



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.

ABOUT GENOMMA LAB

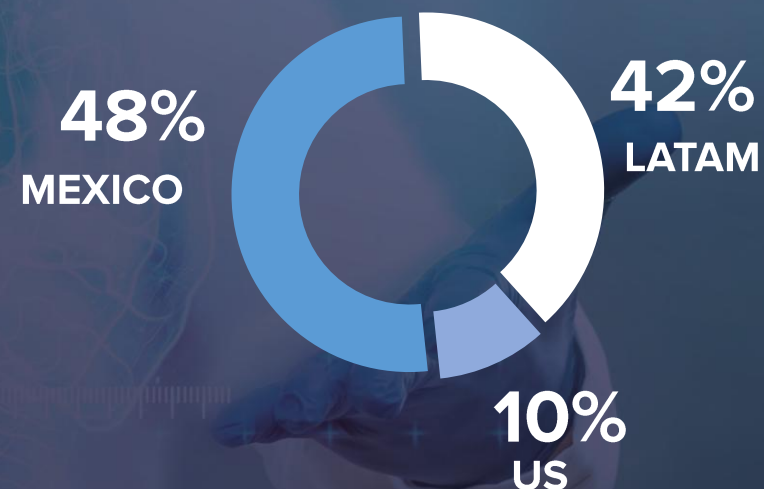
ABOUT GENOMMA LAB

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

52% OF TOTAL SALES

COUGH & COLD



ANALGESICS



DERMA OTC



GASTRO



INFANT NUTRITION



HEALTHY PRODUCT MIX

