



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.

Content

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Who We Are: Our Footprint

2

4-year Profit & Growth Strategy

3

Unleashing Shareholder Value

4

Financial Review



Genomma Lab[®]
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)



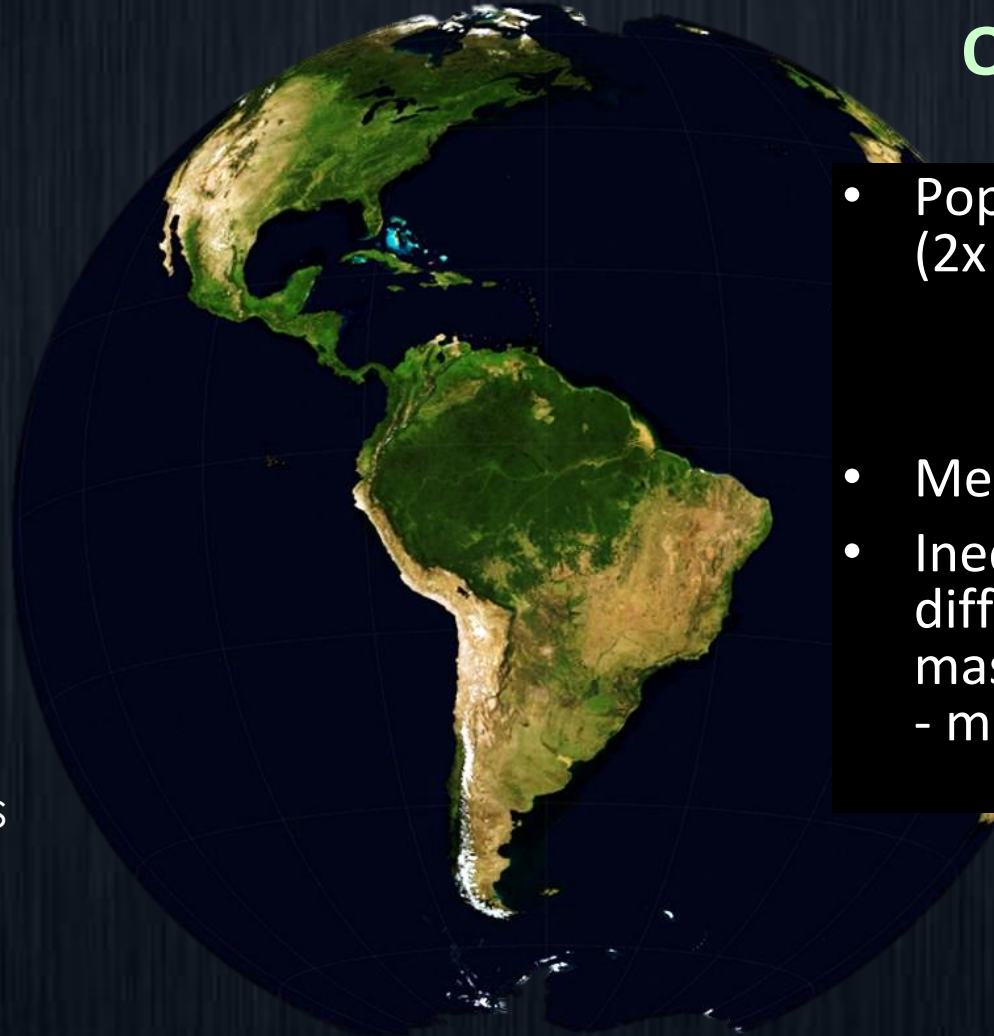
- **“The ideal Partner for Latin America and the U.S. Hispanic Market”**

- Europe : United Pharmaceuticals
- U.S. : Edgewell
- Japan : Rohto
- Israel : Oramed
- 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 macroeconomic
and supply chain
headwinds



Single Digit Growth

3 out of 14 categories

Infant Formula
impacted by Palm Oil
Contingency

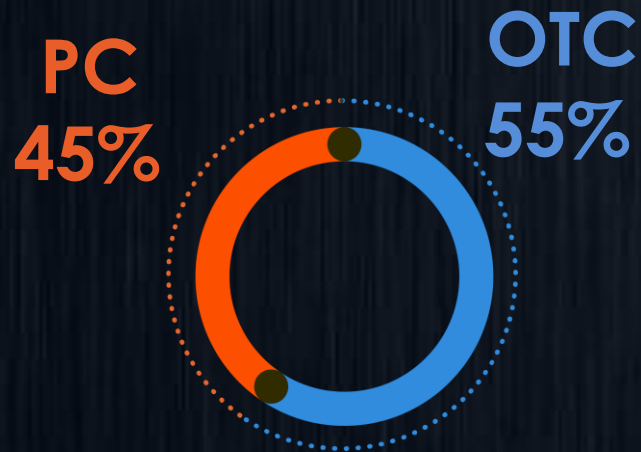
Anti-acne, Cosmetics &
Skin Care categories
impacted by lockdowns

Net sales growth (Full Year 2022 vs Full Year 2021)

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

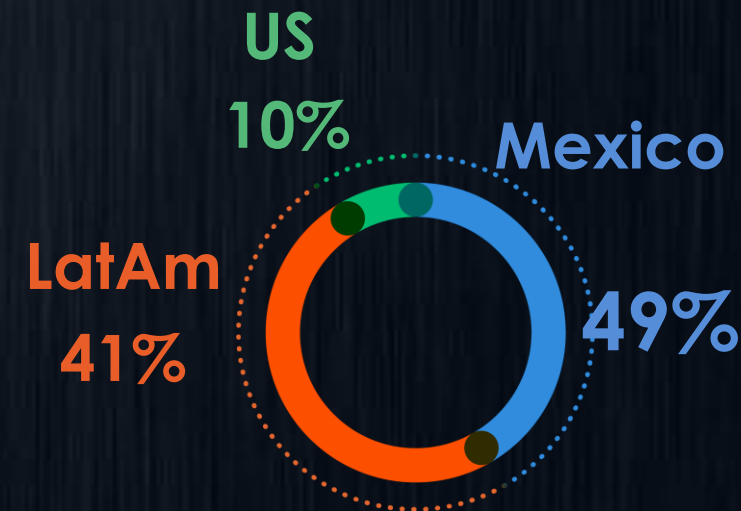
SEGMENT



MEGA-BRANDS



GEOGRAPHY



Over The Counter Products (OTC): 55% Of Total Sales*



Pain Relief



Cough & Cold



Gastro & Anti-Hemorrhoids



Anti-mycotics & Sexual Health



Isotonic beverages



Anti-Flu

Personal Care Products (PC): 45% Of Total Sales*



Specialized Hair Care



Skin Care



Beauty Care



Shampoo



Anti-Acne & Cosmetics



Antibacterial



Male Care & Grooming



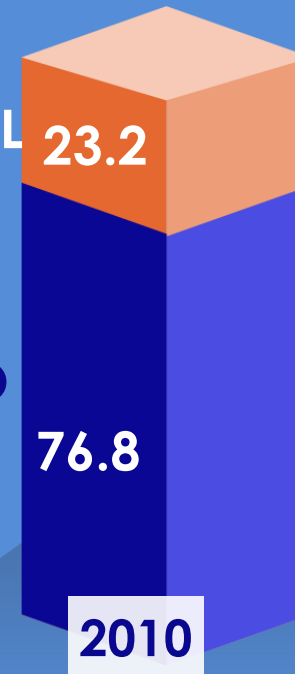
Infant Nutrition

International Business Model



INTERNATIONAL

MEXICO



15
CONTRIES

Q4-2023

18
CONTRIES

US dollar:

9.9%

Other currencies:

41.3%

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

Mexican peso

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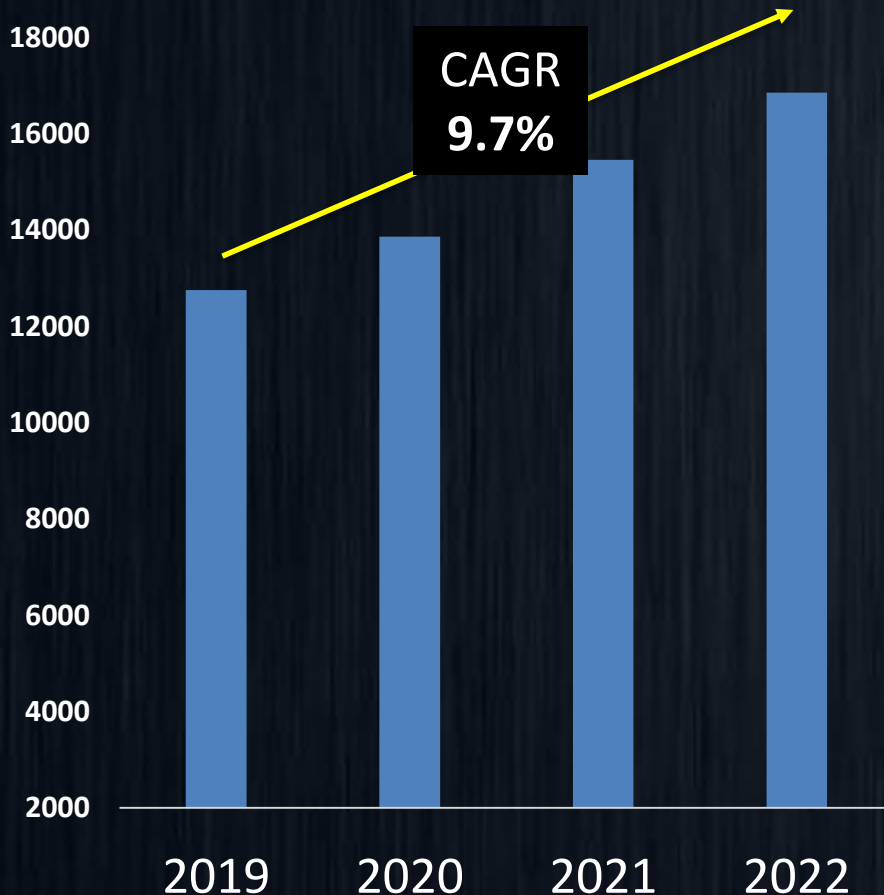
Financial Review

Evolution of Growth Strategy

4-year trend : consistent Sales and Profit growth

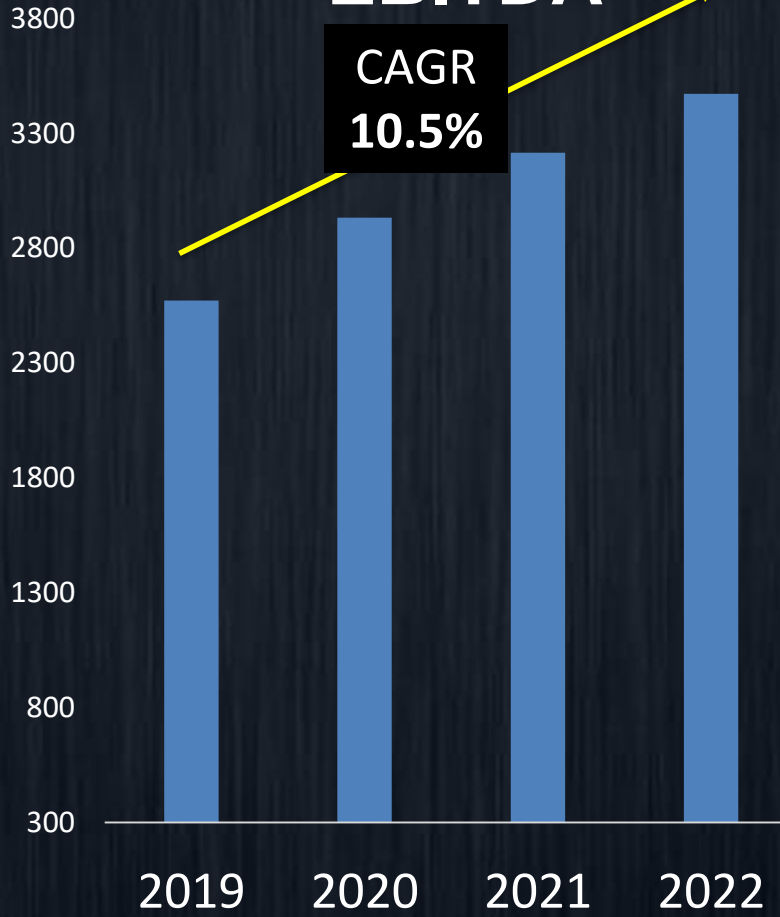
MM PS

Net Revenues



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

Conscious
communication

100%
sustainable
packaging



100% recycled
and recyclable
PETE bottle

Recycling
meeting
points



High quality ingredients

Product Innovation

Cicatricure® GOLD LIFT

Masstige
Affordable
Luxury

Hi-quality
Performance



Genomma Lab.®
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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

Strategic Alliances



 **Edgewell™**
PERSONAL CARE

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

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



Sistema GB



SUEROX®



SOCIAL
RESPONSIBILITY

Click on images to watch the latest product communication

Proprietary Process to Win the Consumer Experience

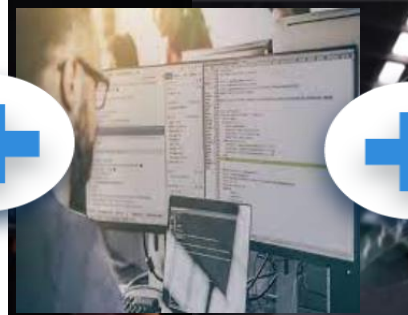
Always-on Analytics and Precision Marketing



Understanding
of Consumers
Choices



Online Market
Research with
Thousands of
Consumers



Design Experts
in
E-Commerce
& Digital



Effective
communication
vehicles



Across all
media
platforms

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

How are we doing it?

