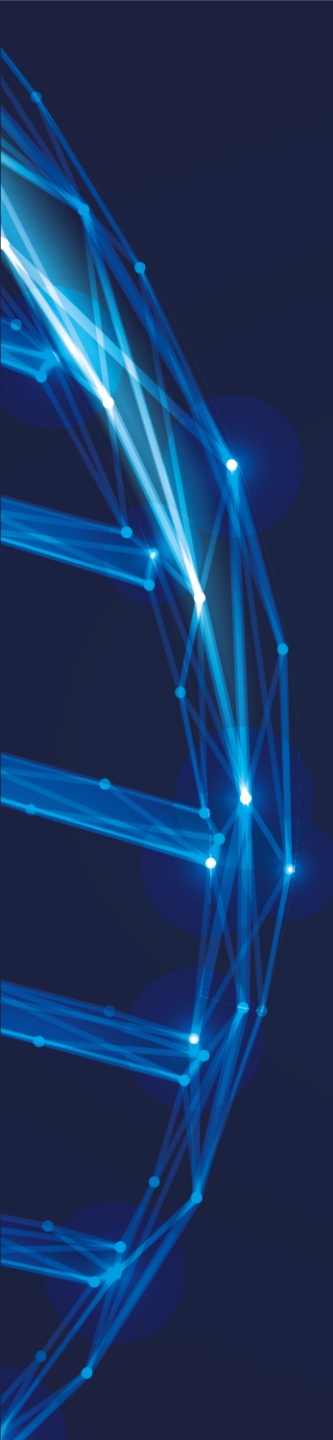




Genomma Lab.[®]
Internacional

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

SUPPLEMENTAL PACKAGE

ABOUT GENOMMA LAB

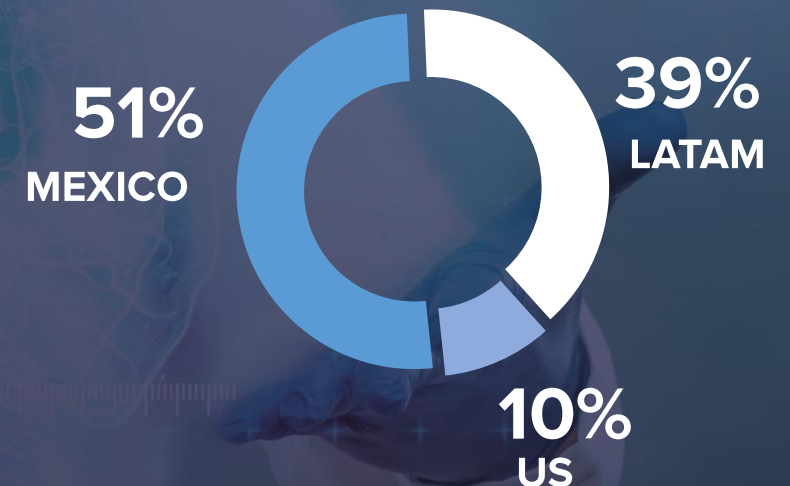
ABOUT GENOMMA LAB

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

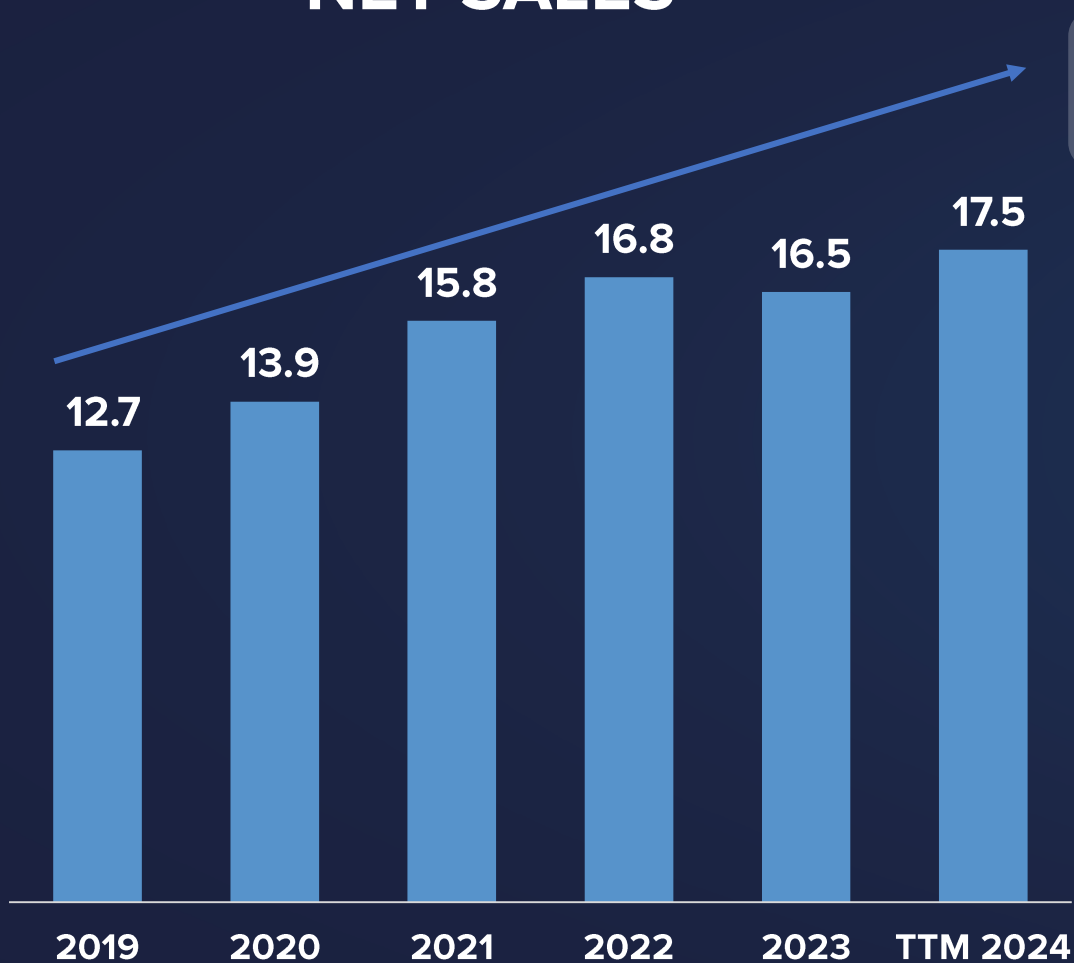


OTHER



CONSISTENT GROWTH

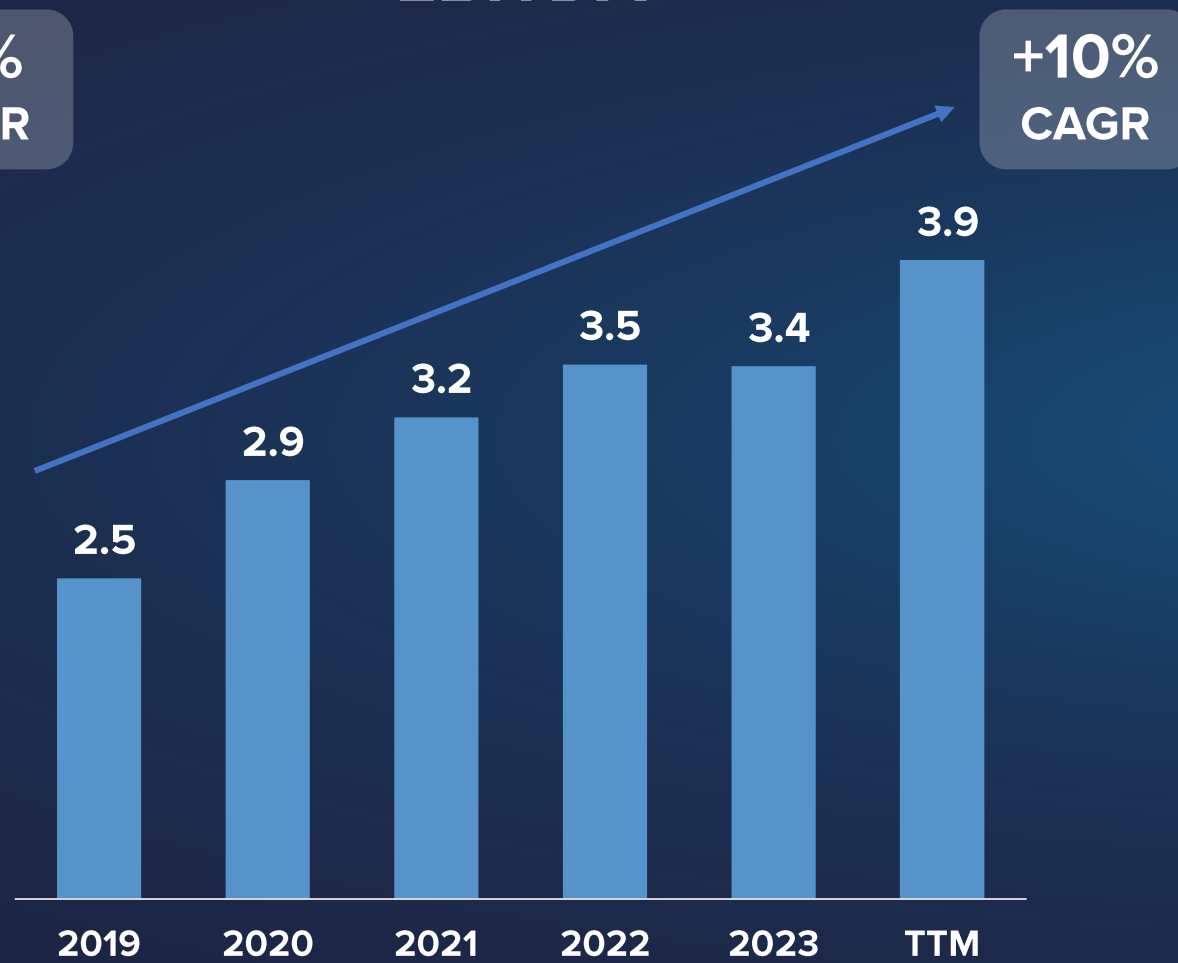
NET SALES



2019 2020 2021 2022 2023 TTM 2024

Net Sales in MXN billion

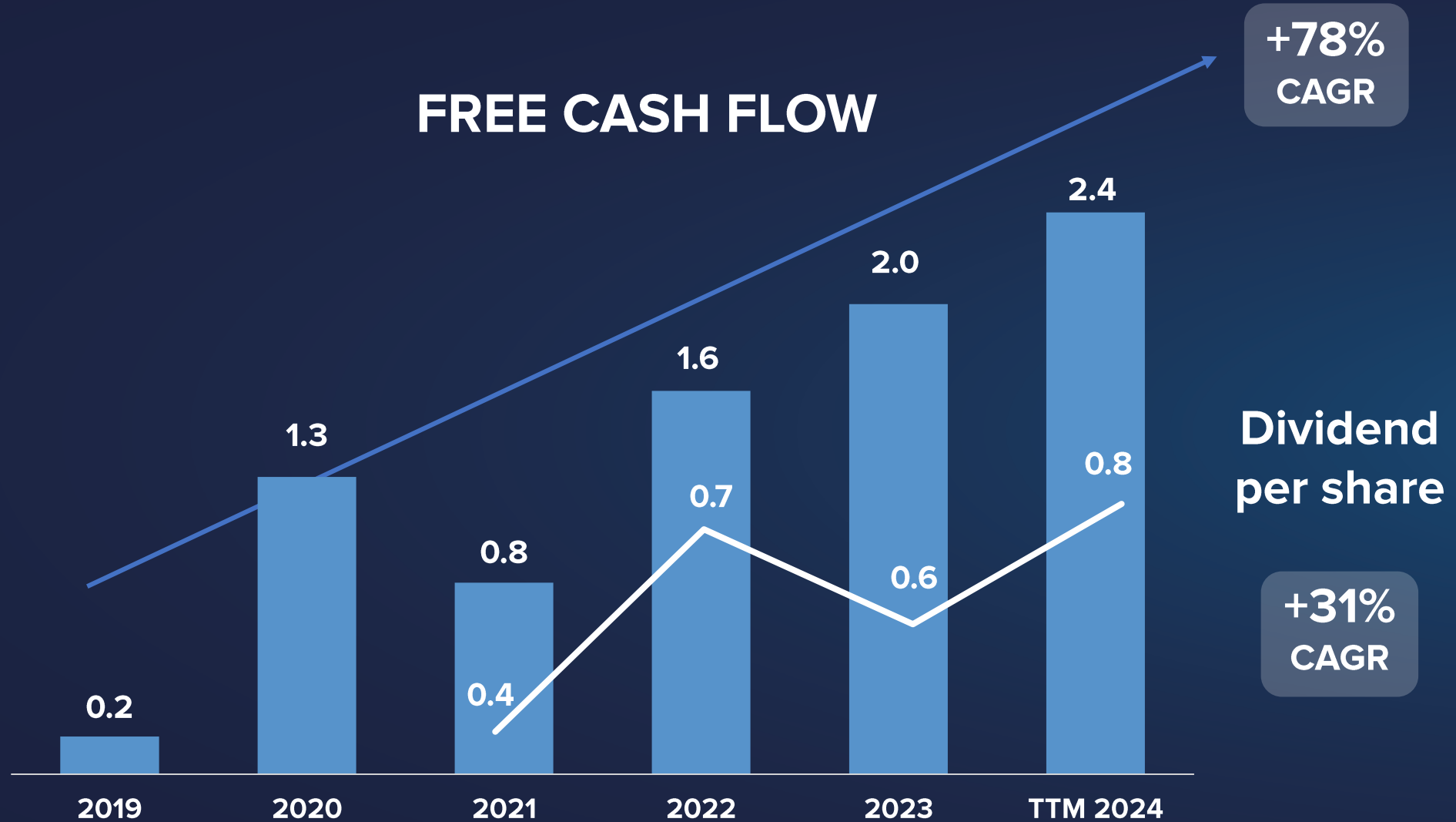
EBITDA



2019 2020 2021 2022 2023 TTM 2024

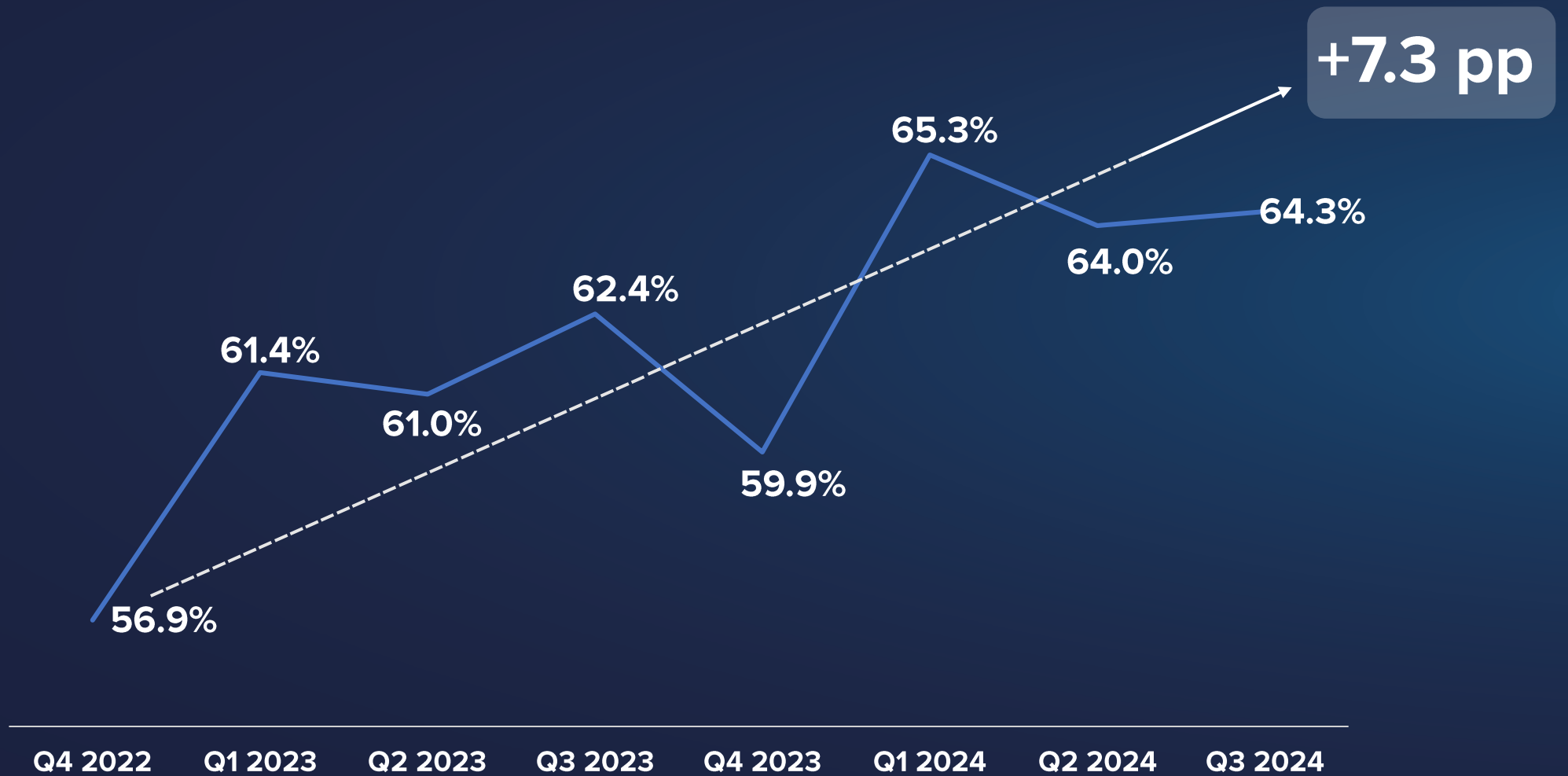