PERSONAL CARE + BEVERAGES

48% OF TOTAL SALES

HAIRCARE



ISOTONIC BEVERAGES



SKINCARE



BLADES & RAZORS



OTHER

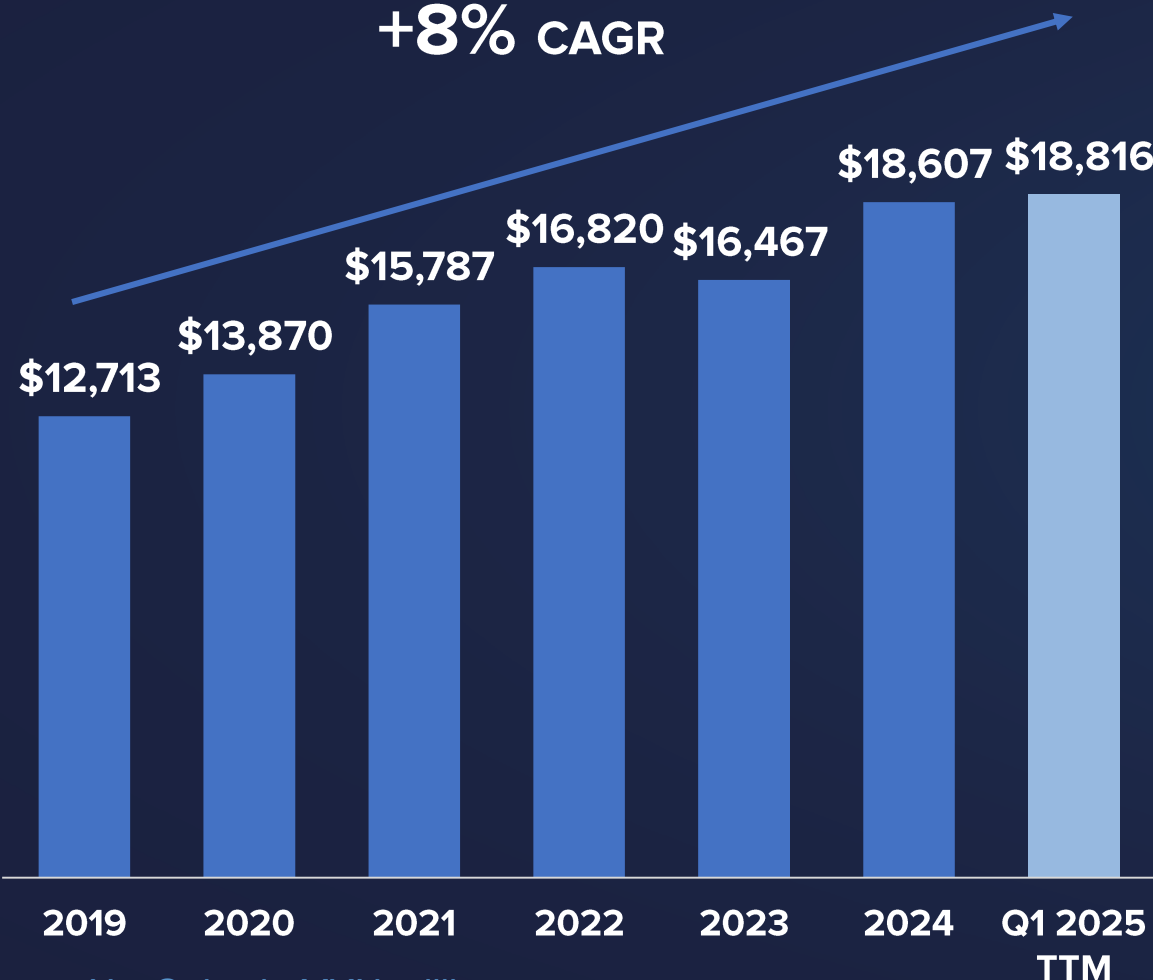


PROVEN TRACK RECORD

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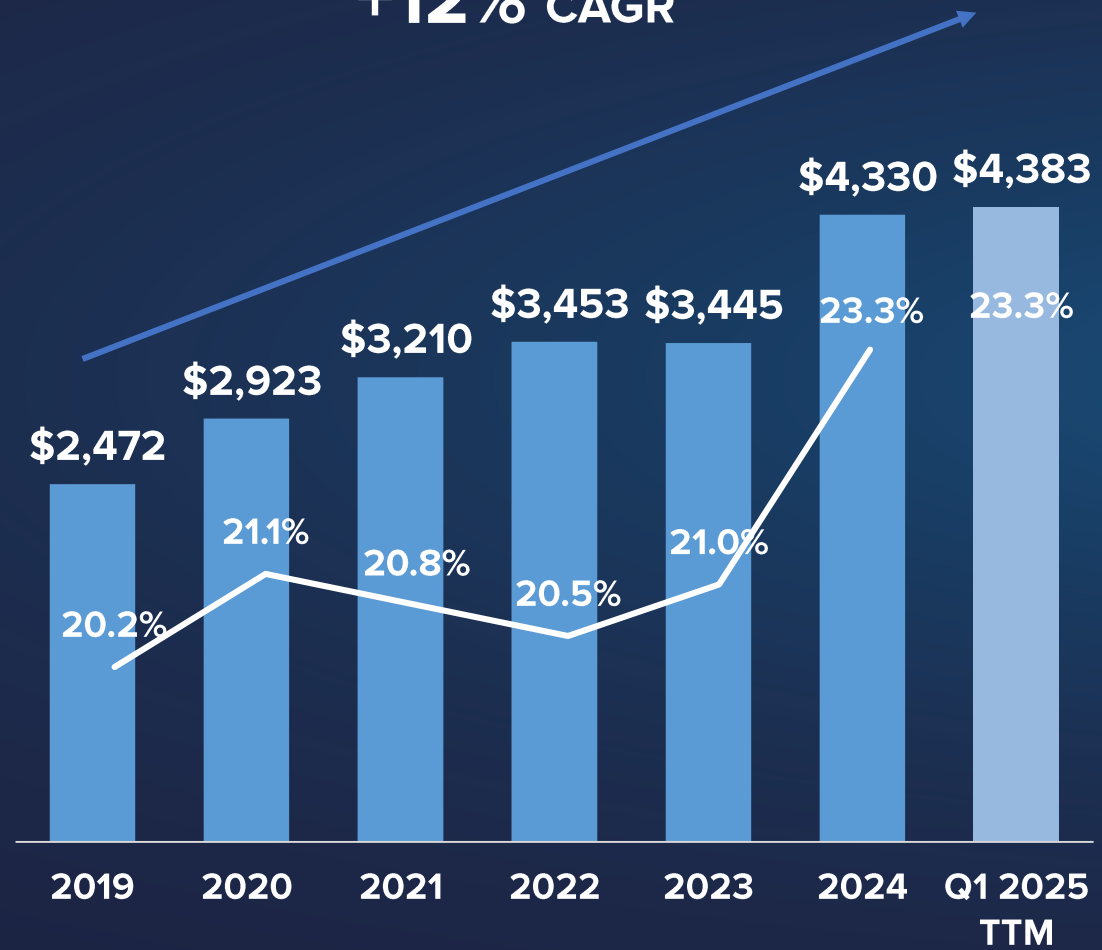
CONSISTENT GROWTH