- Upskilling
- Competitive Compensation
- Career Development
- Connected Organization



Equal opportunity



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



Member of
Dow Jones Sustainability Indices

Powered by the S&P Global CSA

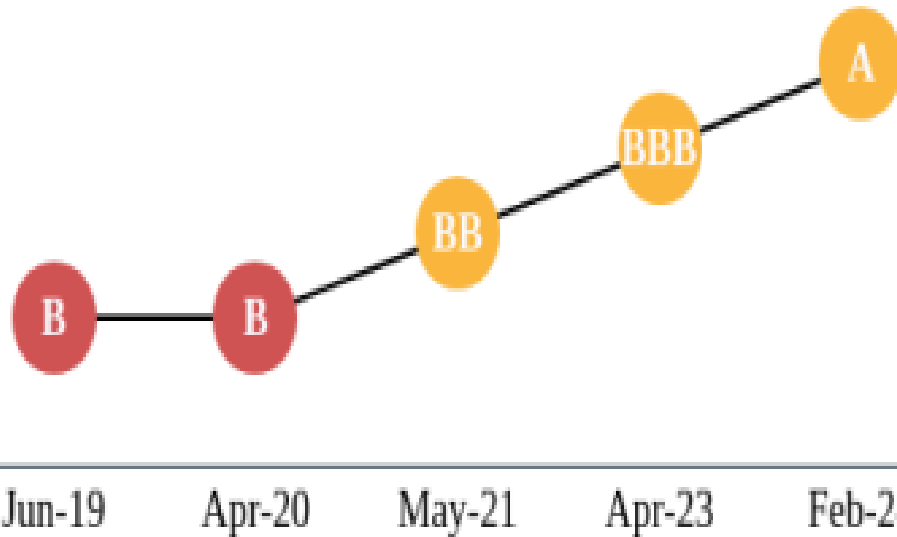
**+10 Years Being Recognized
As One Of The Leading
Companies In ESG Practices.**



MSCI ESG Rating Upgrade

Improved three notches in a 4 year period

AAA
AA
A
BBB
BB
B
CCC



MSCI

ESG RATINGS



CCC	B	BB	BBB	A	AA	AAA
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RATING ACTION DATE: February 23, 2024

LAST REPORT UPDATE: February 23, 2024

Capital Allocation, Ratings & Long-term Financing

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

FitchRatings

Short-Term:
F1+(mex)

Long-Term:
AA+(mex)

Outlook:
Stable

Short-Term:
HR+1

Long-Term:
HR AA+

Outlook:
Stable



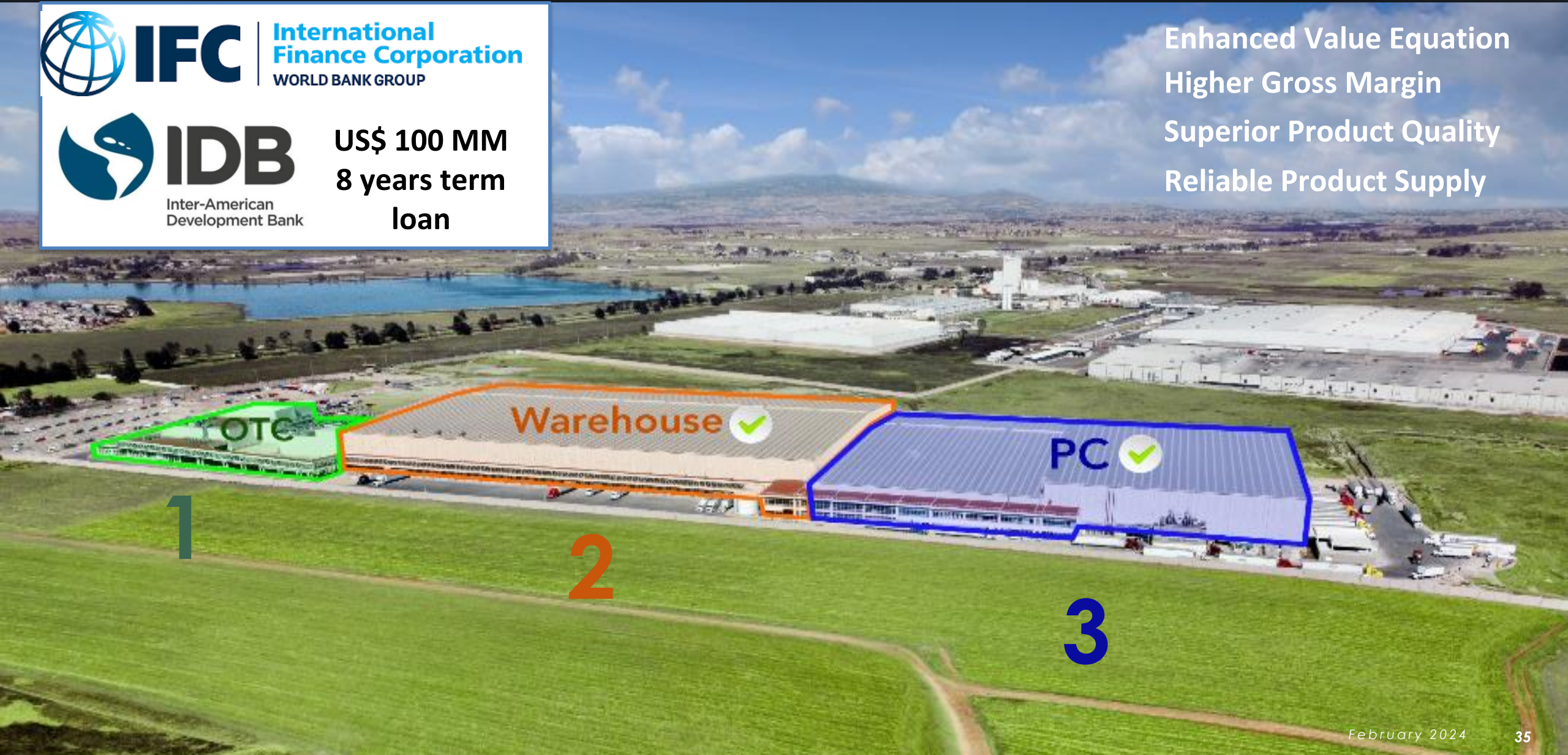
Credit
Rating
Agency

World-class Manufacturing & Supply Chain



US\$ 100 MM
8 years term
loan

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



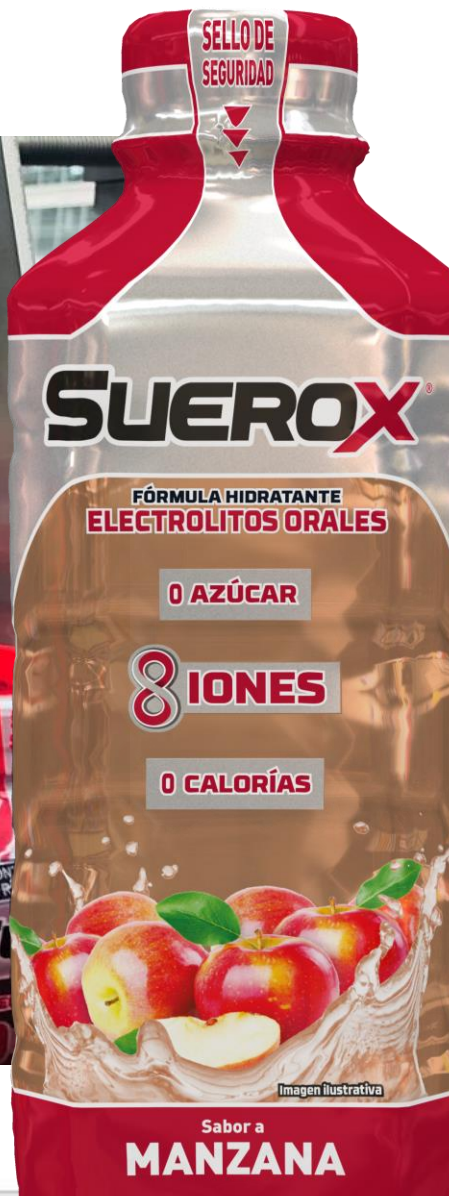
PC Manufacturing Facility **Update**



Suerox® Manufacturing Line
+8,000,000 bottles
produced in June-23



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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Upside Potential LABB

1.



2.



3. **L**😊**bb**

4.



25 years Building what **no other Company has !**

- **1.5 million minutes** on the air every year
- **# 1 TV advertiser** in LATAM
- **1,700 new Spots** produced every year
- **12,000 Spots** produced in our history
- **3 days** to produce a new campaign
- **10,000 USD** is the aprox cost of a new spot
- **Continuous innovation** capabilities

*In HPC category

- **20 Countries** with fully owned and standardized operations
- **Best of Industry** executives / talent
- **6 months** is what it takes to fully roll out a new brand to all countries
- **Strongest** local government and regulatory know-how

- **+ 400,000 POS** touched on a weekly basis
- **384** direct customers
- **1,900+** "feet on the street"
- **Unique GTM platforms**
- **BIC in POS Marketing**

