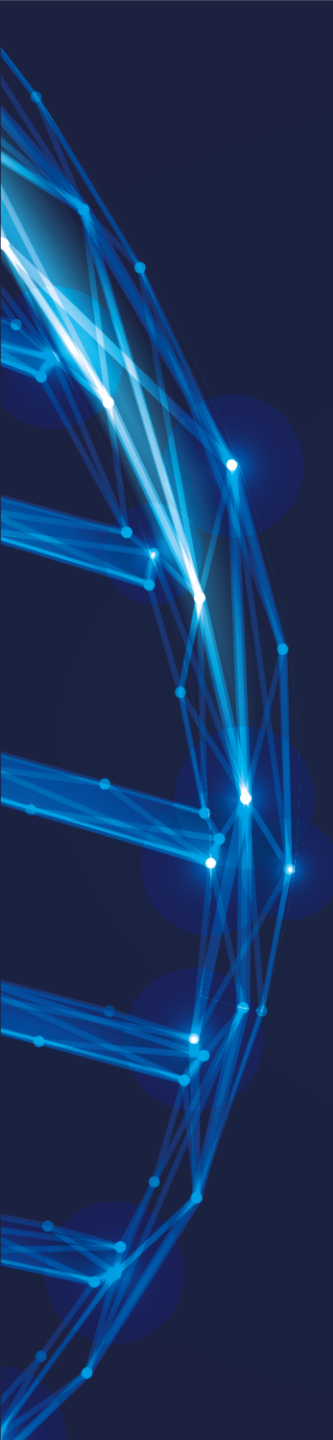




Genomma Lab.®
Internacional

GENOMMA LAB

INVESTOR RELATIONS





SAFE HARBOUR 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.



AGENDA

1

ABOUT GENOMMA LAB

2

OUR CORE CAPABILITIES

3

OUR STRATEGY

4

PRODUCTIVITY

5

Q2 2024 SUPPLEMENTAL PACKAGE

ABOUT GENOMMA LAB

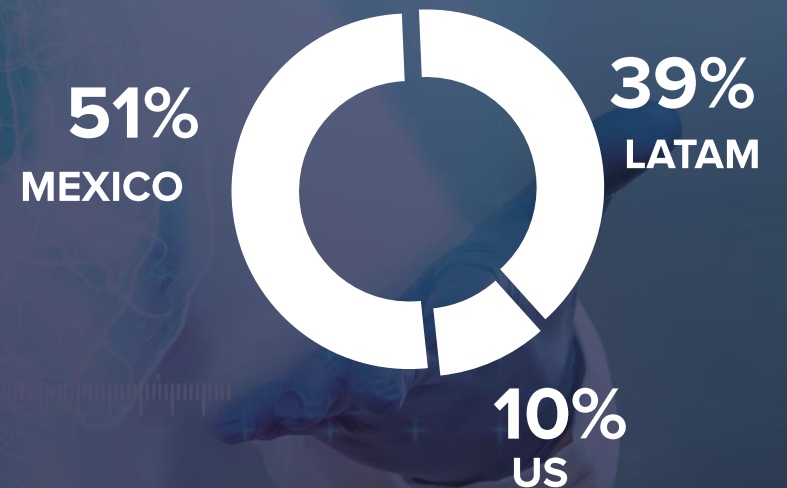
ABOUT US

GENOMMA LAB DEVELOPS, MANUFACTURES AND MARKETS A PORTFOLIO OF 60 PREMIUM BRANDED PRODUCTS FOR MASS CONSUMPTION, MANY OF WHICH ARE LEADERS IN THEIR CATEGORIES