NET SALES
+8% CAGR



Net Sales in MXN million

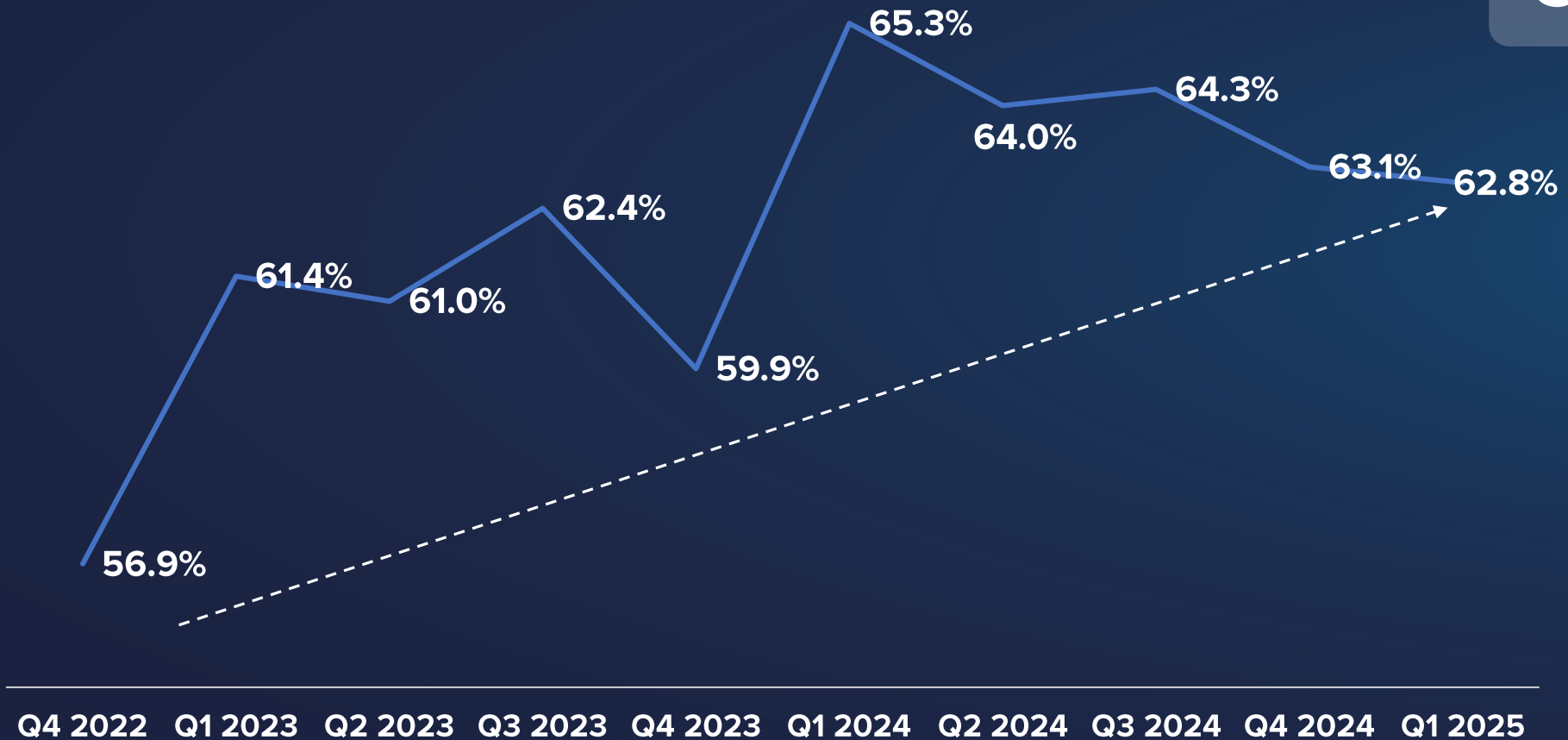
EBITDA
+12% CAGR



EBITDA in MXN million net of discontinued operation effects

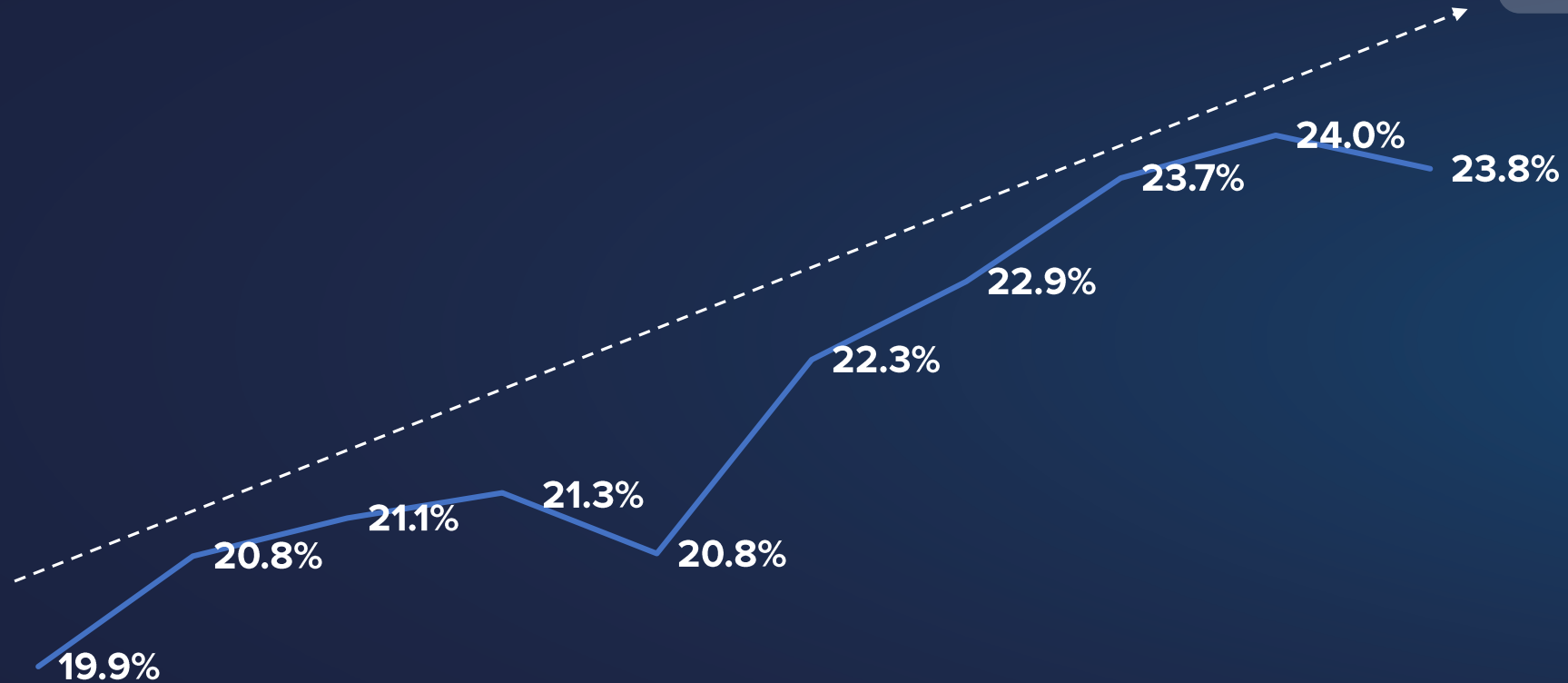
MAINTAINING GROSS MARGIN WITH PRODUCTIVITY

+5.9 pp



MAINTAINING EBITDA MARGIN AT 24% AVERAGE

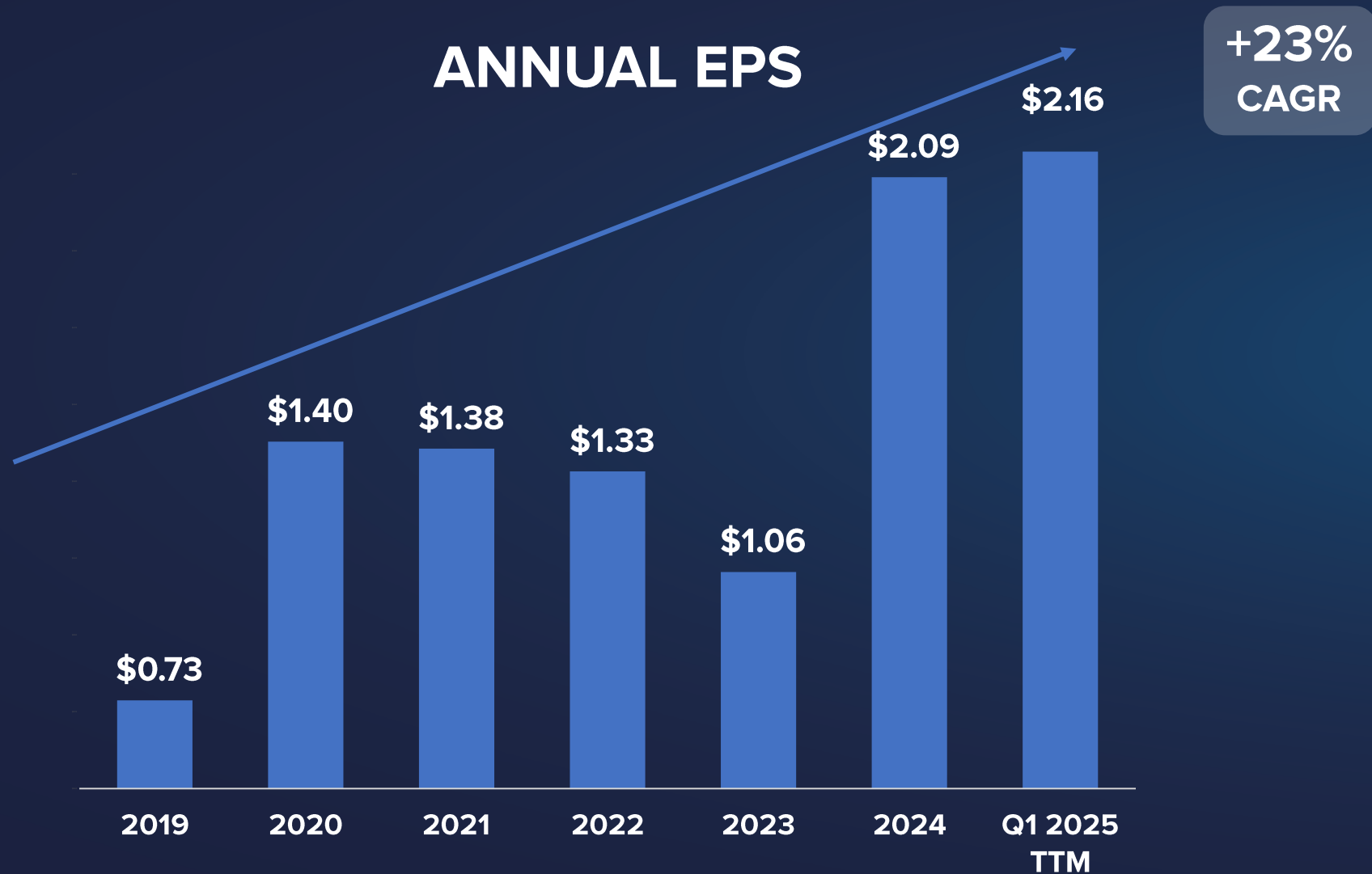
+3.9 pp



Q4 2022 Q1 2023 Q2 2023 Q3 2023 Q4 2023 Q1 2024 Q2 2024 Q3 2024 Q4 2024 Q1 2025