 PerfectStore®

 GEN

**Consumer
Communication**

**Geographic
Footprint**

GTM

**Strengthening
CORE
CATEGORIES**

Shareholder value creation

2024-2025

NEW

+ MXN **10 Bn**

NEW

+ MXN **1.8 Bn**

Current Targets

- +MXN 20 Bn Net Sales
- 24% - 25% EBITDA Margin

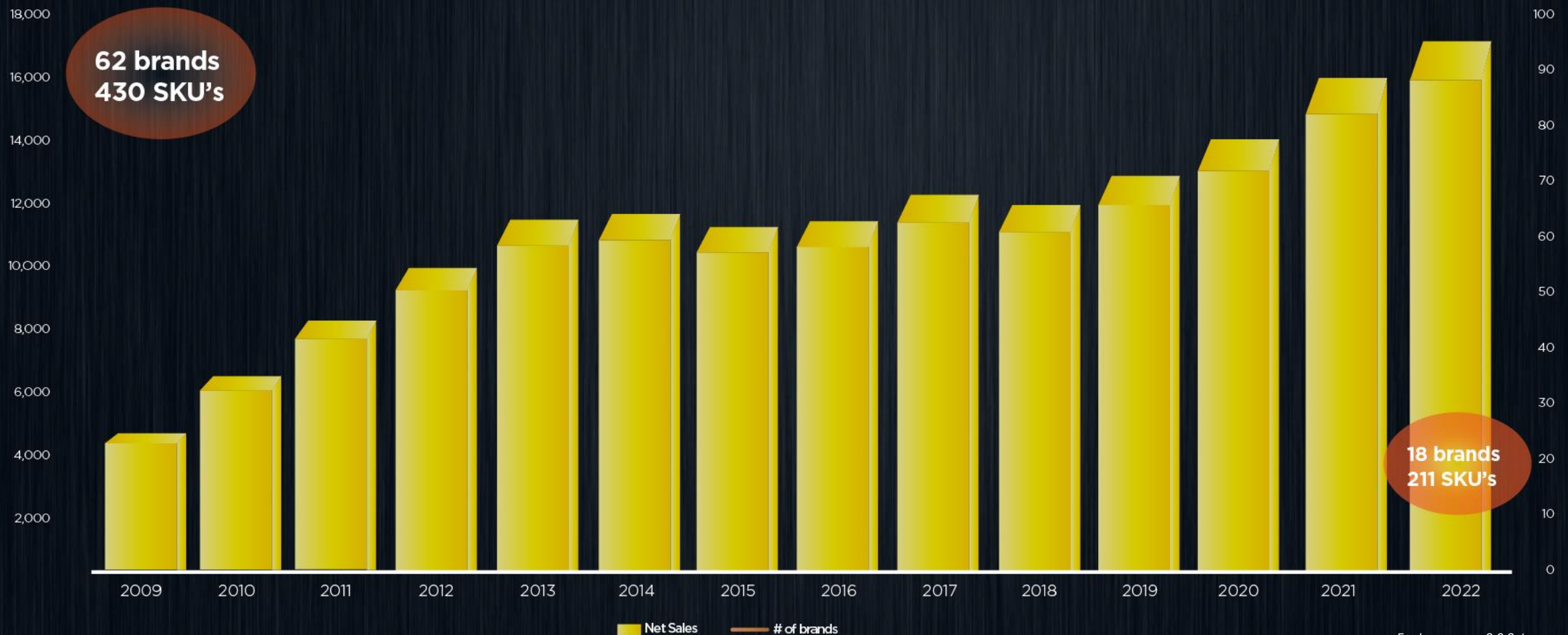
Intentional focus on core brands

1.
 - Sell or divest non-core brands
 - Narrow management focus
 - Unlock working capital

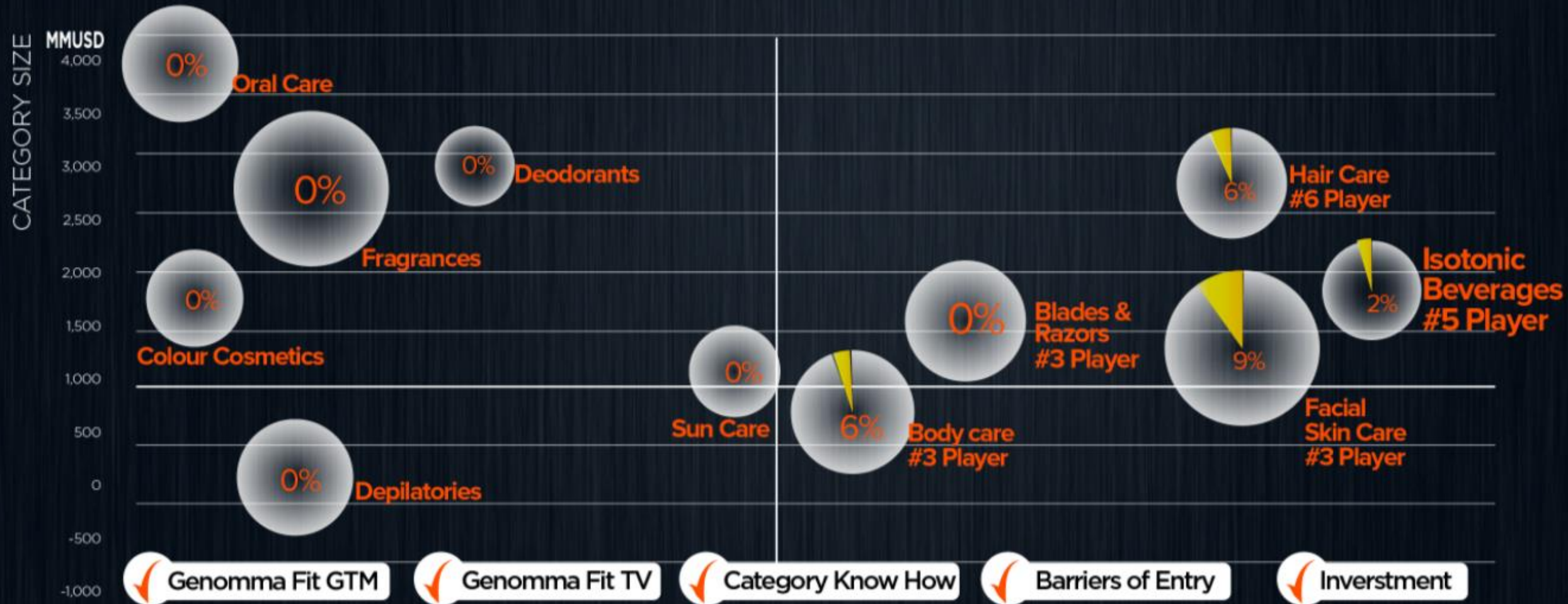
Productivity is a Top Priority

2.
 - Manufacturing / COGS
 - Scale
 - GTM cost optimization
 - Automation of core processes
 - Packaging/ product reengineering

Strengthening Core Brands

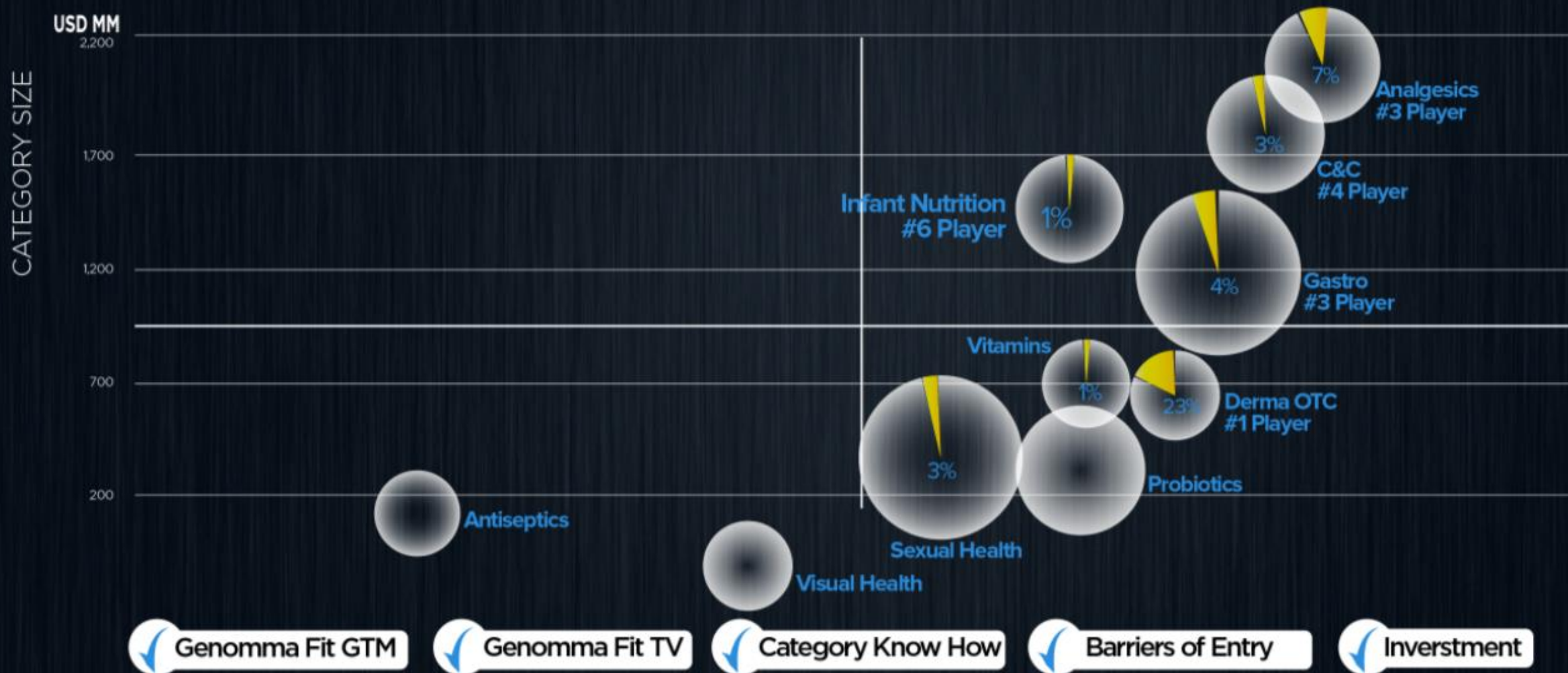


CHOSEN PERSONAL CARE CATEGORIES



COMPANY FIT

CHOSEN OTC CATEGORIES



COMPANY FIT

+ 10 Bn Building Blocks

ISOTONIC BEVERAGES		+2,850 MM	Grow SOM Geographic Expansion Product Innovation
GASTRO	 	+1,140 MM	Grow SOM Geographic Expansion GTM
SKIN CARE/ DERMA	 	+1,000 MM	Grow SOM Product Innovation
HAIR CARE	 	+950 MM	Grow SOM Product Innovation
ANALGESICS	 	+810 MM	Grow SOM Product Innovation GTM
C&C	Tukol D  	+800 MM	Grow SOM Product Innovation GTM
INFANT NUTRITION		+500 MM	Grow SOM Geographic Expansion
RAZORS & BLADES	GROOMEN	+150 MM	Grow SOM Geographic Expansion
OTHERS		+1,800 MM	

+\$10,000 MM



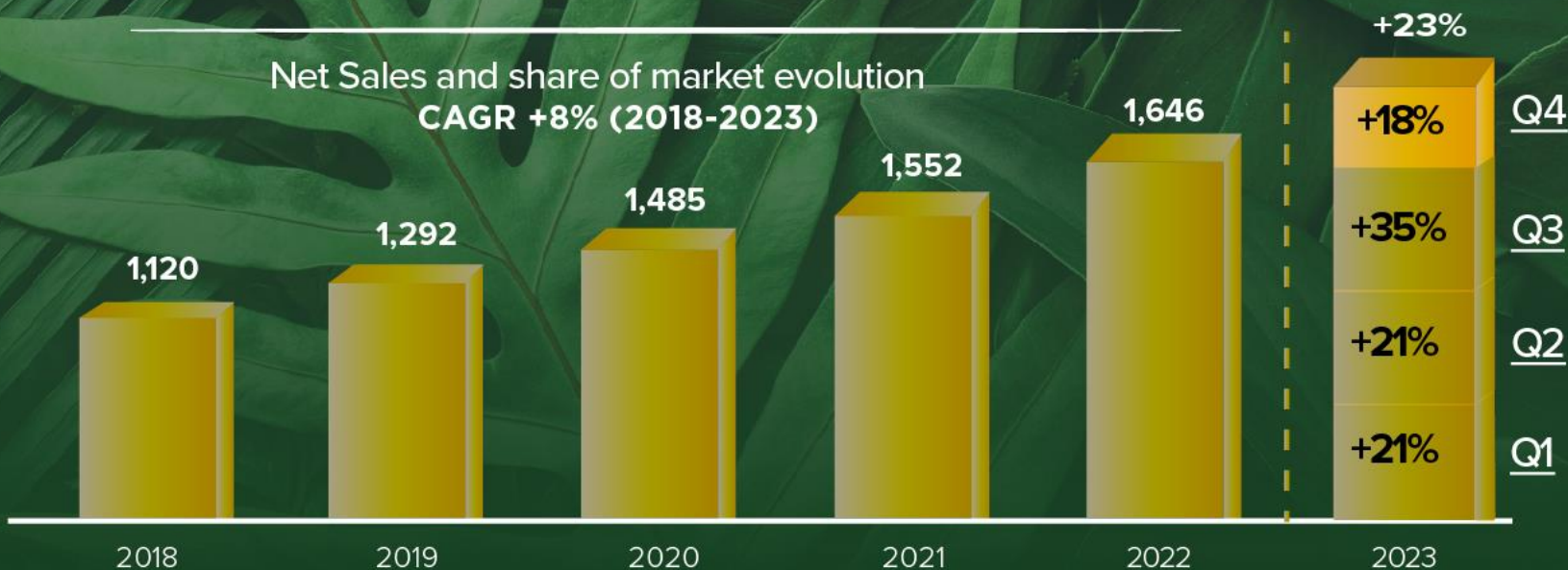
Category size: **2.5 Bn USD** (3%)
SOM:

Leads the natural products industry trend
100% sustainably sourced packaging

KEY HIGHLIGHTS:

- Successful launch of “anti-canás”
- Introduction of the 950ml size

	 SOM:	MARKET LEADER SOM:
Chile	6.7%	9.4%
Brasil	4.5%	12.1%
Colombia	4.6%	8.1%
Perú	4.5%	11.8%
Argentina	3.5%	10.5%
México	2.7%	9.2%



*2023 growth rate in like for like currency, excluding Argentina

PS. MILLION

February 2024



Tío Nacho “Anti-canas”

Formulated with Egyptian Henna
Chemical free

% of Tio Nacho Q4 2023 Sales	ANTI-CANAS
Ecuador	32%
Colombia	39%
CariCam	17%
México	11%
Chile	21%
Perú	24%
Argentina	Q12024
Brasil	Q12024



Introduction of the 950 ml size

% of Tio Nacho Q4 2023 Sales	950 ml
México	21%
Chile	12%
Perú	8%
CA	2.5%
Colombia	1%
Ecuador	1%
Brasil	1%
Argentina	Q1 2024
USA	Q1 2024



Isotonic Beverages

CATEGORY

Category size:

SOM:

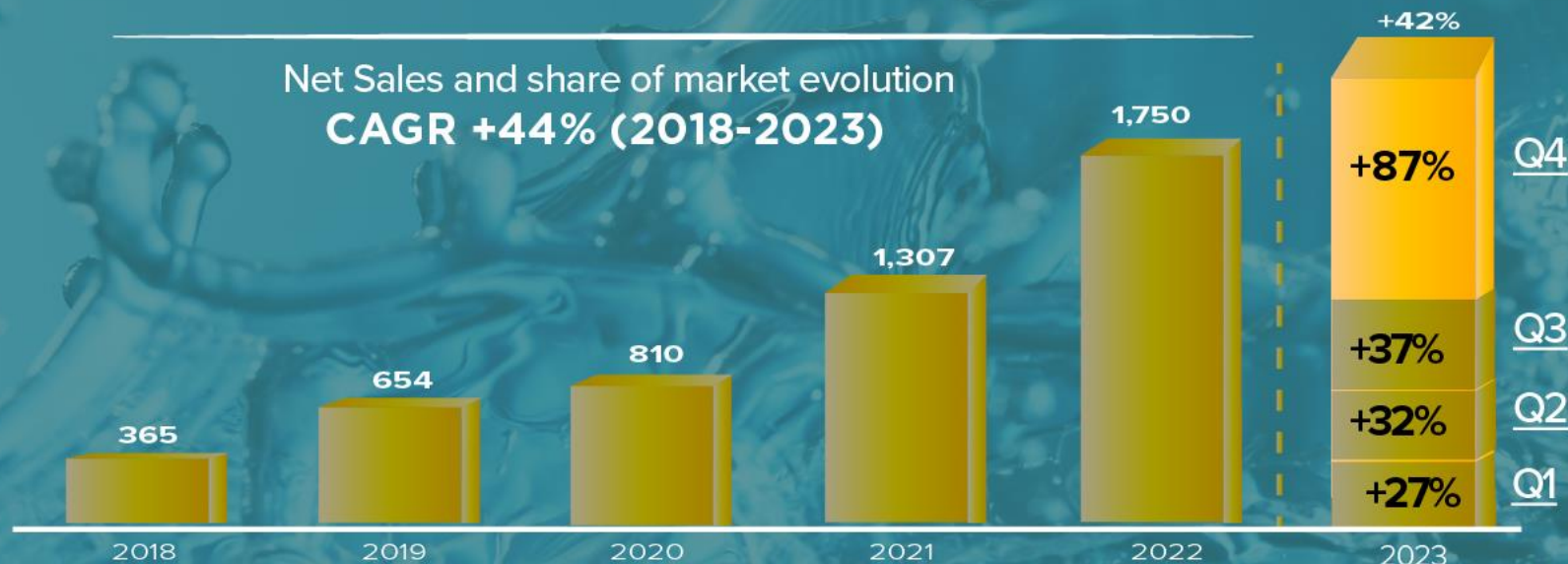
1.9 Bn USD (2%)

Leads the world hydration trend
8 ions, no sugar, no calories

KEY HIGHLIGHTS:

- Market expansion to Peru, Chile, Argentina, Caricom, USA and Brazil
- Chile Market share up 3.0 pts vs YA

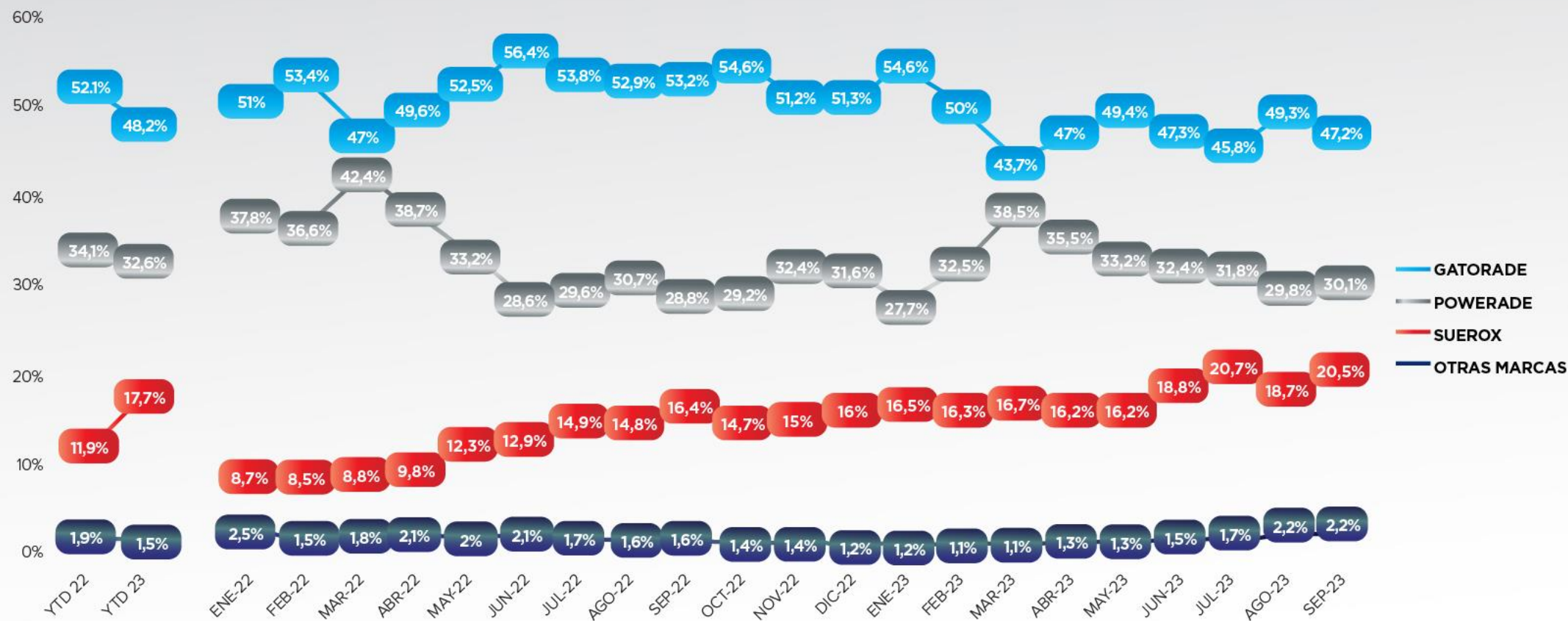
Net Sales and share of market evolution
CAGR +44% (2018-2023)





Chile

TOTAL SHARE ISOTONIC BEVERAGES



SUEROX[®] COUNTRY EXPANSION

2022 COUNTRY FOOTPRINT



2023 PLAN



GROOMEN

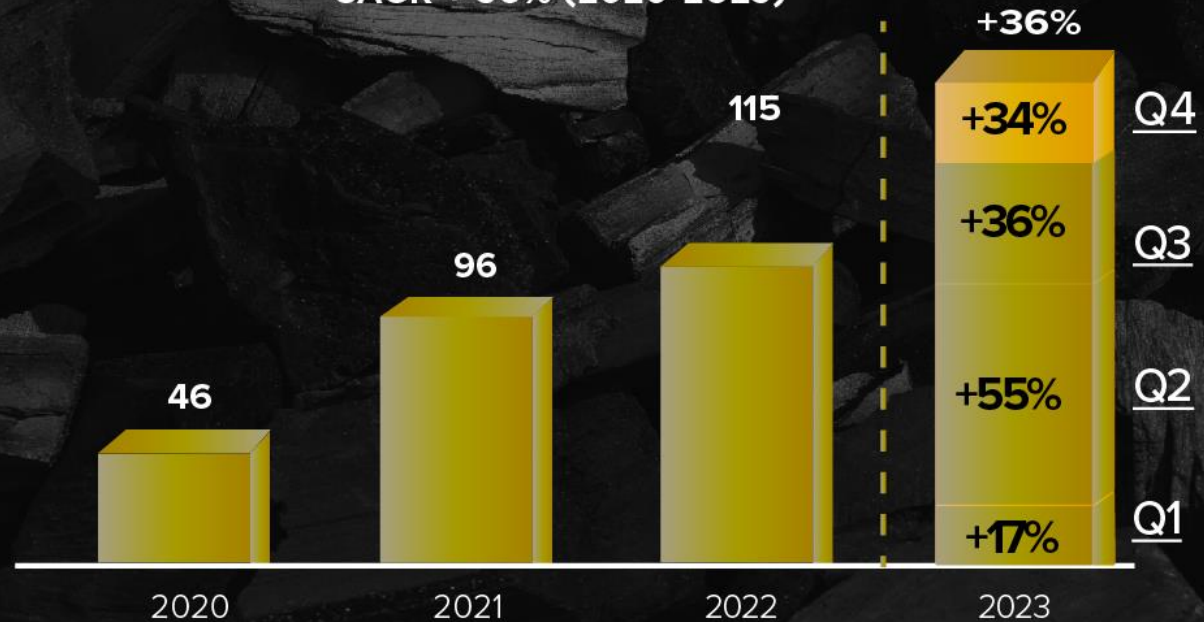
KEY HIGHLIGHTS:

- Chile market share growth of 1.4pp
- Mexico market share growth of 0.2pp
- Colombia market share growth of 0.8pp



Net Sales and share of market evolution

CAGR + 50% (2020-2023)



PS. MILLION

*2023 growth rate in like for like currency, excluding Argentina

February 2024



Analgesics

Category size: **2 Bn USD** (5%)
SOM:

Tafirol (Arg.) #1 OTC brand
Alliviax (Mx.) #3 Analgesic Brand
XRay (Col.) #3 Analgesic Brand

KEY HIGHLIGHTS:

- X Ray Andean Region +48% YoY growth
- Tafirol Argentina + 83% YoY growth in local currency, but maintaining market share at 35.8%