BUSINESS UNITS



REGIONS



OUR PRODUCT PORTFOLIO

OVER-THE-COUNTER

53% OF TOTAL SALES

COUGH & COLD



ANALGESICS



DERMA OTC



GASTRO



INFANT NUTRITION



OUR PRODUCT PORTFOLIO

PERSONAL CARE + BEVERAGES

47% OF TOTAL SALES

HAIRCARE



ISOTONIC BEVERAGES



SKINCARE



BLADES & RAZORS



OTHER

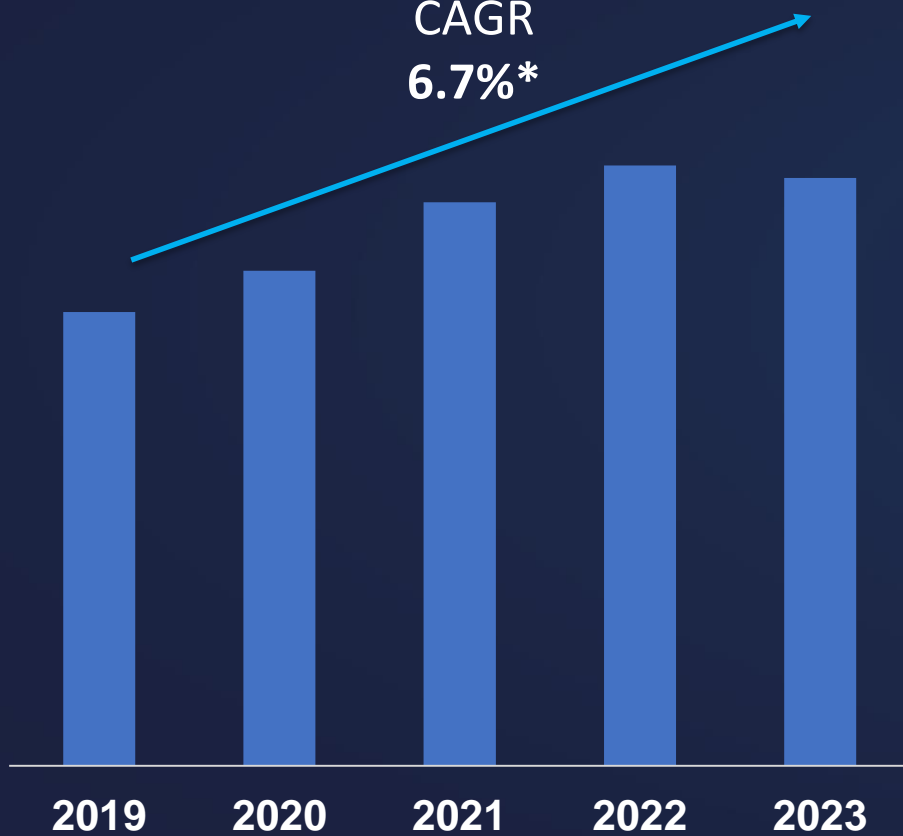


FINANCIAL EVOLUTION

5-YEAR TREND

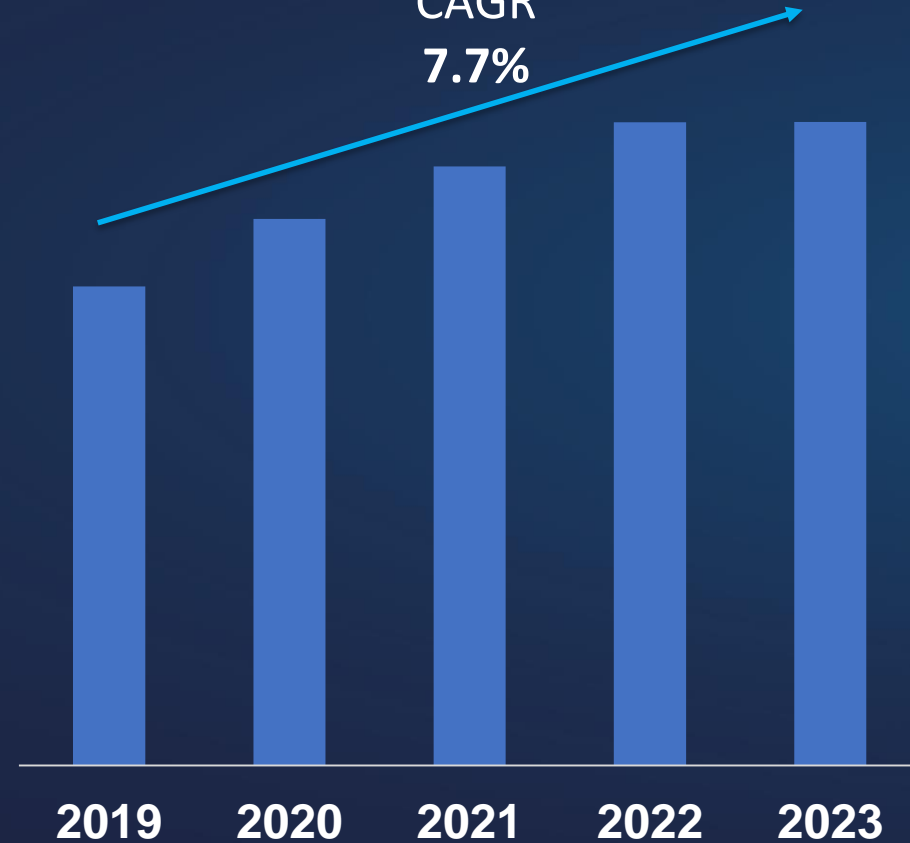
Net Sales

CAGR
6.7%*



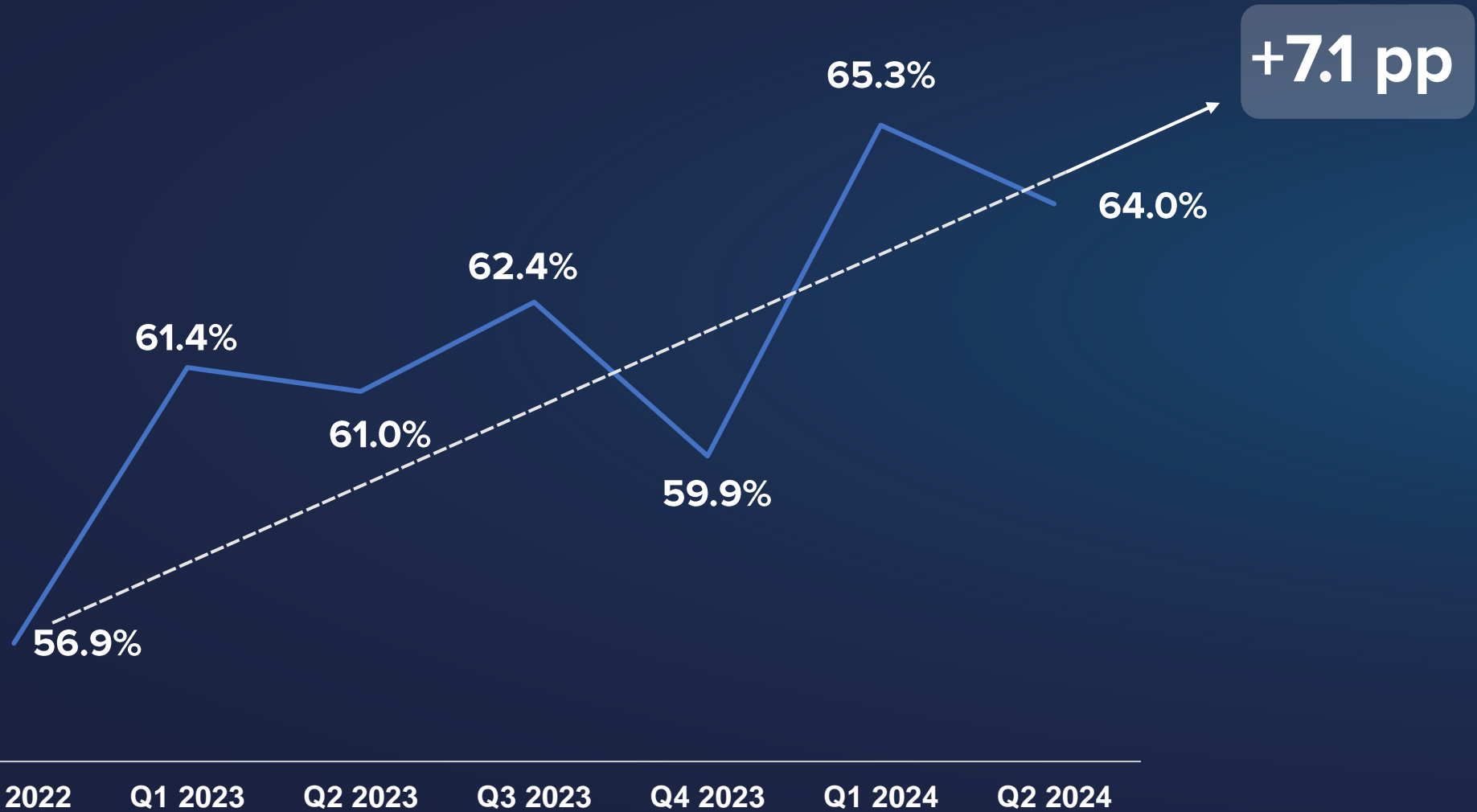
EBITDA

CAGR
7.7%



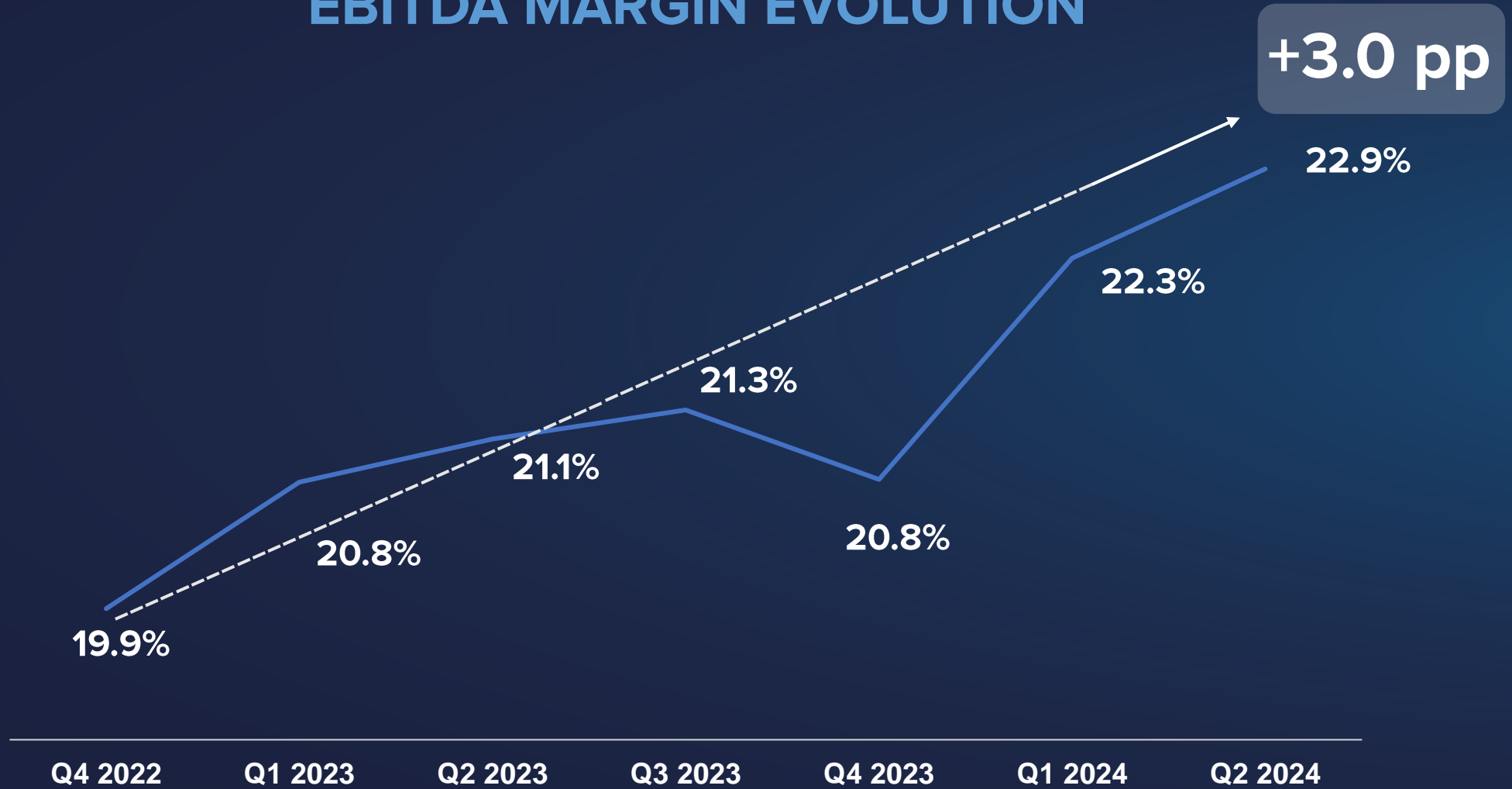
MARGIN IMPROVEMENT

GROSS MARGIN EVOLUTION



MARGIN IMPROVEMENT

EBITDA MARGIN EVOLUTION



OUR CORE CAPABILITIES

PRODUCT INNOVATION

PROVEN SUPERIOR INNOVATION
CAPABILITIES



ROBUST GO-TO-MARKET

+600K POINTS OF SALE
MULTICHANNEL DISTRIBUTION



ENVIRONMENTAL, SOCIAL, GOVERNANCE

“A” MSCI ESG RATING
SUSTAINABILITY INDEXES



OUR GROWTH STRATEGY

COMPREHENSIVE COMMUNICATION & MARKETING

#1 TV ADVERTISERS IN LATAM
DIVERSIFIED MARKETING STRATEGY



MANUFACTURING & SUPPLY CHAIN

\$741 M ANNUAL SAVINGS
QUALITY CONTROL AND COST EFFICIENCY



STRONG GEOGRAPHIC FOOTPRINT

18 COUNTRIES
LOCAL TEAMS



NUEVO

SUEROX[®]

Superior Product Innovation



-  ACTIVIDAD FÍSICA*
-  CALOR
-  DEFENSAS**



-  ACTIVIDAD FÍSICA*
-  CALOR
-  CANSANCIO

Superior Product Innovation

Cicatricure® GOLD LIFT

*Masstige
Affordable
Luxury*

*Hi-quality
Performance*



Superior 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



ROBUST GO-TO-MARKET TRADITIONAL CHANNEL

37% OF TOTAL SALES

REACHING UNATTENDED COMMUNITIES

ACCESSIBLE PRODUCT FORMATS

OWN FLEET AND EXCLUSIVE SALES FORCE

LEVERAGING SUEROX

- Independent pharmacies
- Mom & pop stores
- Wholesale pharma & grocery distributors





ROBUST GO-TO-MARKET MODERN CHANNEL

63% OF TOTAL SALES

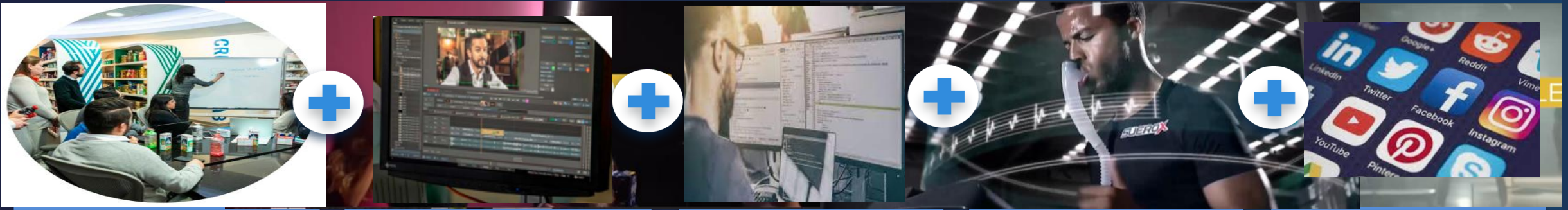
DIVERSIFIED CLIENT BASE
INCREASED DIRECT DISTRIBUTION
EFFICIENT DELIVERIES

- Supermarkets
- Department stores
- Pharmacy chains
- Convenience stores
- E-commerce