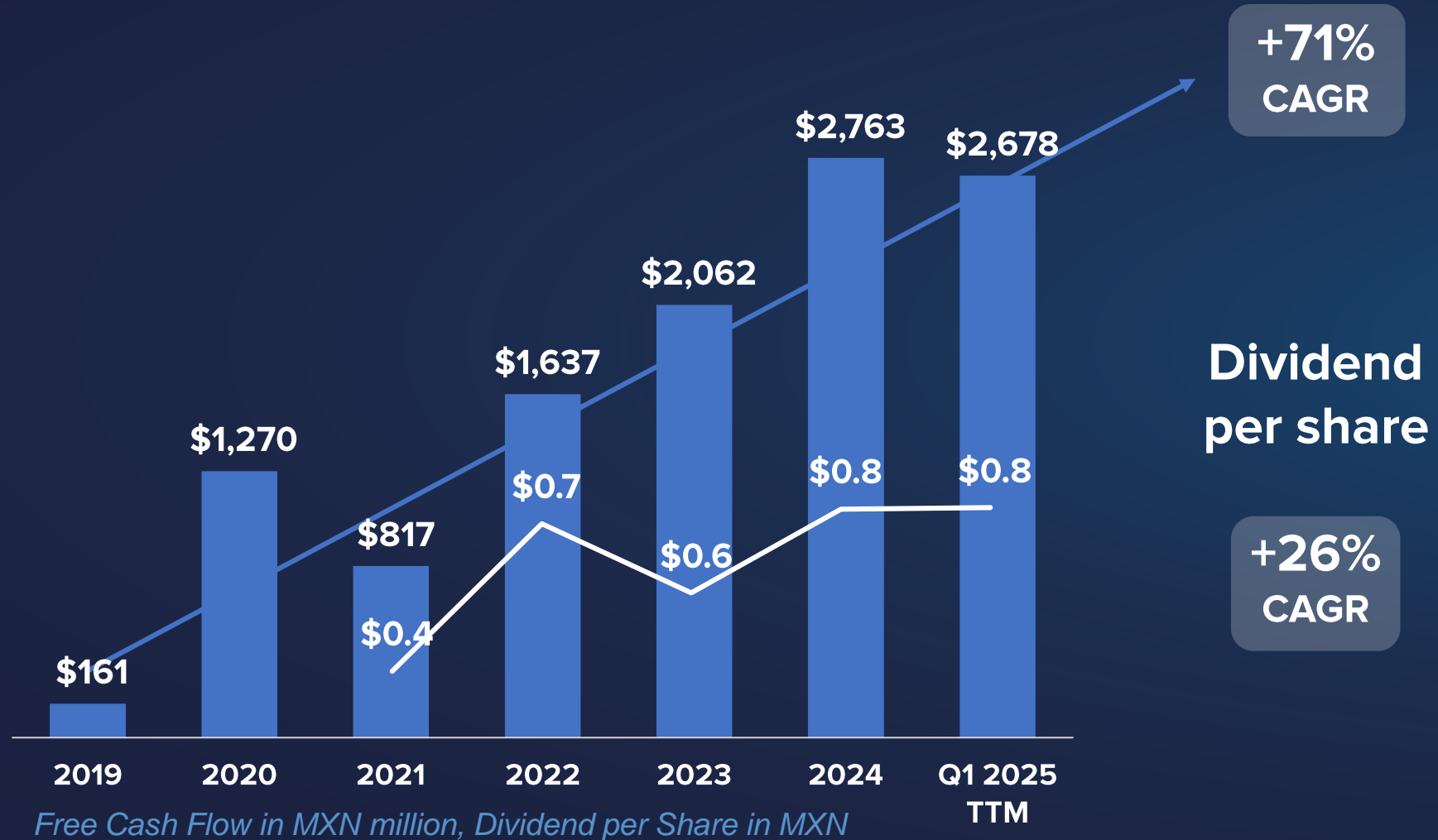
Net of discontinued operation effects

NET INCOME IMPROVEMENT

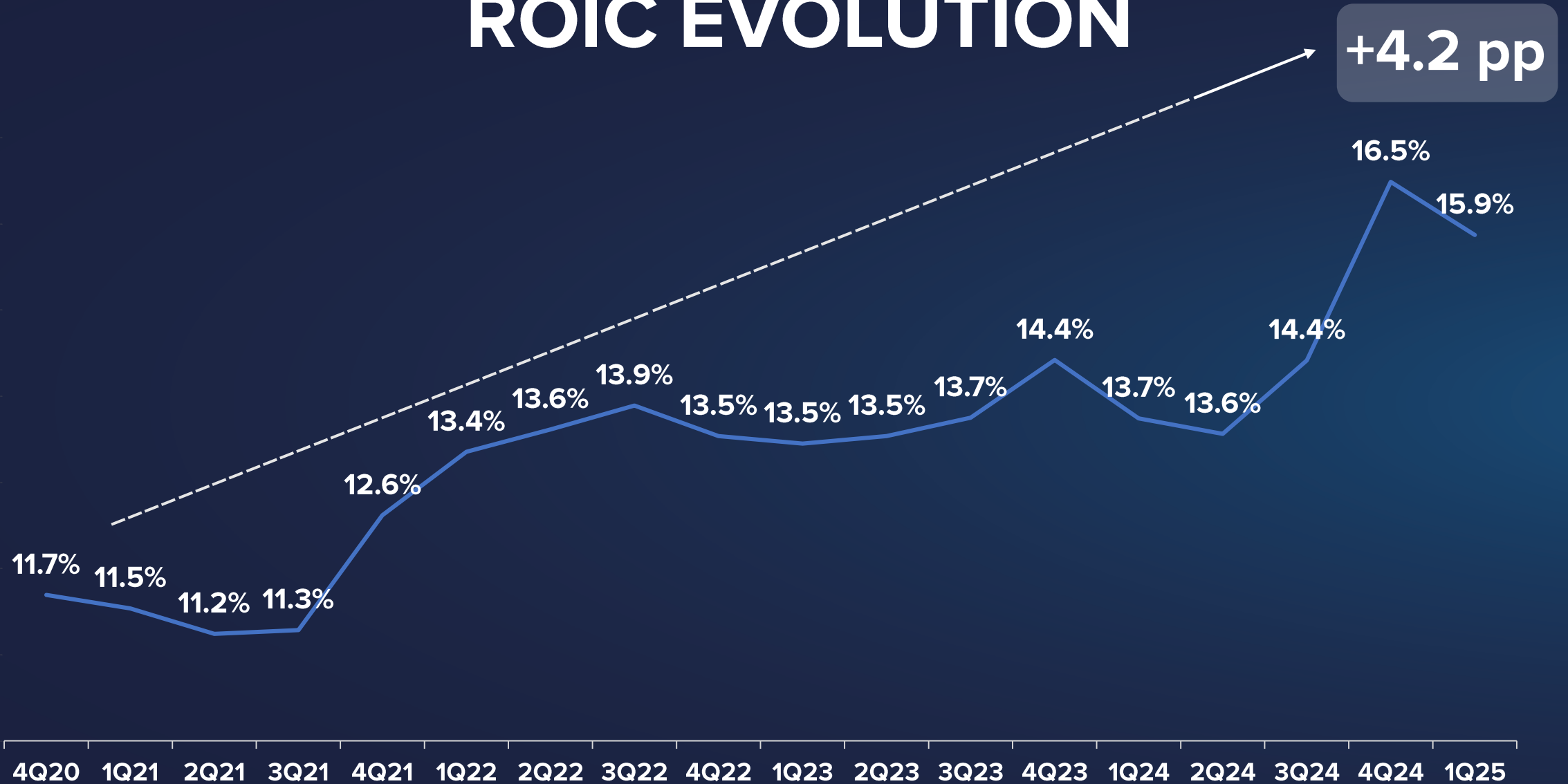


CASH FLOW ON THE RISE

FREE CASH FLOW



ROIC EVOLUTION

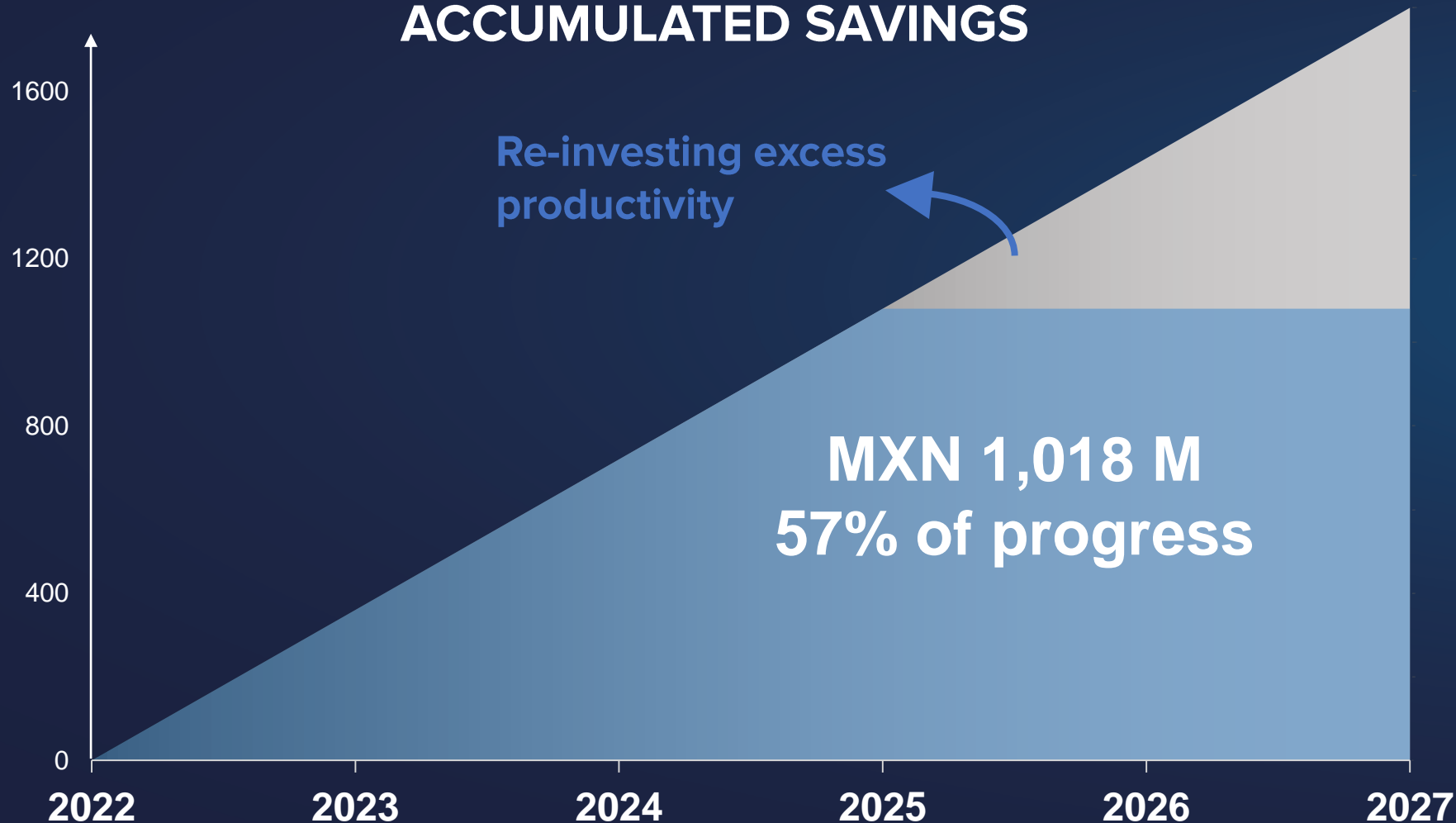


ROIC = Net Operating Profit After Tax / (Net Working Capital + Non Current Assets)

STRATEGY

PRODUCTIVITY PROGRAM

MXN 1,800 M
ACCUMULATED SAVINGS



CAPITAL ALLOCATION PRIORITIES