EBITDA in MXN billion

CASH FLOW ON THE RISE

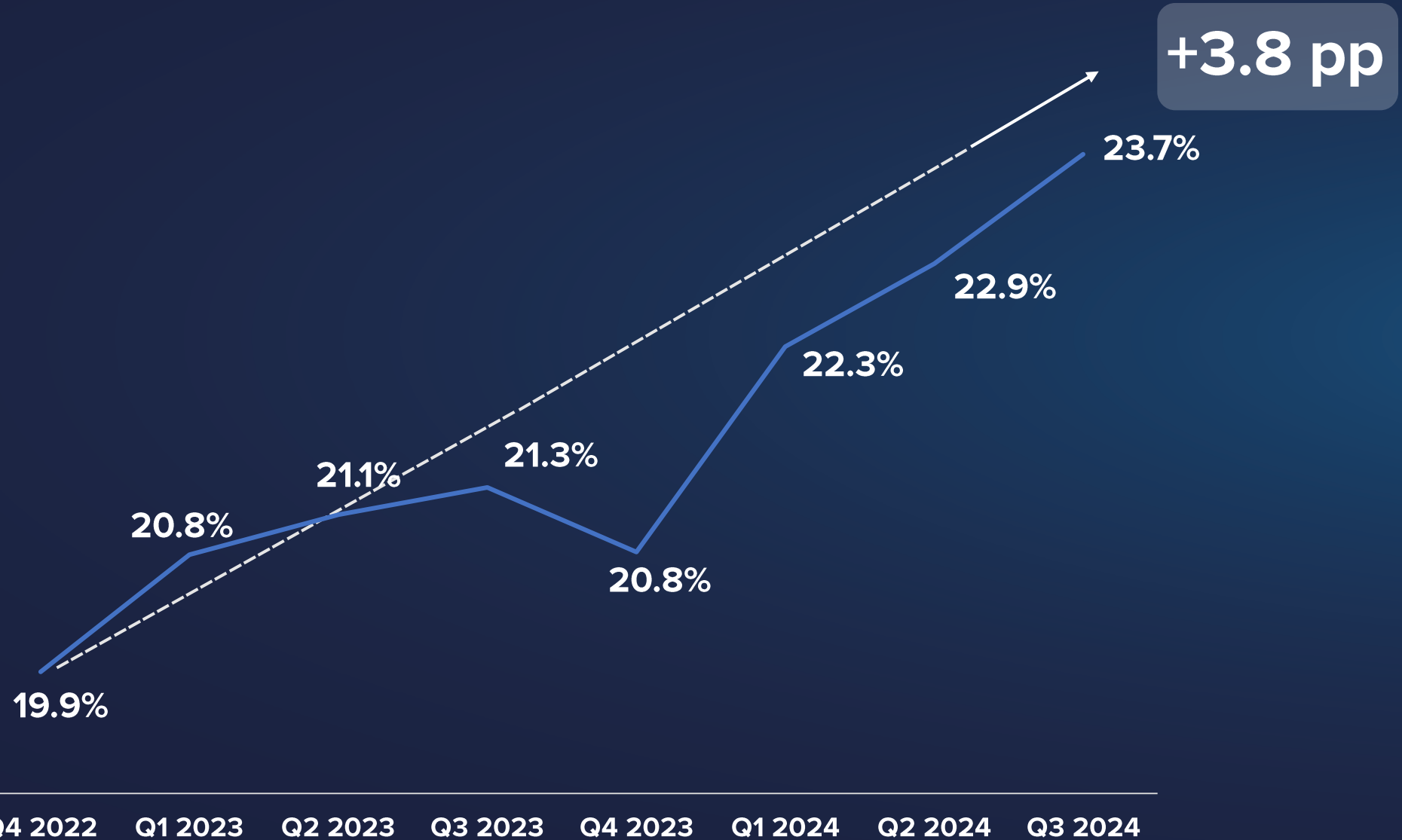


Free Cash Flow in MXN billion, Dividend per Share in MXN

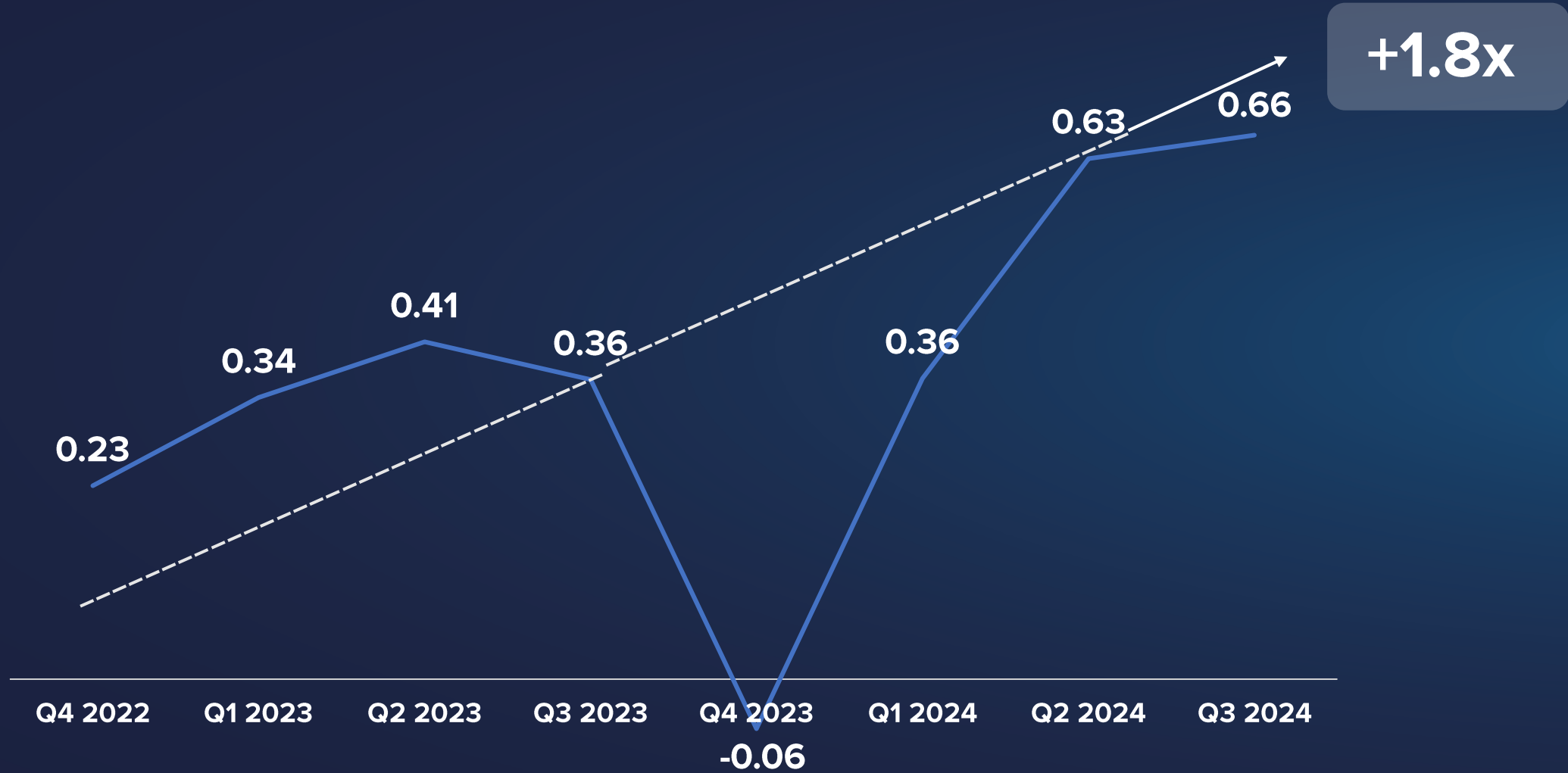
GROSS MARGIN EVOLUTION



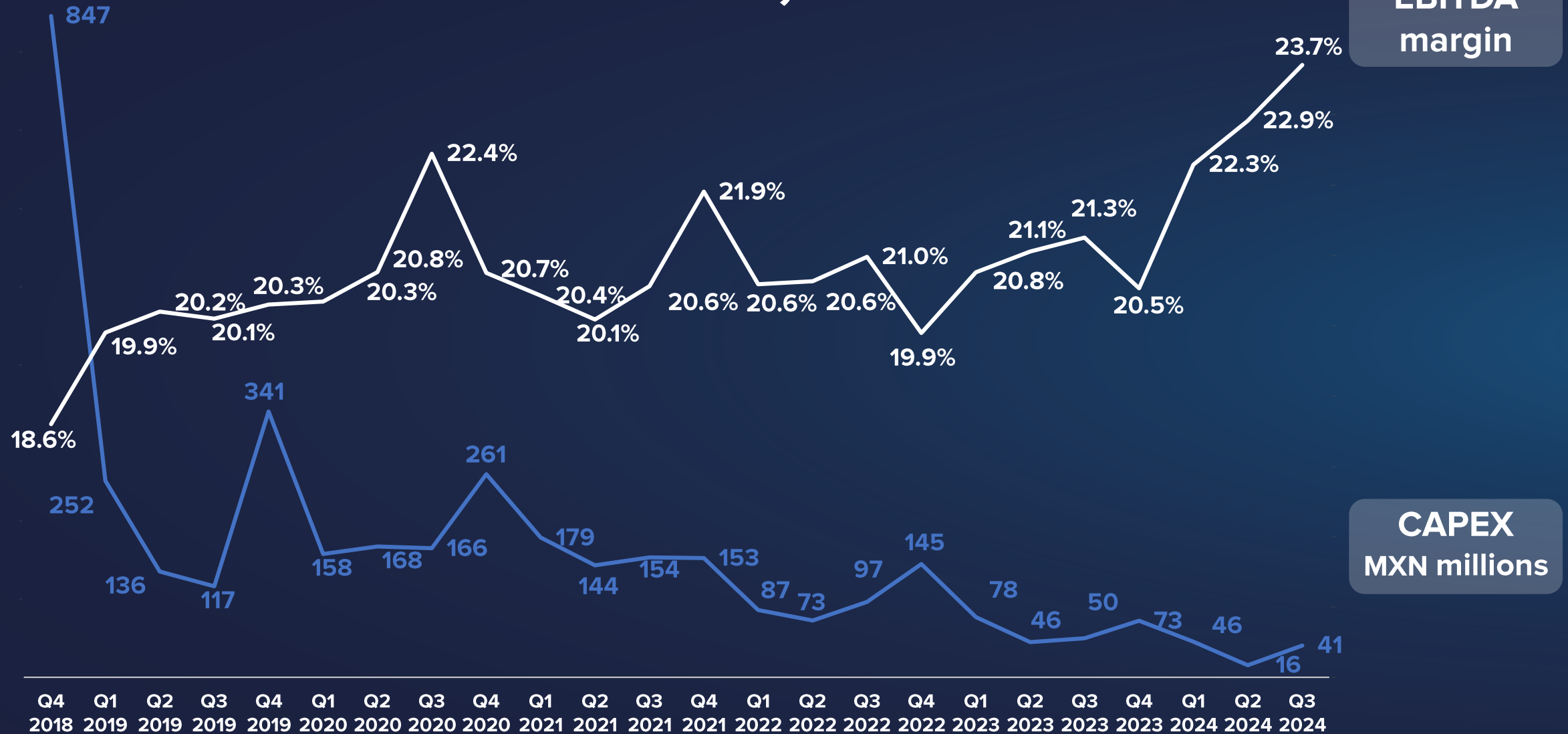
EBITDA MARGIN EVOLUTION



EPS EVOLUTION



MORE EBITDA, LESS CAPEX



STRATEGY & CAPABILITIES

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



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

INNOVATION

PROVEN SUPERIOR INNOVATION CAPABILITIES



ROBUST GO-TO-MARKET

+600K POINTS OF SALE
MULTICHANNEL DISTRIBUTION



ESG

