



# 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.

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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**

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**OUR STRATEGY**

4

**PRODUCTIVITY**

5

**SUPPLEMENTAL PACKAGE**

# ABOUT GENOMMA LAB

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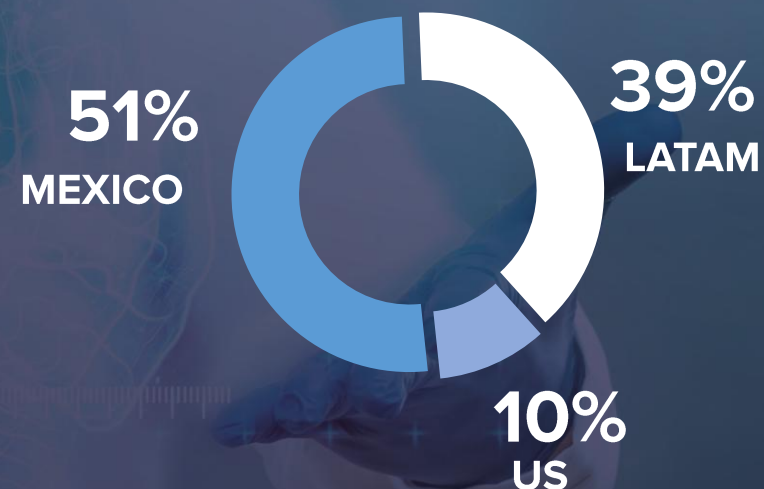
# ABOUT GENOMMA LAB