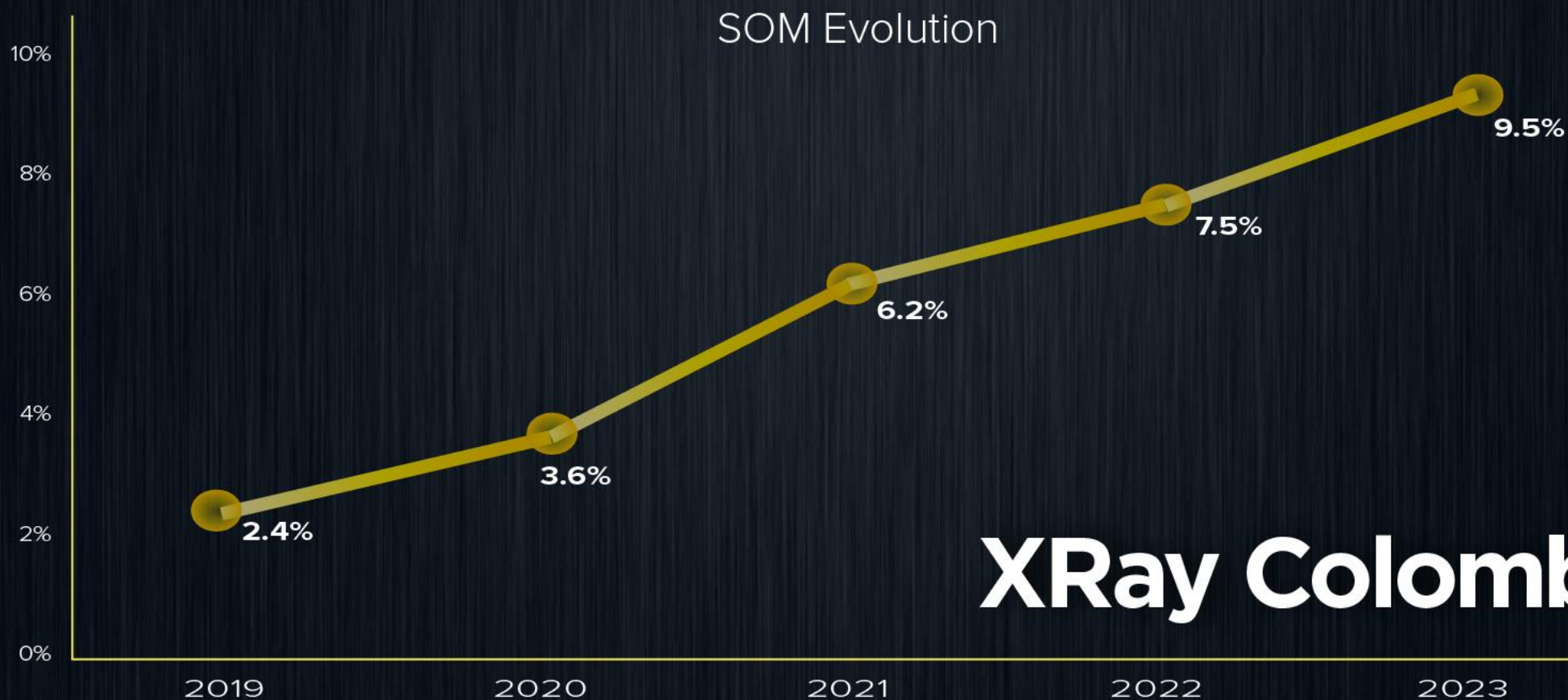
*Source: Knobloch

*2023 growth rate in like for like currency, excluding Argentina

February 2024

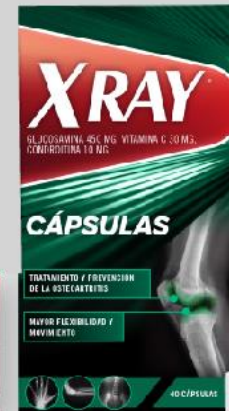


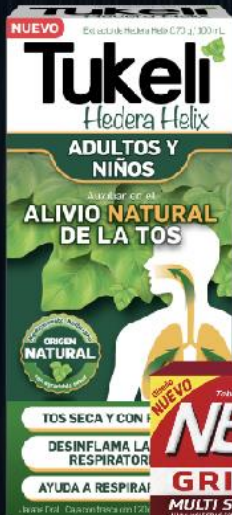
XRay (Col.) #3 Analgesic Brand



XRay Colombia

Analgesics Megabrand





Cough & Cold

Category size:
1.8 Bn USD (3%)

Tukol #1 C&C Brand
XL3 (Mx.) #3 C&C Brand
Next Global C&C Brand

KEY HIGHLIGHTS:

- Successful execution during winter season with focus on add value segments (gelcaps, antiviral)
- Tukol consolidates the 3rd place in Cough category un LATAM
- XL-3 (+2 pts) mainly in add value products; XL-3 XTRA and XL-3 VR (antiviral)

	TUKOL MARKET SHARE
México*	12.7%
Argentina*	18.9%
Colombia*	7.8%
Perú	8.5%



PS. MILLION

**Source: Close Up, Knobloch

*2Q 2023 growth rate in like for like currency, excluding Argentina

February 2024

Gastro

Category size:
1.7 Bn USD (3.4%)

Nikzon Leader in Hemorrhoids in LATAM
QG5 #3 in Pain & Bloating segment

KEY HIGHLIGHTS:

- Launch of Genoprazol in Mexico as gastro Megabrand (Q4 + 16%)
- Relaunch of Kaopectate in Diarrhea segment
- Launch of Genoprazol in Argentina and QG5 in Chile



* Source Knoblockt

*2023 growth rate in like for like currency, excluding Argentina



Derma OTC

Category size: **0.3 Bn USD** **SOM: (25.3%)**

Megabrand Silka + Unesia #1 in foot Care OTC Latam
Lomecan #1 in Argentina and #2 in México

KEY HIGHLIGHTS:

- Successful execution during summer season (+1.3pp SOM Latam, +6pp SOM Mx)
- Relaunch of Silka Spray in Mexico (+5pp SOM)
- Launch of Lomecan Caps in Argentina

Net Sales and share of market evolution
 CAGR +0.2% (2018-2023)



* Source Knoblock

*2023 growth rate in like for like currency, excluding Argentina

Category size: **Novamil®** 15 Bn MXN SOM: (3.5%)

TO FEED, TO CARE, TO MANAGE

A range of superior science based infant formulas to manage different baby's needs and improve their quality of life... and that of their families!

Net Sales and share of market evolution
CAGR +76% (2019-2023)



SEGMENT	MAT	DIFF PTS
T. Novamil	3.5%	0.7
Cow Milk Allergy (Rice)	25.2%	6.4
Constipation (AE)	42.3%	2.1
Premium (Symbiotic)	2.0%	0.7
Reflux (New ARD Pax)	4.8%	4.8



Skin Care / Derma

Category size:
2.5 Bn USD

SOM:
(8%)

Genomma Lab #1 Category

KEY HIGHLIGHTS:

- Launch of Cicatricure Anti-Wrinkle Serum, the fastest-growing format in the category
- Launch of Cicatricure Porcelana line to compete in the rapidly growing Anti-Spot segment

Net Sales and share of market evolution
CAGR -6% (2018-2023)



* Source Knoblock

*2023 growth rate in like for like currency, excluding Argentina

+ 1.8 Bn Productivity Building Blocks

OPTIMIZATION AREAS

MANUFACTURING PLANT

MXN 600 mm

-San Cayetano

VERTICAL INTEGRATION

MXN 100 mm

-Vertical integration

PRODUCT COST

MXN 300 mm

- Packaging reengineering
- Formula reengineering
- Scale negotiations

SGM&A

MXN 400 mm

- Advertising & Marketing expenses
- Headcount
- Administrative expenses

GTM EXPENSES

MXN 400 mm

- Gross to net
- Product mix
- Customer tailing
- Instore as media

+MXN 1,800 MM

Productivity Examples

SUEROX® REDESIGN

KEY INITIATIVES:

- CAPS: New supplier development, cap re desin based on Perform specs, improving line production efficiencies and cost reduction.
- SLEEVES: Volume leverage and cost reduction based on cost structure.
- PREFORM: Re negotiation based on cost structure and weight optimization from 30 grams to 26,5 grams.

INITIATIVE	SAVINGS				
CAPS	\$ 7.9 MM				
SLEEVES	\$ 10.8 MM				
PREFORM	\$64 MM				
	\$82.7 MM				

Productivity Examples



MXN 12MM SAVINGS

Vertical integration of the bottle production process



February 2024

Raw Materials Negotiations

KEY INITIATIVES:

RAW MATERIALS, INGREDIENTS AND API'S

- NEW SUPPLIER DEVELOPMENT: Focused on tensoactives and fragrances
- INGREDIENTS SUBSTITUTION: Risk management and Cost optimization
- GLOBAL BIDDING: Fragrances and API's : (Paracetamol, Naproxeno)
- SUEROX INGREDIENTS: Direct Sourcing