1. INVEST IN THE CORE BUSINESS

GROWTH PROJECTS

2. DIVIDENDS & BUYBACKS

TOTAL SHAREHOLDER RETURN

3. BOLT-ON M&A

STRENGTHEN CORE CATEGORIES



2025: INVESTING IN FUTURE SALES GROWTH

1	Suerox	Focus on distribution, int. expansion & entering new a segment
2	Skincare	Asepxia & Cicatricure relaunch
3	Haircare	Tio Nacho repositioning, Vanart relaunch & int. expansion
4	OTC	Boost innovation pipeline
5	Infant nutrition	Expand to Brazil & Argentina
6	New categories	Enter the supplement category
7	Channels	Focus on traditional, convenience, hard discount & e-commerce
8	Digital	Create a new digital capability to accelerate sellout
9	In-store as media	Coolers, OTC traditional channel display & pharma displays
10	Clients	Seek strategic partnerships with top 5 customers

A STRONG BUSINESS MODEL

ROBUST GO-TO-MARKET

+300K 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[®]

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



ASEPXIA RELAUNCH

PRODUCT

- ✓ Expanded from facial to full-body use
- ✓ Shifted from acne treatment to daily care
- ✓ Reformulated: hydrating serum + salicylic acid

EXECUTION

- ✓ Moved from pharmacy to general soap aisle
- ✓ Priced below category leader
- ✓ Expanded shelf presence





ROBUST GO-TO-MARKET TRADITIONAL CHANNEL

38% OF SALES (Mexico)