**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



# HEALTHY PRODUCT MIX

## OVER-THE-COUNTER

53% OF TOTAL SALES

### COUGH & COLD



### ANALGESICS



### DERMA OTC



### GASTRO



### INFANT NUTRITION



# HEALTHY PRODUCT MIX

## PERSONAL CARE + BEVERAGES

47% OF TOTAL SALES

### HAIRCARE



### ISOTONIC BEVERAGES



### SKINCARE



### BLADES & RAZORS

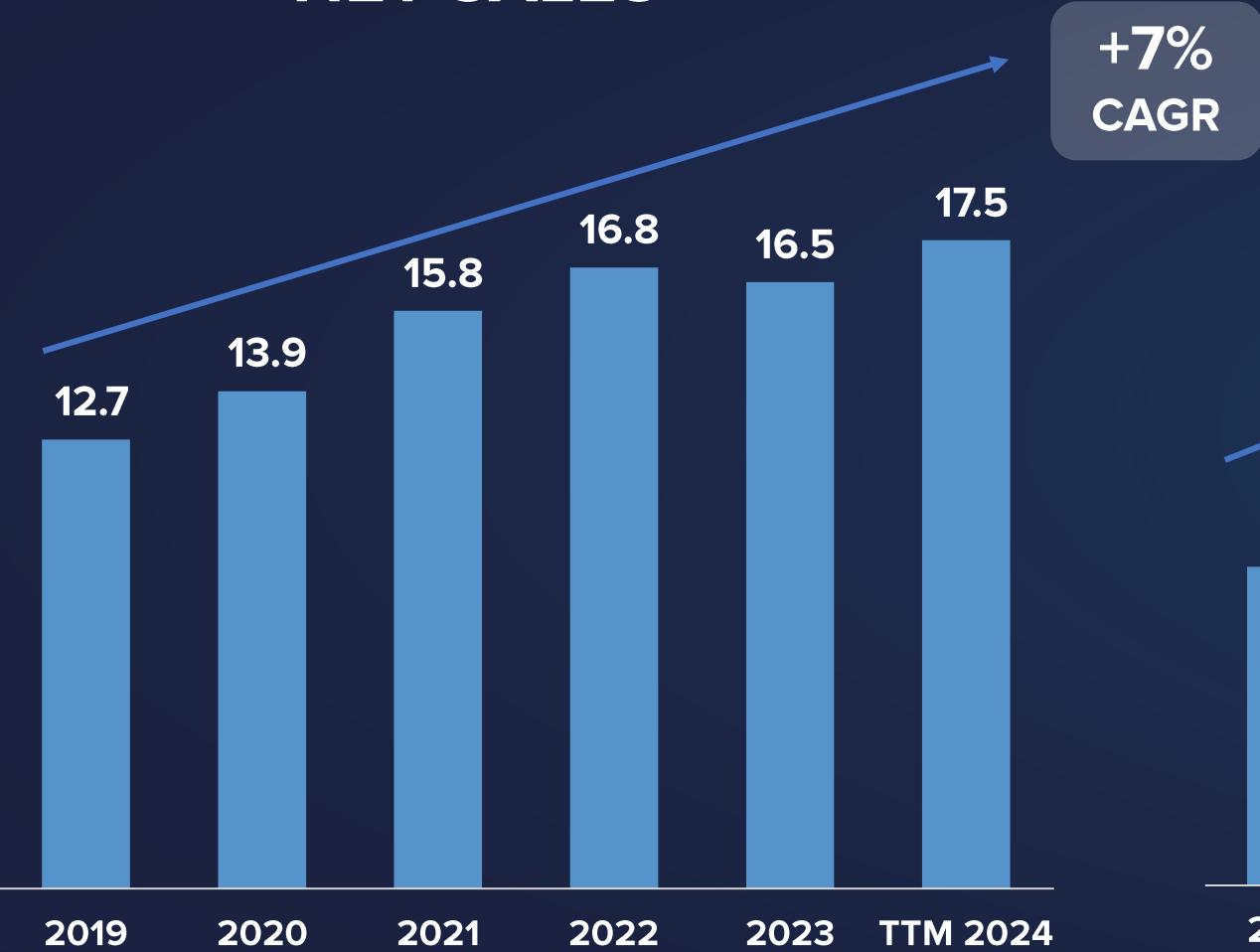