COMPREHENSIVE COMMUNICATION

TV & DIGITAL CONTENT PROCESS

Always-on Analytics and Precision Marketing



Understanding
Consumer
Behavior

Market
Research

Design Experts

Effective
communication
vehicles

Across all
media platforms



COMPREHENSIVE COMMUNICATION

IN-HOUSE CONTENT STUDIO

+25 YEAR EXPERIENCE

#1 ADVERTISERS IN LATAM

70% CHEAPER & 4X FASTER EXECUTION

MULTIMEDIA CAPABILITES

4X
FASTER
EXECUTION

DIVERSIFIED MARKETING STRATEGY

IN-STORE AS MEDIA



OWN IN-STORE FURNITURE WORKSHOP

3X CHEAPER & FASTER EXECUTION

INCREASING STOPPING POWER AT POS

INCREASING CONVERSION OPPORTUNITIES

DIVERSIFIED MARKETING STRATEGY

GEN EXPERTOS

AVAILABILITY, VISIBILITY & RECOMMENDATION

ALIGNED INTERESTS WITH PHARMA STAFF

INCREASING CONVERSION OPPORTUNITIES



DIVERSIFIED MARKETING STRATEGY

PERFECT STORE

STANDARDIZED EXECUTION STRATEGIES

EFFECTIVE KPIs FOR TRADE MARKETING

PRODUCT AVAILABILITY CONTROLS

EFFICIENT MONITORING



STRONG GEOGRAPHICAL FOOTPRINT



MANUFACTURING & SUPPLY CHAIN



IFC International Finance Corporation
WORLD BANK GROUP

IDB Inter-American Development Bank

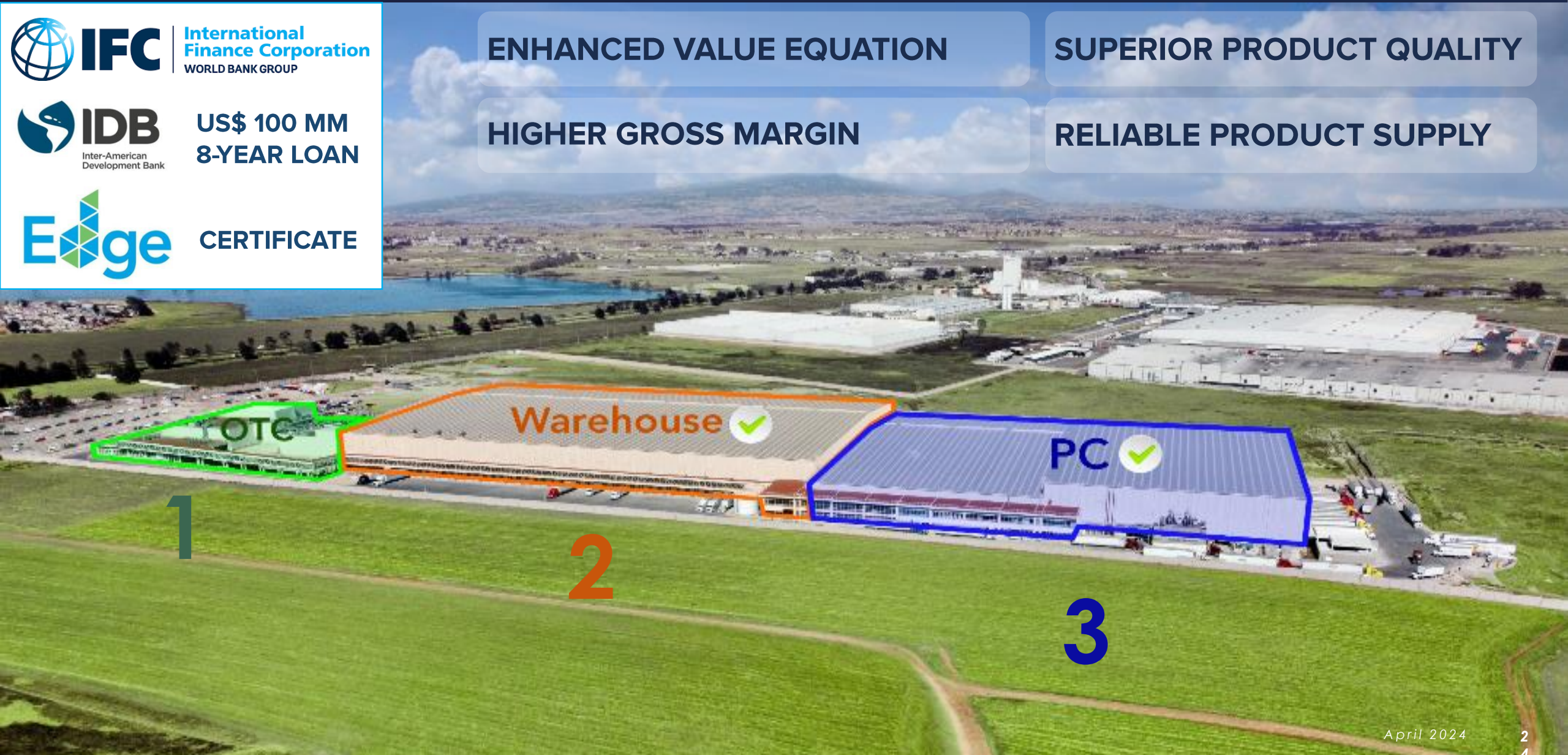
Edge CERTIFICATE

ENHANCED VALUE EQUATION

SUPERIOR PRODUCT QUALITY

HIGHER GROSS MARGIN

RELIABLE PRODUCT SUPPLY



1

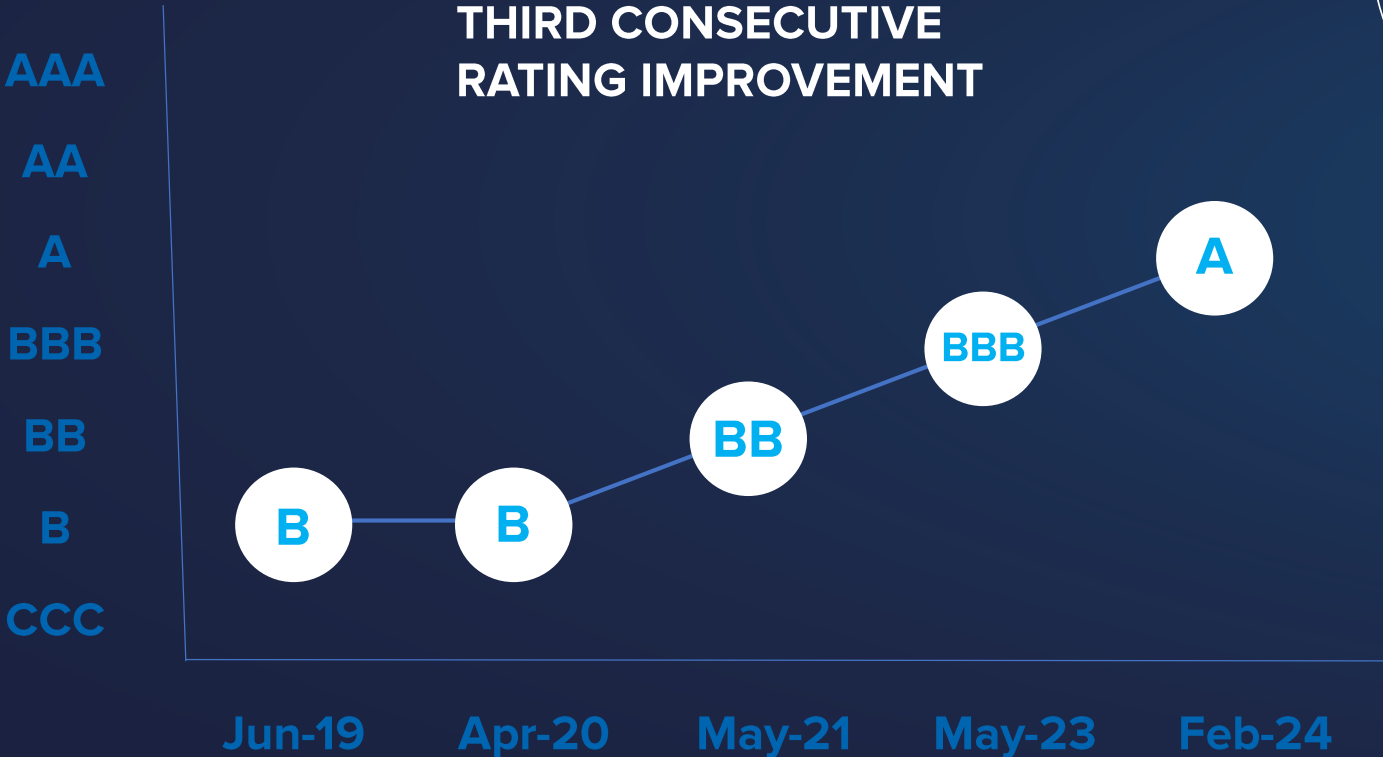
2

3

MSCI ESG RATING



THIRD CONSECUTIVE RATING IMPROVEMENT



OUR STRATEGY

SHAREHOLDER VALUE CREATION

FOCUS ON CORE BRANDS
NARROW RESOURCE DEPLOYMENT

DIVEST NON CORE ASSETS
UNLOCK WORKING CAPITAL

PRODUCTIVITY IN OUR DNA
GTM COST OPTIMIZATION
AUTOMATION OF CORE PROCESSES

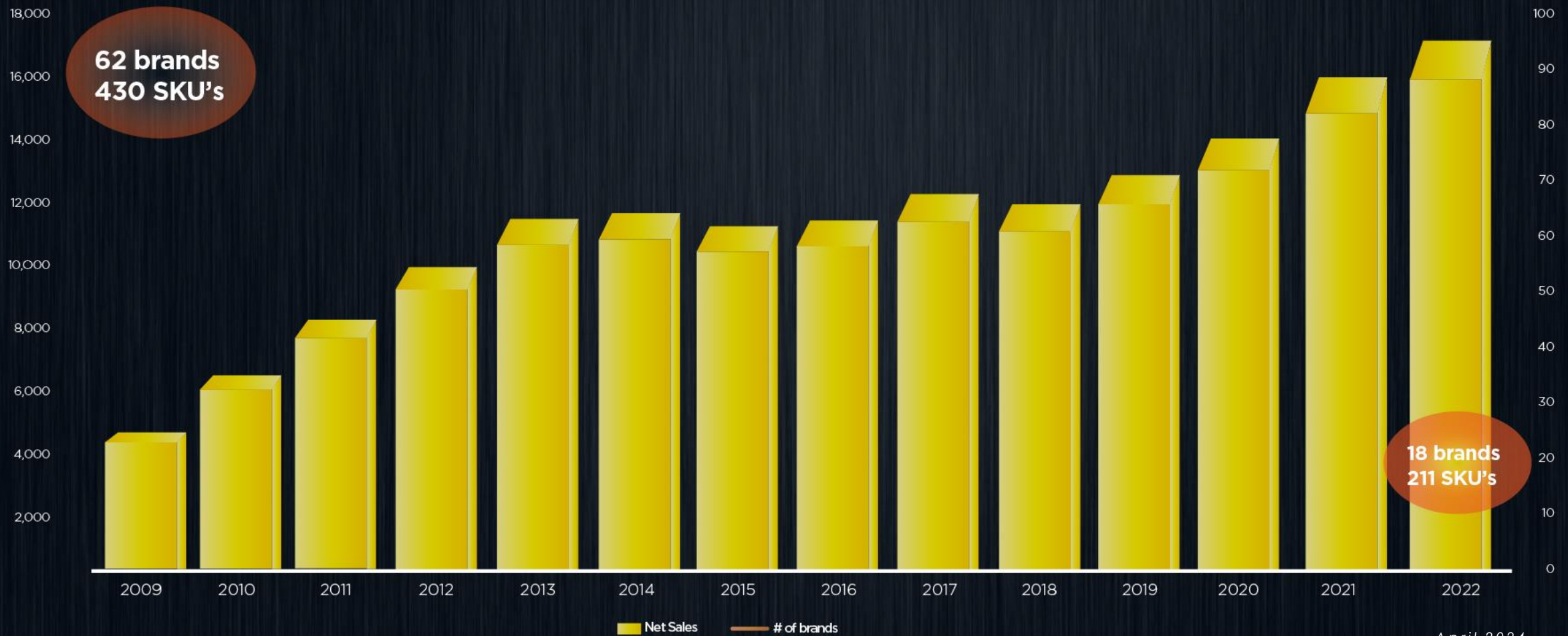
MANUFACTURING
ECONOMIES OF SCALE AND LOWER COGS

REENGINEERING
PRODUCTS AND PACKAGING

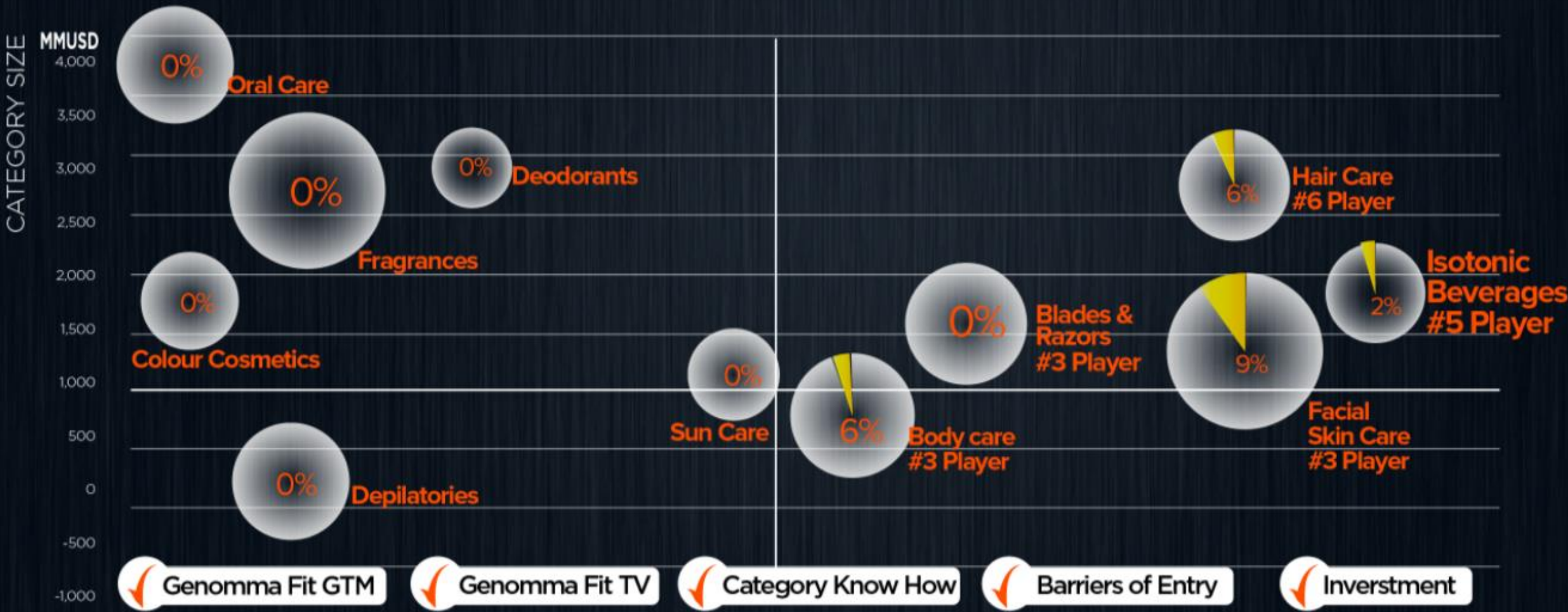
+10 BN
MXN SALES

+1.8 BN
MXN ANNUAL
SAVINGS

Strengthening Core Brands

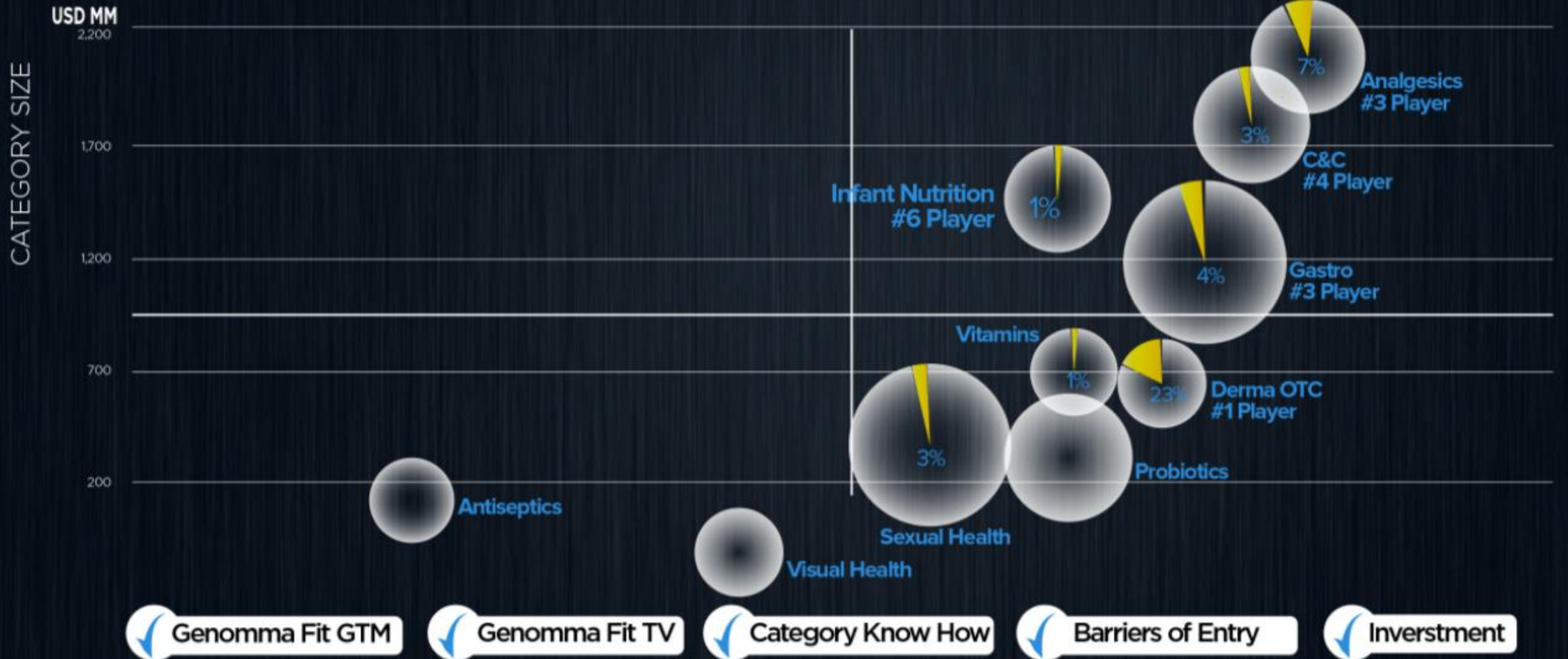


CHOSEN PERSONAL CARE CATEGORIES



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	  	+800 MM	Grow SOM Product Innovation GTM
INFANT NUTRITION		+500 MM	Grow SOM Geographic Expansion
RAZORS & BLADES		+150 MM	Grow SOM Geographic Expansion
OTHERS		+1,800 MM	

+\$10,000 MM

+ 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

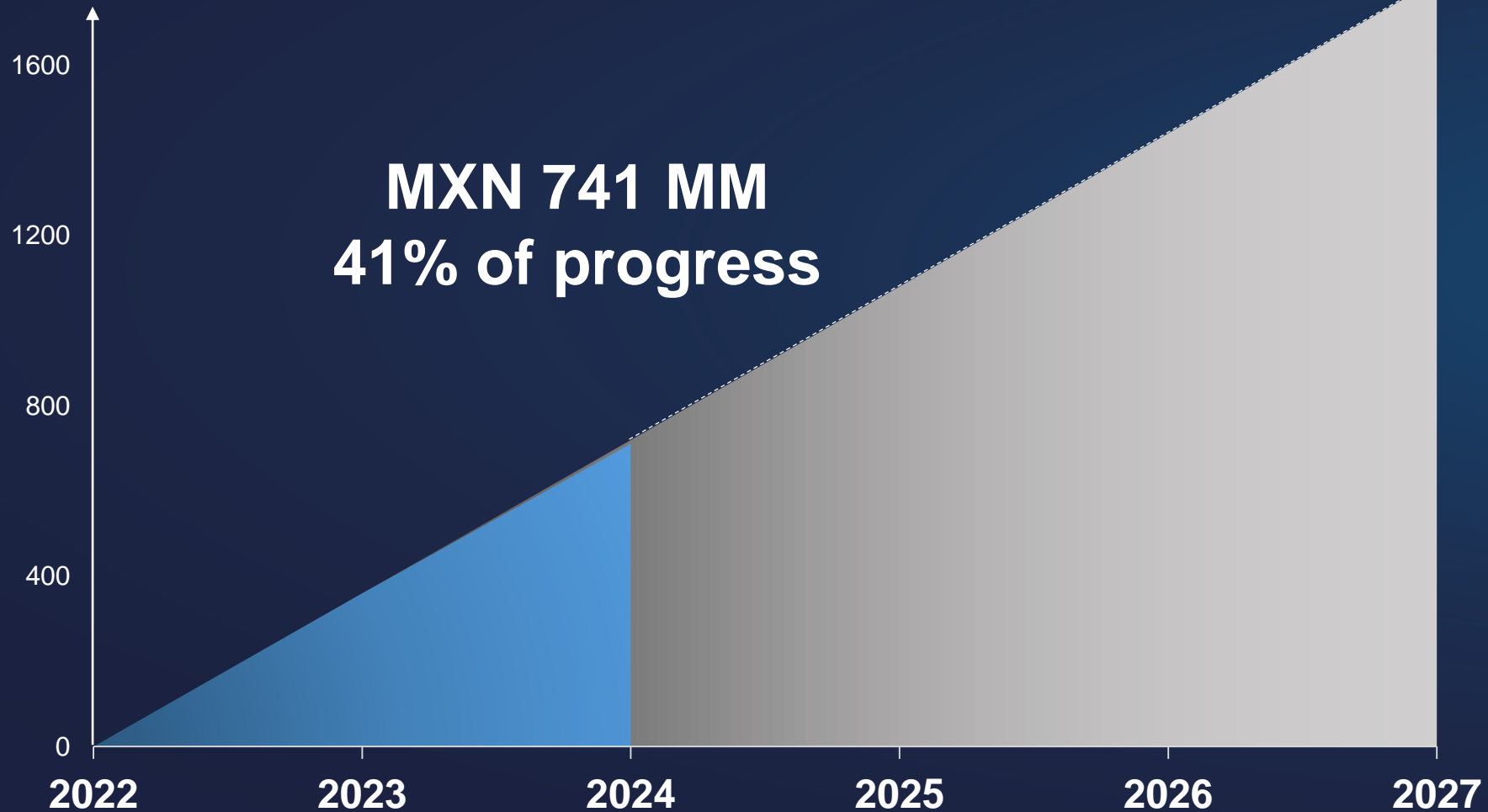
-Gross to net
-Product mix
-Customer tailing
-Instore as media

+MXN 1,800 MM

PRODUCTIVITY

GROSS ANNUAL PRODUCTIVITY

MXN 1.8 Bn





GO-TO-MARKET PRODUCTIVITY PROJECT

MXN \$207 million
ANNUAL SAVINGS

PRICING

- Effective price indexing

PROMOTIONS

- Optimization of promotions

TERMS

- Efficient commercial terms and conditions
- returns and costs serving efficiencies

Launched: 1Q 2023



RAW MATERIALS PRODUCTIVITY PROJECT

MXN \$120 million

ANNUAL SAVINGS

PROVIDERS

- New tensoactive and fragrance providers

FORMULA