"A" MSCI ESG RATING



CORE CAPABILITIES

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



SUEROX

VITAMINS

DEFENSE



CON
VITAMINAS
C D
Y ZINC

ELECTROLITOS
Naranja-Mango
CONT. NET. 630 ml



ACTIVIDAD FÍSICA*



CALOR



DEFENSAS**



SUEROX

VITAMINS

ENERGY



CON
VITAMINAS
B3 B5 B6
B9 B12

ELECTROLITOS
Manzana Verde-Limon
CONT. NET. 630 ml



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

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

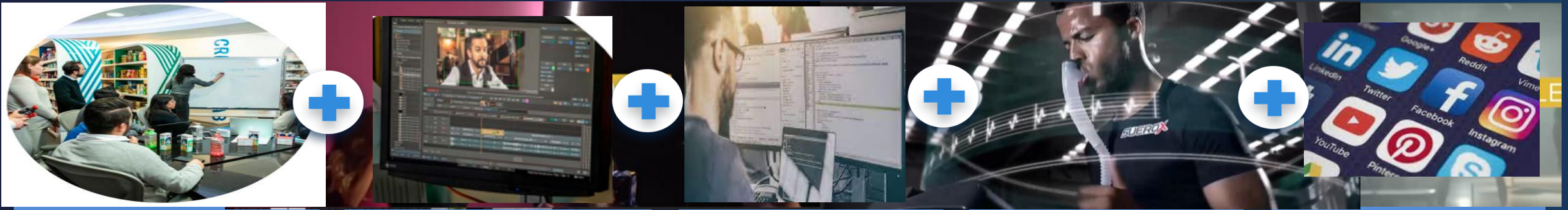
DIVERSIFIED CLIENT BASE
INCREASED DIRECT DISTRIBUTION
EFFICIENT DELIVERIES