### OTHER



# CONSISTENT GROWTH

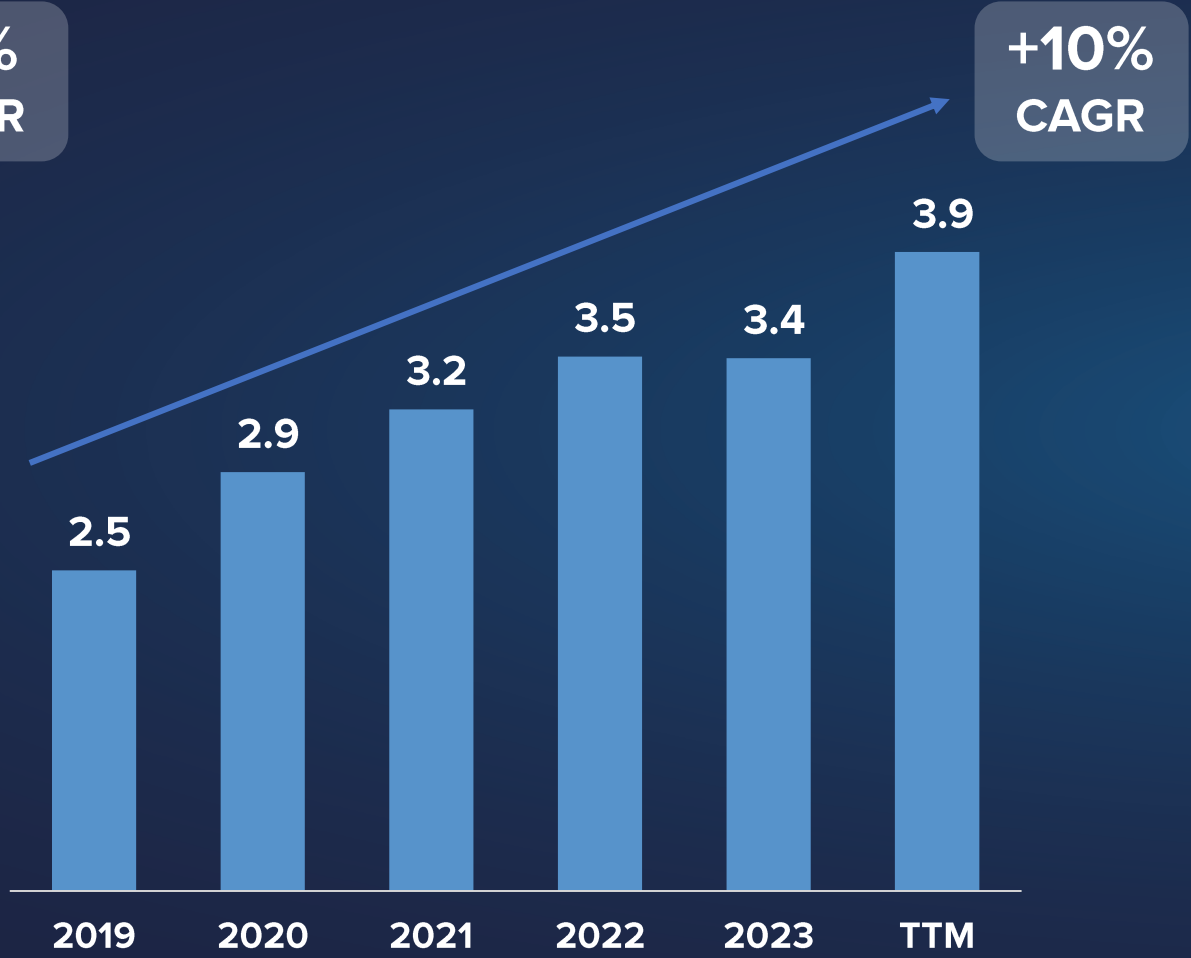
## NET SALES



2019 2020 2021 2022 2023 TTM 2024

Net Sales in MXN billion

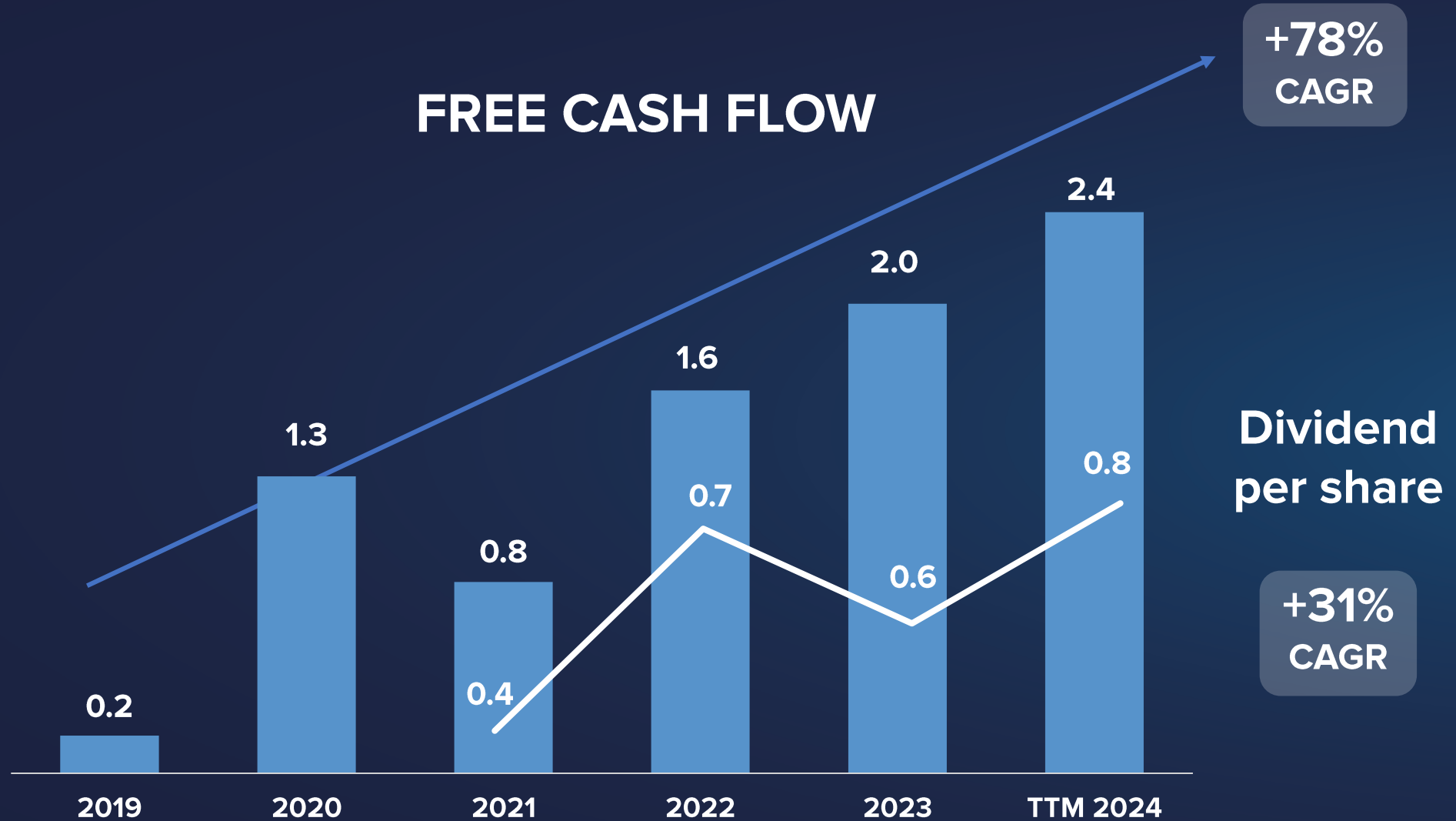
## EBITDA



2019 2020 2021 2022 2023 TTM 2024

EBITDA in MXN billion

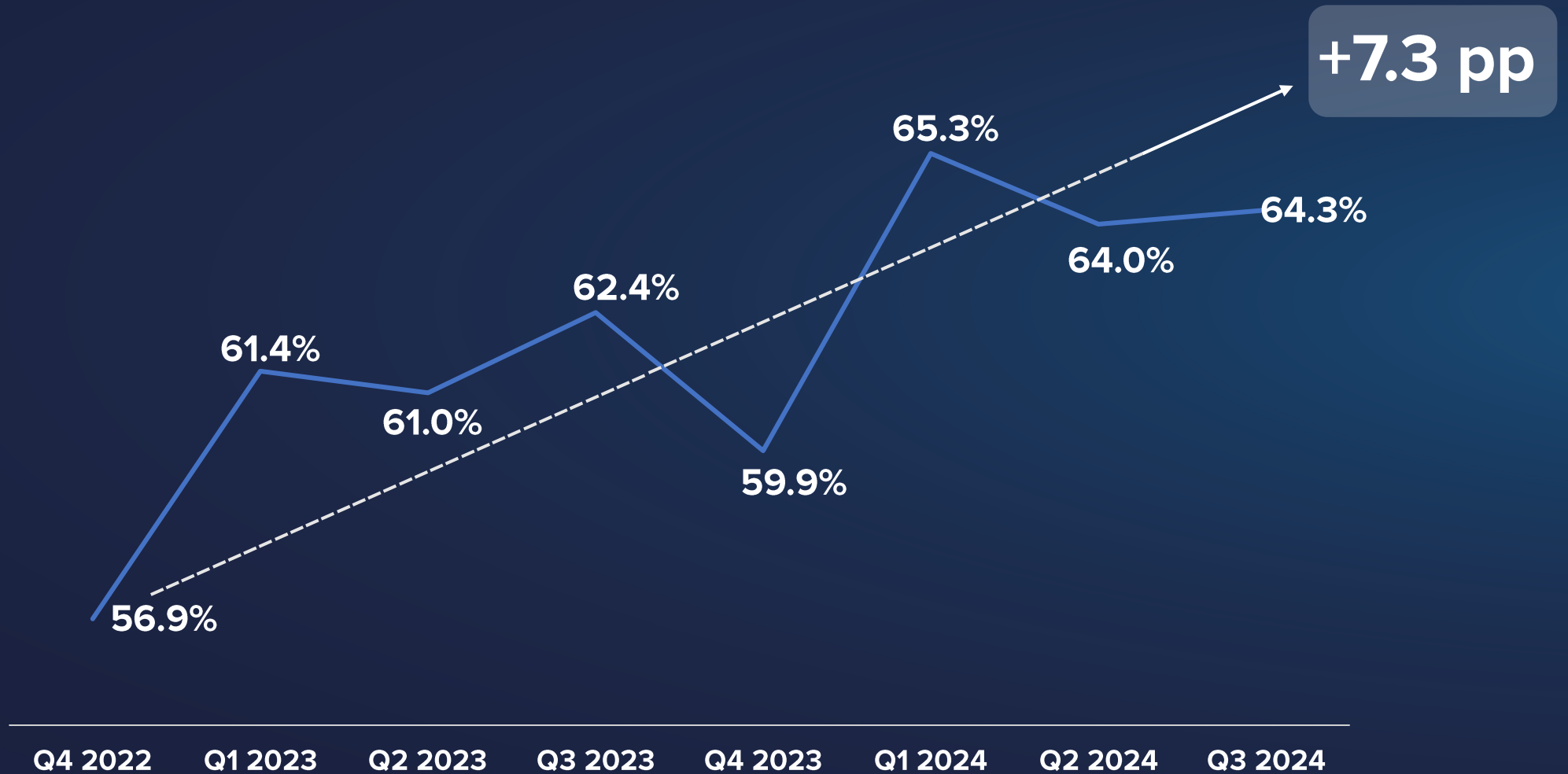
# CASH FLOW ON THE RISE



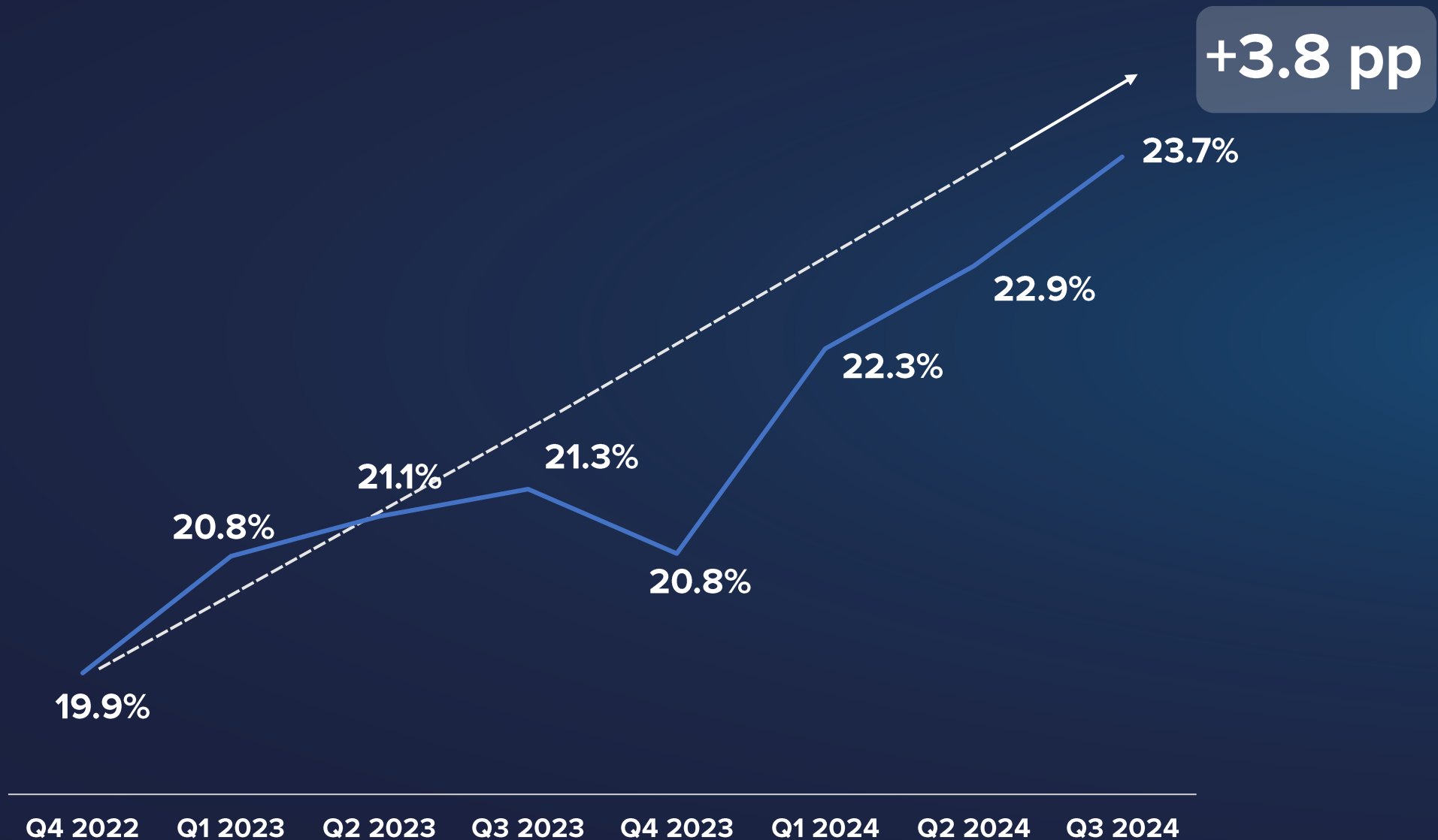
*Free Cash Flow in MXN billion, Dividend per Share in MXN*



