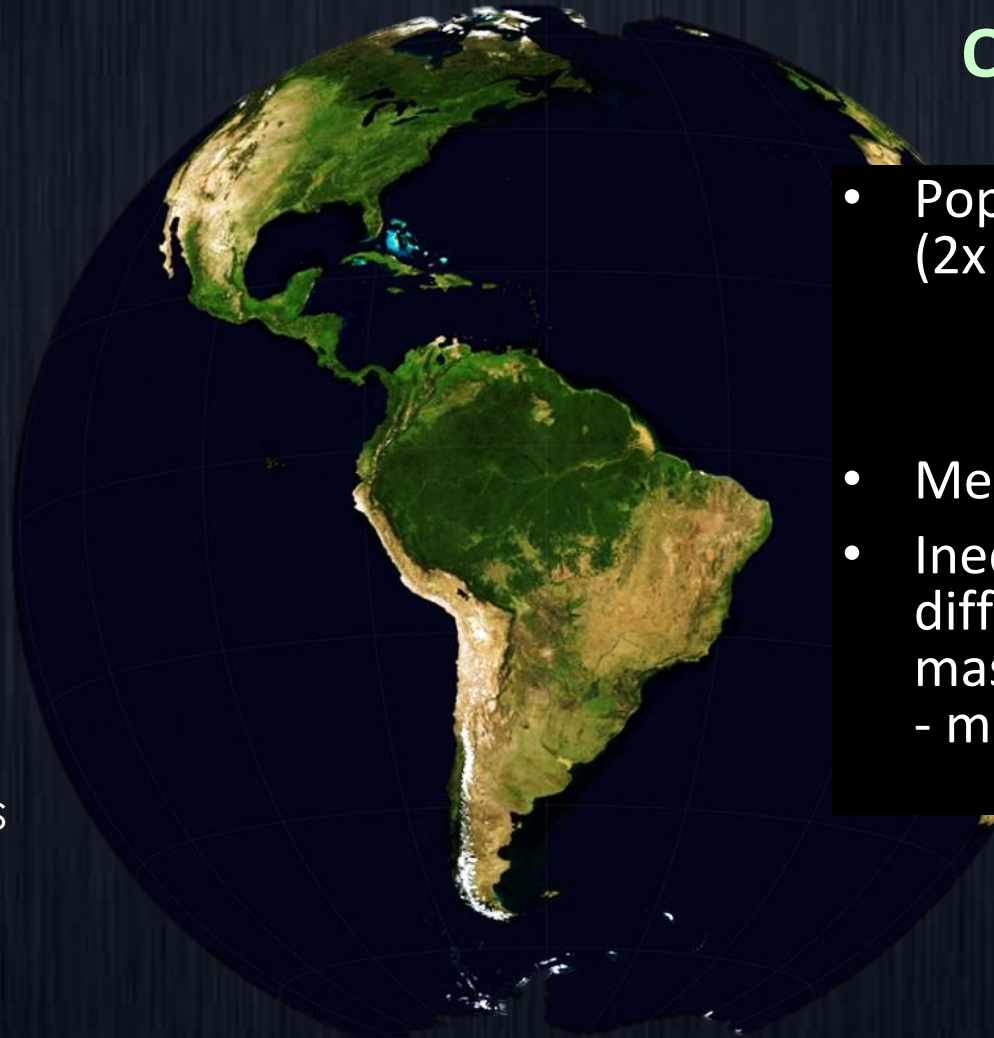
- **“The ideal Partner for Latin America and the U.S. Hispanic Market”**

- Europe : United Pharmaceuticals
- U.S. : Edgewell
- Israel : Oramed
- Japan : Rohto
- Assessing selected **high-ROIC** potential partnerships focused in
 - 1) Aging population
 - 2) Gen Y and Z markets
 - 3) Climate and sustainability positive impact
 - 4) Technology leveraging our capabilities

Footprint : Latin America

CHALLENGES

- General economy stagnation
- Political instability
- Employment & Livelihood crisis
- Increment in illicit economic activity
- Countries recessions



