



***Genomma Lab.®***  
***Internacional***



***Genomma Lab.***®  
***Internacional***



# **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.

# Content

1

**Who We Are: Our Footprint**

2

**3-year Profit & Growth Strategy**

3

**Financial Review**





**Genomma Lab<sup>®</sup>**  
*Internacional*

## **\* 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)



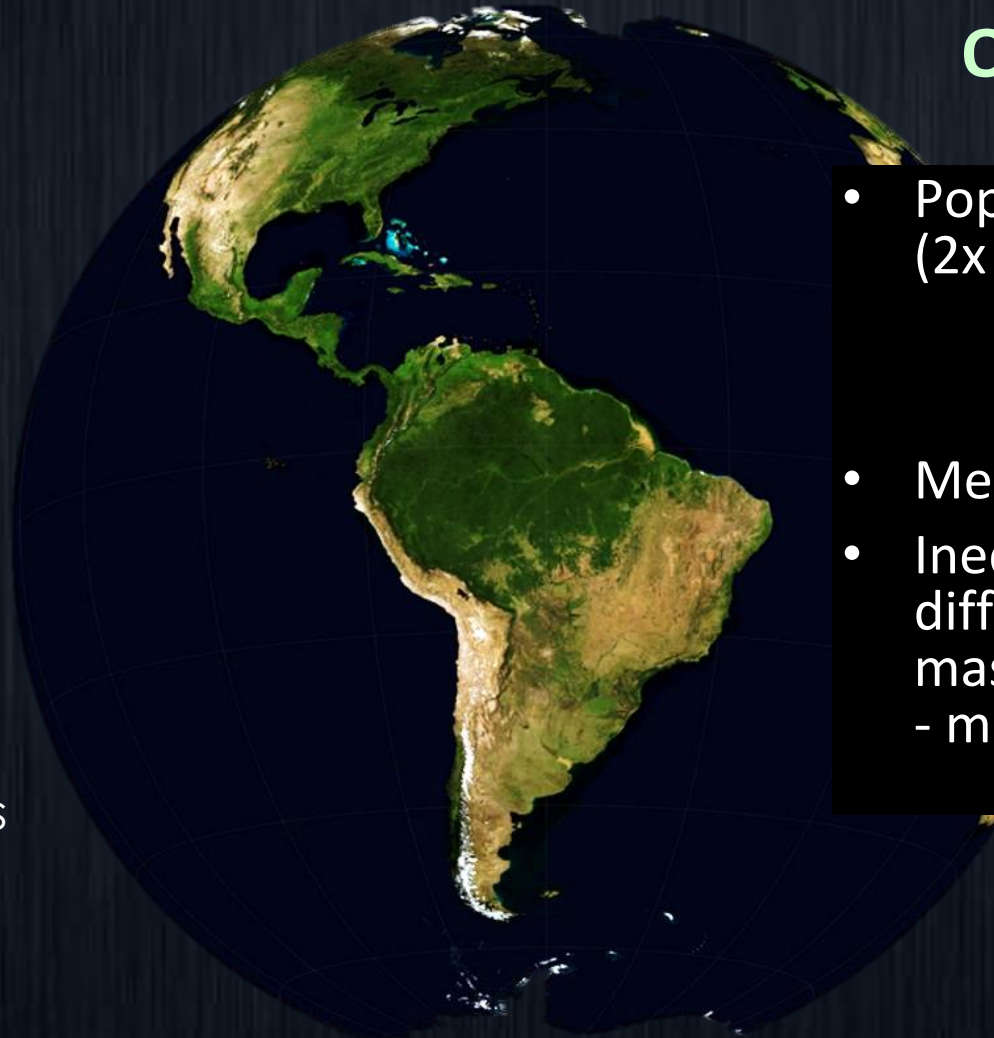
- **“The ideal Partner for Latin America and the U.S. Hispanic Market”**