- 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

STANDARIZED 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
US\$ 100 MM
8-YEAR LOAN

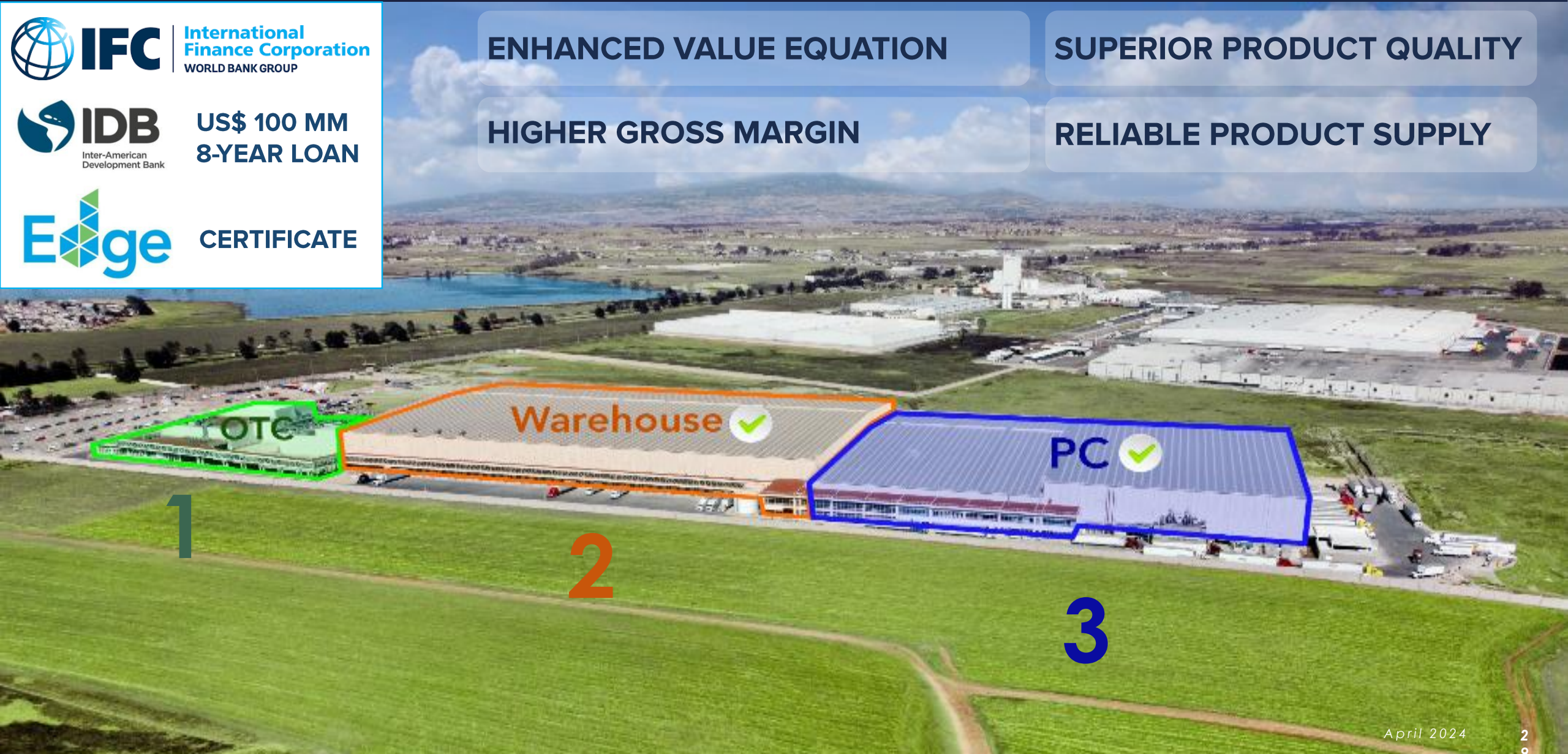
Edge CERTIFICATE

ENHANCED VALUE EQUATION

SUPERIOR PRODUCT QUALITY

HIGHER GROSS MARGIN

RELIABLE PRODUCT SUPPLY



1

2

3

MSCI ESG RATING



THIRD CONSECUTIVE RATING IMPROVEMENT

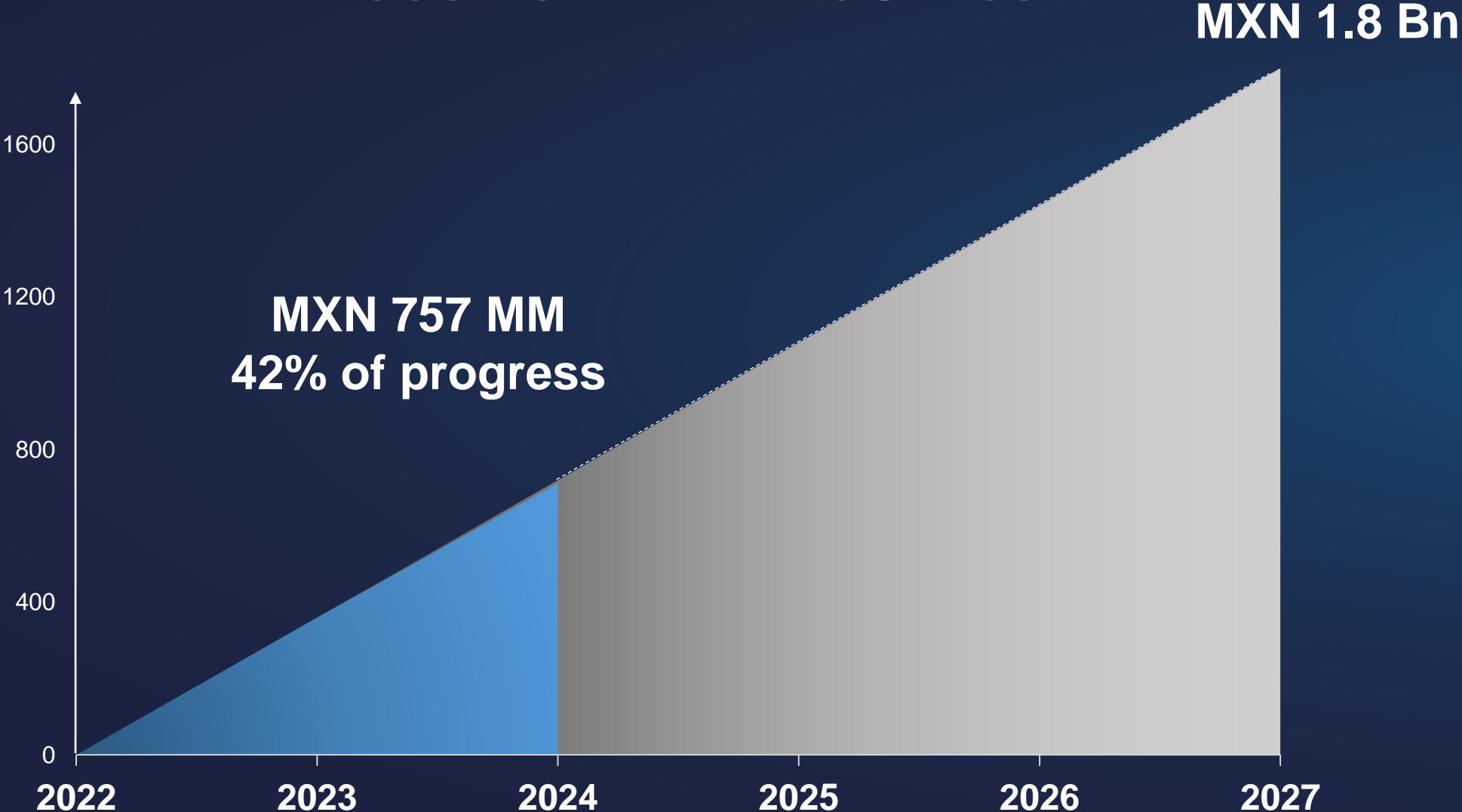


PRODUCTIVITY

A horizontal blue brushstroke underline is positioned directly beneath the word "PRODUCTIVITY". The stroke is irregular and textured, resembling a hand-drawn line with a paintbrush.