OPPORTUNITIES

- Population + **663** million (2x USA)
 - GDP per capita 0.2 x USA
 - Total GDP = 0.4x USA
- Median Age : **31** years
- Inequality translates into different **consumer categories** - mass market - masstige

Genomma's Solid Base Business

Double Digit Growth

50% of all Categories
despite the COVID-19
Pandemic and other
macro headwinds



Mid-to-High Single Digit Growth

5 out of 14 categories

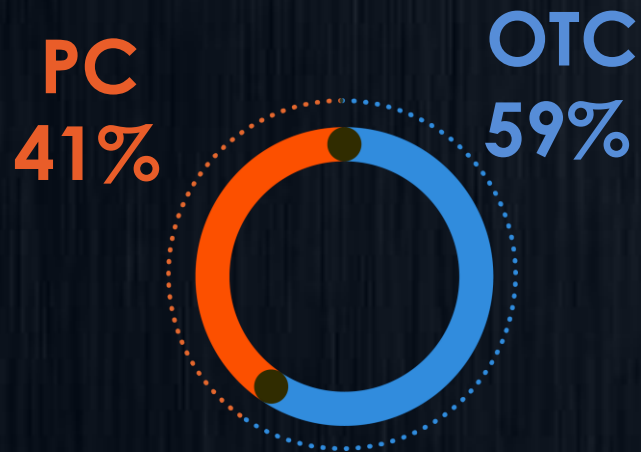
low-to-mid single digit

Cough and Cold category
impacted by Pandemia

Genomma Lab Internacional : Base Business

- Genomma develops, manufactures and markets a broad range of **premium branded products**, many of which are leaders in their categories