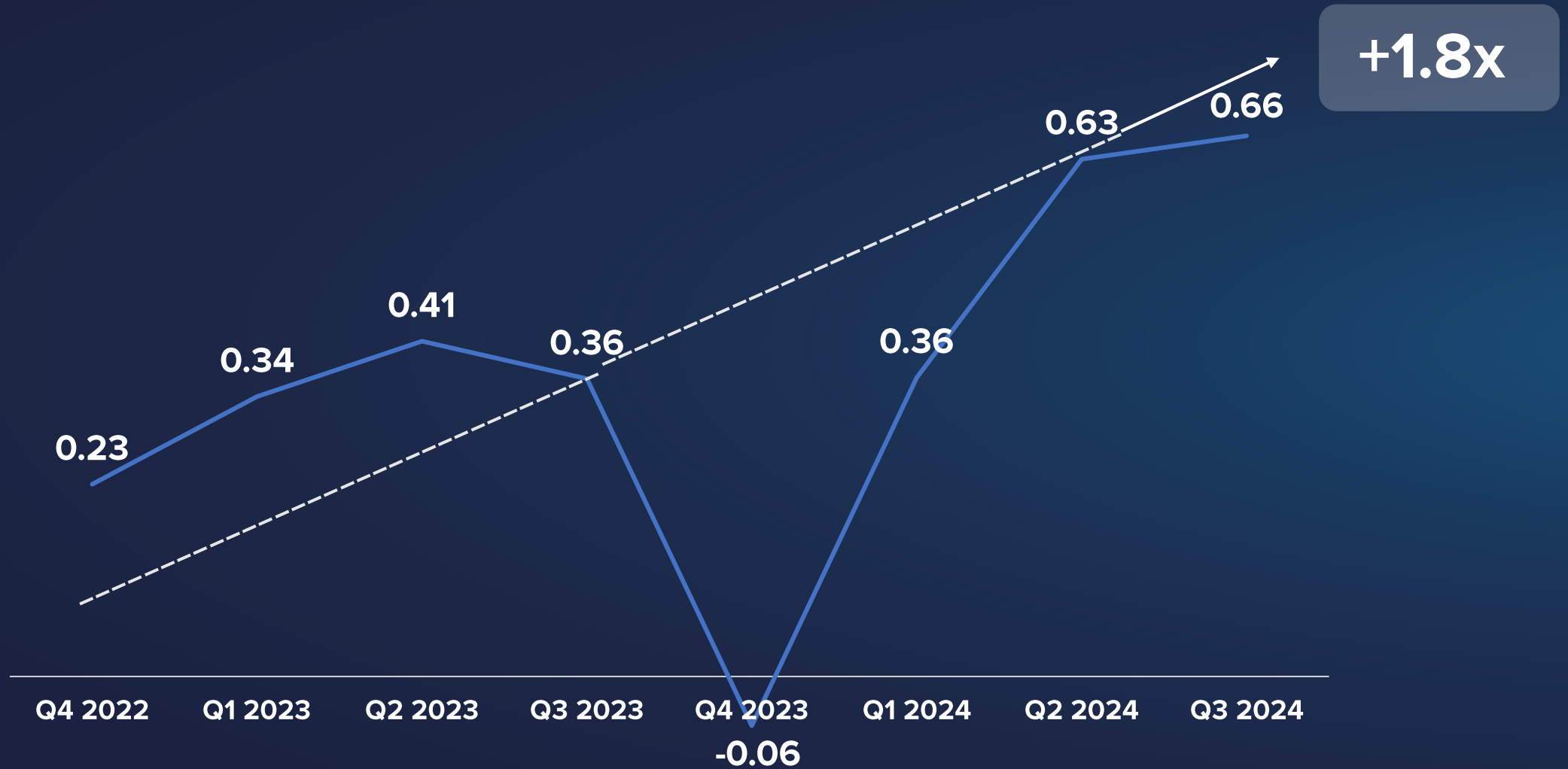
# GROSS MARGIN EVOLUTION



# EBITDA MARGIN EVOLUTION



# EPS EVOLUTION





# MORE EBITDA, LESS CAPEX



# CAPITAL ALLOCATION PRIORITIES

## 1. INVEST IN THE CORE BUSINESS

IN STORE EXHIBITION, MARKETING & INNOVATION

## 2. DIVIDENDS & BUYBACKS

TOTAL SHAREHOLDER RETURN

## 3. BOLT-ON M&A

STRENGTHEN CORE CATEGORIES



# OUR CORE CAPABILITIES

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## ROBUST GO-TO-MARKET

**+600K** POINTS OF SALE  
MULTICHANNEL DISTRIBUTION

## COMPREHENSIVE COMMUNICATION & MARKETING

**#1 TV** ADVERTISERS IN LATAM  
DIVERSIFIED MARKETING STRATEGY

## STRONG GEOGRAPHIC FOOTPRINT

**18 COUNTRIES**  
LOCAL TEAMS

# CORE CAPABILITIES

## INNOVATION

PROVEN SUPERIOR INNOVATION  
CAPABILITIES

## ESG

**"A"** MSCI ESG RATING

## MANUFACTURING & SUPPLY CHAIN

**\$741 M** ANNUAL SAVINGS  
QUALITY CONTROL AND COST EFFICIENCY



**NUEVO**

# SUEROX<sup>®</sup>

Superior Product Innovation





# 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**

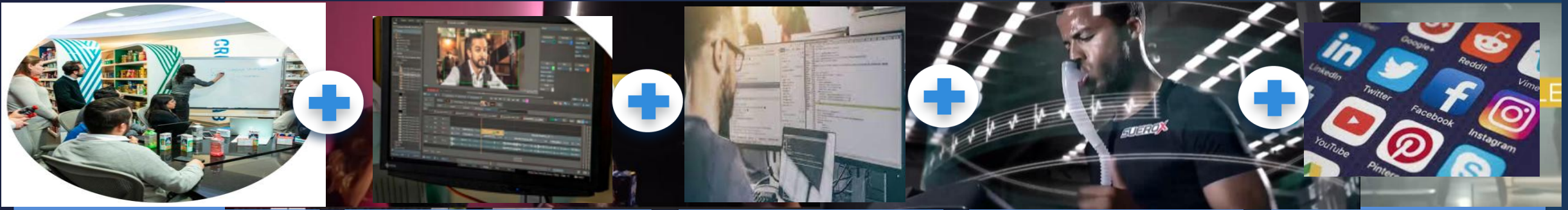
**DIVERSIFIED CLIENT BASE  
INCREASED DIRECT DISTRIBUTION  
EFFICIENT DELIVERIES**

- 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 COVERSION OPPORTUNITIES





# DIVERSIFIED MARKETING STRATEGY

## PERFECT STORE

STANDARIZED EXECUTION STRATEGIES

EFFECTIVE KPIs FOR TRADE MARKETING

PRODUCT AVAILABILITY CONTROLS

EFFICIENT MONITORING

# STRONG GEOGRAPHICAL FOOTPRINT





# MANUFACTURING & SUPPLY CHAIN

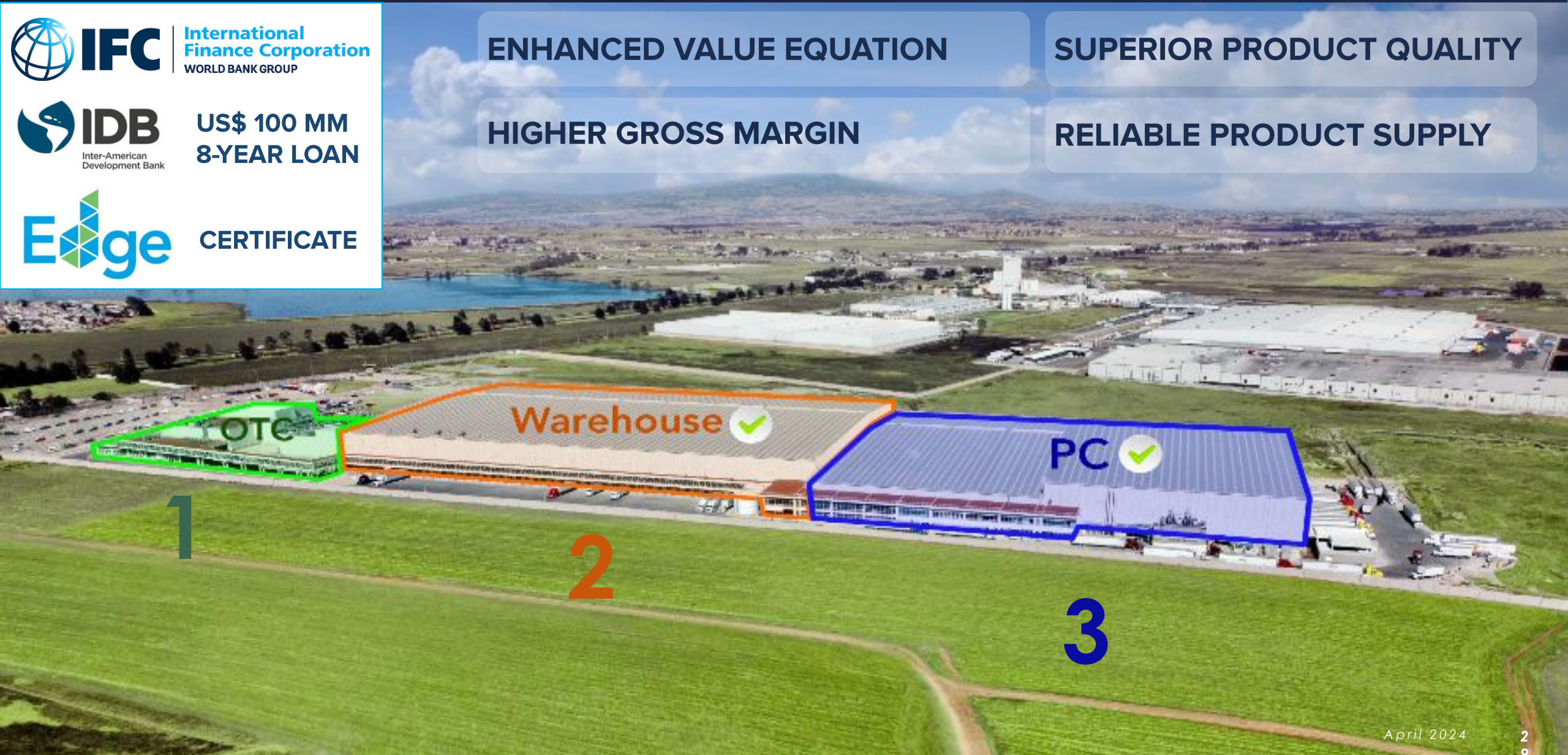


ENHANCED VALUE EQUATION

SUPERIOR PRODUCT QUALITY

HIGHER GROSS MARGIN

RELIABLE PRODUCT SUPPLY





# MSCI ESG RATING



# OUR STRATEGY

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# 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