PRODUCTIVITY PROGRAM

ACCUMULATED PROGRESS





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
- Standardization

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

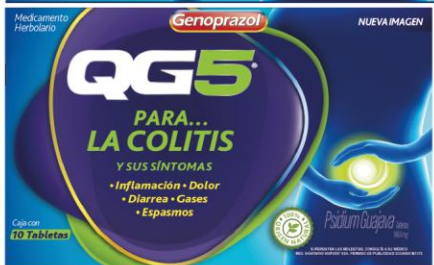
SUPPLIERS

- 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





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



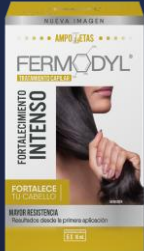
Solid

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

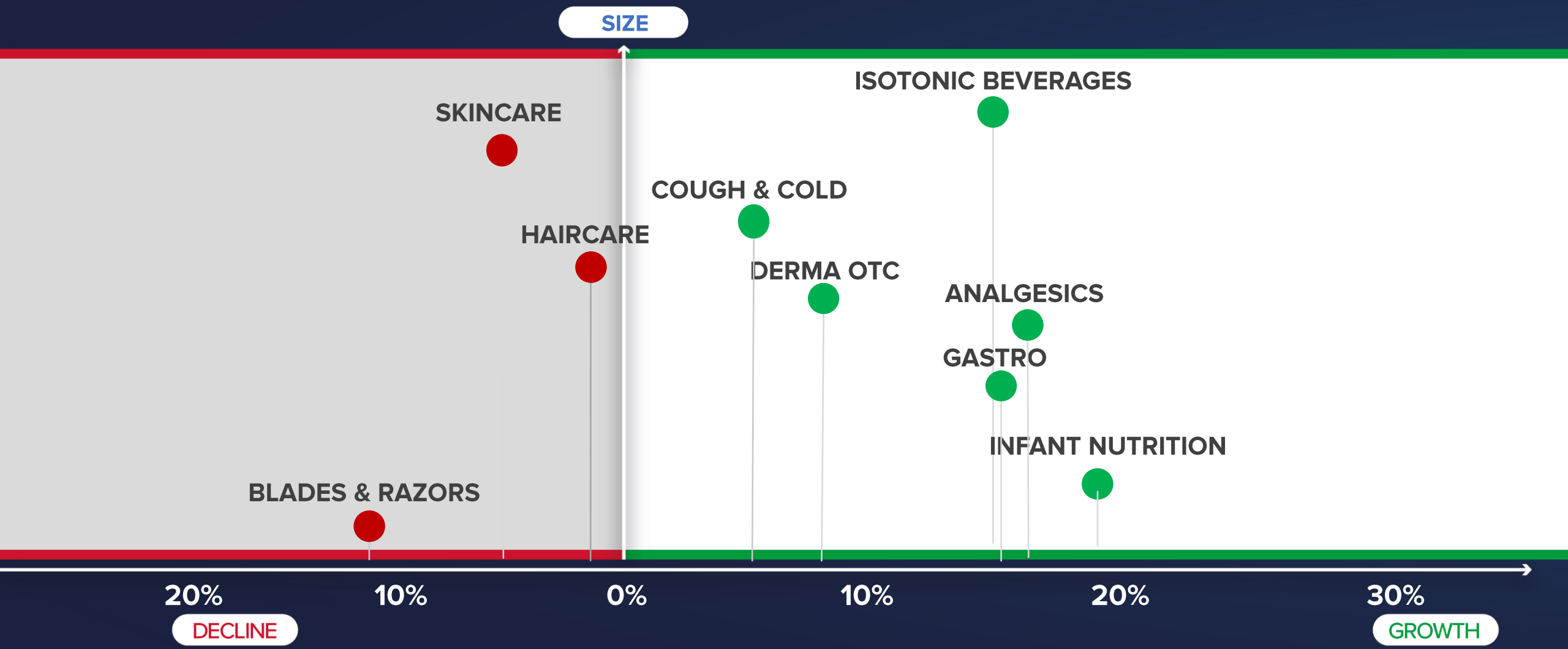
Exceeded target

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

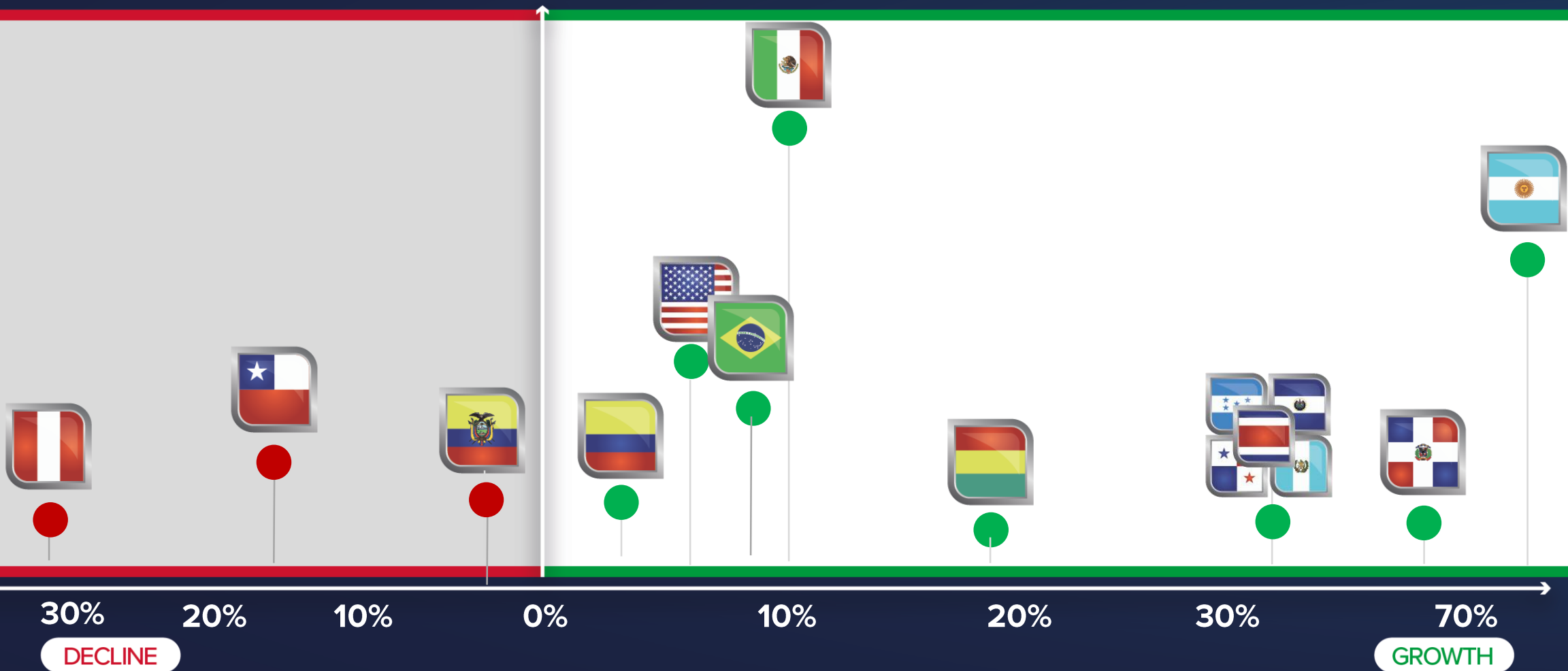
73% OF SALES GROWING OR MAINTAINING SHARE



YTD MARKET PERFORMANCE

92% OF SALES GROWING ABOVE INFLATION

SIZE



ISOTONIC BEVERAGES