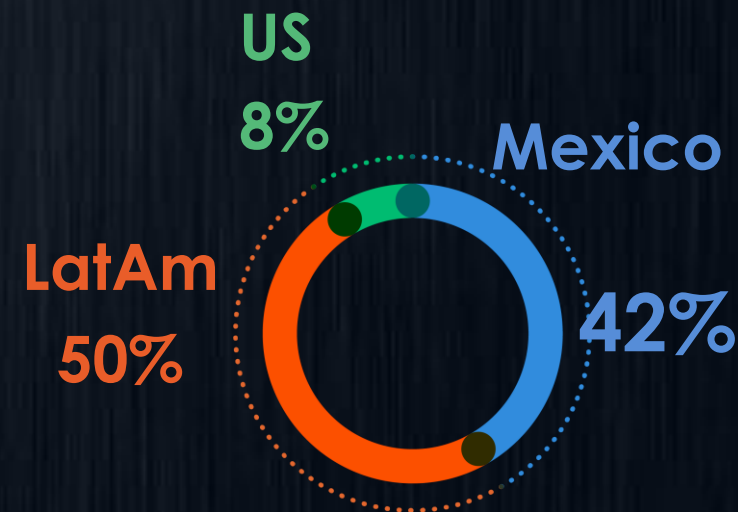
SEGMENT



MEGA-BRANDS



GEOGRAPHY



Over The Counter Products (OTC): 54.7% Of Total Sales*



Pain Relief



Cough & Cold



Gastro & Anti-Hemorrhoids



Anti-mycotics &
Sexual Health



Isotonic beverages



Anti-Flu

Personal Care Products (PC): 45.3% Of Total Sales*



Specialized Hair Care



Skin Care



Beauty Care



Shampoo



Anti-Acne & Cosmetics



Antibacterial



Male Care & Grooming



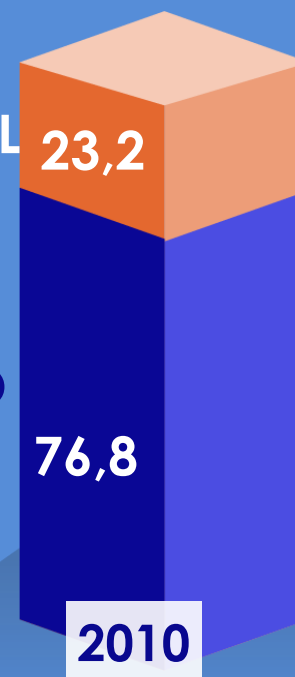
Infant Nutrition

Proven International Business Model

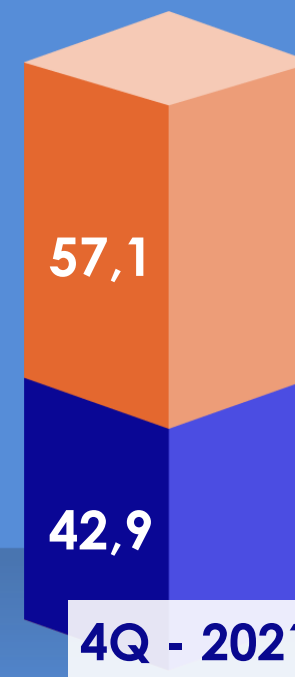


INTERNATIONAL

MEXICO



2010
15
CONTRIES



4Q - 2021
18
CONTRIES

US dollar:
8,4%

Other currencies:
49,8%

1. Brazilian Real
2. Colombian Peso
3. Chilean Peso
4. Peruvian Sol
5. Argentine Peso
6. Uruguayan Peso
7. Paraguayan Guarani

Mexican peso

Relied On Experienced **Management Team**

JORGE BRAKE
CEO



Prior Experience:

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

ANTONIO ZAMORA
CFO



Prior Experience:

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

MARCO SPARVIERI
COO



Prior Experience:

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

Seasoned Board of Directors

Majority of Board Members are Independent

RODRIGO HERRERA *Chairman*



Prior Experience:

- Founder
- 25+ years of experience in Business, Marketing & Brand positioning strategies
- Strategic Investor



Ricardo Gutiérrez

CEO CP Latina
Industrials
Oil & Gas



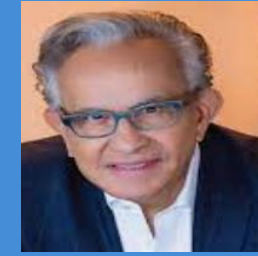
Carlos Vara

CEO Vace Partners
Investment Banking
Strategic Investor



Francisco Forastieri

Senior Partner Law
Former Secretary of
Genomma Lab



Javier Vale

CEO Havas Vale
Media Expert
Digital Marketing



Burkhard Wittek

Forum Investments
Partner
Germany



Sabrina Herrera

E-Commerce
Entrepreneur
Consumer Goods



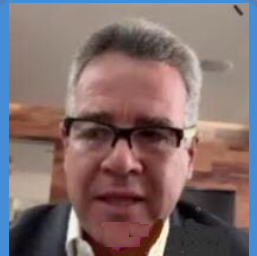
Juan Alonso

International Investor
Real Estate
Master Franchises



Juan Gavito

CEO Airos Capital
Private Equity



Ignacio Gonzalez

CEO Pavisa
Glass

Genomma Lab Internacional in Summary



*Asepxia, Cicatricure, Suerox, Tio Nacho, Tafirol, Novamil, Groomen, Goicoechea, XL-3, Alliviax, Nizkon, QG-5, Lomecan, Unesia, Sistema GB, Teatrical, DiabeTX, Vanart

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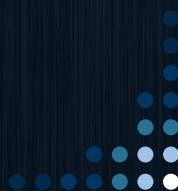
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3-year Profit & Growth Strategy





PURPOSE:

Empower people to have
amazing health and wellness



VISION:

A leading company in the
categories in which
we compete

NET SALES

+1.0bn USD

EBITDA

25%

CCC

50 days

Evolution of Growth Strategy

3-year trend : consistent Sales and Profit growth

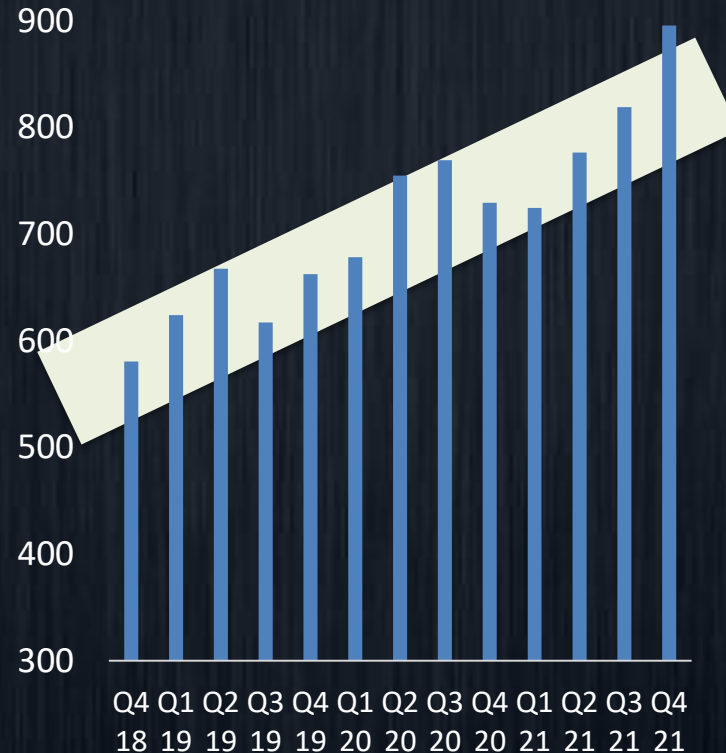
Net Revenues



Stabilization Phase

MM PS

EBITDA



INITIATIVES TO FURTHER IMPROVE PROFITABILITY

- Manufacturing Plant and Supply Chain synergies
- AI-based media investment optimization
- Cost optimization strategies
- Strategic Partnerships leveraging infrastructure and capabilities
- Sweeten Product Portfolio Mix

Growth Strategic Framework → 2025





Product Innovation

Royal Jelly Shampoo
Healthy Hair, Healthy Planet



Recycled

Eco-friendly

Recycled

High quality ingredients

Conscious
communication

100%
sustainable
packaging



100% recycled
and recyclable
PETE bottle

Recycling
meeting
points



Product Innovation

Cicatricure® GOLD LIFT

Masstige
Affordable
Luxury

Hi-quality
Performance



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New High (Inorganic) Growth Strategy

M&A

- Current environment : high valuations due to global appetite in OTC and PC brands, and low interest rates

PARTNERSHIPS

- Innovative products and services
- Extensive R&D capabilities
- Low capital investments
- Leverage existing manufacturing infrastructure



**High ROIC ->
Shareholder
value creation**

“The ideal Partner **for** Latin America **and the U.S. Hispanic Market**”



UP International





TESTIMONIO REAL.



New category with
growth potential for
Mexico & LatAm

Manufactured by
Edgewell PC
(Strategic Partnership)

Market Value
opportunity of
>100mm USD

Strategic Alliances



UP International



Manufactured by
UP International
(Strategic Partnership)

Exclusivity in Mexico
and Latin America
ex. Brazil

Market Value
opportunity of
>80mm USD

**ORAVAX TARGETS
3 DIFFERENTS PROTEINS,
NOT JUST SPIKE**



Clinical Trials Mexico Oral COVID Vaccine



Superior Brand Communication



Novamil®



Cicatricure®



GROOMEN



Asepxia®



SUEROX®



SOCIAL
RESPONSIBILITY

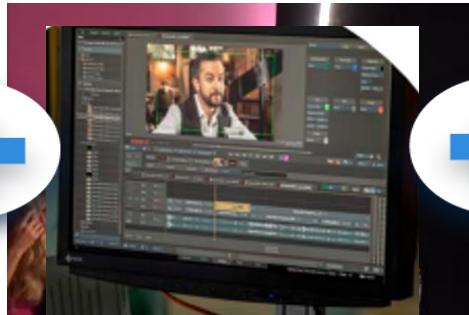
Click on images to watch the latest product communication