- 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

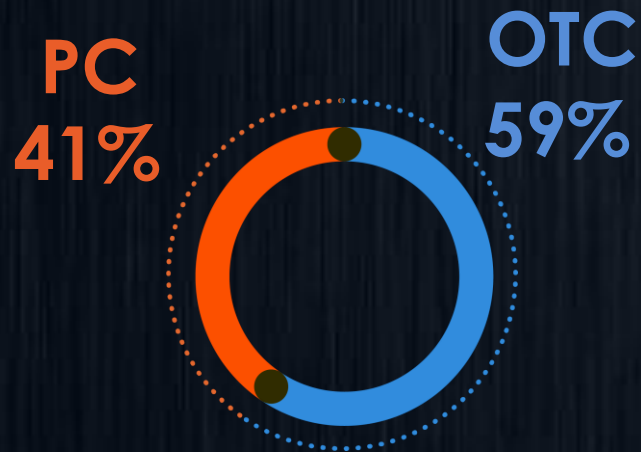
Cough and Cold category  
impacted by Pandemia



# 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

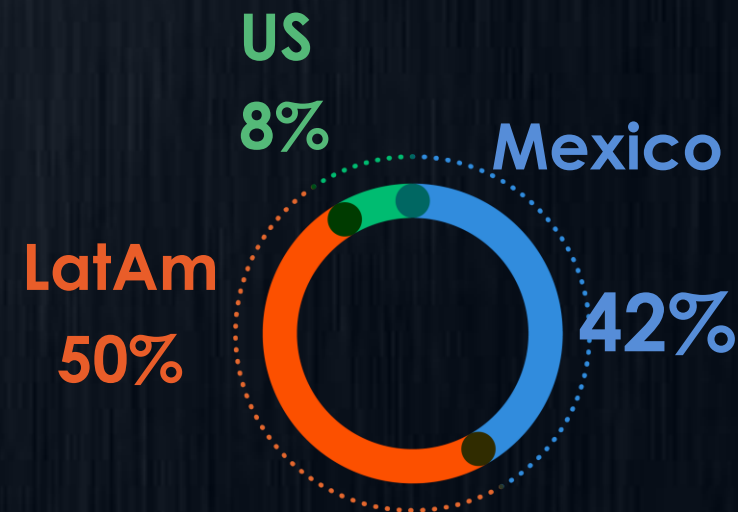
## SEGMENT



## 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



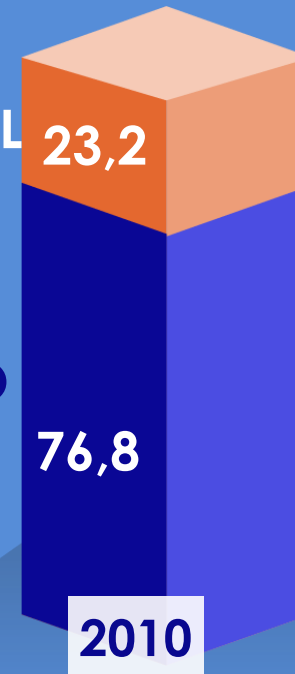
Infant Nutrition

# Proven International Business Model



## INTERNATIONAL

## MEXICO



2010  
15  
CONTRIES

1Q - 2022  
18  
CONTRIES

US dollar:  
**10,3%**

Other currencies:  
**50,7%**

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:**

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- 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:**

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

**MARCO SPARVIERI**  
**COO**



**Prior Experience:**

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- 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



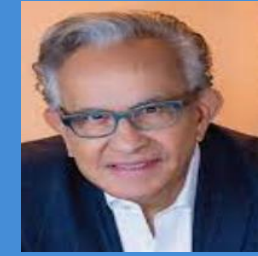
**Carlos Vara**

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

# Content

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**Who We Are: Our Footprint**

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**3-year Profit & Growth Strategy**