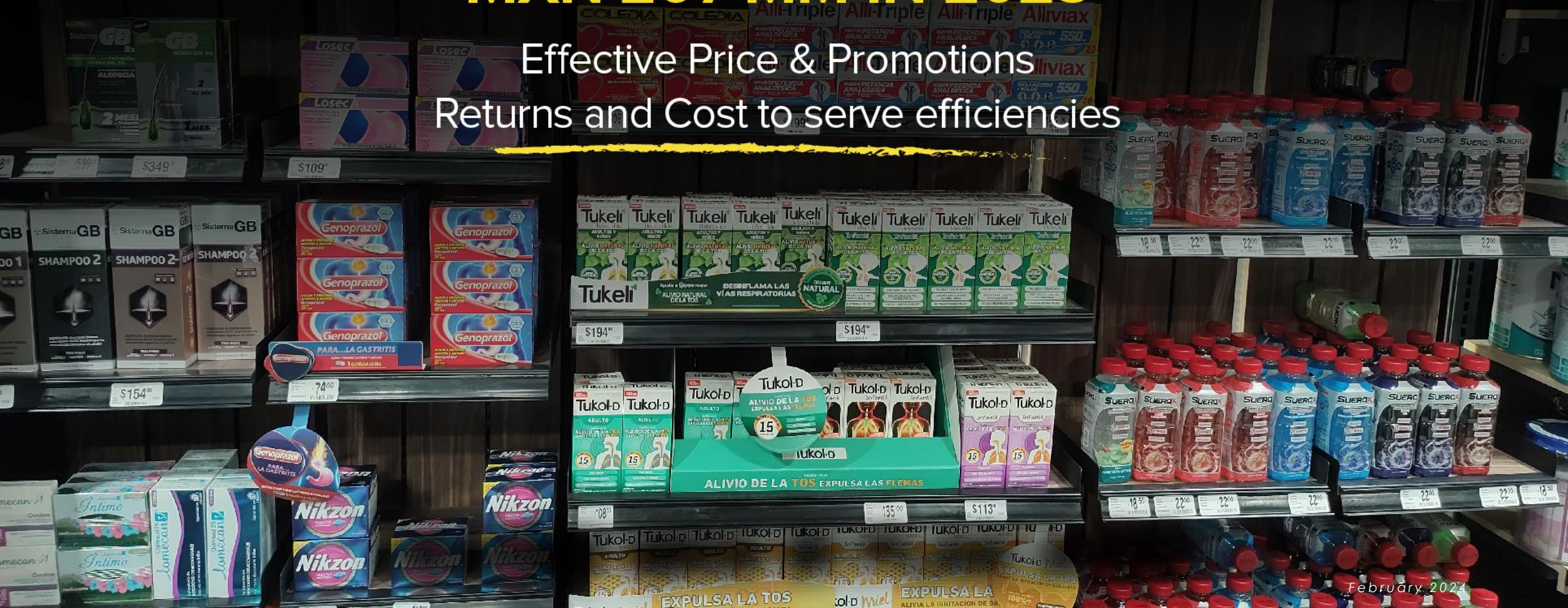
101 MM ANNUAL SAVINGS

Productivity Examples

GO-TO-MARKET

MXN 207 MM IN 2023

Effective Price & Promotions
Returns and Cost to serve efficiencies



Productivity Examples

LOGISTIC DISCOUNT - SLOG

Minimum order policy & centralized delivery

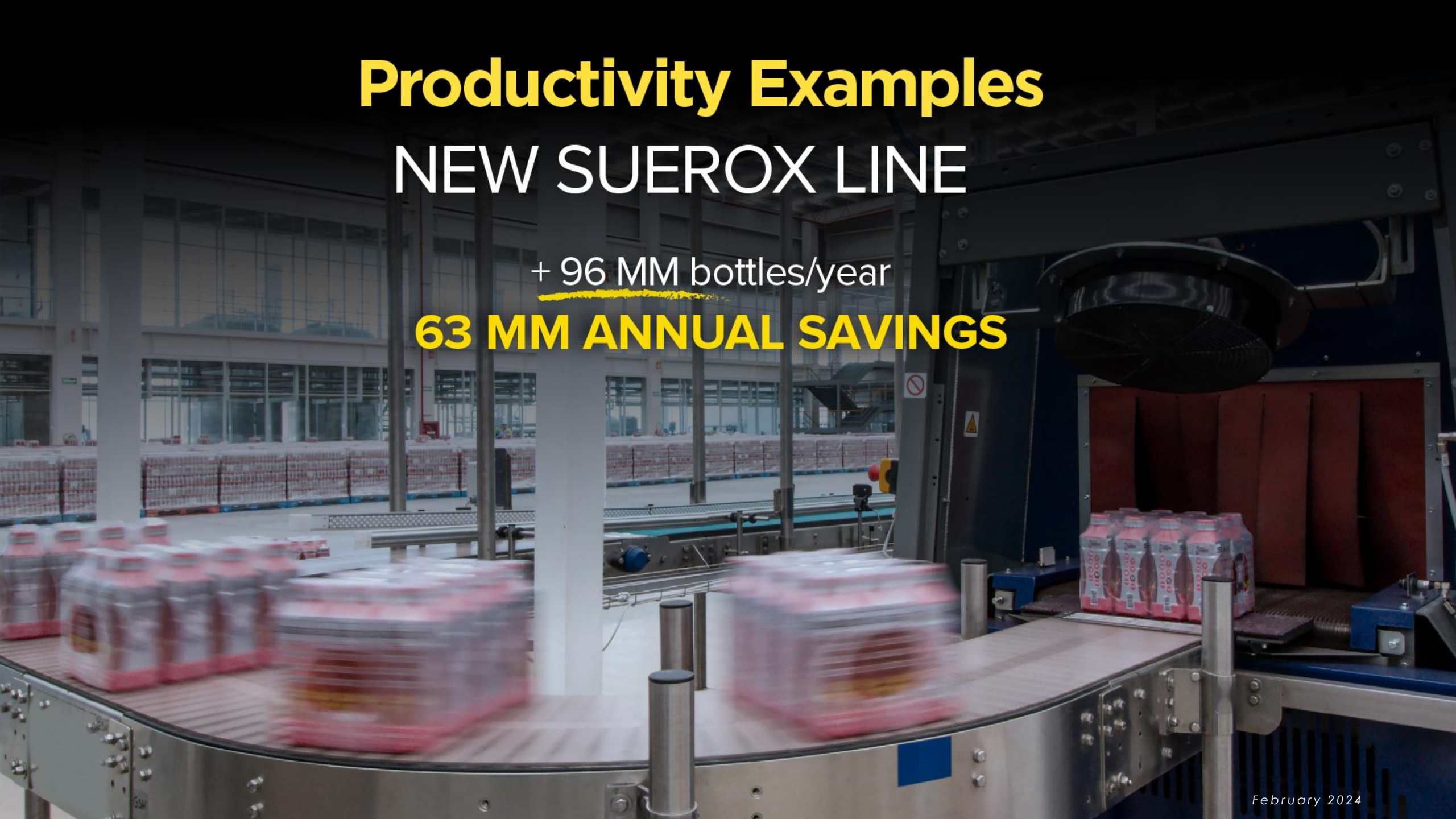
45 MM ANNUAL SAVINGS

Productivity Examples

NEW SUEROX LINE

+ 96 MM bottles/year

63 MM ANNUAL SAVINGS



Productivity Examples

LABELS COST OPTIMIZATION PROJECT

From 16 suppliers to 2 suppliers

TOTAL SAVINGS 22MM



Productivity Examples

Vanart

MXN 93 MM SAVINGS

Implemented productivity actions in Vanart:

- Packaging reengineering
- Formula reengineering
- Vertical integration of the bottle production process
- Packaging & Raw Materials re-negotiations



Productivity Examples

CARTON FOLDING ESTANDARIZATION PROJECT

From 23 suppliers to 2 suppliers

From 72 SKUs to 12 SKU's

+ **MXN 20/30 MM**



What to expect in 2023

1. **Double digit growth in all markets**
(including Mexico) in local currency
2. **Mid single digit growth in MXN**
(high dependance on strength/weakness of MXN)
3. **EBITDA Margin expansion will follow an exponential growth curve**

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Financial Highlights



2023 OVERALL RESULTS

	Q4 2023	FY 2023	
TOP LINE - LIKE FOR LIKE	16.7%	16.7%	IN LINE WITH TARGET
TOP LINE - GLOBAL (WO/ARG)	10%	10%	EXCEEDED TARGET
TOP LINE - GLOBAL (W/ARG)	-14.7%	-2.1%	BELOW TARGET
%EBITDA	20.8% +0.9 YoY	21% +50 bps YoY	EXCEEDED TARGET
OPERATING PROFIT		+15%	EXCEEDED TARGET
CCC		83 Days -17 Days VS YA	EXCEEDED TARGET
FCF		MXN 2.2 Bn + 338MM vs YA	EXCEEDED TARGET
% OF SALES GROWING SHARE		53%	IN LINE WITH TARGET
% OF SALES GROWING AHEAD OF INFLATION		80%	EXCEEDED TARGET

18-year Evolution of Interest Rate differential (MX vs USA)

Interest Rate
Differential



USD/ARS - Exchange rate convergence: Official vs Blue rate



IFRS
Hyperinflationary
Accounting
(IAS 29)

Currency
Translation (IAS 21)

Treatment of inflation in
IFRS & US GAAP is different

Statement of Comprehensive Income

Thousands of Mexican pesos	FOURTH QUARTER				ACCUMULATED			
	2023	% Sales	2022*	% Sales	2023	% Sales	2022*	% Sales
Net Sales	3,524,736	100.0%	4,132,230	100.0%	16,466,709	100.0%	16,819,912	100.0%
Cost of goods sold	1,412,417	40.1%	1,780,601	43.1%	6,383,911	38.8%	6,656,365	39.6%
Gross Profit	2,112,319	59.9%	2,351,629	56.9%	10,082,798	61.2%	10,163,547	60.4%
Selling, general and administrative expenses	1,302,877	37.0%	1,435,166	34.7%	6,643,946	40.3%	6,714,346	39.9%
Other (income) expense	77,098	2.2%	94,335	2.3%	(14,676)	(0.1)%	(3,942)	(0.0)%
EBITDA	732,344	20.8%	822,128	19.9%	3,453,528	21.0%	3,453,143	20.5%
Depreciation and amortization	68,822	2.0%	51,411	1.2%	229,370	1.4%	207,967	1.2%
Income from operations	663,522	18.8%	770,717	18.7%	3,224,158	19.6%	3,245,176	19.3%
Interest expense	(218,301)	(6.2)%	(162,212)	(3.9)%	(829,903)	(5.0)%	(525,641)	(3.1)%
Interest income	(41,327)	(1.2)%	35,451	0.9%	156,926	1.0%	118,052	0.7%
Foreign exchange result	(171,133)	(4.9)%	(107,808)	(2.6)%	(543,507)	(3.3)%	(208,745)	(1.2)%
Inflationary result from monetary position	(159,138)	(4.5)%	(64,237)	(1.6)%	(264,045)	(1.6)%	(394,782)	(2.3)%
Comprehensive financing income (cost)	(589,899)	(16.7)%	(298,806)	(7.2)%	(1,480,529)	(9.0)%	(1,011,116)	(6.0)%
Associated company	(3,046)	(0.1)%	58,302	1.4%	(58,599)	(0.4)%	22,752	0.1%
Income before income taxes	70,577	2.0%	530,213	12.8%	1,685,030	10.2%	2,256,812	13.4%
Income tax expense	186,072	5.3%	284,219	6.9%	654,451	4.0%	867,609	5.2%
Consolidated net income	(115,495)	(3.3)%	245,994	6.0%	1,030,579	6.3%	1,389,203	8.3%

*2022 Audited Figures.

February 2024

FY-2023 Income Statement Excl. IAS 29

	Reported			IAS 29 (2023)		IAS 29 (2022)		Excl. IAS 29		
				Inflation	Conversion	Inflation	Conversion			
FY	2023	2022	Var%	Effect	Effect	Effect	Effect	2023	2022	Var%
Sales	16,467	16,820	-2.1%	1,280	- 2,224	1,163	- 1,203	17,411	16,860	3.3%
EBITDA	3,454	3,453	0.0%	416	- 893	343	- 371	3,930	3,481	12.9%
EBITDA Margin	21.0%	20.5%						22.6%	20.6%	
Net Income	1,031	1,389	-25.8%	- 283	- 494	- 585	- 148	1,807	2,123	-14.9%
Net Margin	6.3%	8.3%						10.4%	12.6%	

Supplementary Non-IFRS analysis to make figures easier to compare

Consolidated Financial Position

Thousands of Mexican pesos

	As of December 31, 2023	2022	As of September 30, 2023
ASSETS			
Current assets			
Cash and equivalents and restricted fund	1,670,784	1,503,871	1,763,956
Clients – Net	3,776,838	4,270,528	4,304,510
Recoverable Taxes	1,560,626	1,625,167	1,651,415
Other accounts receivable*	754,961	868,468	1,022,555
Inventory – Net	1,846,700	2,397,039	2,307,719
Prepaid expenses	814,417	647,171	892,342
Total current assets	10,424,326	11,312,244	11,942,497
Non-current assets			
Trademarks	4,961,537	4,976,690	5,112,579
Investment in shares	716,832	787,752	719,877
Building, properties and equipment – Net	3,402,391	3,546,846	3,393,316
Deferred income tax, assets and others	1,134,439	937,223	864,075
Assets by right of use	23,802	45,775	45,686
Total non-current assets	10,239,001	10,294,286	10,135,533
TOTAL ASSETS	20,663,327	21,606,530	22,078,030

Consolidated Financial Position

Thousands of Mexican pesos

	As of December 31, 2023	2022	As of September 30, 2023
LIABILITIES AND STOCKHOLDERS' EQUITY			
Current Liabilities			
Short-term debt and Current portion of long-term debt	1,946,571	4,826,146	2,247,559
Suppliers	1,842,118	1,790,380	1,990,300
Other current liabilities	2,506,234	2,458,567	2,246,467
Income tax payable	192,075	281,350	328,586
Total current liabilities	6,486,998	9,356,443	6,812,912
Non-current liabilities			
Long-term debt securities	3,180,814	-	3,179,271
Long-term loans with financial institutions	1,064,795	1,551,515	933,185
Deferred income tax and other long term liabilities	517,293	515,491	502,072
Payable dividends to shareholders	30,581	30,581	30,581
Total liabilities	11,280,481	11,454,030	11,458,021
Stockholders' equity			
Contributed Capital	1,861,857	1,912,967	1,912,967
Retained earnings	9,769,392	10,045,828	10,582,326
Cumulative translation effects of foreign subsidiaries	(401,709)	(70,757)	(68,124)
Repurchased shares - Net	(1,849,032)	(1,737,876)	(1,809,498)
Fair value through profit OCI	2,338	2,338	2,338
Total stockholders' equity	9,382,846	10,152,500	10,620,009
TOTAL EQUITY AND LIABILITIES	20,663,327	21,606,530	22,078,030

Working Capital Evolution



Net Debt Evolution

(Millions of MXN)