Proprietary Process to Win the Consumer Experience

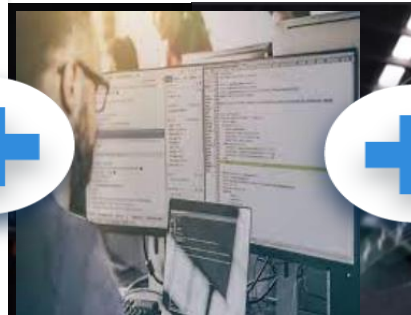
Always-on Analytics and Precision Marketing



Understanding
of Consumers
Choices



Online Market
Research with
Thousands of
Consumers



Design Experts
in
E-Commerce
& Digital



Effective
communication
vehicles



Across all
media
platforms

January 2022 |

The largest Content Studio (25 years) in the world of CPGs and Pharma Companies, now including Digital Content



TV, Digital, Multi-format capabilities

- 25 years developing the largest multi-media content in Latin America
- > 2.1 PetaBytes of media content
(Over 2,140,000,000 GB of photos, videos, animation & digital content produced in-house)
- Cost to produce content: 70-80% lower cost
- Use of AI to optimize media investments

From the Bottom-of-the-Pyramid to the top Best in Class Go-to-Market

Traditional Channel

- **+308,000**
Points of Sale



Multi- Channel

- Modern Trade
- Pharma Wholesalers
- Pharma Chain
- E-Commerce (B2C)
- Amazon & other e-Retailers
- Direct Sales Distribution (DSD)
- Independent Pharmacies
- Mom & Pops (bodegas)

Superior POS visibility



Corporate Culture & Organization

Genomma Way



Breaking Down Barriers



Equal opportunity

How are we doing it?

- Upskilling
- Competitive Compensation
- Career Development
- Connected Organization



[Click here to read our 2025 Sustainability Strategy](#)



Member of
**Dow Jones
Sustainability Indices**

Powered by the S&P Global CSA

**+10 Years Being Recognized
As One Of The Leading
Companies In ESG Practices.**

Capital Allocation, Ratings & Long-term Financing

- CASH DIVIDEND
- SHARE BUY-BACKS
- OPTIMIZE FINANCIAL LEVERAGE
- STRATEGIC PARTNERSHIPS / M&A

FitchRatings

Short-Term:
F1+(mex)

Long-Term:
AA(mex)