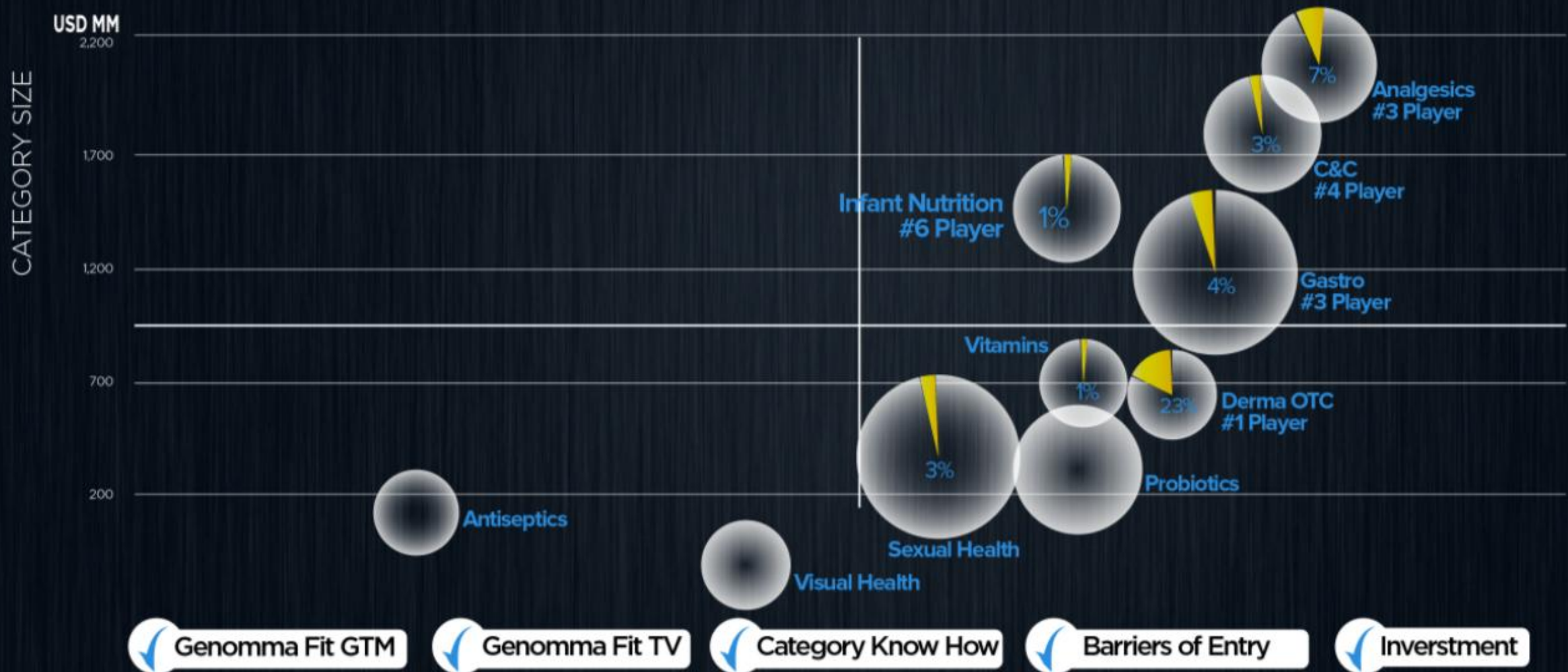
**+10 BN**  
MXN SALES

**+1.8 BN**  
MXN ANNUAL  
SAVINGS

# STRENGTHENING CORE BRANDS

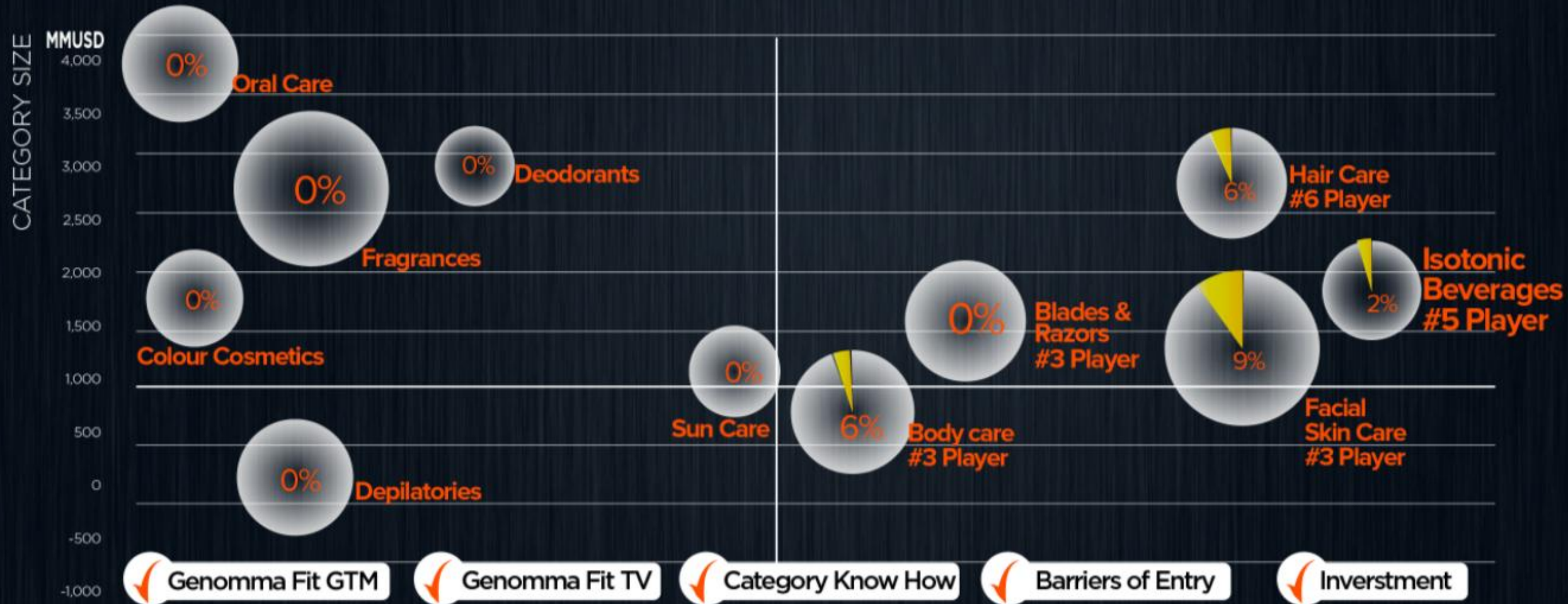


# CHOSEN OTC CATEGORIES





# CHOSEN PERSONAL CARE CATEGORIES

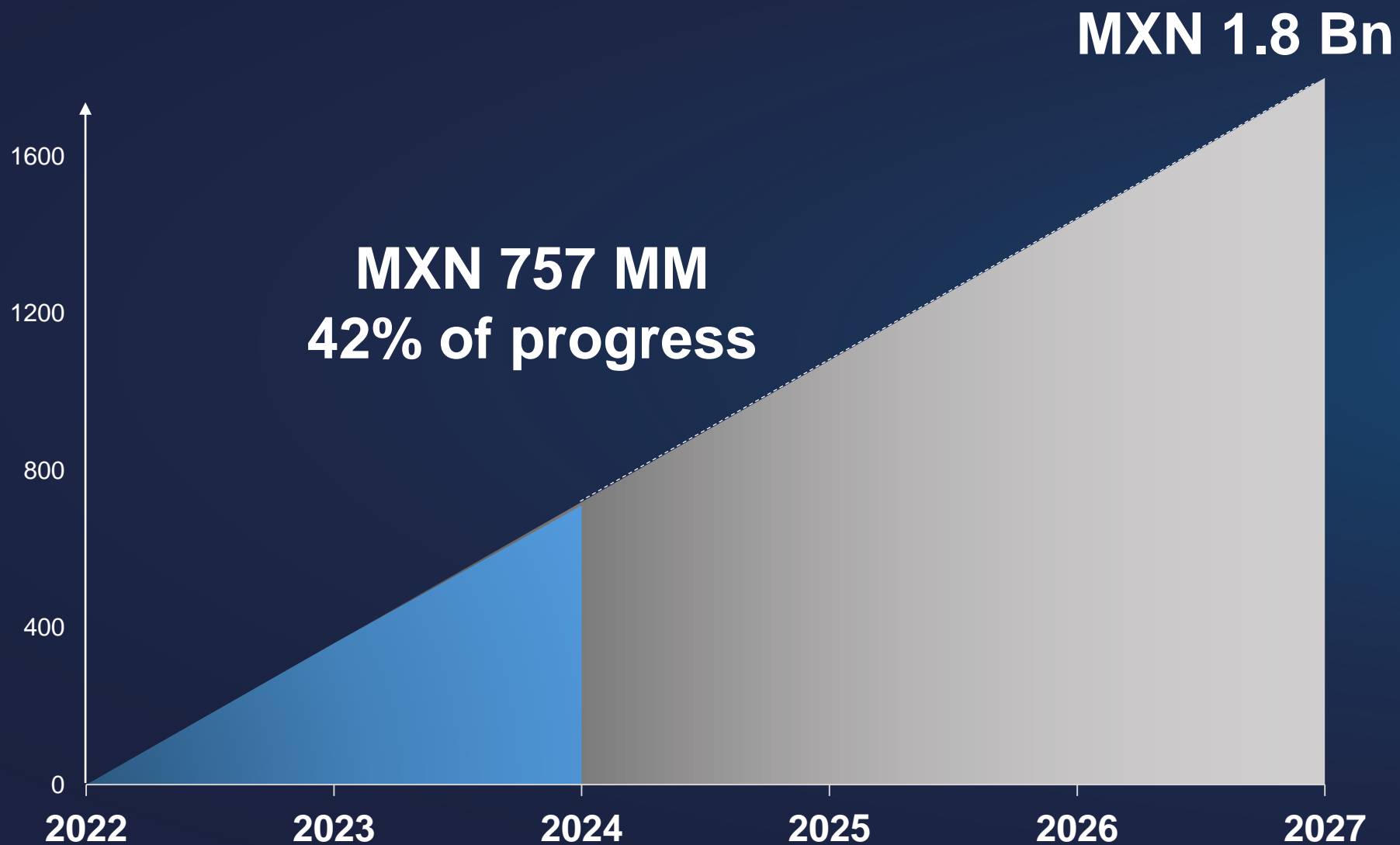


COMPANY FIT

# PRODUCTIVITY



# GROSS ANNUAL PRODUCTIVITY







# 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

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## PROVIDERS

- New tensoactive and fragrance providers

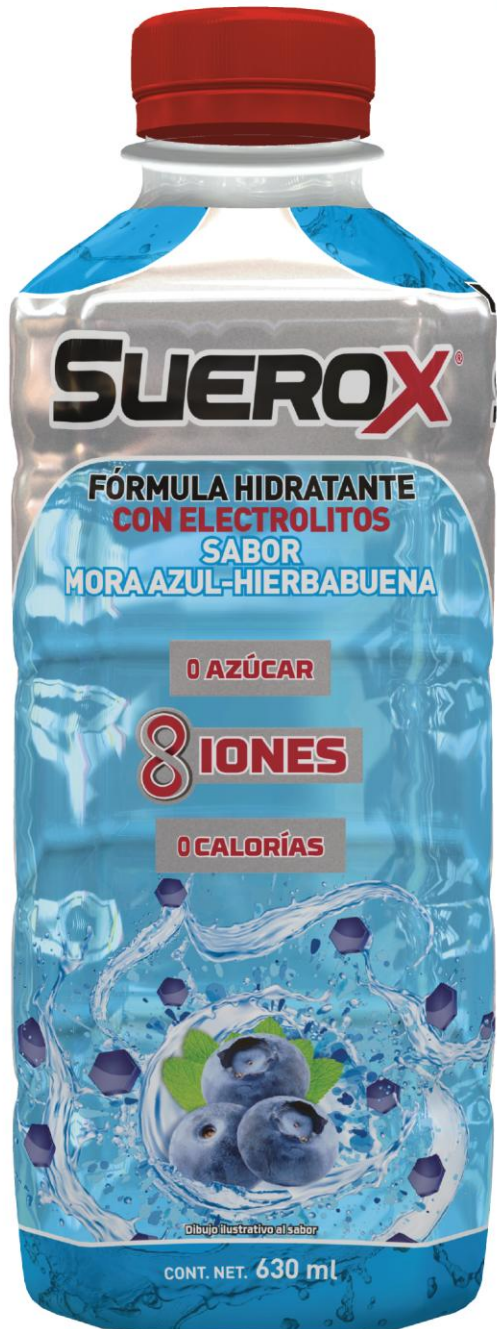
## FORMULA

- 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

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#### 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 STANDARIZATION

## 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
- Standarizing 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





# POLYPROPYLENE INJECTION

## TEATRICAL JARS & CAPS

**MXN \$16 million**  
ANNUAL SAVINGS

### OPTIMIZATION

- Direct feed to Teatrical facial and lanolin lines
- Reduced inventories

### SCALE

- 20K units per year

### VALUE

- Accretive investment
- 90% IRR, 0.9 years to payback

**Launched: 3Q 2024**



# 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**



# PHARMA PLANT PERMITS

International  
GMPs

Mexico  
GMP

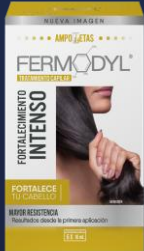
Sanitary  
License

Granted

Not submitted



Solid      Semi-Solid Oral Liquid      Topical Liquid      Coating



# **SUPPLEMENTAL PACKAGE**

## **Q3 2024**

# Q3 2024 OVERALL RESULTS

NET SALES

15.9%



LIKE-FOR-LIKE SALES

5.6%



GROSS MARGIN

64.3%

+184bps



EBITDA

23.7%

+245bps



NET INCOME

660.1

+78.1%



EPS

0.66

+81.6%



CCC (days)

117 / 95\*

+17 / -5\*



\* Excluding Argentina

FCF (LTM)

2,404 MM

+68.1%



% OF SALES GROWING OR MANTAINING  
SHARE OF MARKET

73%



% OF SALES GROWING ABOVE INFLATION

92%



Below target

In-line with target

Exceeded target

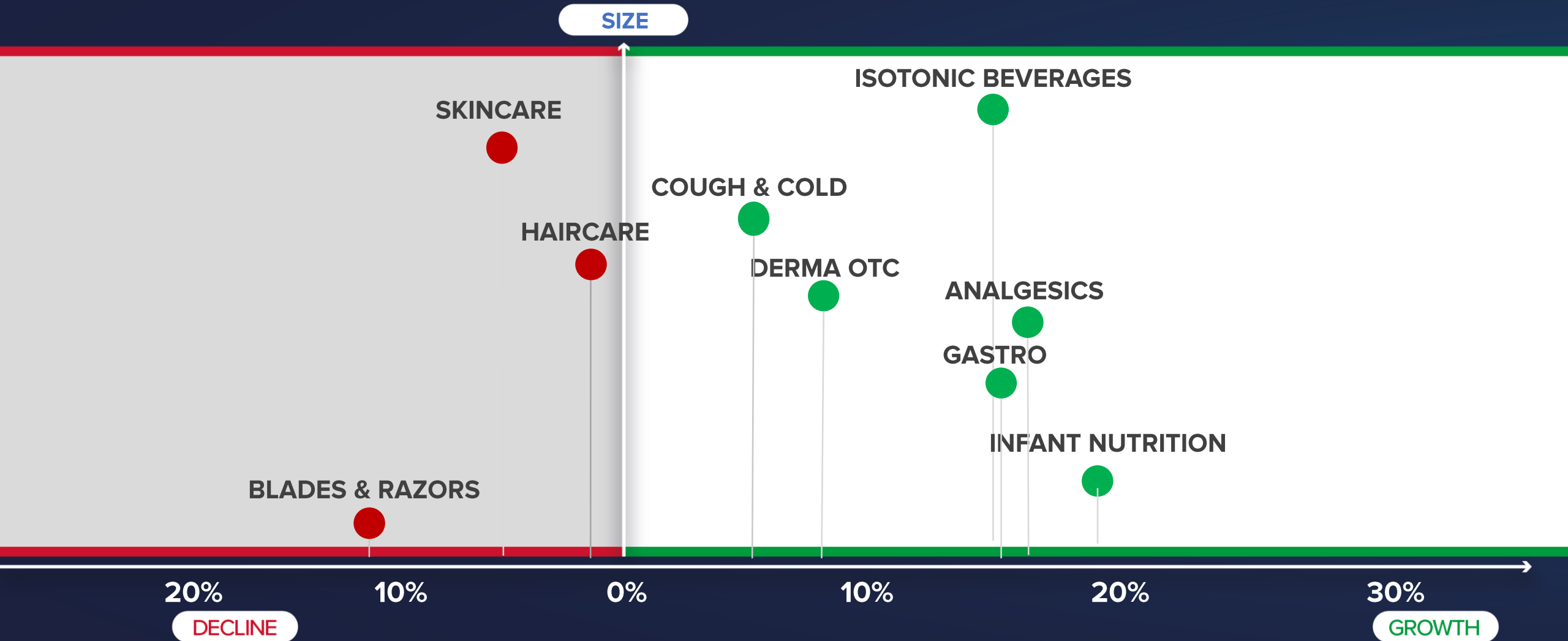


# Q3 2024 CORE CATEGORIES

CORE CATEGORIES	% SALES GROWTH YoY	%LFL GROWTH YoY	% SALES GROWTH YTD	%LFL GROWTH YTD
SKIN CARE	1.5%	(6.9)%	(10.9)%	(5.5)%
COUGH & COLD	24.0%	23.2%	3.9%	5.6%
ISOTONIC BEVERAGES	11.6%	3.8%	17.8%	15.1%
ANALGESICS	90.7%	28.4%	31.3%	16.5%
HAIR CARE	3.6%	(5.2)%	(1.6)%	(1.8)%
DERMA OTC	25.0%	4.5%	6.2%	7.2%
GASTRO	16.8%	5.6%	15.9%	15.7%
INFANT NUTRITION	5.6%	5.6%	19.3%	19.3%
BLADES & RAZORS	(17.2)%	(18.5)%	(15.2)%	(11.1)%
TOTAL	15.9%	5.6%	7.7%	6.7%