- Ingredient substitution
- Risk management and cost optimization

BIDDING

- Global bidding for APIs
- Paracetamol and Naproxeno

Launched: 1Q 2023



SUEROX REDESIGN PRODUCTIVITY PROJECT MXN \$100 million ANNUAL SAVINGS

PREFORMS

- Weight optimization: 30gr → 26.5gr
- Cost renegotiation

SLEEVES

- Volume leverage & cost reduction

CAPS

- Cap redesign based on preform specs
- New supplier development
- Line efficiencies

Launched: 3Q 2023



VANART REDESIGN PRODUCTIVITY PROJECT

MXN \$93 million

ANNUAL SAVINGS

PACKAGING

- Packaging reengineering
- Standarization

PROCESS

- Vertical integration of bottle production
- Plastics injection and blowing line

RENEGOCIATION

- Packaging and raw materials renegotiation

Launched: 1Q 2023



SUEROX LINE

PRODUCTIVITY PROJECT

MXN \$63 million

ANNUAL SAVINGS

SCALE

- +96 million bottles per year

SUPPLIERS

- Leveraging volumen for better terms and conditions

Launched: 1Q 2023



LOGISTICS DISCOUNT-SLOG PRODUCTIVITY PROJECT

MXN \$45 million

ANNUAL SAVINGS

ORDER

- Minimum order policy
- Higher order for farther deliveries

DELIVERY

- Centralized delivery
- Route optimization

Launched: 4Q 2023



SUEROX SLEEVES

PRODUCTIVITY PROJECT

MXN \$30 million

ANNUAL SAVINGS

VERTICALIZATION

- New label equipment
- Vertical integration of label production

PROCESS

- Economies of scale
- Production line efficiencies

Launched: 2Q 2024



CARTON STANDARDIZATION PRODUCTIVITY PROJECT MXN \$25 million ANNUAL SAVINGS

SUPPLIERS

- Reduction from 23 to 2 suppliers
- Leveraging volumen for lower costs

SKUs

- Reduction from 72 to 12 SKUs
- Standardizing carton packaging size and thickness across brands

Launched: 3Q 2023

LABEL COST OPTIMIZATION PRODUCTIVITY PROJECT

MXN \$25 million ANNUAL SAVINGS

SUPPLIERS

- Reduction from 16 to 2 suppliers

SCALE

- Leveraging volumen for lower costs

Launched: 3Q 2023





TIO NACHO BOTTLE BLOWING PRODUCTIVITY PROJECT

MXN \$12 million
ANNUAL SAVINGS

VERTICALIZATION

- Vertical integration of bottle production
- Integrating size variants in same line

PROCESS

- Plastics injection and blowing line

Launched: 4Q 2023



INTERNATIONAL LOGISTICS PRODUCTIVITY PROJECT

MXN \$11 million

ANNUAL SAVINGS

BIDDING

- Freight and forwarding optimization
- 9 different participants

FORWARDERS

- 2 Forwarders selected

ROUTES

- 10 ocean routes quoted

Launched: 1Q 2024

ALUMINUM FOIL PRODUCTIVITY PROJECT MXN \$10 million ANNUAL SAVINGS



BIDDING

- Bidding process executed

REDESIGN

- Ink reduction and standarization

Launched: 1Q 2024

SUPPLEMENTAL PACKAGE
Q2 2024

Q2 2024 OVERALL RESULTS

NET SALES

6.4%



LIKE-FOR-LIKE SALES

5.2%



EBITDA

22.9%

+186bps



NET INCOME

631.7

+50.1%



EPS

0.63

+54.4%



CCC

122 d

+27 d



FCF (LTM)