Outlook:
Positive

Short-Term:
HR+1

Long-Term:
HR AA

Outlook:
Positive



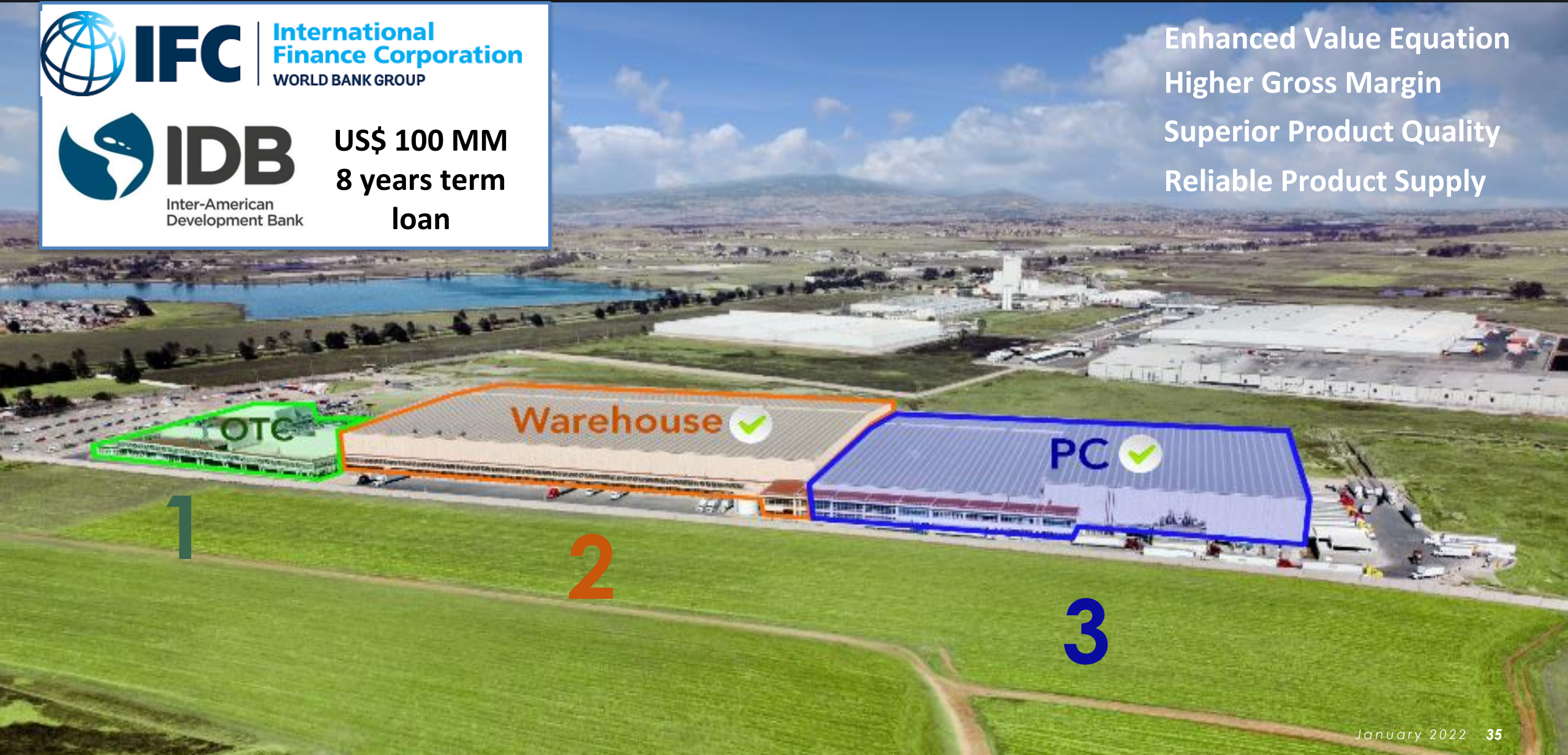
Credit
Rating
Agency

World-class Manufacturing & Supply Chain



US\$ 100 MM
8 years term
loan

Enhanced Value Equation
Higher Gross Margin
Superior Product Quality
Reliable Product Supply