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

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

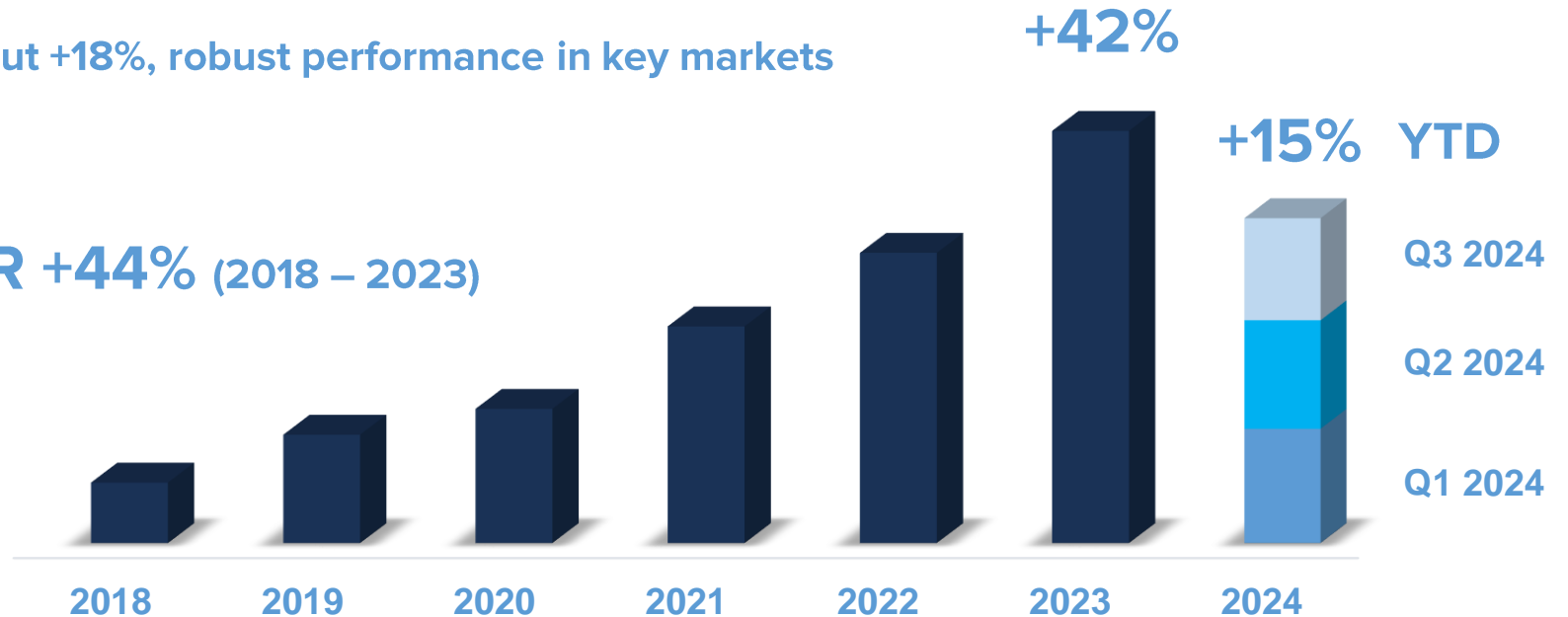
5.2%
SOM
(TTM)



Q3 2024 HIGHLIGHTS

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

CAGR +44% (2018 – 2023)



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)



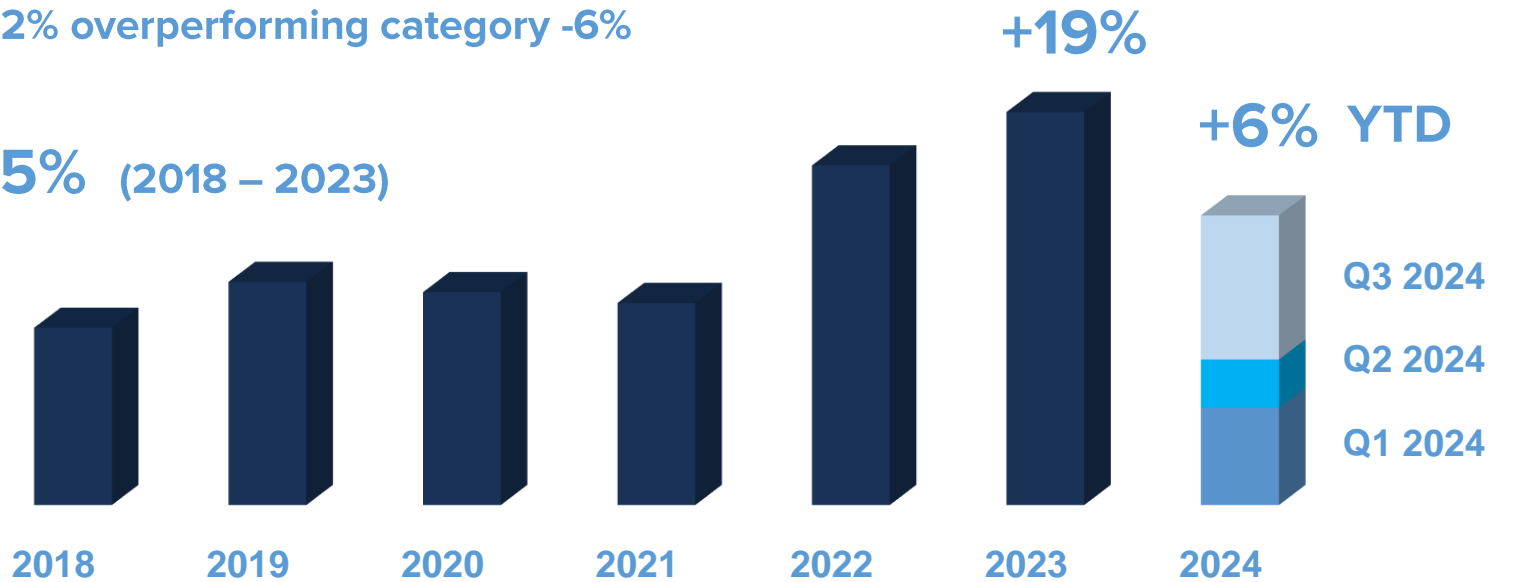
Q3 2024 HIGHLIGHTS

- 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)

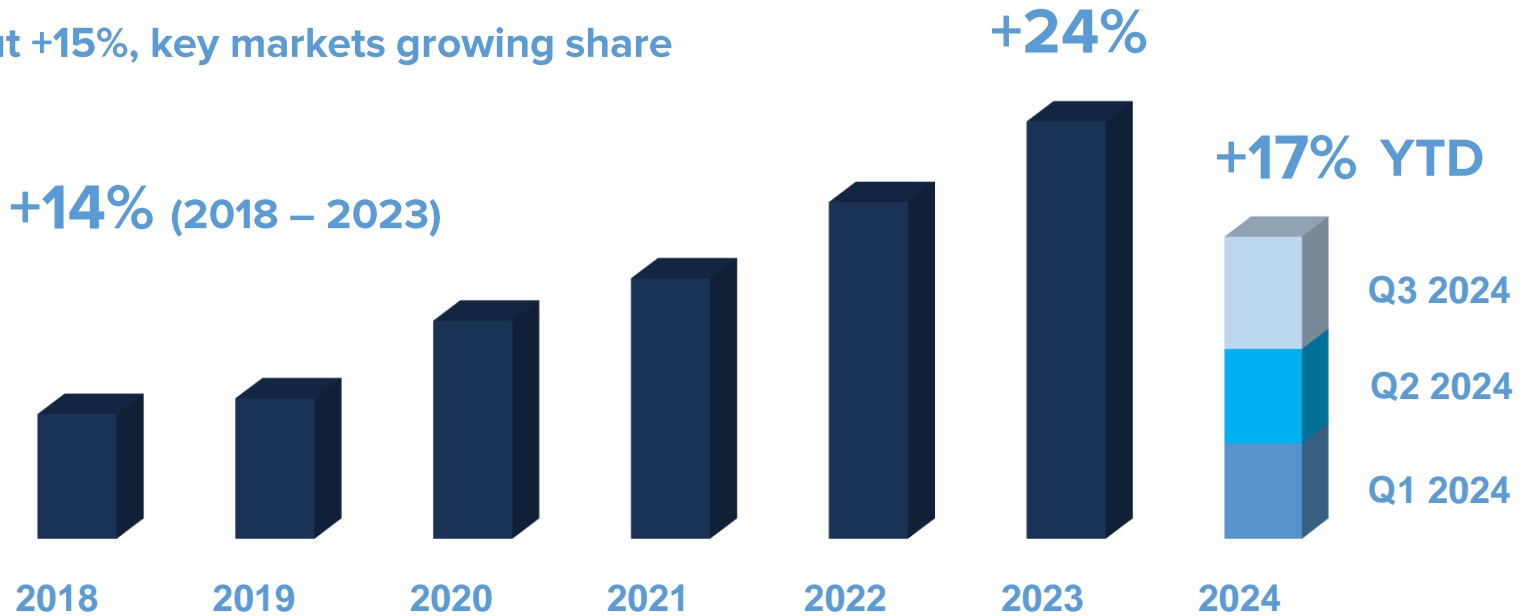


Q3 2024 HIGHLIGHTS

- 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%

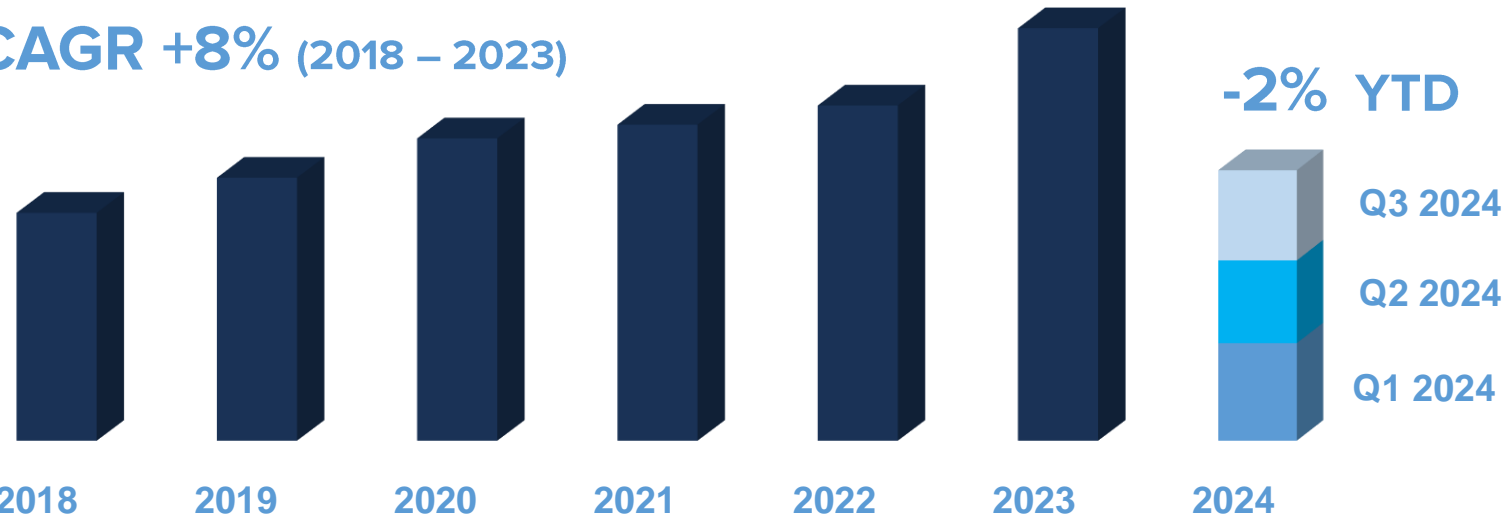
**SOM
(TTM)**

Q3 2024 HIGHLIGHTS

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

+23%

CAGR +8% (2018 – 2023)