1,806 MM

+34.8%



% OF SALES GROWING SHARE

45%



% OF SALES GROWING ABOVE INFLATION

78%



Below target

In-line with target

Exceeded target

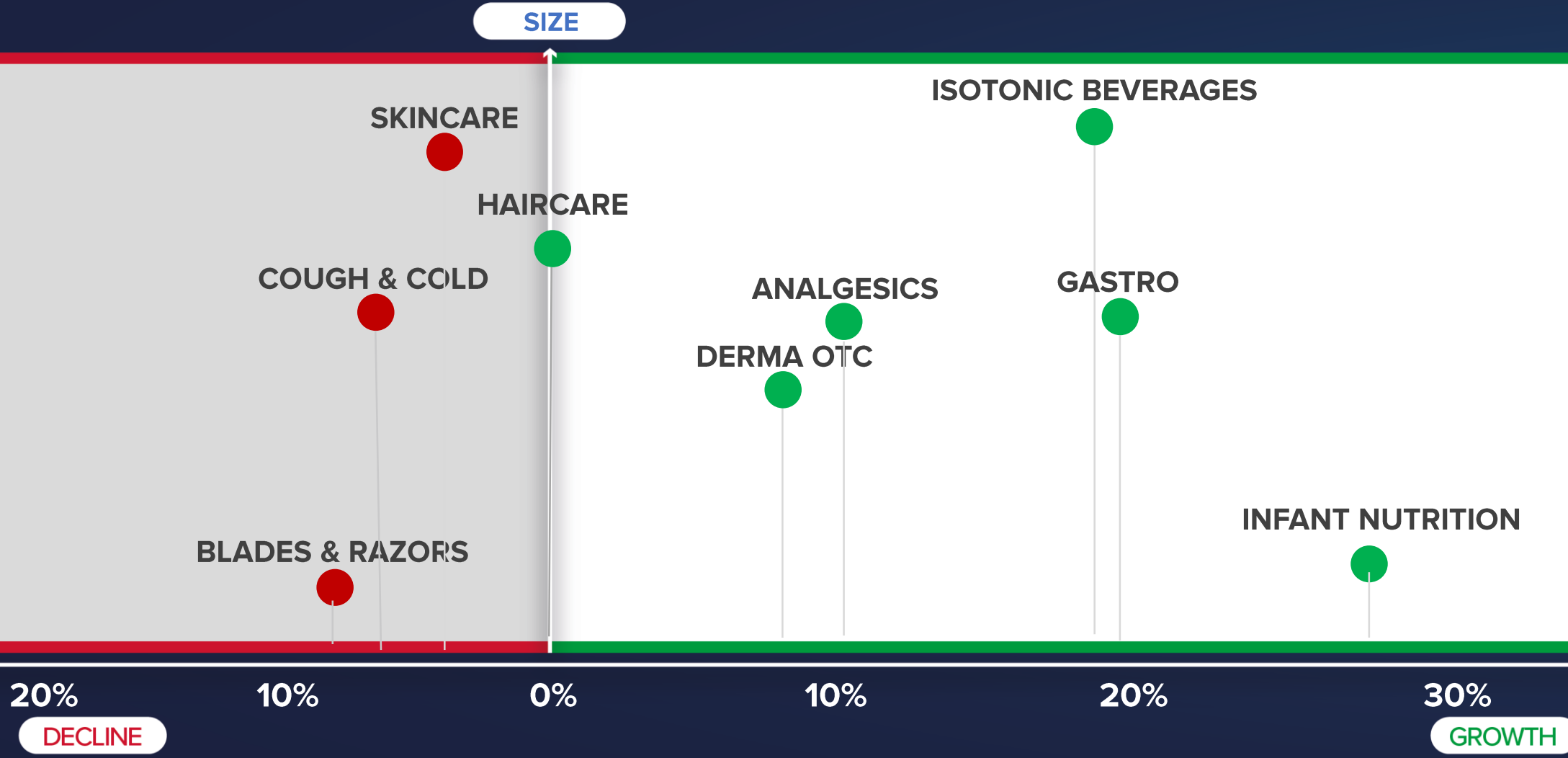


Q2 2024 CORE CATEGORIES

CORE CATEGORIES	% SALES GROWTH YoY	%LFL GROWTH YoY	% SALES GROWTH YTD	%LFL GROWTH YTD
SKIN CARE	(5.5)%	0.9%	(15.8)%	(4.5)%
COUGH & COLD	(16.7)%	(24.7)%	(9.0)%	(7.9)%
ISOTONIC BEVERAGES	21.7%	21.1%	19.6%	19.3%
ANALGESICS	22.3%	8.0%	9.3%	10.5%
HAIR CARE	(0.2)%	(1.3)%	(5.3)%	0.0%
DERMA OTC	3.0%	8.7%	(0.8)%	8.9%
GASTRO	13.0%	16.1%	16.1%	20.9%
INFANT NUTRITION	8.4%	8.4%	26.8%	26.8%
BLADES & RAZORS	(25.2)%	(21.4)%	(14.4)%	(8.2)%
TOTAL	6.4%	5.2%	3.5%	7.4%

YTD PORTFOLIO PERFORMANCE

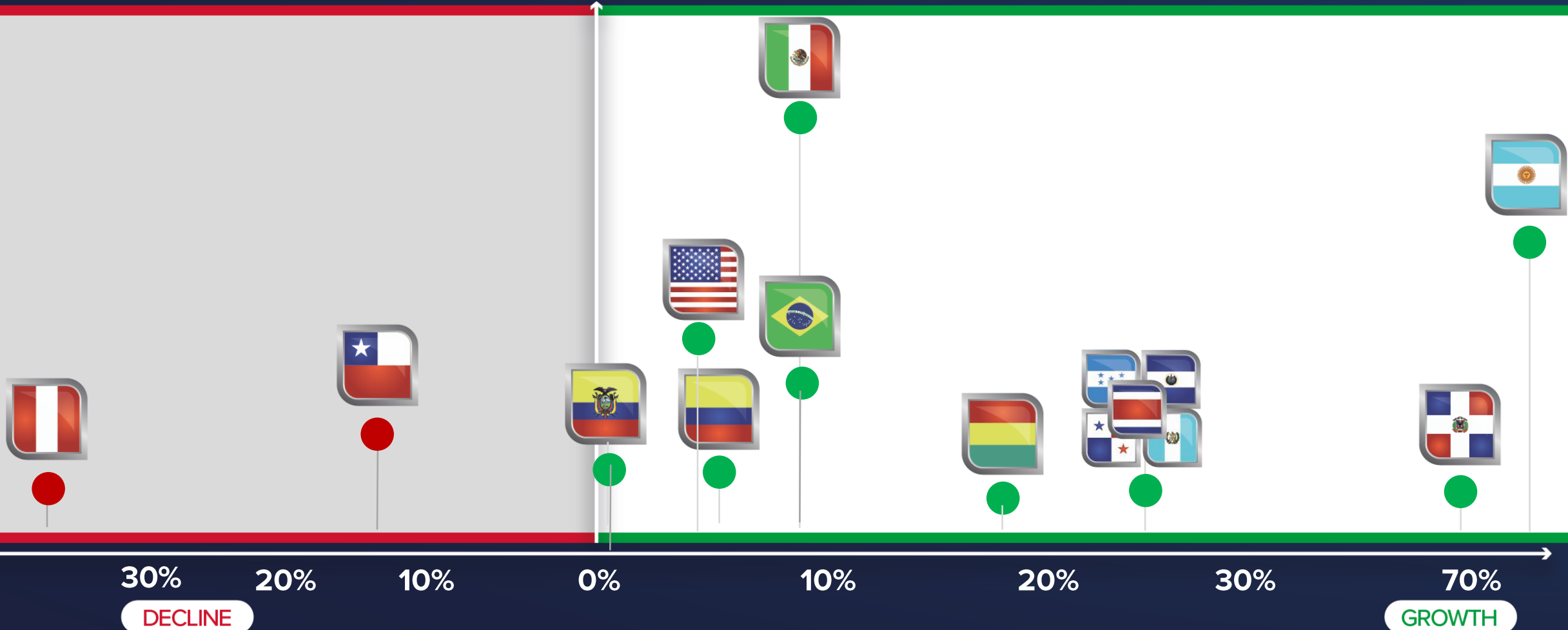
64% OF SALES GROWING OR MAINTAINING SHARE



YTD MARKET PERFORMANCE

78% OF SALES GROWING ABOVE INFLATION

SIZE



STRENGTHENING CORE BRANDS

FOUR BOLT-ON ACQUISITIONS



TOTAL INVESTMENT

US \$25.6 M

TTM SALES

US \$21.7 M



STRENGTHENING CORE BRANDS

ISOTONIC BEVERAGES

BOLT-ON ACQUISITION IN THE US



VALUATION

- Accretive valuation vs industry average

FIT

- Additional POS within stores
- Strengthened geographical footprint

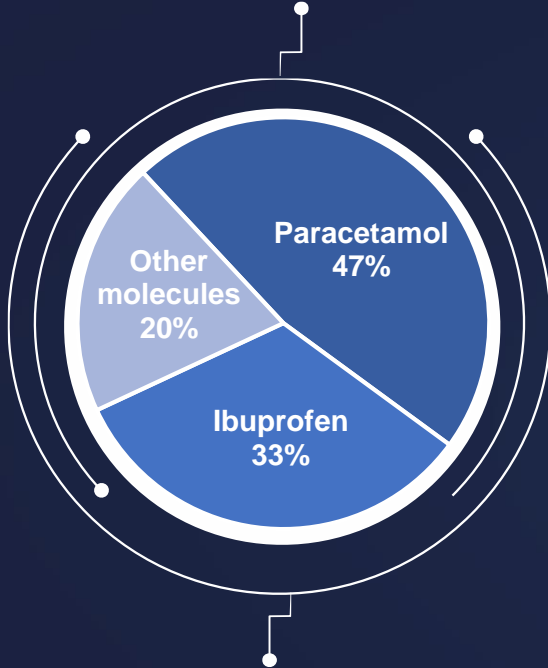
SCALE

- Economies of scale: commercial and supply
- 30 additional distributors

STRENGTHENING CORE BRANDS

ANALGESICS AND GASTRO

TAFIROL: MARKET LEADER



MARKET ENTRANCE

BOLT-ON ACQUISITION IN ARGENTINA

VALUATION

- Accretive valuation vs industry average
- Traded Argentine pesos for valuable assets

FIT

- Portfolio complement with new molecules
- Leverage GTM & communication capabilities

SCALE

- Alliance with local manufacturer



ISOTONIC BEVERAGES

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

\$US 2.0 BN
CAT size

(Only participating markets excluding US)