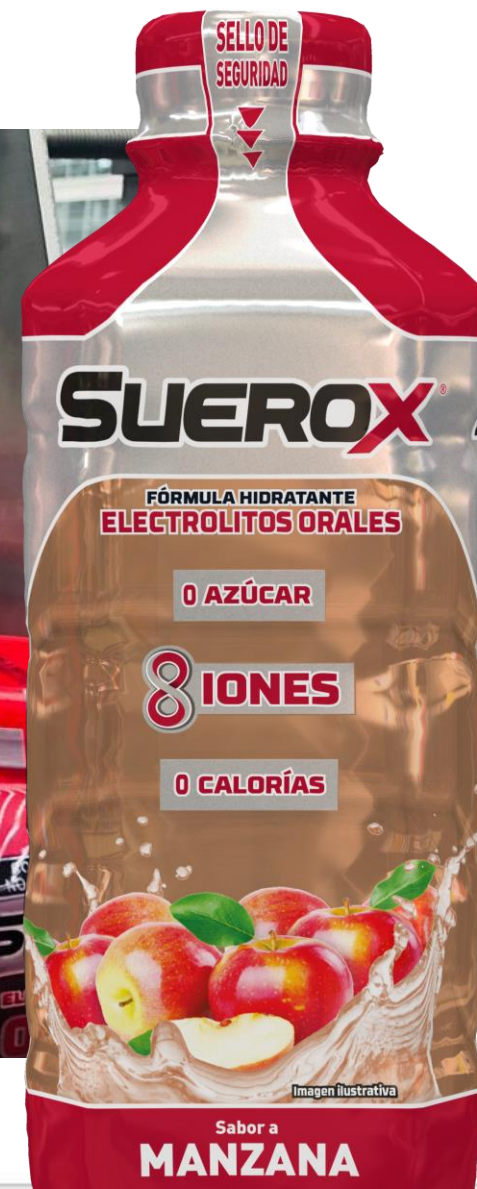
PC Manufacturing Facility **Update**



Suerox® Manufacturing Line
+7,000,000 bottles
produced in Sep-21



Isotonic Beverage Line



Central Warehouse, PC and OTC Manufacturing Facility



OTC Manufacturing Facility **Update**

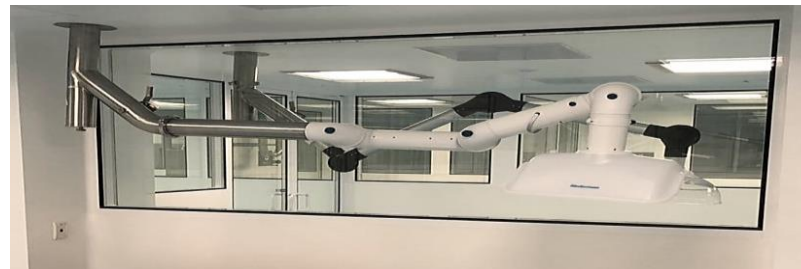
Tube filling equipment for semi-solid production line



Water chiller system for OTC Plant



Semi-solid production line



State-of-the-art equipment



Tanks system for liquid OTC production

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Quarterly Financial Results

Ps. million

Income Statement	Q4-2021	%	Q4-2020	%	Var %
Net Sales	\$4,062.7	100.0%	\$3,471.4	100.0%	+17.0%
Gross Profit	\$2,562.0	63.1%	\$2,158.2	62.2%	+18.7%
Operating Income	\$850.7	20.9%	\$680.9	19.6%	+24.9%
EBITDA ⁽¹⁾	\$889.9	21.9%	\$720.3	20.7%	+23.6%