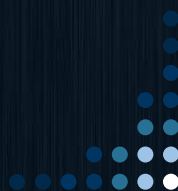
3

**Financial Review**



2

## 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%

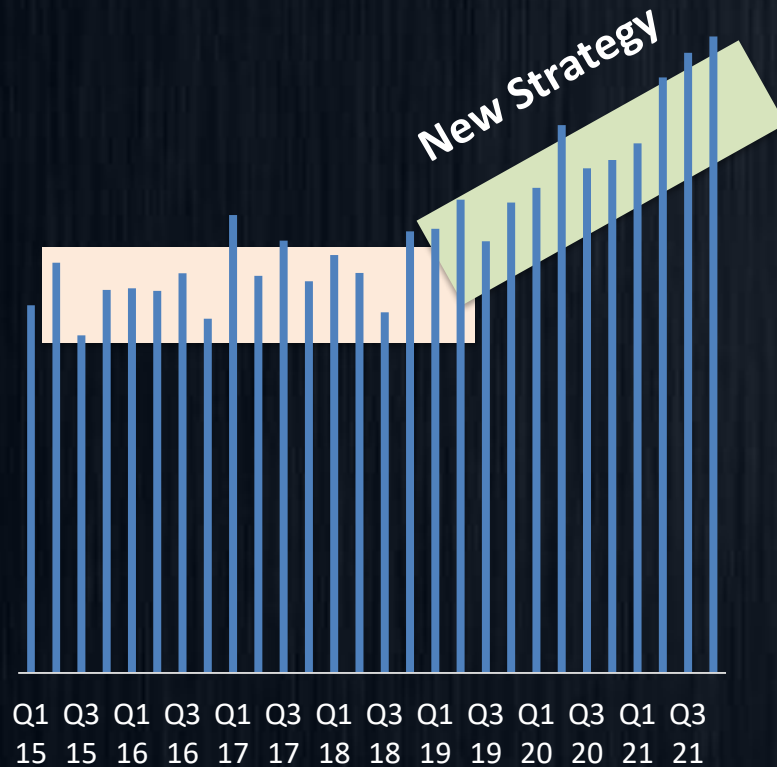
## CCC

50 days

# Evolution of Growth Strategy

## 3-year trend : consistent Sales and Profit growth

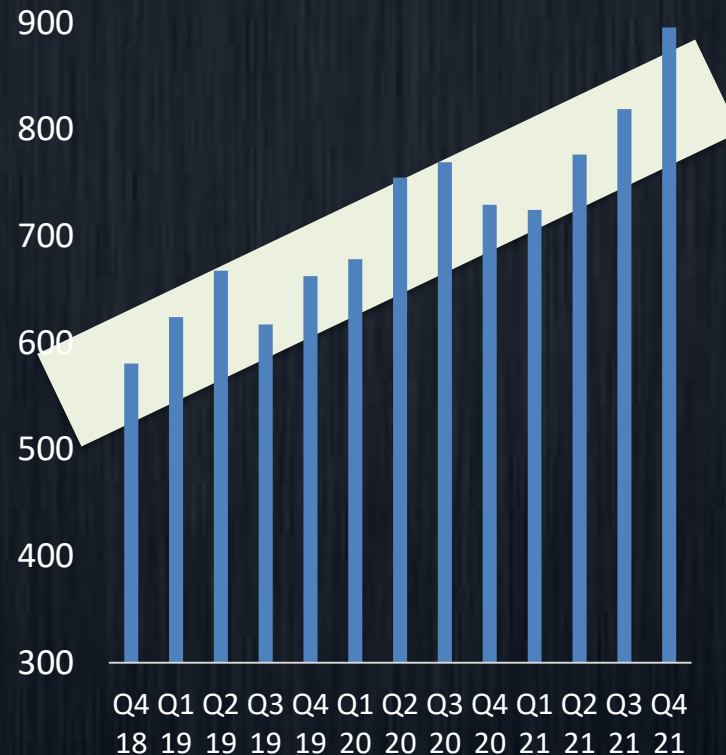
### Net Revenues



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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**Internacional**





# 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



# Exploring expansion to other territories

- Developing a **franchise business** to expand the presence of power brands in other territories, partnering with strong local players **overseas**
- Low cost manufacturing, sustainable products
- Full marketing/advertising and Point-of-Sale material



- Cicatricure, Suerox, Tio Nacho, Asepxia
- Eventually Pharma



# Superior Brand Communication



Novamil®



Cicatricure®



GROOMEN



Asepxia®



SUEROX®



SOCIAL  
RESPONSIBILITY

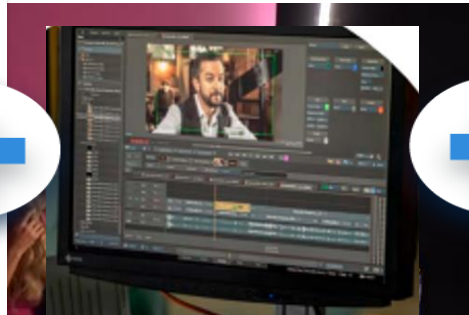
Click on images to watch the latest product communication