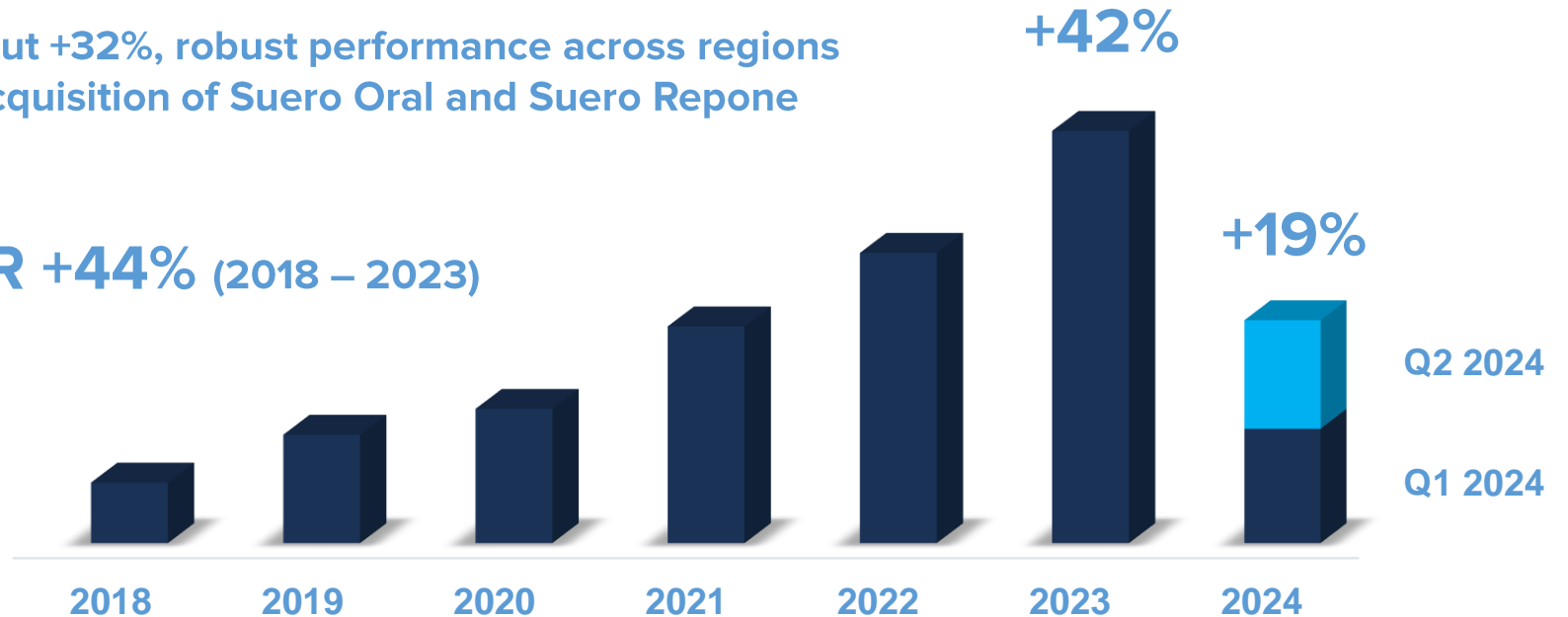
5.3%
SOM
(TTM)



Q2 2024 HIGHLIGHTS

- Sell out +32%, robust performance across regions
- US acquisition of Suero Oral and Suero Repone

CAGR +44% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.



TIO NACHO



Leads the natural products trend
100% sustainably-sourced packaging

\$US 3.2 BN

CAT size

(Only participating markets excluding US)

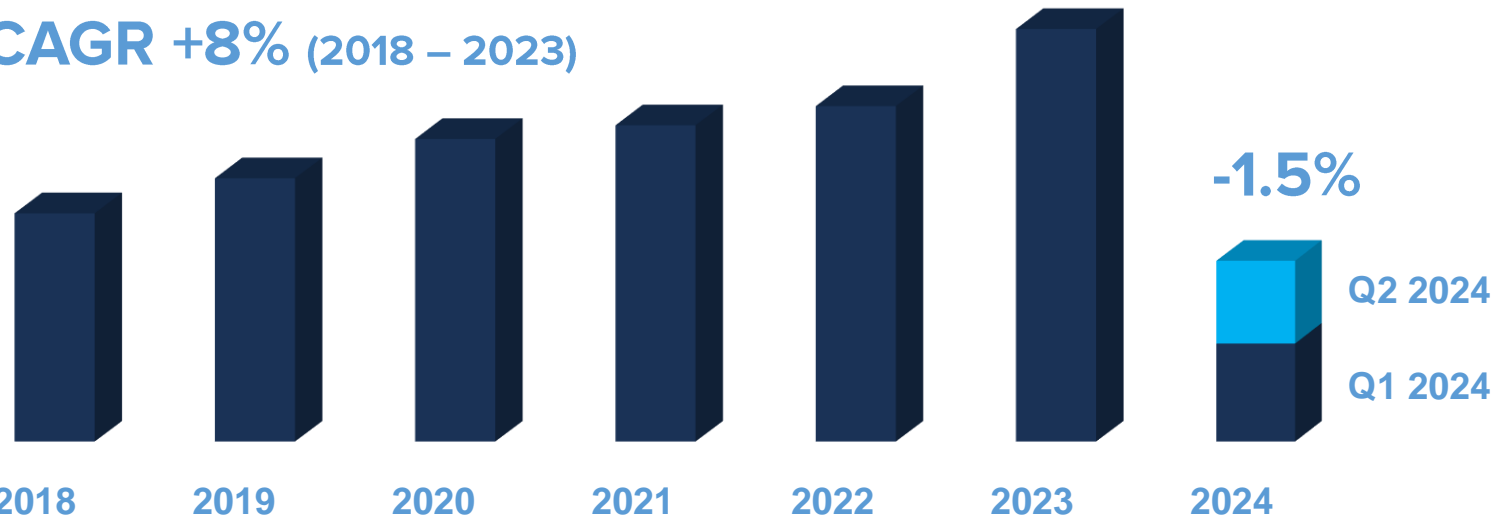
3.1%

**SOM
(TTM)**

Q2 2024 HIGHLIGHTS

- Sell out +2.1%, mixed results per market:
- Mexico, Colombia and CA growing double digits **+23%**

CAGR +8% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

SOM



Leader

Chile	4.7%	11.4%
Brazil	2.5%	8.1%
Colombia	4.6%	8.5%
Peru	4.4%	12.2%
Argentina	2.8%	11.1%
Mexico	2.3%	8.7%

ANALGESICS

Tafirol (Arg) #1 OTC brand
 Alliviax (Mx) #3 Analgesics brand
 Xray (Col) #3 Analgesis brand

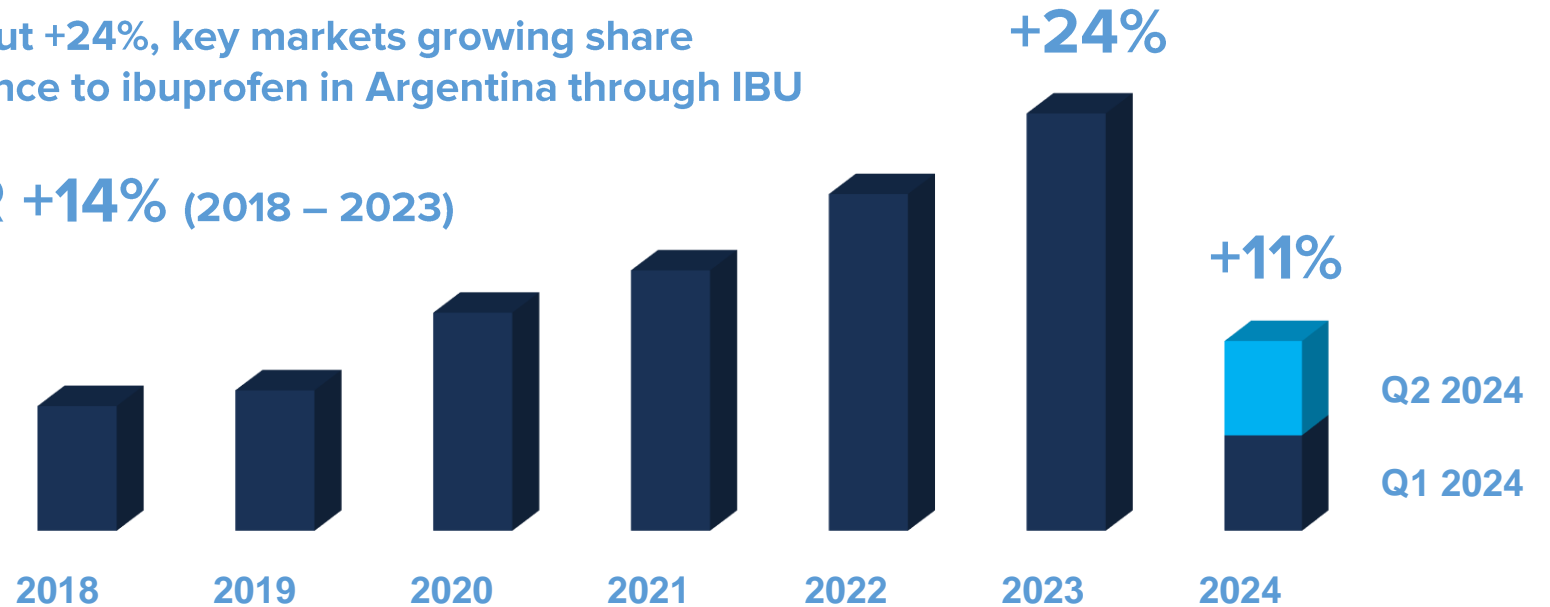
\$US 2.5 BN
CAT size
 (Only participating markets excluding US)

7.8%
SOM
 (TTM)

Q2 2024 HIGHLIGHTS

- Sell out +24%, key markets growing share
- Entrance to ibuprofen in Argentina through IBU

CAGR +14% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.



COUGH & COLD



Tukol #2 cough segment
 XL3 (MX) #2 flu segment
 Next Global C&C Brand

\$US 2.0 BN
CAT size
 (Only participating markets excluding US)

5.0%
SOM
 (TTM)

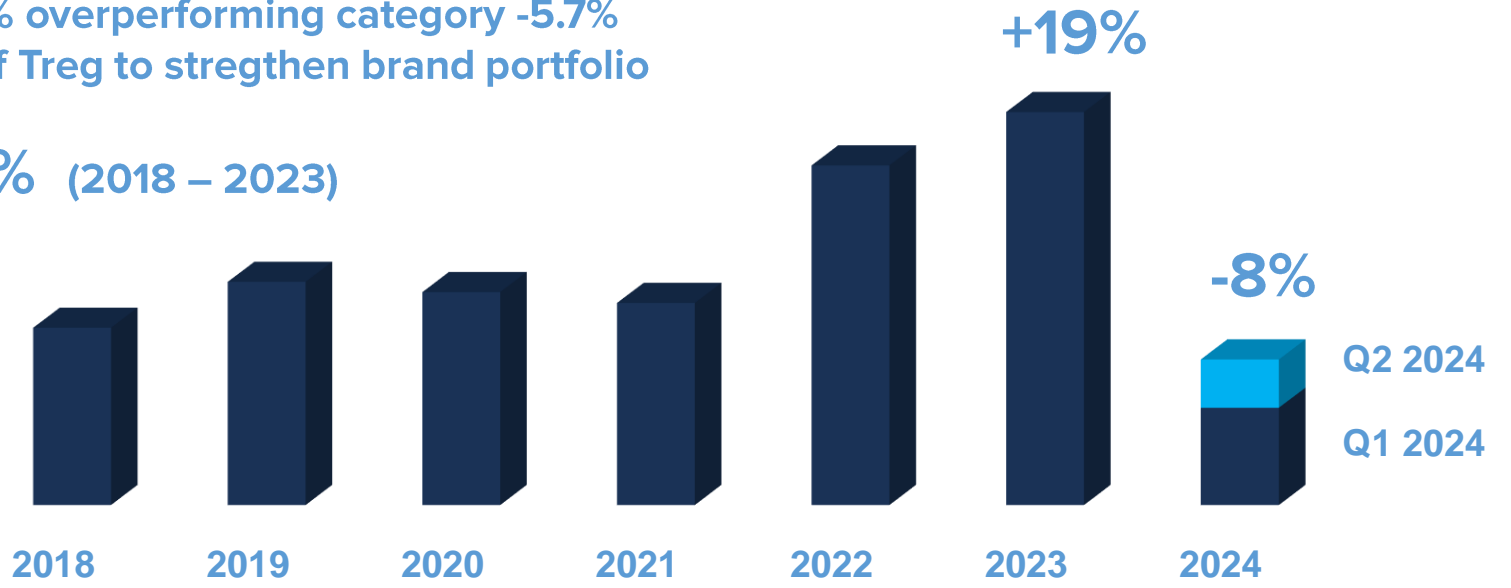
Q2 2024 HIGHLIGHTS

- Sell out +6.5% overperforming category -5.7%
- Acquisition of Treg to strengthen brand portfolio

CAGR +15% (2018 – 2023)