LatAm **46%**
of net sales
for Q4-2021



Mexico **45%**
of net sales
for Q4-2021

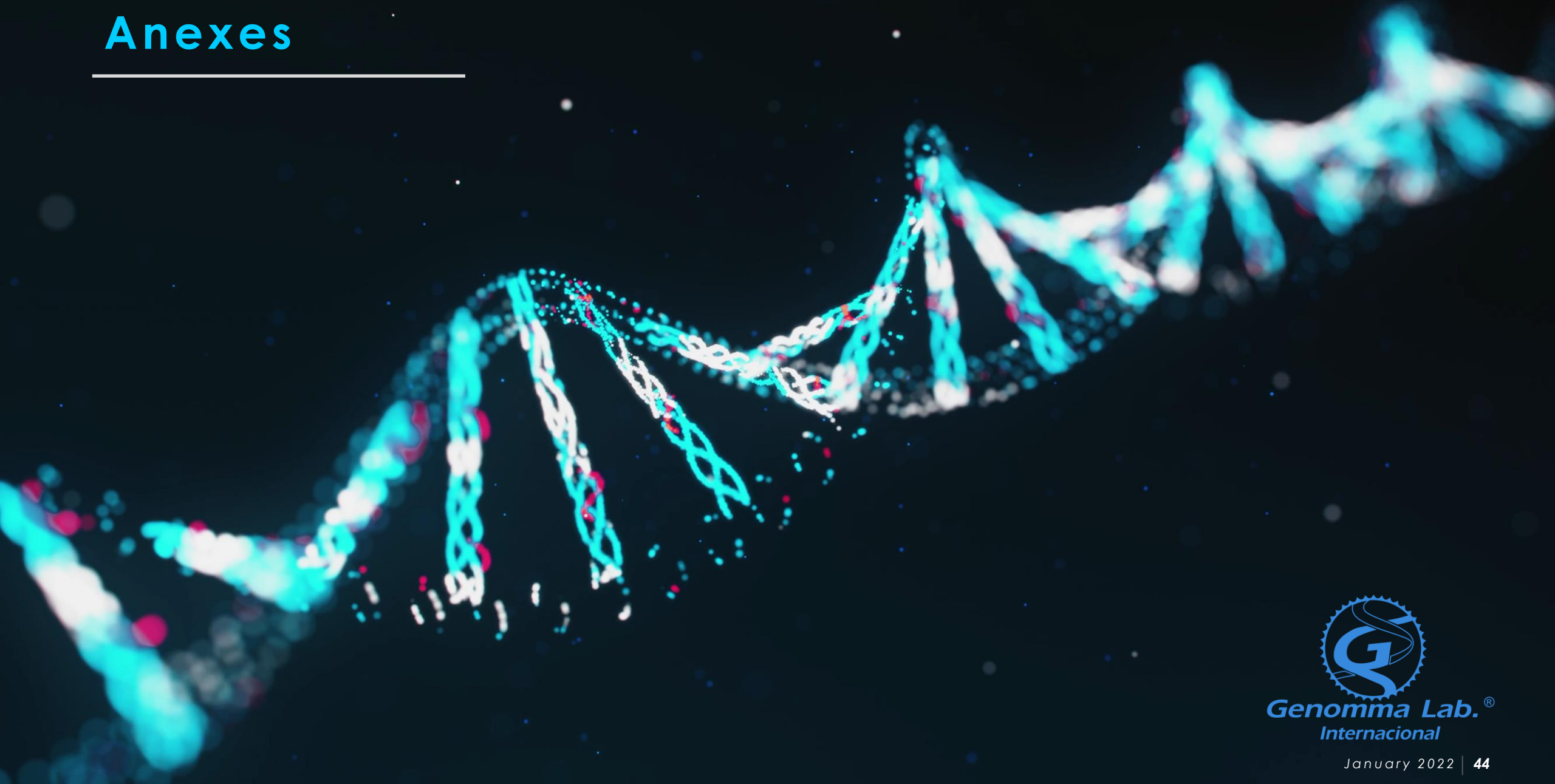


USA **9%**
of net sales
for Q4-2021

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

<i>Ps. million</i>	As of Dec 31,		As of Sep 30,
Financial Position	2021	2020	2021
Total Assets	\$22,467.1	\$22,132.6	\$23,230.9
Total Liabilities	\$11,461.0	\$12,498.4	\$12,636.1
Total Current Liabilities	\$6,593.3	\$6,614.1	\$7,145.3
Stockholders Equity	\$11,006.1	\$9,634.2	\$10,594.8

Anexes



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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

OTC Market Share By Country

Top Two Countries



MEXICO



ARGENTINA



Growth Potential

CAM ⁽¹⁾

position
4th.



ECUADOR

position
4th.



CHILE

position
5th.



PERÚ

position
6th.



COLOMBIA

position
7th.



Leadership



**> 70% share
in the Region**



**> 30% share
in Argentina**

Profitability Through COGs Reduction

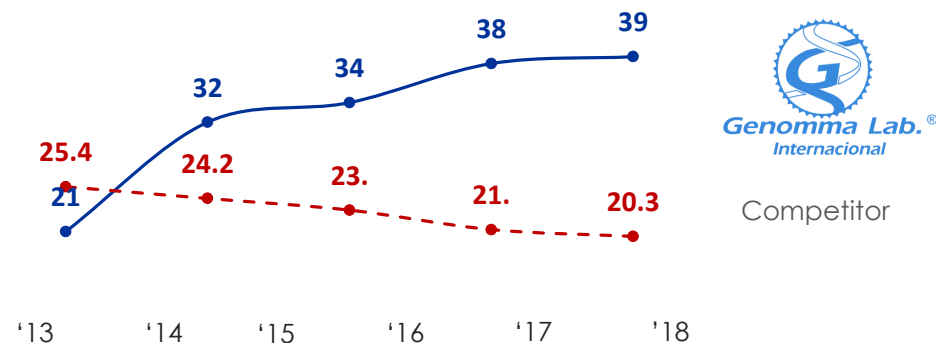
Tafirol®

Acquired in 2012
from Sidus



Portfolio of products

Market
Share in
units (%)



Net Sales
in USD
million