# Proprietary Process to Win the Consumer Experience

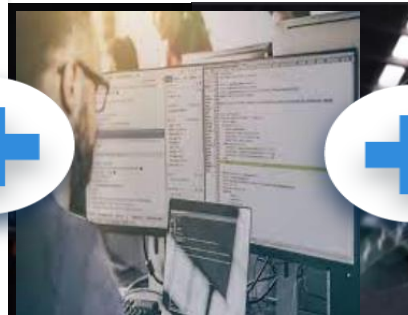
## Always-on Analytics and Precision Marketing



Understanding  
of Consumers  
Choices



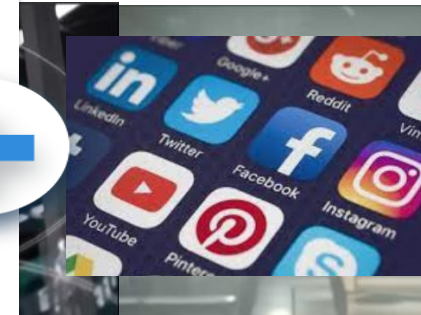
Online Market  
Research with  
Thousands of  
Consumers



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



## 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](#)



## OUR SUSTAINABILITY 2025

*A commitment to the future*



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**



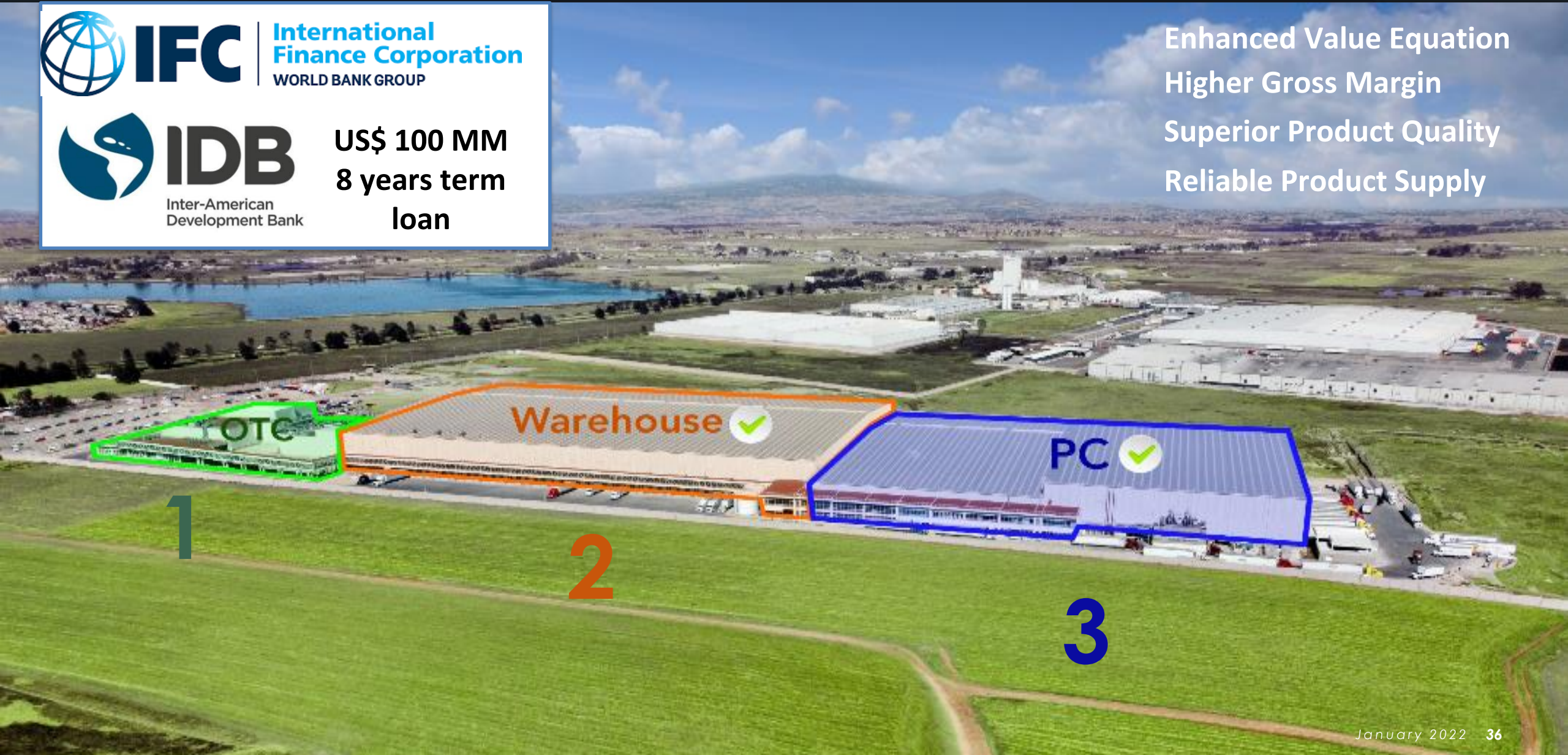
Credit  
Rating  
Agency