Tukol SOM

Mexico	13.0%
Argentina	19.7%
Colombia	7.6%
Peru	8.7%



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

GASTRO



Nikzon hemorrhoid leader in Latam
QG5 #3 in pain and bloating segment

\$US 1.9 BN

CAT size

(Only participating markets excluding US)

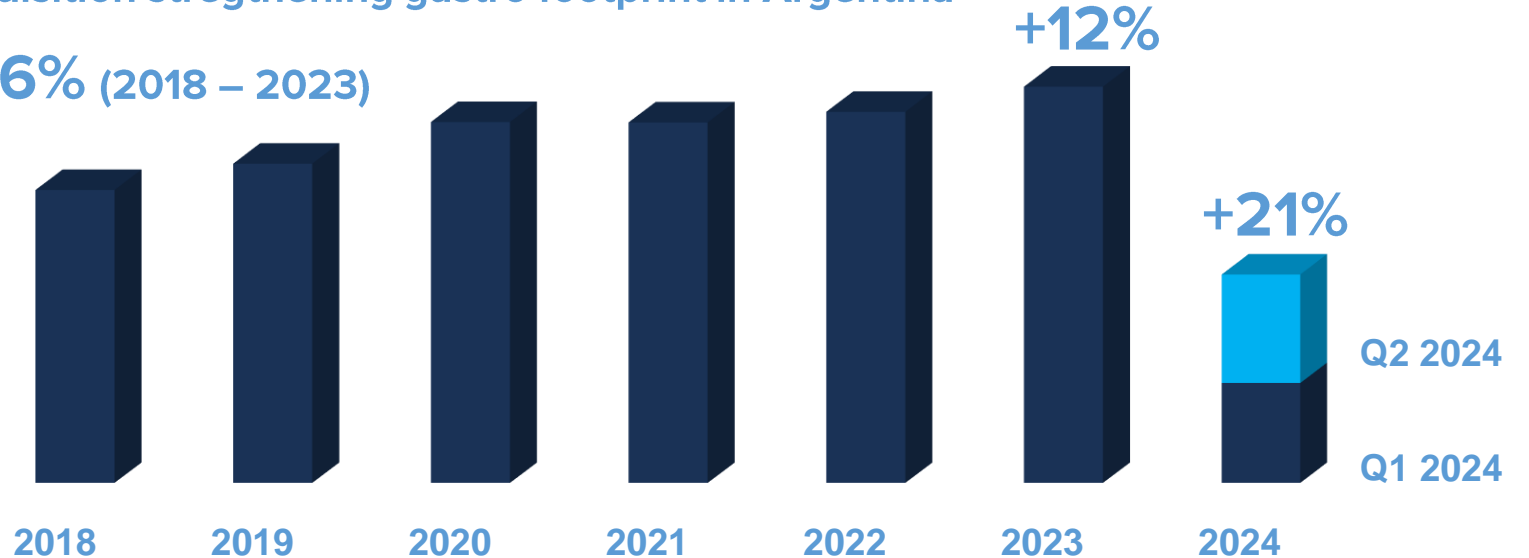
3.2%

SOM
(TTM)

Q2 2024 HIGHLIGHTS

- Sell out +8.4%, strong performance in Genoprazol +14%
- Treg acquisition strengthening gastro footprint in Argentina

CAGR +6% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

DERMA OTC

Silka + Unesia #1 (Latam) footcare OTC
Lomecan #1 (Arg) and #2 (Mx)

\$US 0.3 BN
CAT size

(Only participating markets excluding US)

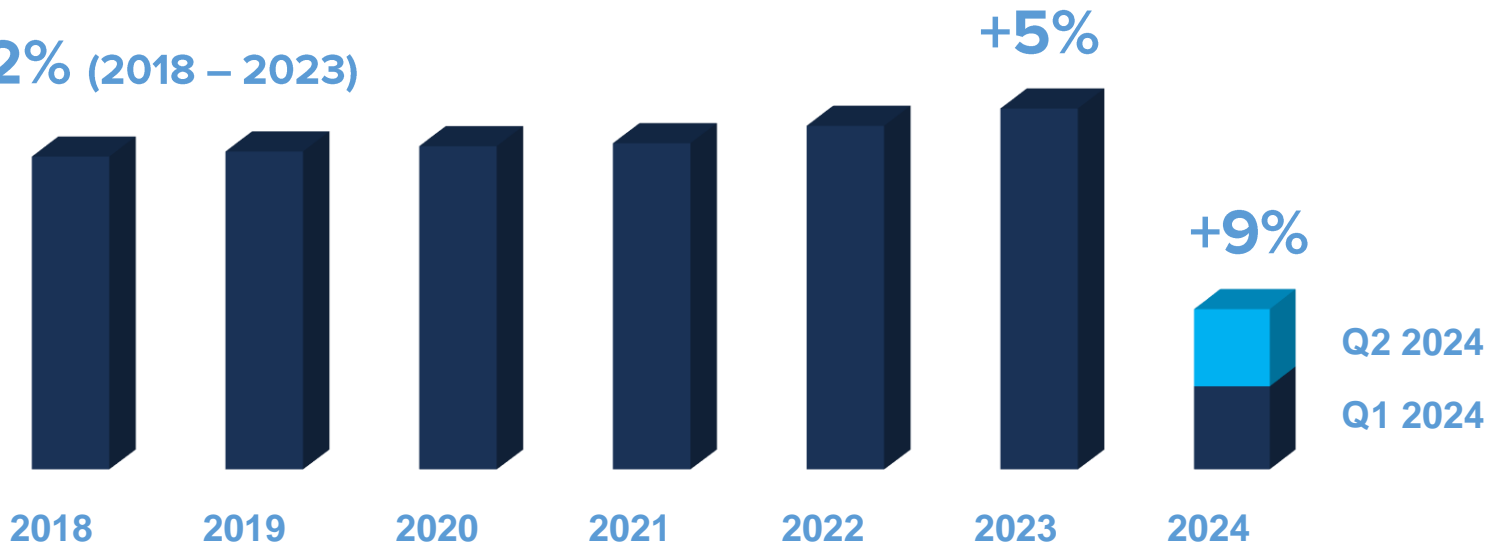
25.0%
SOM
(TTM)



Q2 2024 HIGHLIGHTS

- Sell out +29%, growth driven by relaunch in Mexico and renewed TV campaign + robust in-store execution

CAGR +0.2% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

BLADES & RAZORS

Providing value to consumers with longer-lasting products

\$1.4 BN
CAT size

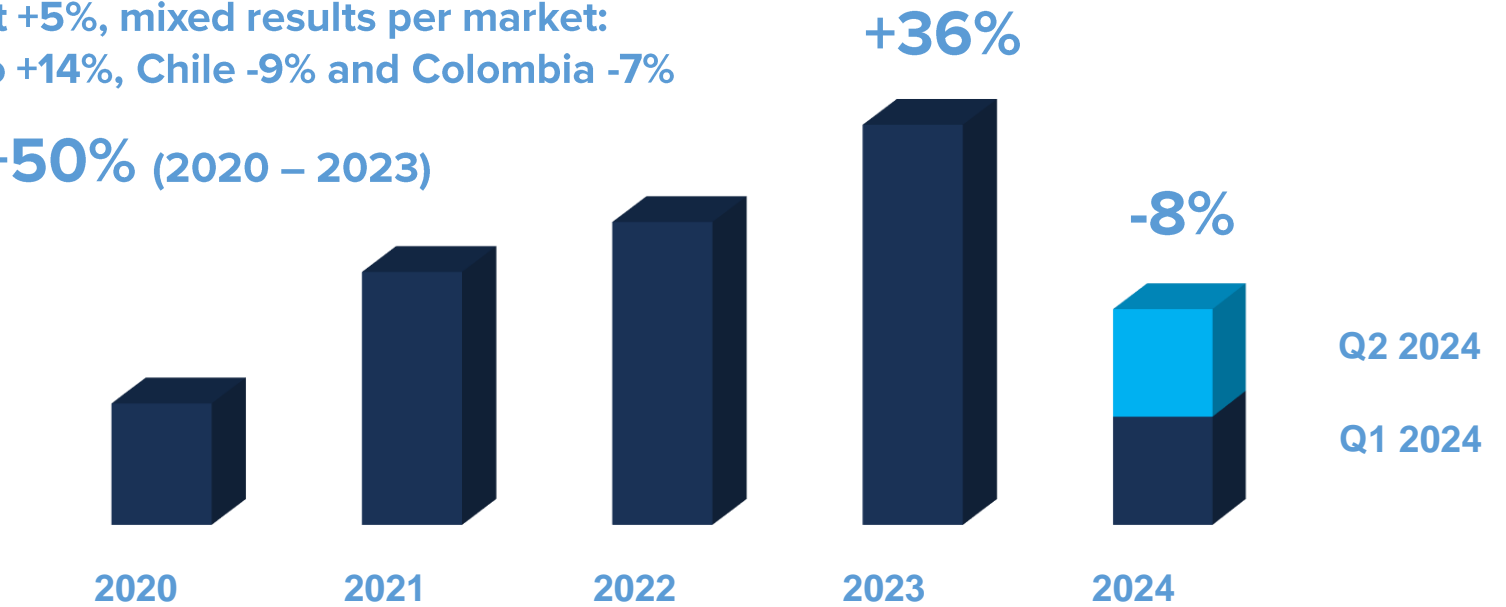
0.7%
SOM
(TTM)

(Only participating markets excluding US)

Q2 2024 HIGHLIGHTS

- Sell out +5%, mixed results per market:
Mexico +14%, Chile -9% and Colombia -7%

CAGR +50% (2020 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

INFANT NUTRITION



TO FEED, TO CARE, TO MANAGE

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

\$US 1.9 BN

CAT size

(Only participating markets excluding US)

4.4%

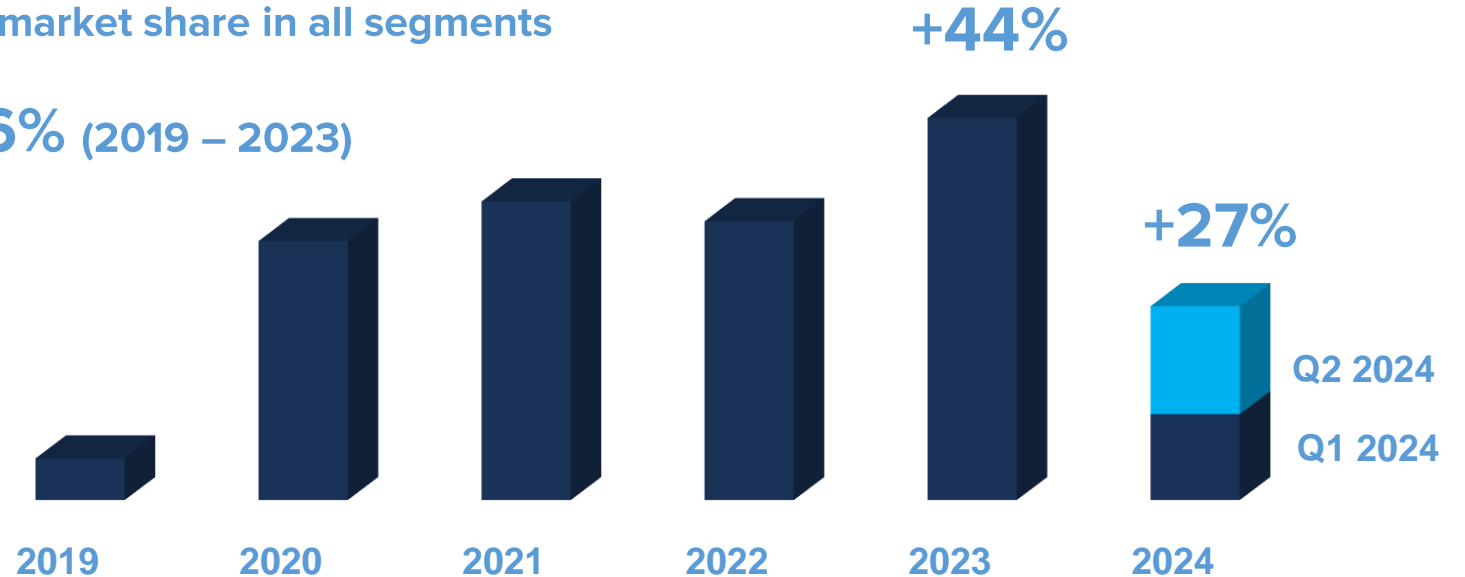
SOM (TTM)