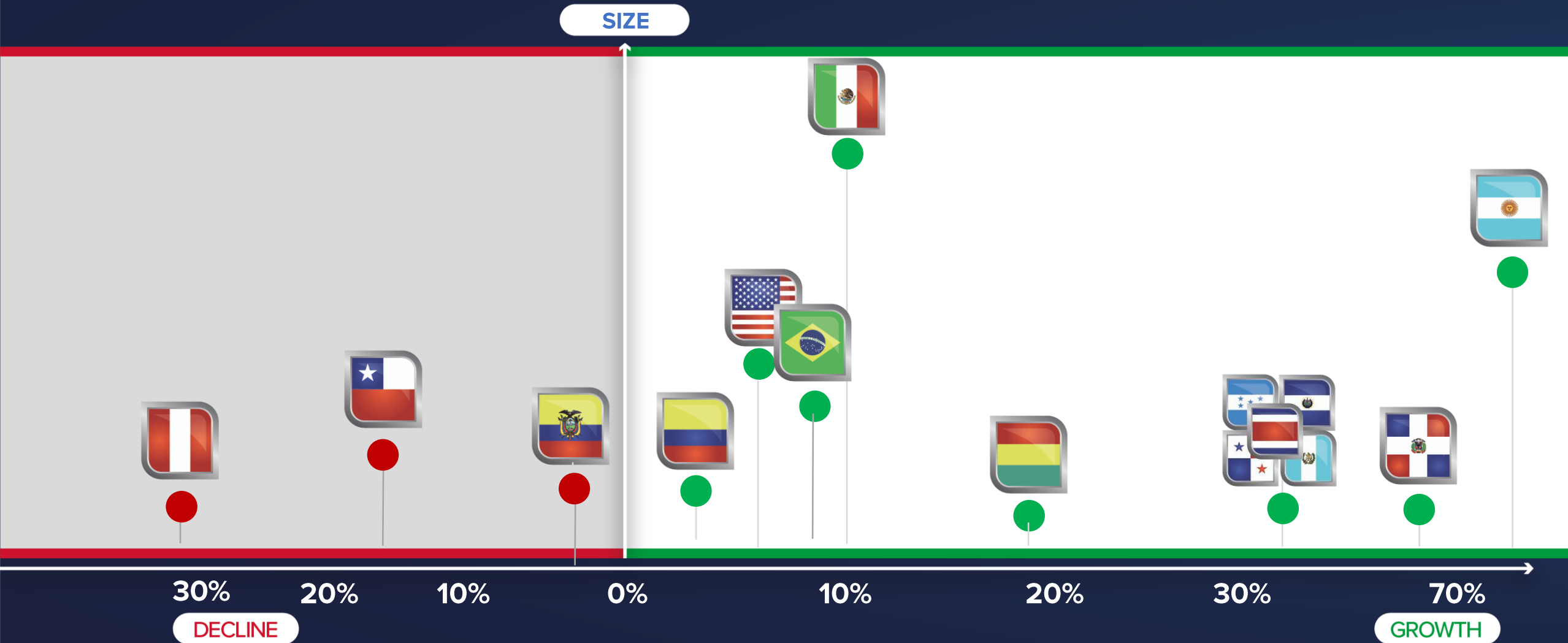
# YTD PORTFOLIO PERFORMANCE

73% OF SALES GROWING OR MAINTAINING SHARE



# YTD MARKET PERFORMANCE

92% OF SALES GROWING ABOVE INFLATION



# ISOTONIC BEVERAGES

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

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

**5.2%**  
**SOM**  
(TTM)



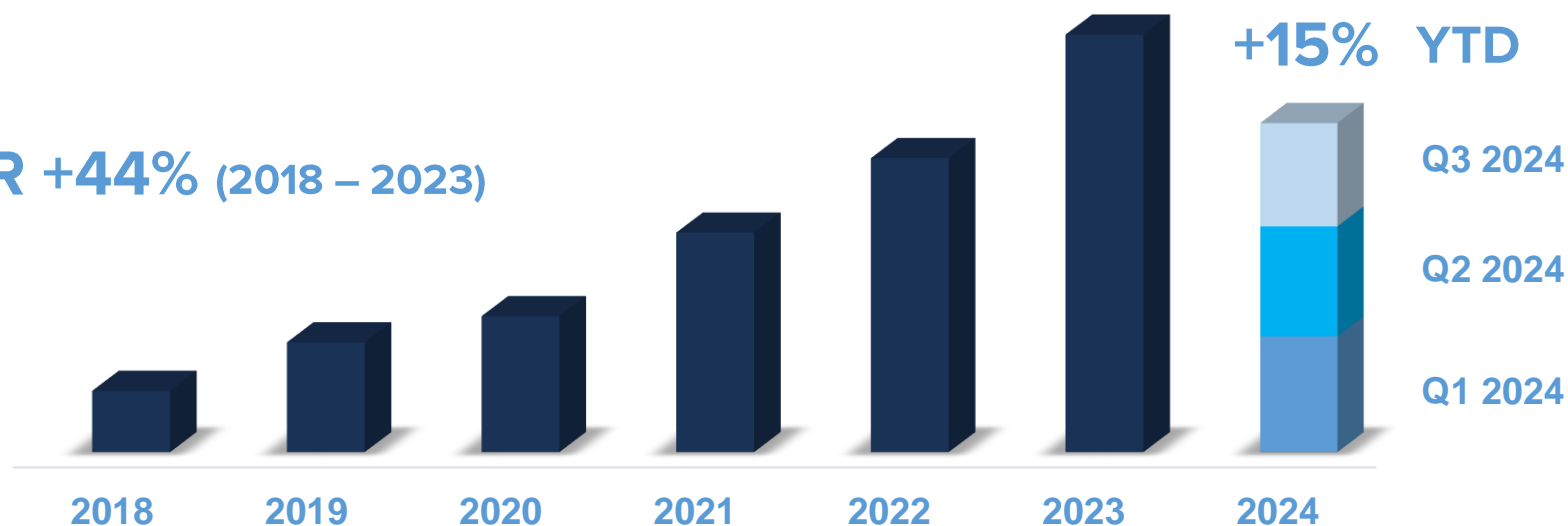
## Q3 2024 HIGHLIGHTS

- Sell out +18%, robust performance in key markets

**CAGR +44%** (2018 – 2023)

**+42%**

**+15% YTD**



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)

5.1%  
SOM  
(TTM)

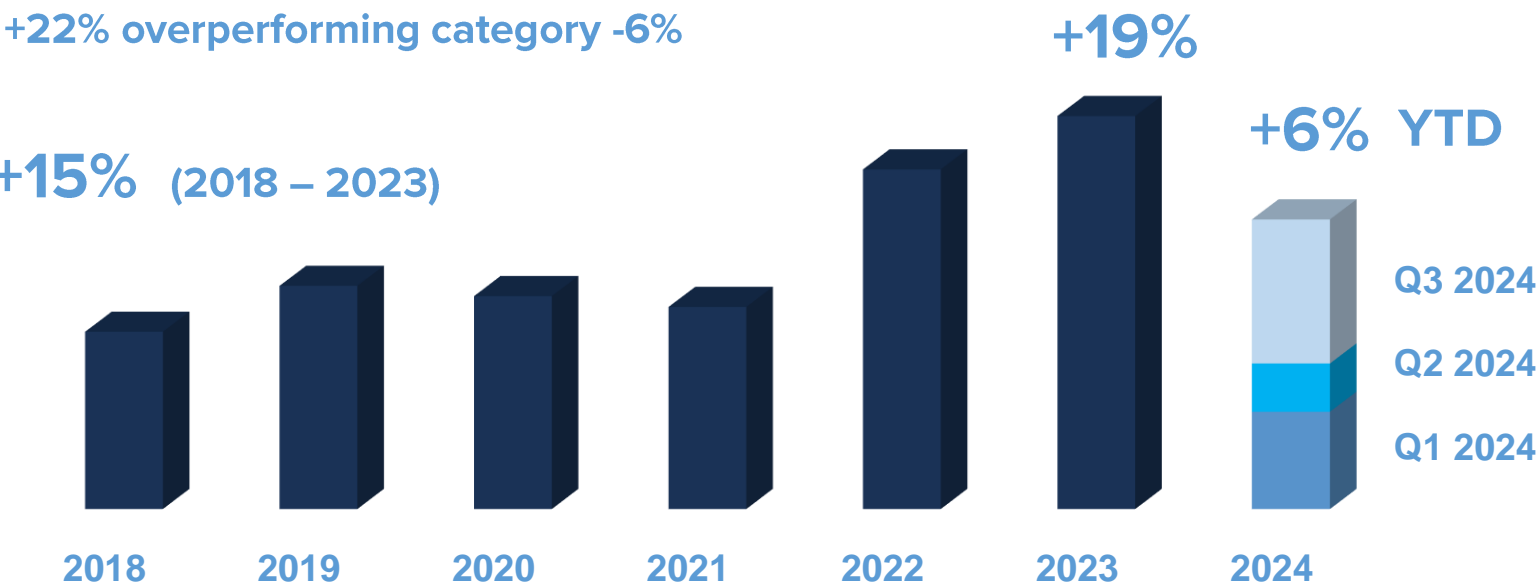


## Q3 2024 HIGHLIGHTS

- Sell out +22% overperforming category -6%

CAGR +15% (2018 – 2023)

Tukol SOM	
Mexico	13.1%
Argentina	19.9%
Colombia	7.6%
Peru	9.0%



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

# ANALGESICS

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

\$US 2.3 BN  
CAT size

(Only participating markets excluding US)

7.9%  
SOM  
(TTM)

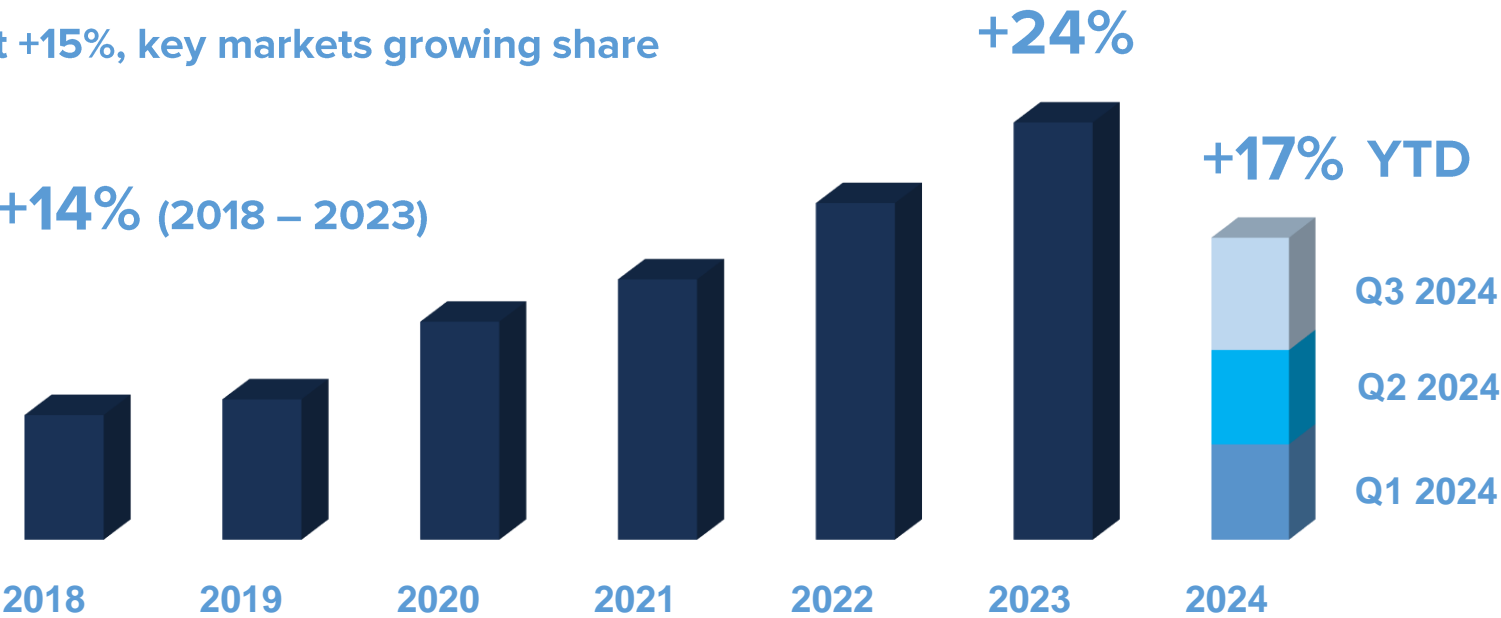


## Q3 2024 HIGHLIGHTS

- Sell out +15%, key markets growing share



CAGR +14% (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 3.1 BN**  
**CAT size**

(Only participating markets excluding US)