# 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**

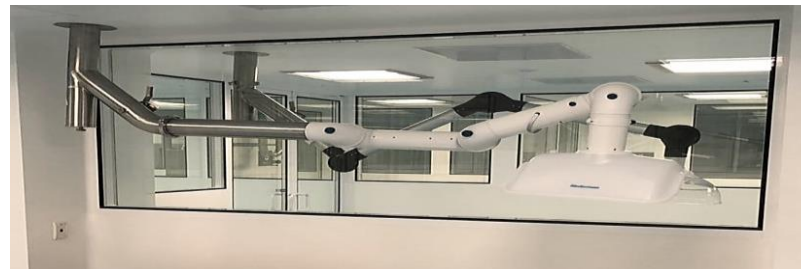
**Tube filling equipment for semi-solid production line**



**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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## Financial Highlights



# Quarterly Financial Results

Ps. million

Income Statement	Q1-2022	%	Q1-2021	%	Var %
Net Sales	\$4,014.8	100.0%	\$3,547.7	100.0%	+13.2%
Gross Profit	\$2,513.2	62.6%	\$2,180.5	61.5%	+15.3%
Operating Income	\$775.2	19.3%	\$686.8	19.4%	+12.9%
EBITDA <sup>(1)</sup>	\$826.6	20.6%	\$724.7	20.4%	+14.1%