Q2 2024 HIGHLIGHTS

- Sell out +28%
- Increasing market share in all segments

CAGR +76% (2019 – 2023)



SOM

Total 4.4%

Cow milk allergy 29.6%

Constipation 42.4%

Premium 2.4%

Reflux 8.8%

SKINCARE

Genomma Lab #1 Category

\$US 2.7 BN

CAT size

(Only participating markets excluding US)

6.0%

SOM
(TTM)

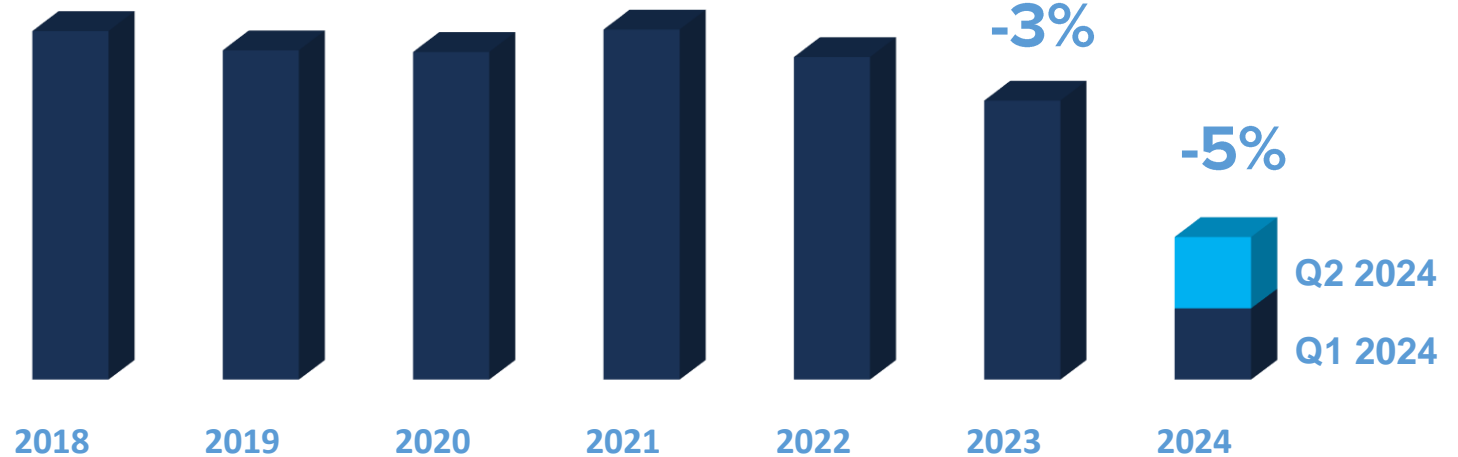


Q2 2024 HIGHLIGHTS

- 6.6% sell out with Teatrical +10%
- Turn around strategy expected to hit the market in Q4 2024



CAGR -6% (2018 – 2023)



As of 2023, sales figures expressed in LFL terms. YTD growth in 2024.

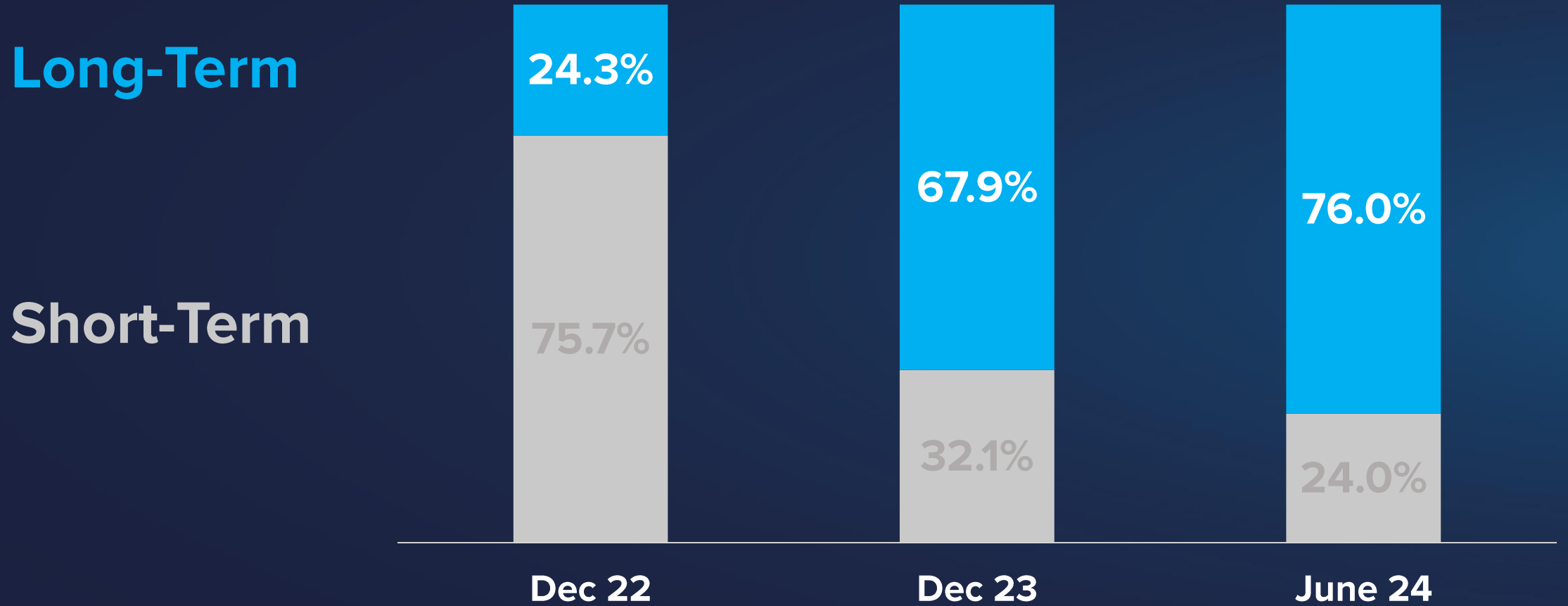
FINANCIAL LEVERAGE

Net Debt / EBITDA 1.4x

Long-term debt 76%

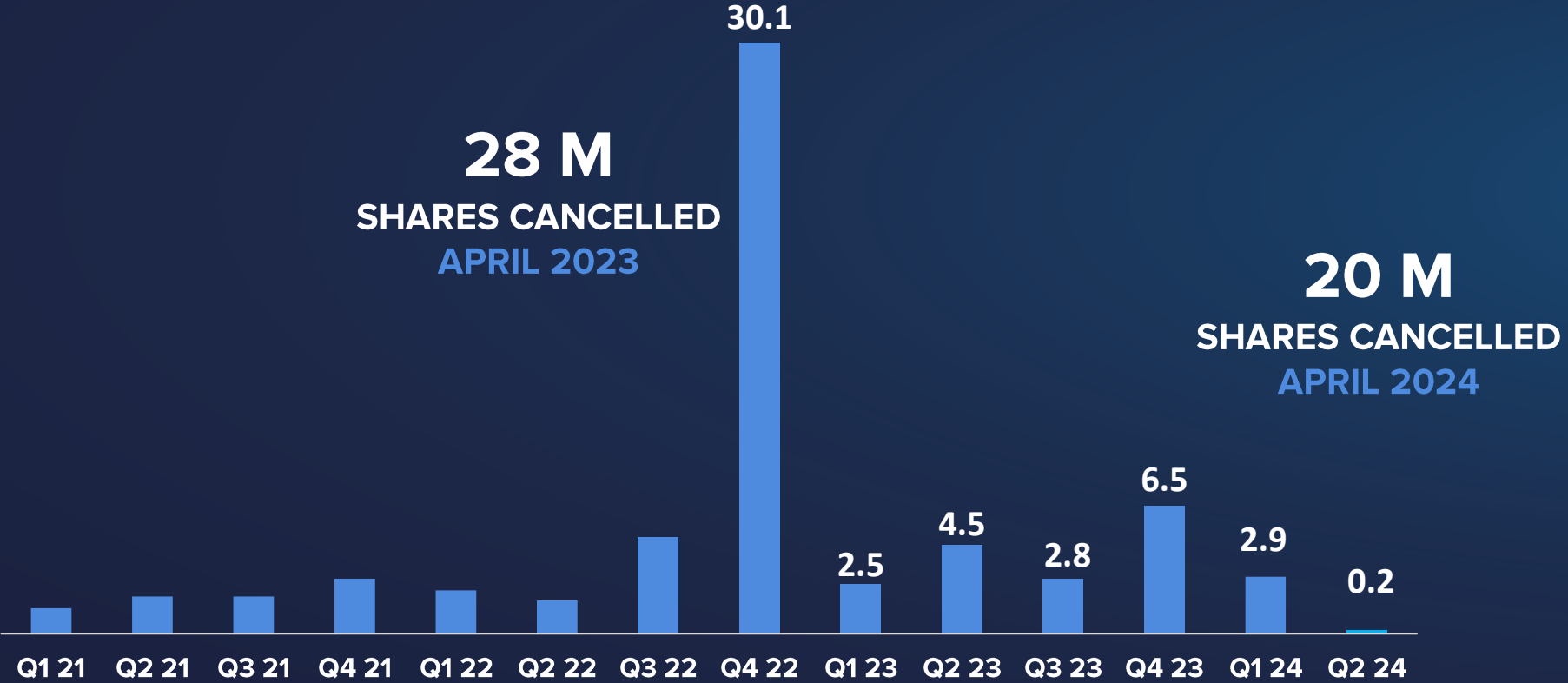


FINANCIAL DEBT MATURITY EVOLUTION



SHARE BUYBACKS

MILLION SHARES

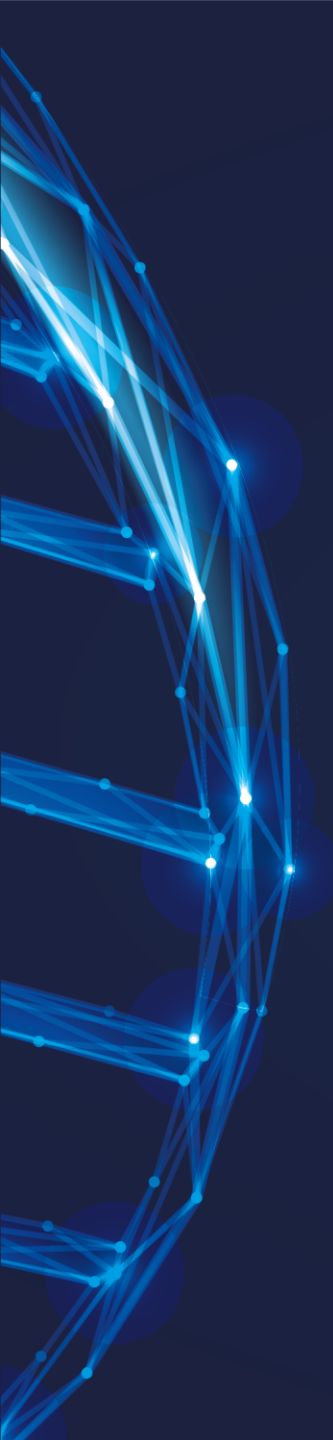


CASH DIVIDEND

\$ 200 M PAID ON SEPTEMBER 17TH

9TH DIVIDEND PAYMENT

2% DIVIDEN PER SHARE INCREASE
20 M share cancellation



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