**3.0%**  
**SOM**  
(TTM)

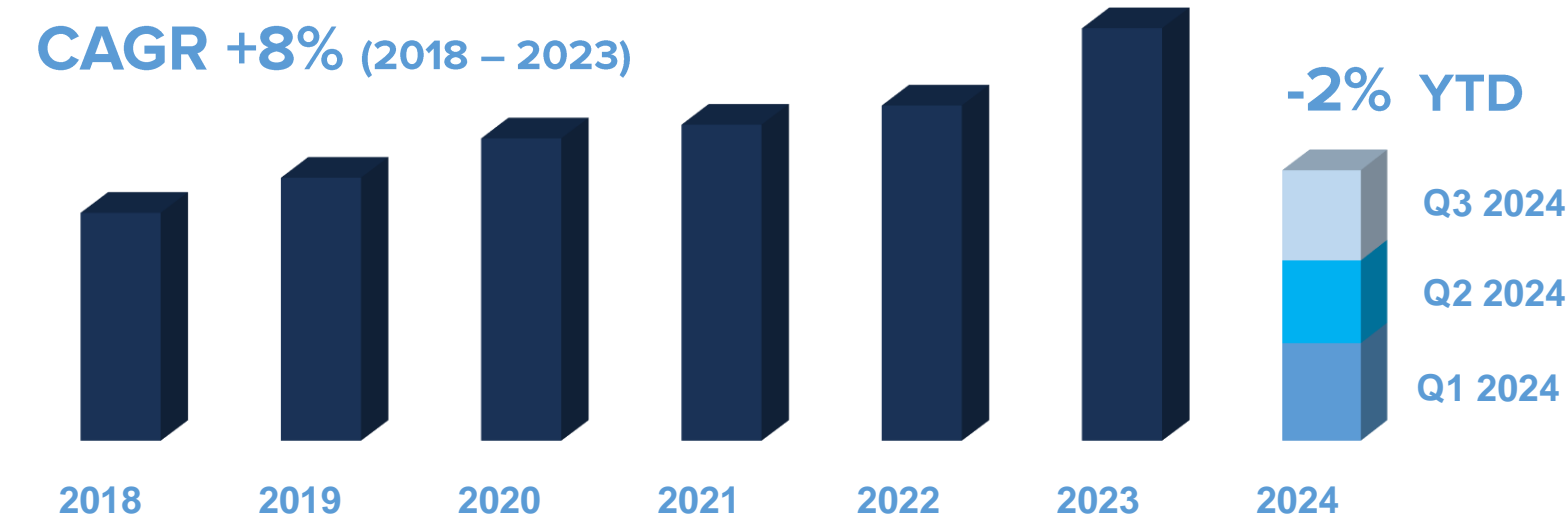
## Q3 2024 HIGHLIGHTS

- Sell out -2%, mixed results per market
- Double digit growth in Mexico, Colombia and CA

**+23%**

**CAGR +8%** (2018 – 2023)

SOM		Leader
Chile	4.5%	11.1%
Brazil	2.5%	8.3%
Colombia	4.4%	8.4%
Peru	4.4%	12.2%
Argentina	2.6%	9.0%
Mexico	2.1%	8.6%



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 2.1 BN

CAT size

(Only participating markets excluding US)

3.1%

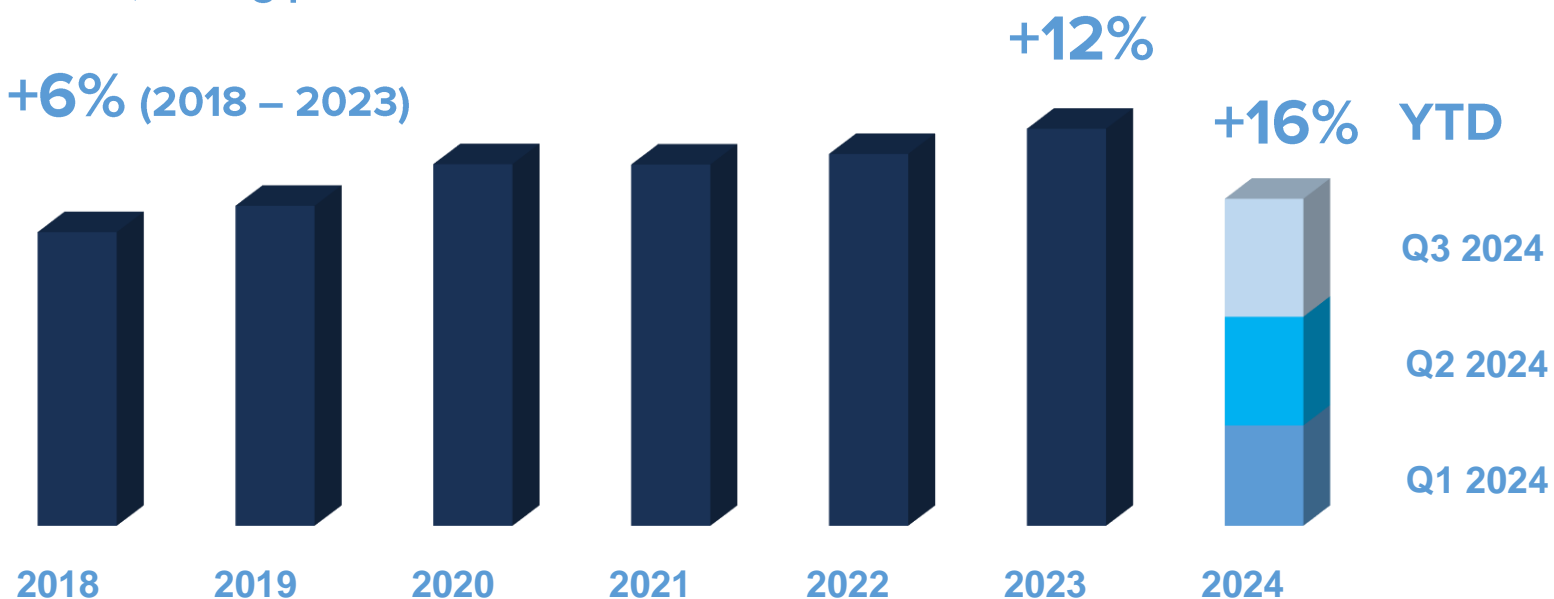
SOM  
(TTM)



## Q3 2024 HIGHLIGHTS

- Sell out +12%, strong performance in Mexico +21%

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 0.2 BN**  
**CAT size**

(Only participating markets excluding US)

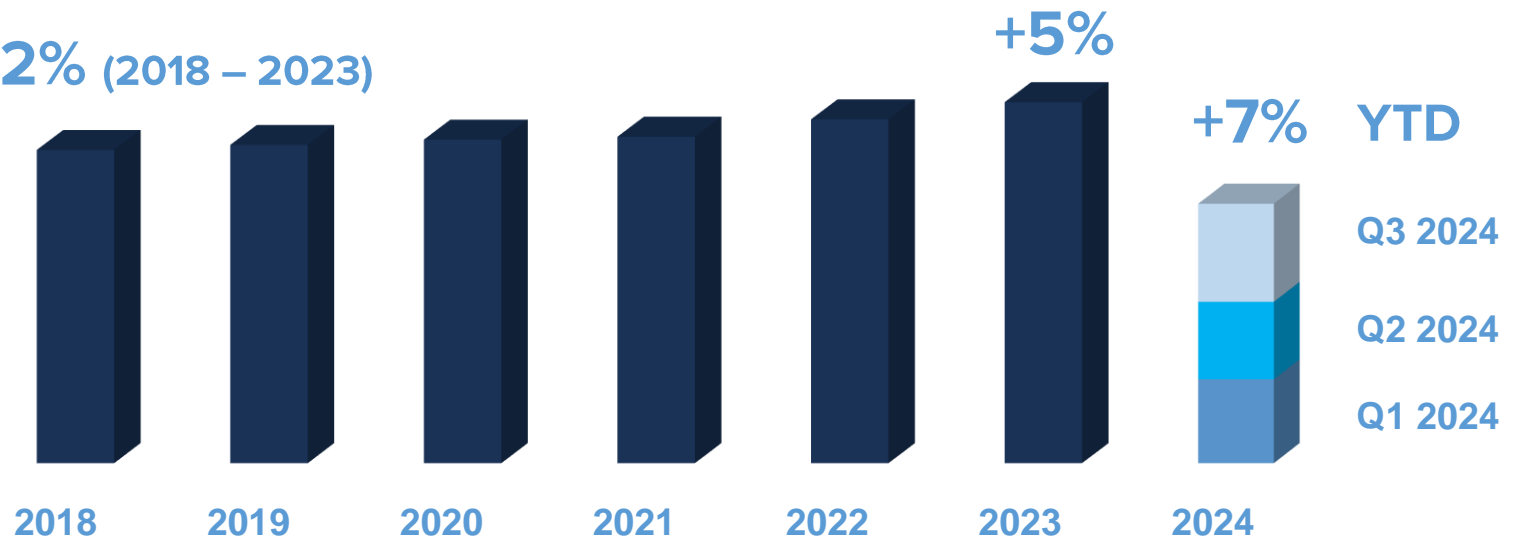
**24.5%**  
**SOM**  
(TTM)



## Q3 2024 HIGHLIGHTS

- Sell out +4%, robust growth in Silka +14% and Lomecan +6%

**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

**\$1.3 BN**  
**CAT size**

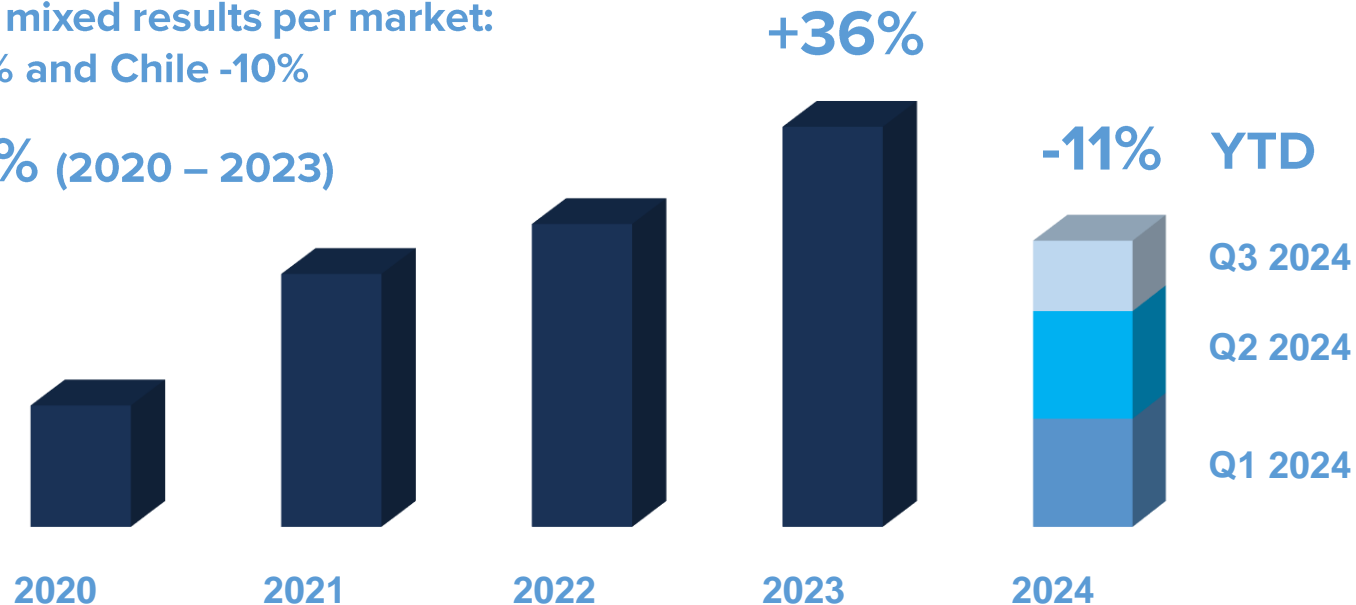
(Only participating markets excluding US)