LatAm **51%**  
of net sales  
for Q1-2022



Mexico **39%**  
of net sales  
for Q1-2022



USA **10%**  
of net sales  
for Q1-2022

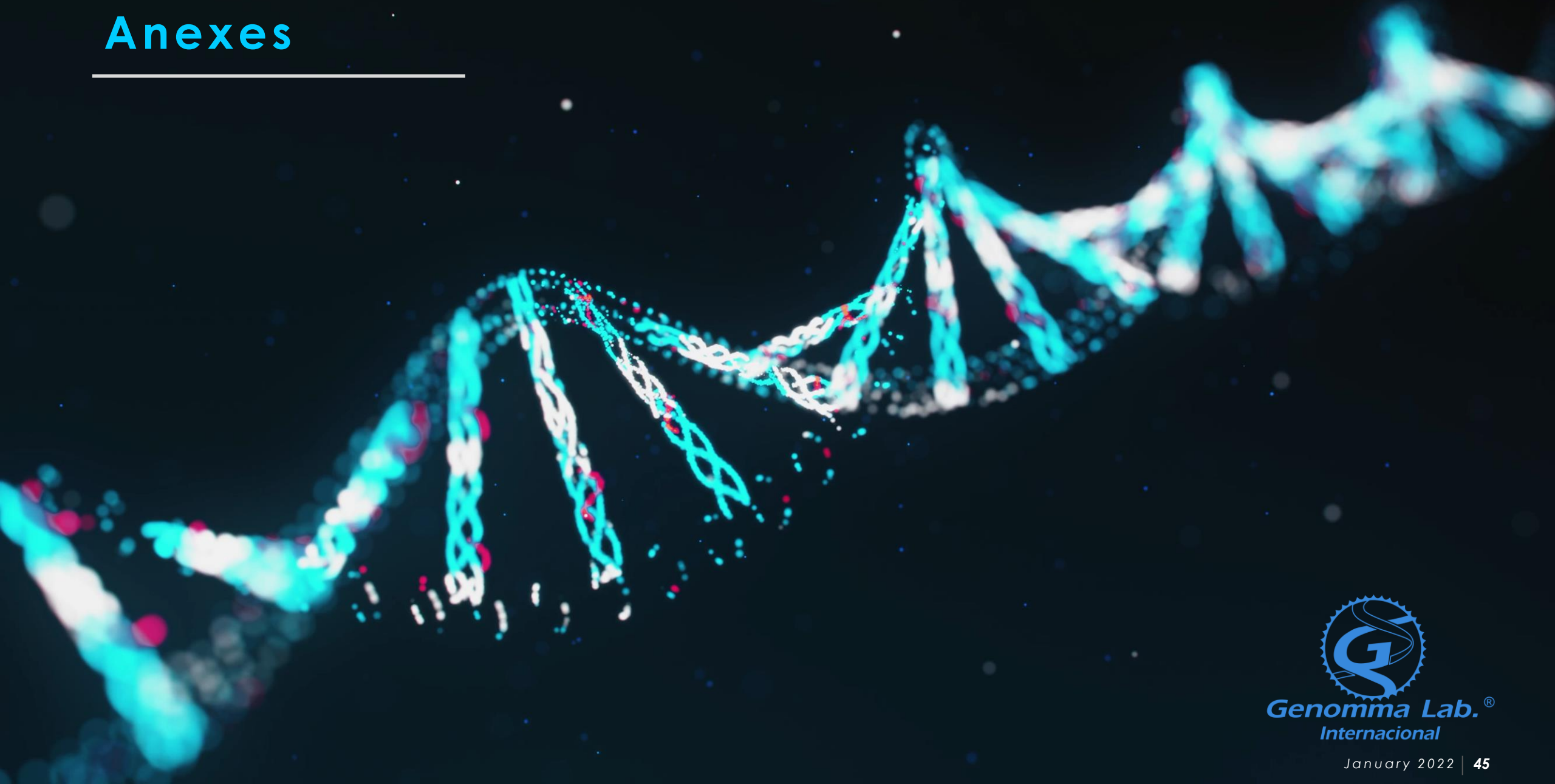
(1) EBITDA defined as operating income before D&A



<i>Ps. million</i>	As of March 31,		As of
<b>Financial Position</b>	<b>2022</b>	<b>2021</b>	December 31, <b>2021</b>
<b>Total Assets</b>	<b>\$22,163.8</b>	<b>\$21,752.2</b>	<b>\$21,543.0</b>
<b>Total Liabilities</b>	<b>\$11,782.6</b>	<b>\$12,793.4</b>	<b>\$11,470.7</b>
<b>Total Current Liabilities</b>	<b>\$6,974.6</b>	<b>\$7,021.9</b>	<b>\$6,571.1</b>
<b>Stockholders Equity</b>	<b>\$10,381.3</b>	<b>\$8,958.7</b>	<b>\$10,072.2</b>

# 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 <sup>(1)</sup>**

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

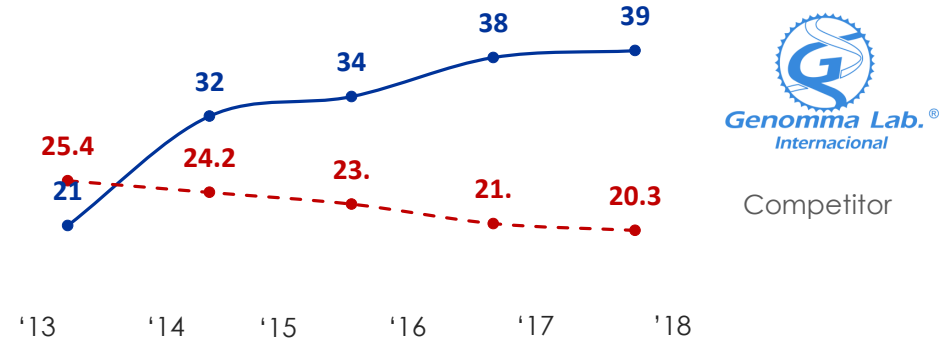
## Tafirol®

Acquired in 2012  
from Sidus



Portfolio of products

Market  
Share in  
units (%)



Net Sales  
in USD  
million