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

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%

GASTRO



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

\$US 2.1 BN

CAT size

(Only participating markets excluding US)

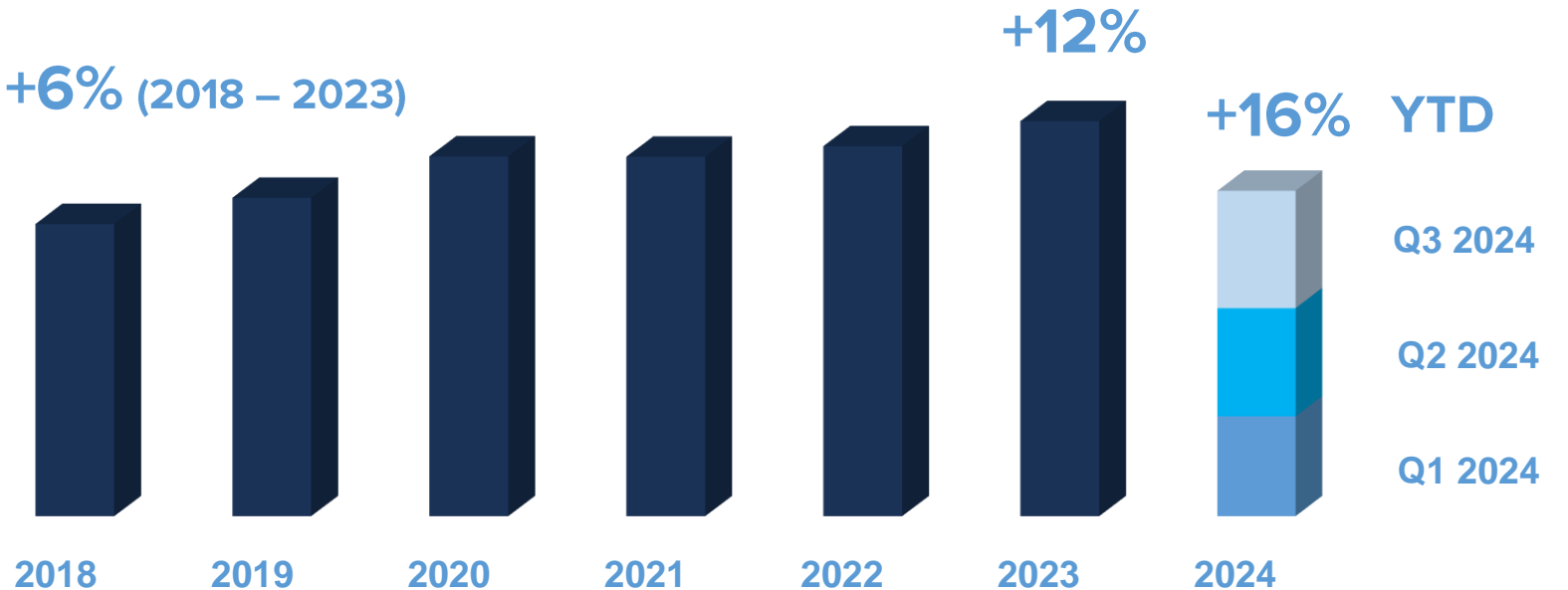
3.1%

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)

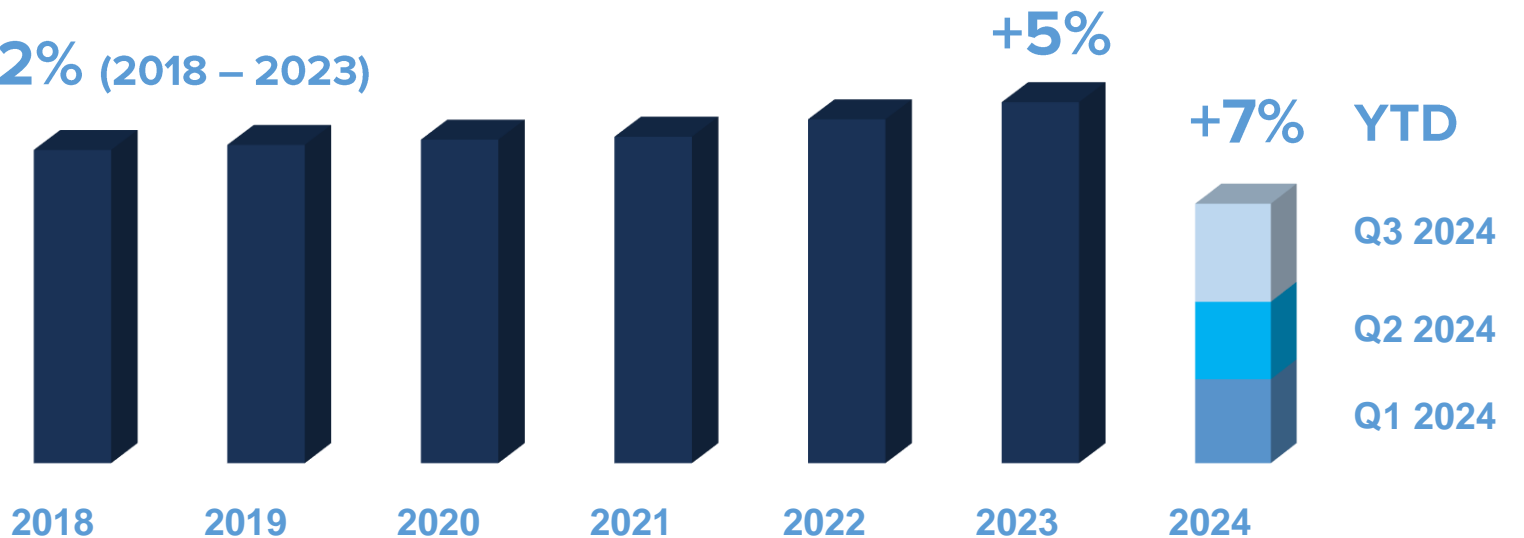
24.5%
SOM
(TTM)



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

0.7%
SOM
(TTM)

(Only participating markets excluding US)



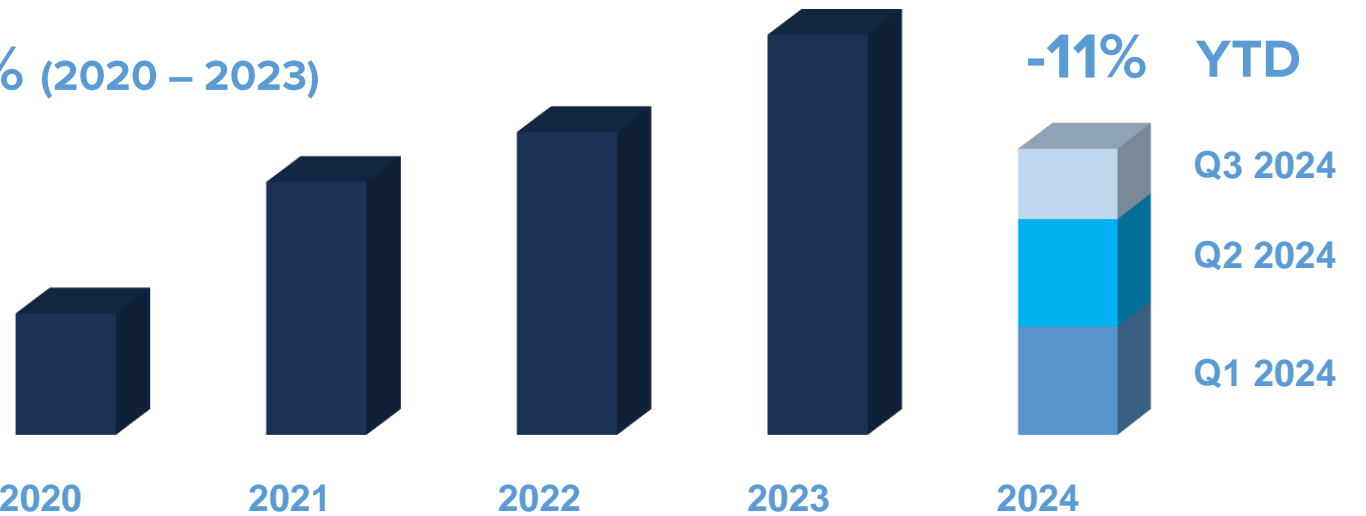
Q3 2024 HIGHLIGHTS

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

CAGR +50% (2020 – 2023)

+36%

-11% YTD



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)