**0.7%**  
**SOM**  
(TTM)

## Q3 2024 HIGHLIGHTS

- Sell out -1%, mixed results per market:  
Mexico +17% and Chile -10%

**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)

**4.5%**  
**SOM**  
(TTM)

### Q3 2024 HIGHLIGHTS

- Sell out +22%
- Increasing market share in all segments

**CAGR +76%** (2019 – 2023)

**SOM**

**Total 4.5%**

**Cow milk allergy 30.2%**

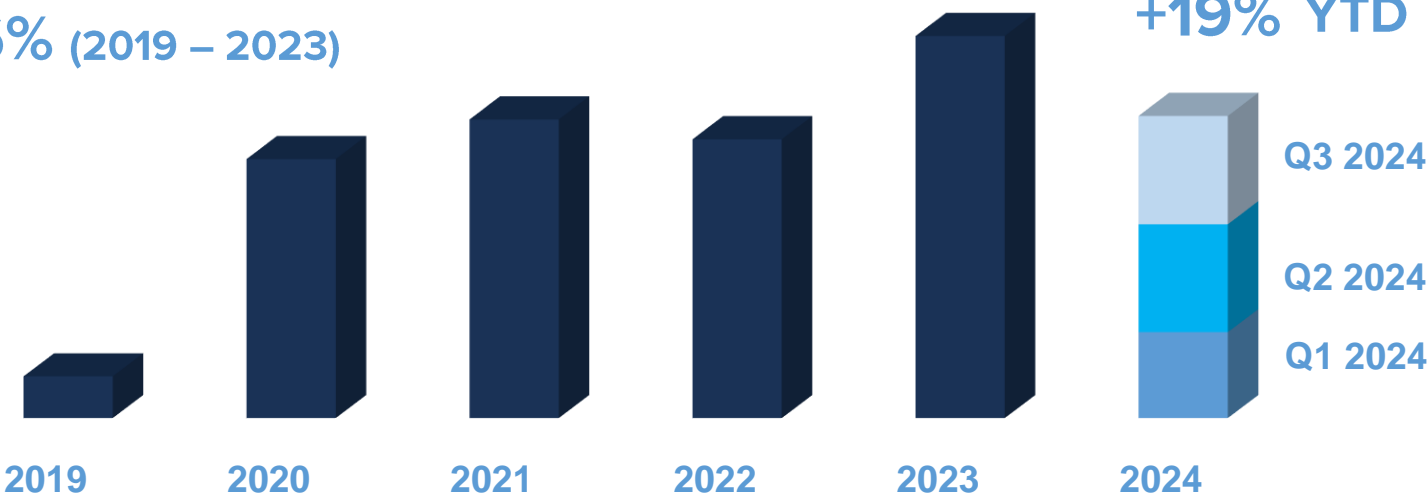
**Constipation 42.6%**

**Premium 2.6%**

**Reflux 10.3%**

**+44%**

**+19% YTD**



# SKINCARE

Genomma Lab #1 Category

\$US 2.5 BN  
CAT size

(Only participating markets excluding US)

5.9%  
SOM  
(TTM)

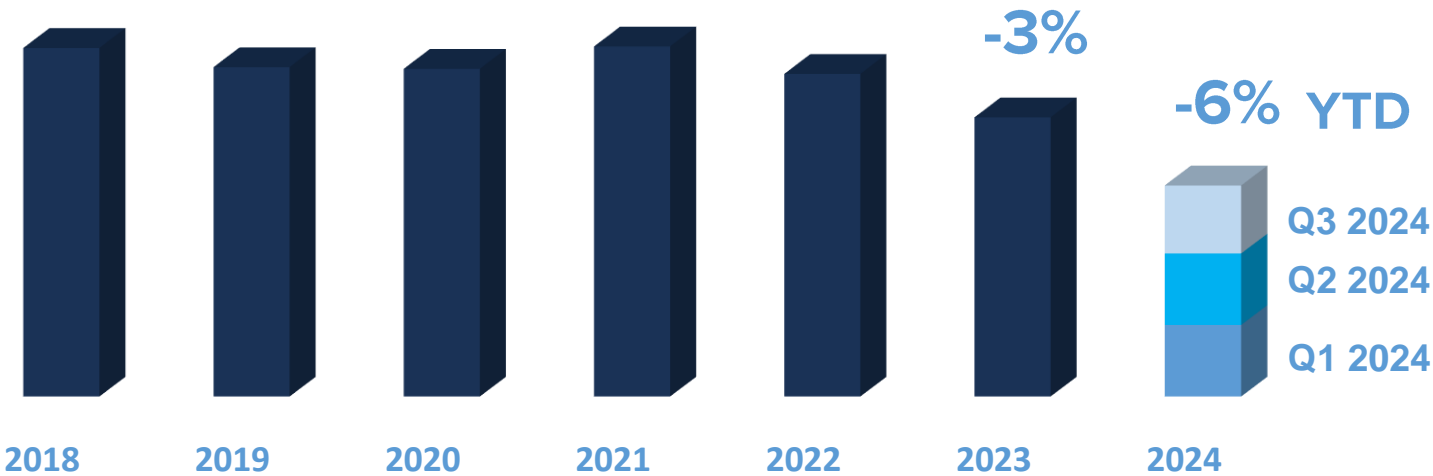


## Q3 2024 HIGHLIGHTS

- 5% sell out with Teatrical +11% offset by challenges in Asepxia and Cicatricure



CAGR -6% (2018 – 2023)



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



# FINANCIAL LEVERAGE

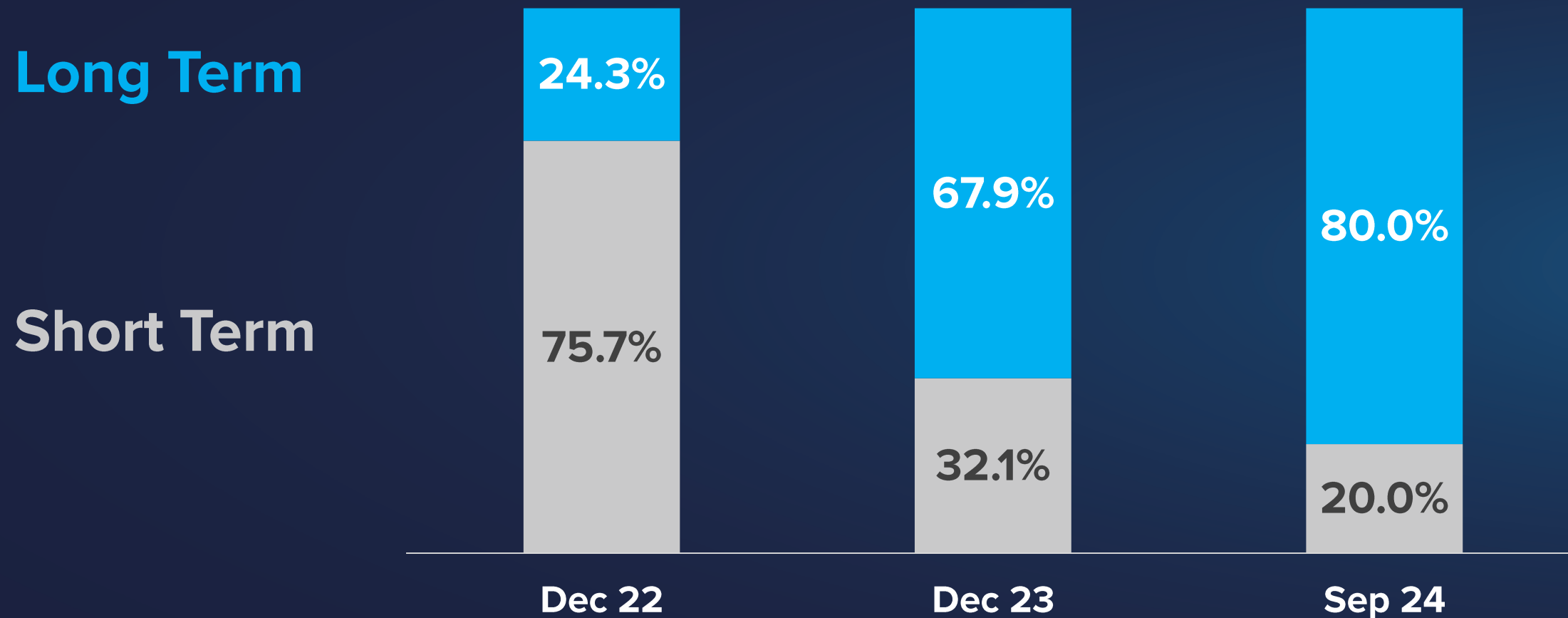
**Net Debt / EBITDA** **1.2x**

Historical Low

**Long-term debt** **80%**



# FINANCIAL DEBT MATURITY EVOLUTION



# RENEWAL OF FREQUENT ISSUER PROGRAM

<b>Fixed Income Instruments (Dual)</b>	<b>“Certificados Bursátiles” Short Term and Long Term</b>
<b>Currency</b>	<b>Mexican Pesos, UDIs or Dollars</b>
<b>Credit Rating</b>	<b>“F1+(mex)” Fitch Ratings “HR+1” HR Ratings AA+ Long Term</b>
<b>Maturity Term</b>	<b>5 years</b>
<b>Guarantee</b>	<b>Unsecured</b>

# CASH DIVIDEND

**\$ 200 M** PAID ON JUNE 21

**9<sup>TH</sup>** DIVIDEND PAYMENT

**2%** DIVIDEND PER SHARE INCREASE  
20 M share cancelled in April



# GENOMMA LAB