4,874

4,521

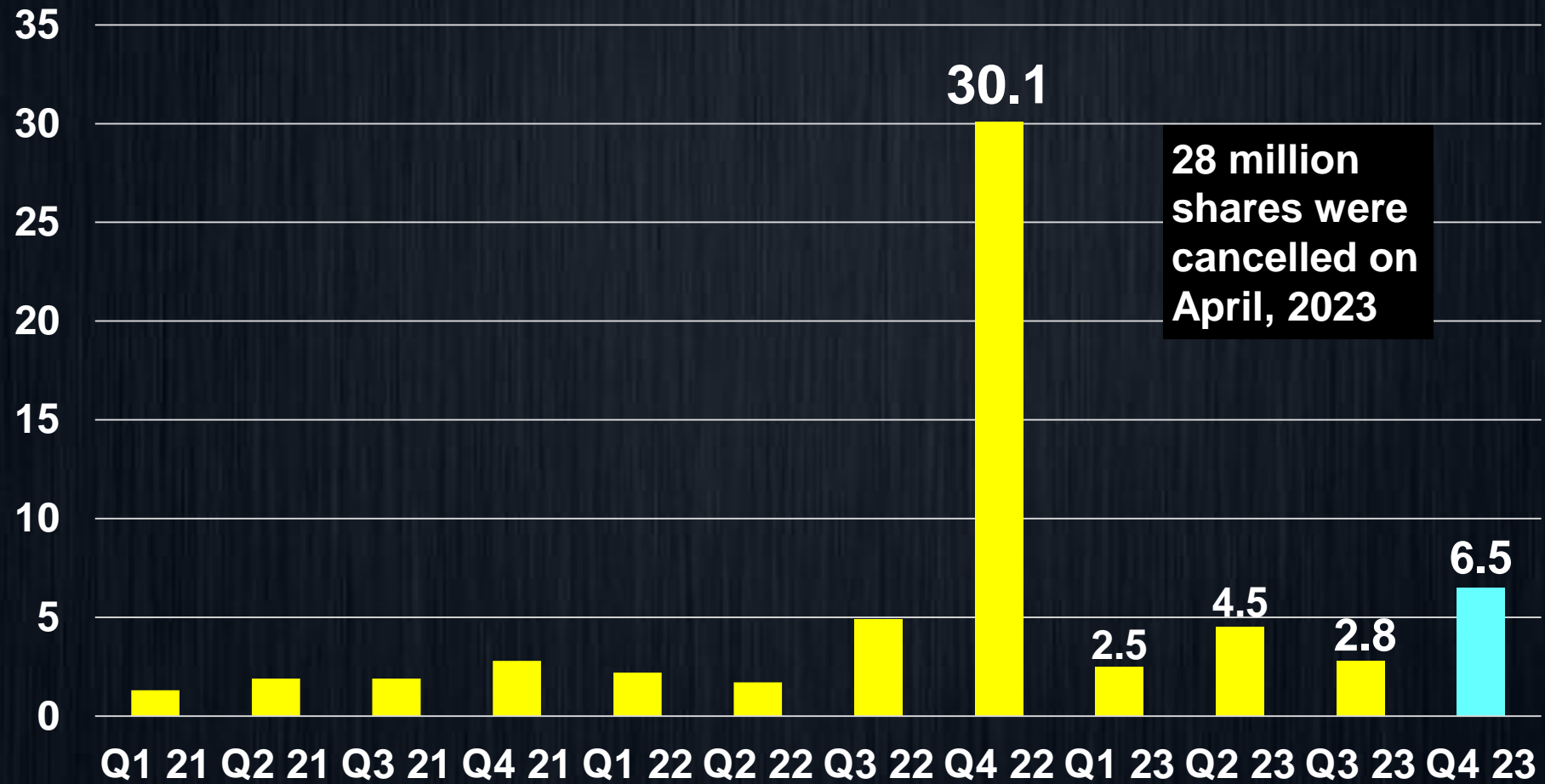
2022

2023

- Net Debt / EBITDA of **1.31x**
- Net Debt reduction of Ps. 352 million

LABB Share buyback

Million shares



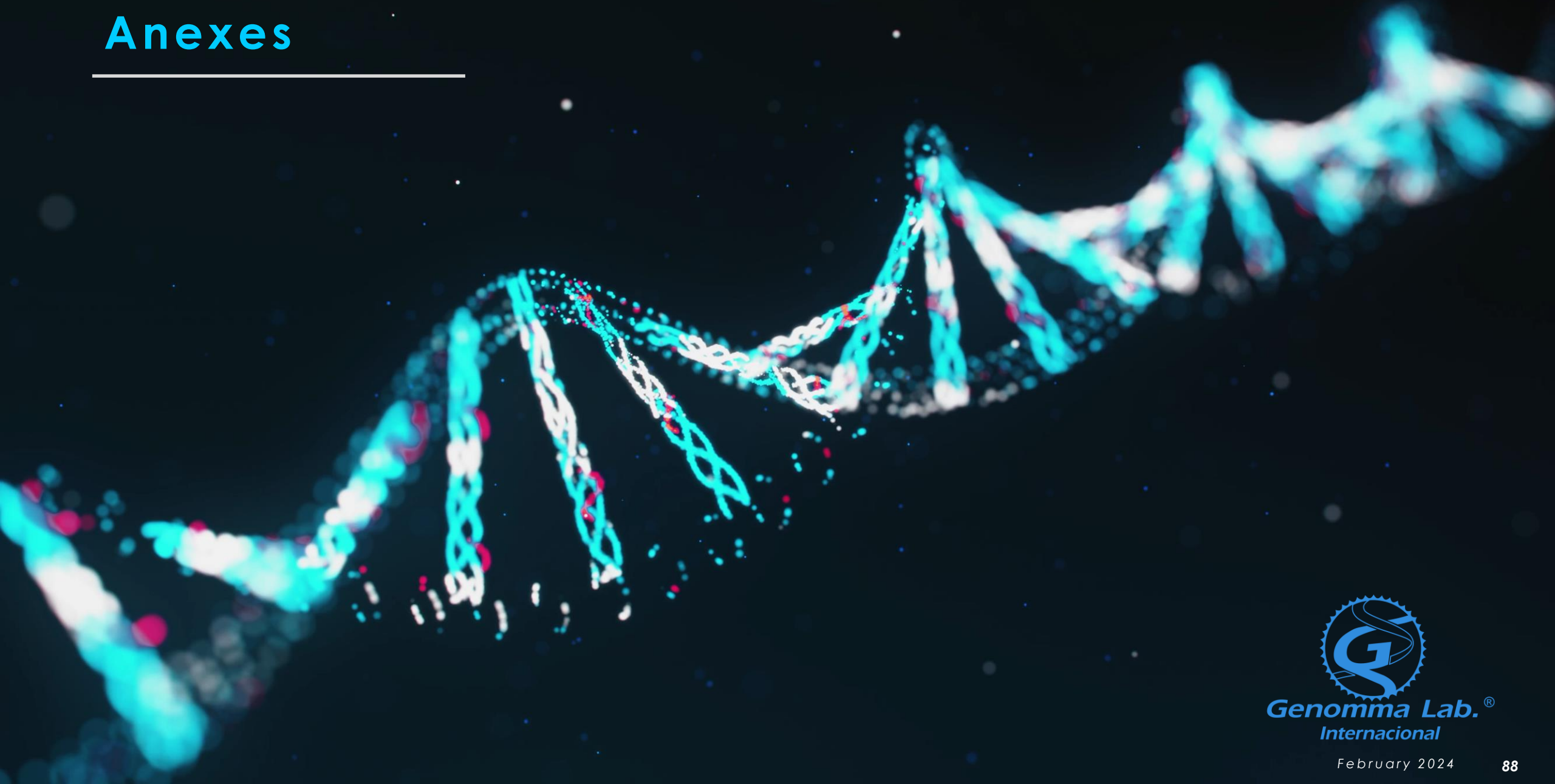
Cash Dividend **Payments**

- **200 million** on June 7th
- **200 million** on September 29th
- **200 million** on Dec 27th
- The Company aims to continue paying dividends on a Quarterly basis

Canceling Shares

- **28 million** shares cancelled in April 28, 2023
- **New total** number of shares outstanding
1,020,000,000
- Please update **EPS** calculation

Anexes






Genomma Lab.®
Internacional

February 2024

Economies Of Scale And Scope

Driving Higher Gross Margins

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

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

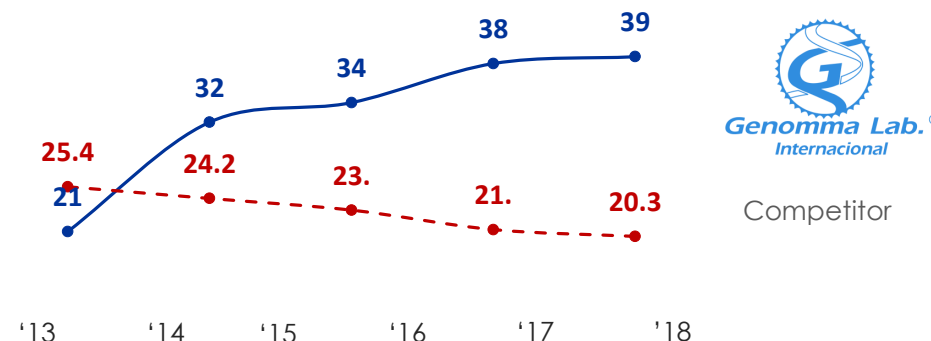
Tafirol®

Acquired in 2012
from Sidus

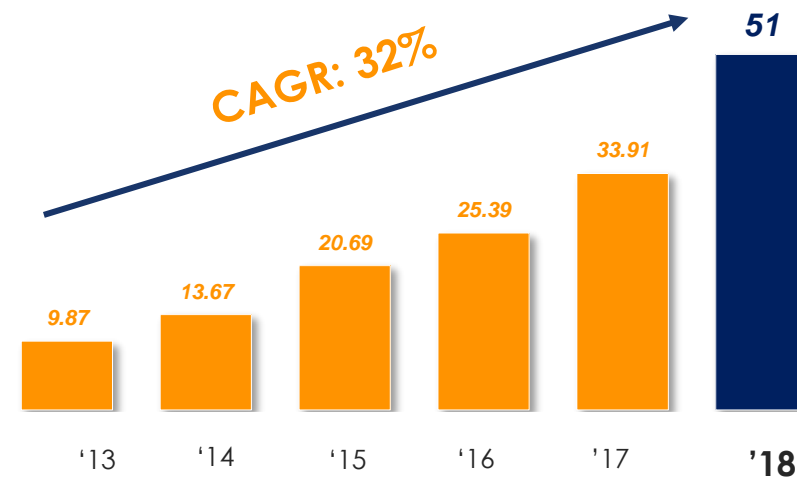


Portfolio of products

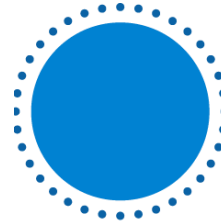
Market
Share in
units (%)



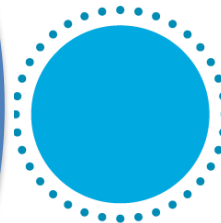
Net Sales
in USD
million



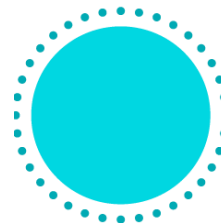
Industrial Complex– **EDGE** Certification



**GENOMMA LAB ACHIEVES WORLD BANK /
IFC's EDGE CERTIFICATION**

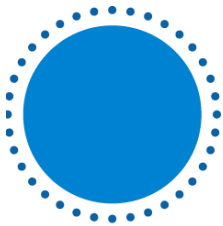


**EDGE ISA GREEN BUILDING STANDARD
AND A GLOBAL CERTIFICATION SYSTEM**



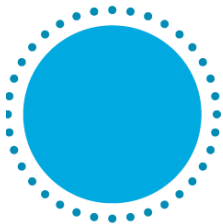
**FIRST PHARMACEUTICAL PLANT IN THE
WESTERN HEMISPHERE TO MEET
STANDARDS**

Plant design enables:



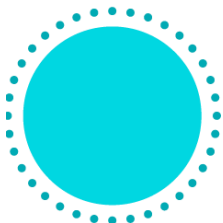
PERSONAL CARE PLANT SAVINGS:

- 31% in energy
- 41% in embodied energy
- 52% in water
- 87 tons of CO2



PHARMA PLANT SAVINGS:

- 45% in energy
- 42% in embodied energy
- 37% in water
- 33 tons of CO2



DISTRIBUTION CENTER SAVINGS:

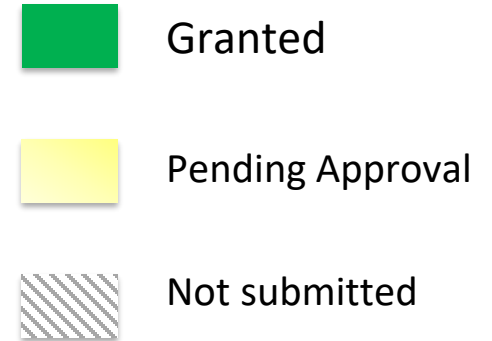
- 26% in energy
- 38% in embodied energy
- 54% in water
- 227 tons of CO2

OTC Manufacturing Plant Permits **Update**

INTERNATIONAL
GMPs

MEXICO
GMP

SANITARY
LICENSE



INTERNATIONAL GMPs					
MEXICO GMP					
SANITARY LICENSE					

Solid

Semi-Solid

Oral Liquid

Topical Liquid

Coating



IFC and Genomma Lab

Multi-currency Long-term Loan

- **IFC's first multi-currency investment in the pharmaceutical industry anywhere in the world**
-

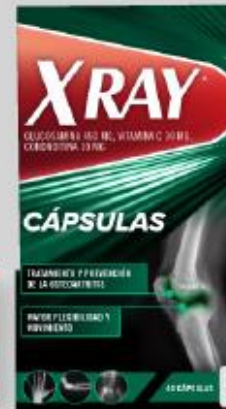


US\$60 million loan:

- **CHILEAN PESOS**
- **PERUVIAN SOLES**
- **US DOLLARS**
- **MEXICAN PESOS**
- **COLOMBIAN PESOS**

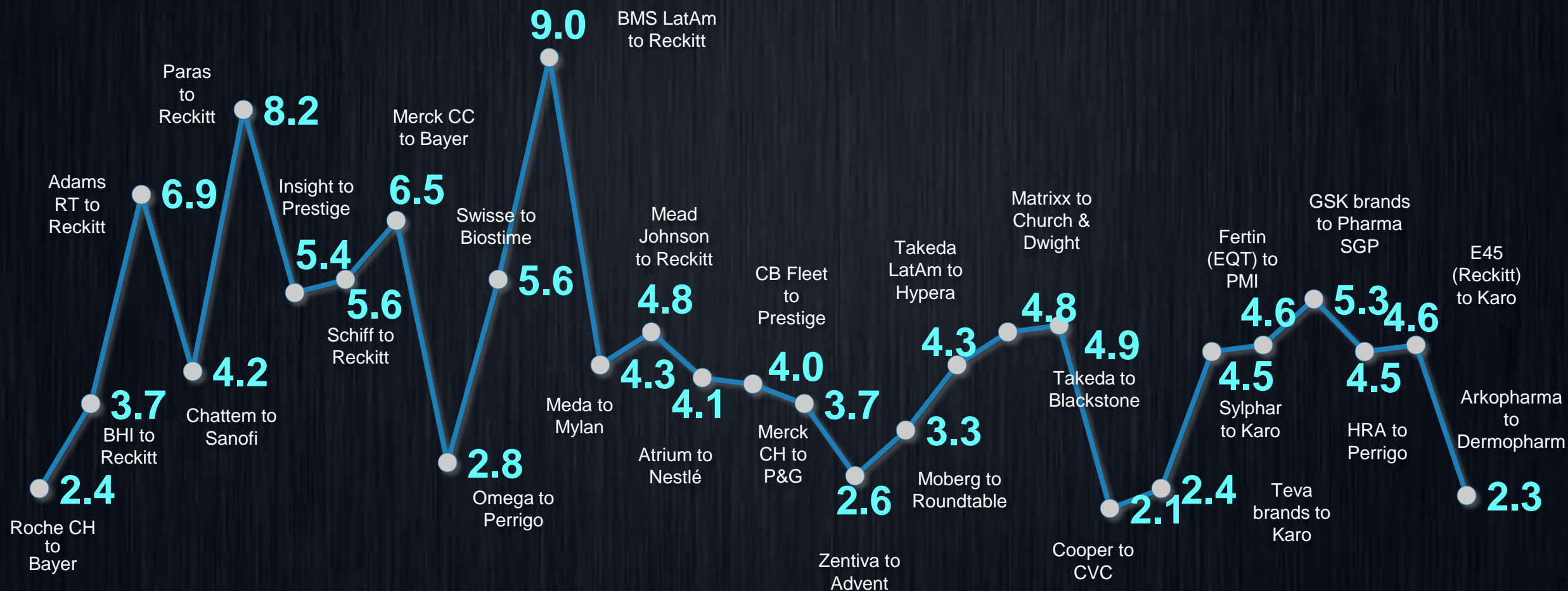
Enhancing our Megabrand potential

Example of Analgesics category



M&A Transactions in Consumer Health Categories

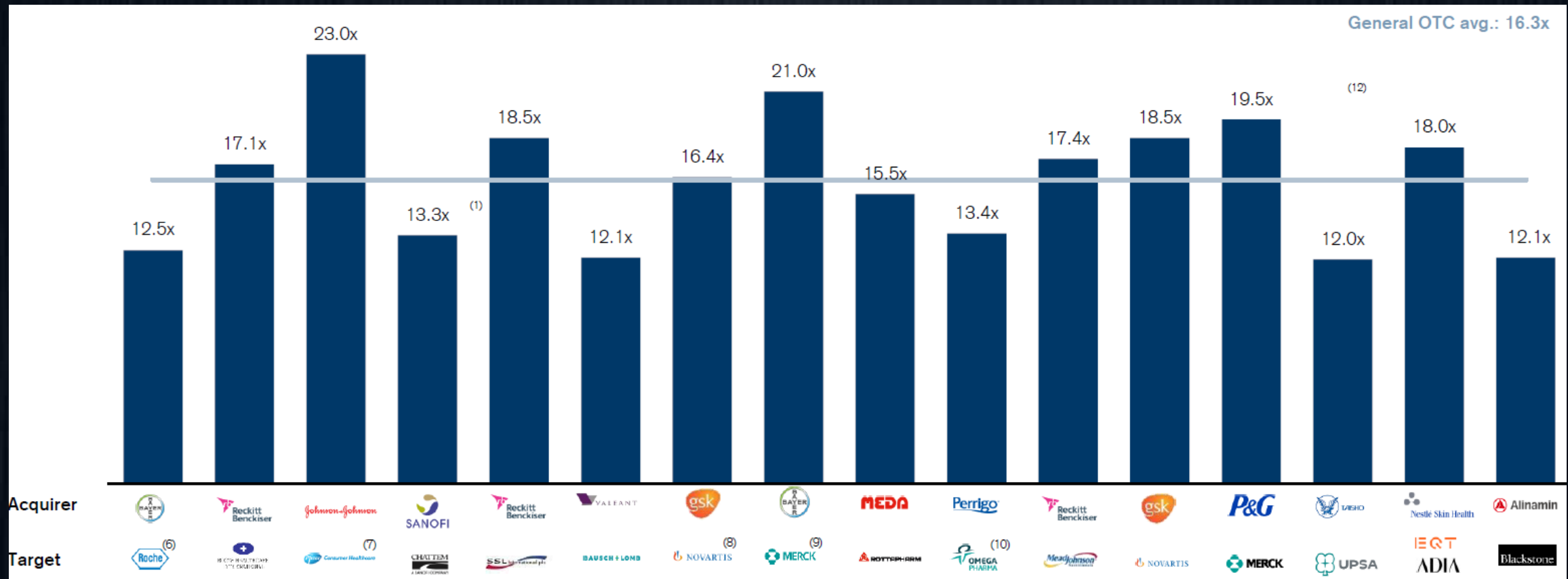
CHC MAJOR ACQUISITION MULTIPLE **EV / Sales Multiple**



Source: Nicholas Hall

2004 2005 2008 2010 2011 2012 2014 2014 2014 2015 2015 2016 2017 2017 2017 2018 2018 2019 2020 2020 2020 2021 2021 2021 2021 2021 2021 2022 2022

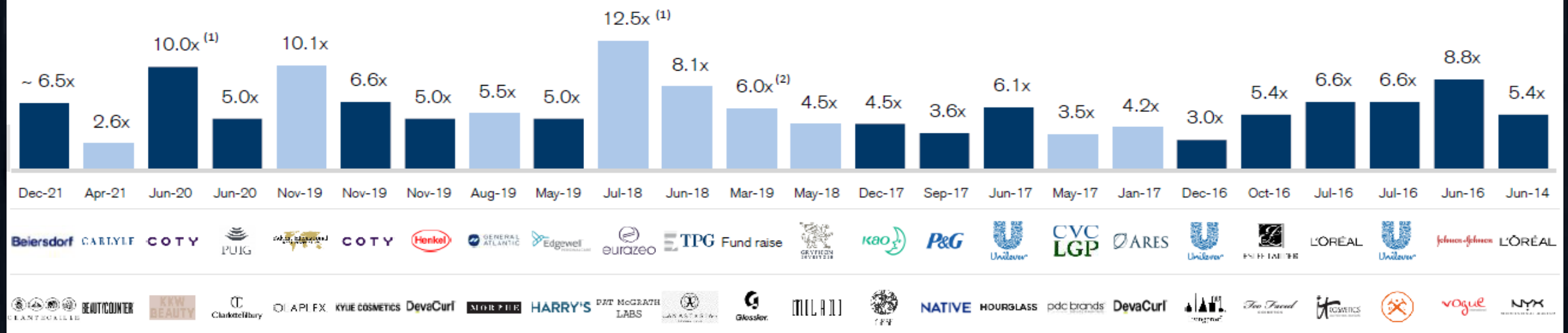
OTC Pharma EV / LTM EBITDA Transaction Multiples Average 16.3 x



Dynamism in M&A Pharma



PERSONAL CARE Price/Sales Transaction Multiples

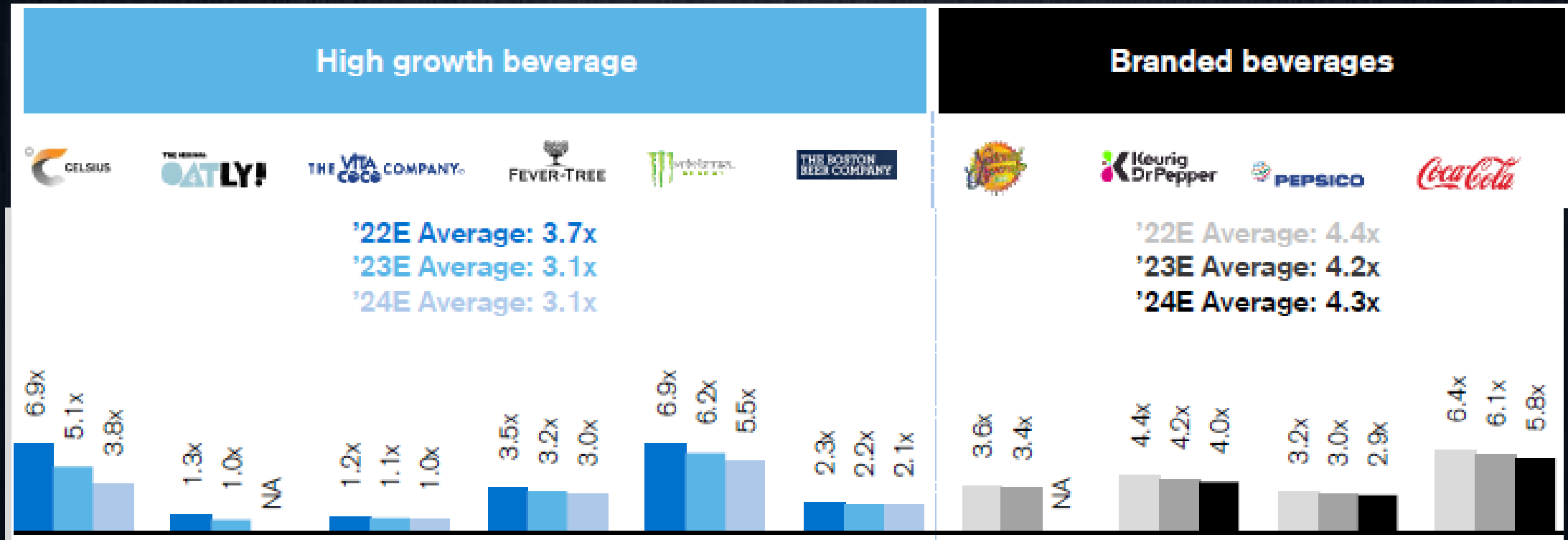


SKIN CARE Price/Sales Transaction Multiples



Comparables in the Beverage Industry

BEVERAGES EV/Sales Transaction Multiple

















M&A Dynamism in the Beverage Industry

Focused on high growth / high margin brands

Acquiror	Target
	
	
	
	
	
	
	

Acquiror	Target
	
	
	
	
	
	
	

Acquiror	Target
	
	
	
	
	
	
	

Genomma Brands Estimated Value

PS. BILLION	NET SALES		CATEGORIES ESTIMATED VALUE		
	2022	3X	4X	5X	
SKIN CARE	3.7	11.0	14.7	18.3	
ANALGESICS	2.9	8.8	11.8	14.7	
COUGH & COLD	2.0	6.0	8.0	10.0	
HAIR CARE	1.8	5.5	7.3	9.2	
ISOTONIC BEVERAGES	1.6	4.9	6.5	8.2	
GASTO	1.0	2.9	3.9	4.9	
RAZORS & BLADES	0.1	0.3	0.5	0.6	
OTHERS	3.7				
TOTAL	(13.2) 16.9	39.5	52.7	65.9	