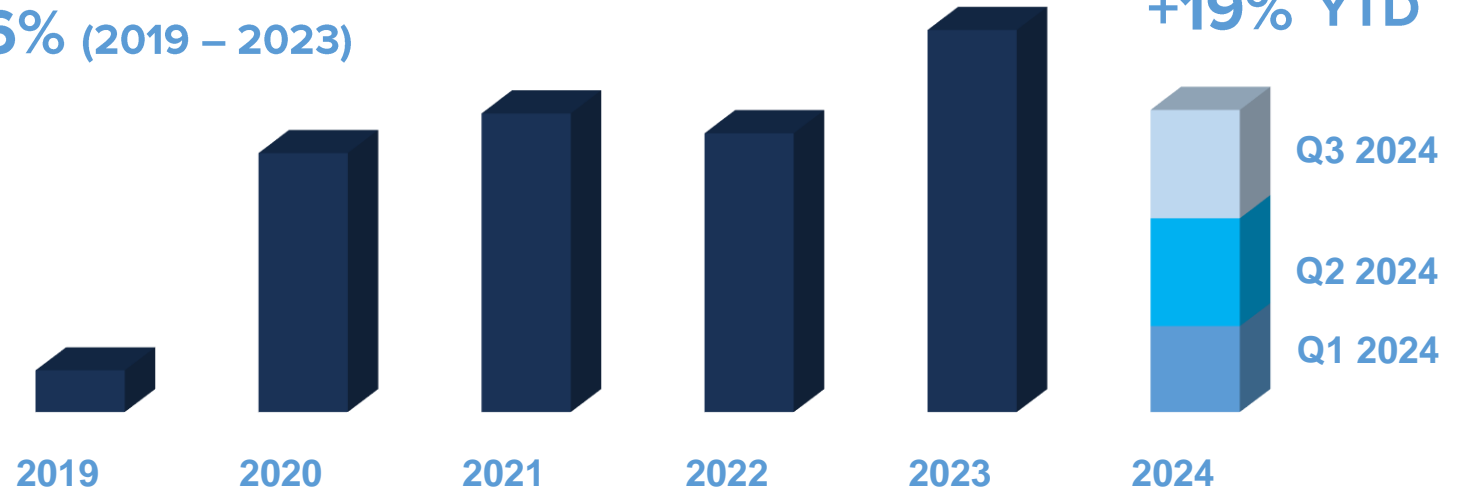
Q3 2024 HIGHLIGHTS

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

CAGR +76% (2019 – 2023)

+44%

+19% YTD



SOM

Total 4.5%

Cow milk allergy 30.2%

Constipation 42.6%

Premium 2.6%

Reflux 10.3%

SKINCARE

Genomma Lab #1 Category

\$US 2.5 BN
CAT size

(Only participating markets excluding US)

5.9%
SOM
(TTM)

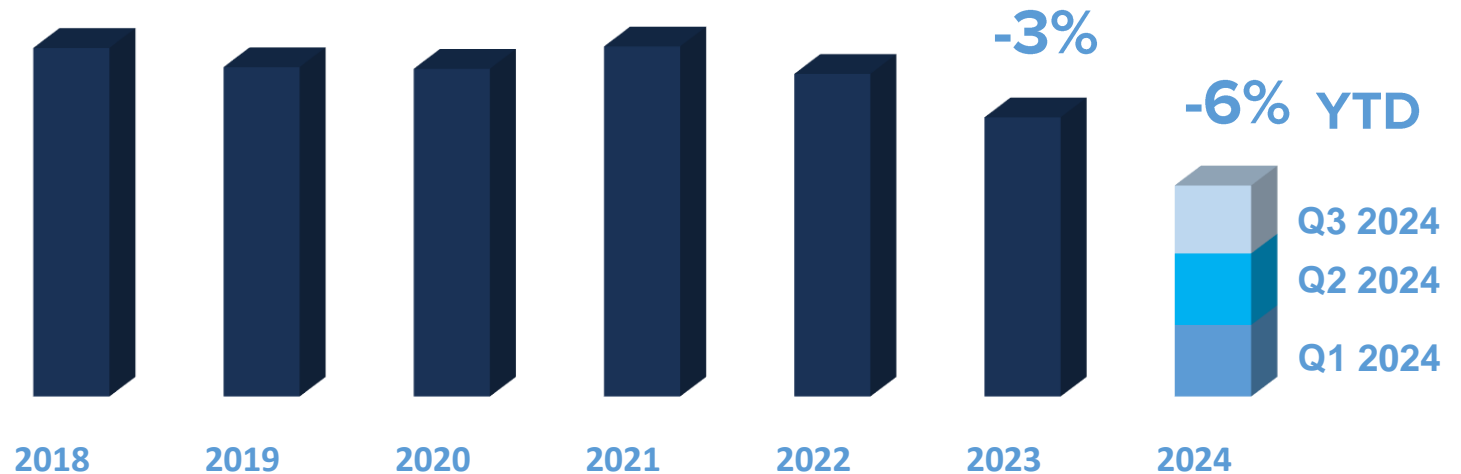


Q3 2024 HIGHLIGHTS

- 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

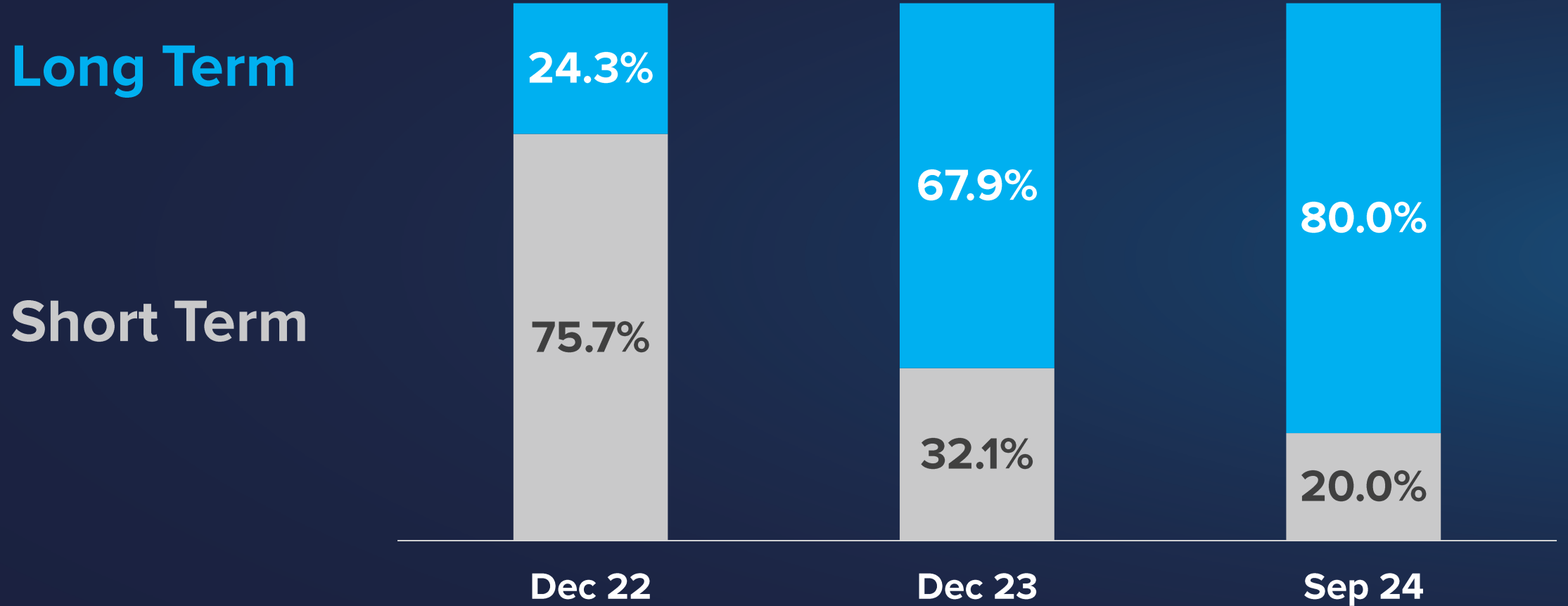
Net Debt / EBITDA **1.2x**

Historical Low

Long-term debt **80%**



FINANCIAL DEBT MATURITY EVOLUTION



RENEWAL OF FREQUENT ISSUER PROGRAM

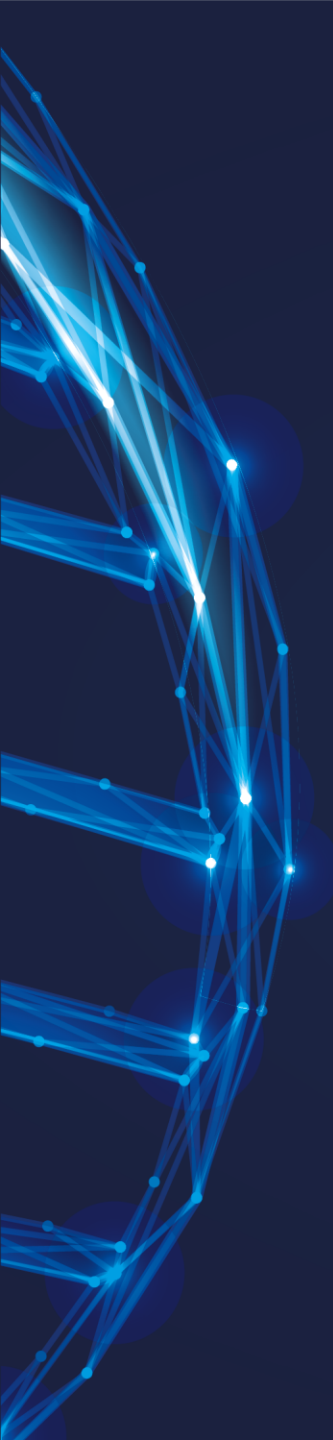
Fixed Income Instruments (Dual)	“Certificados Bursátiles” Short Term and Long Term
Currency	Mexican Pesos, UDIs or Dollars
Credit Rating	“F1+(mex)” Fitch Ratings “HR+1” HR Ratings AA+ Long Term
Maturity Term	5 years
Guarantee	Unsecured

CASH DIVIDEND

\$ 200 M PAID ON JUNE 21

9TH DIVIDEND PAYMENT

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



Genomma Lab.[®]
Internacional

GENOMMA LAB