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

62% OF SALES (Mexico)

DIVERSIFIED CLIENT BASE
INCREASED DIRECT DISTRIBUTION
EFFICIENT DELIVERIES

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



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

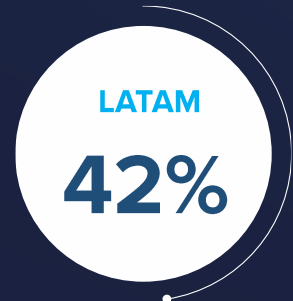
STANDARIZED EXECUTION STRATEGIES

EFFECTIVE KPIs FOR TRADE MARKETING

PRODUCT AVAILABILITY CONTROLS

EFFICIENT MONITORING

STRONG GEOGRAPHICAL FOOTPRINT



MANUFACTURING & SUPPLY CHAIN

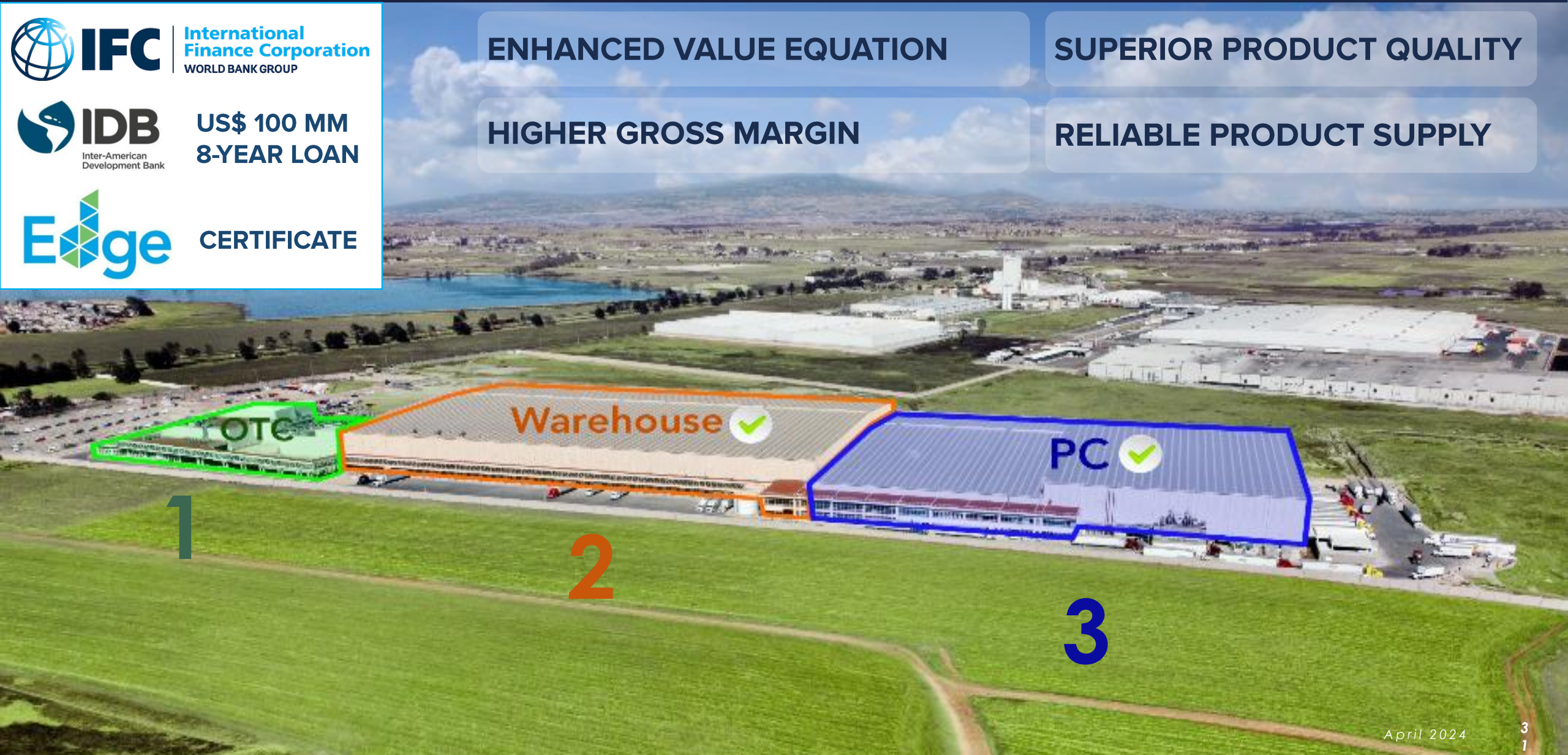


ENHANCED VALUE EQUATION

SUPERIOR PRODUCT QUALITY

HIGHER GROSS MARGIN

RELIABLE PRODUCT SUPPLY



MSCI ESG RATING



GROWTH PROJECTS

2025: INVESTING IN FUTURE SALES GROWTH

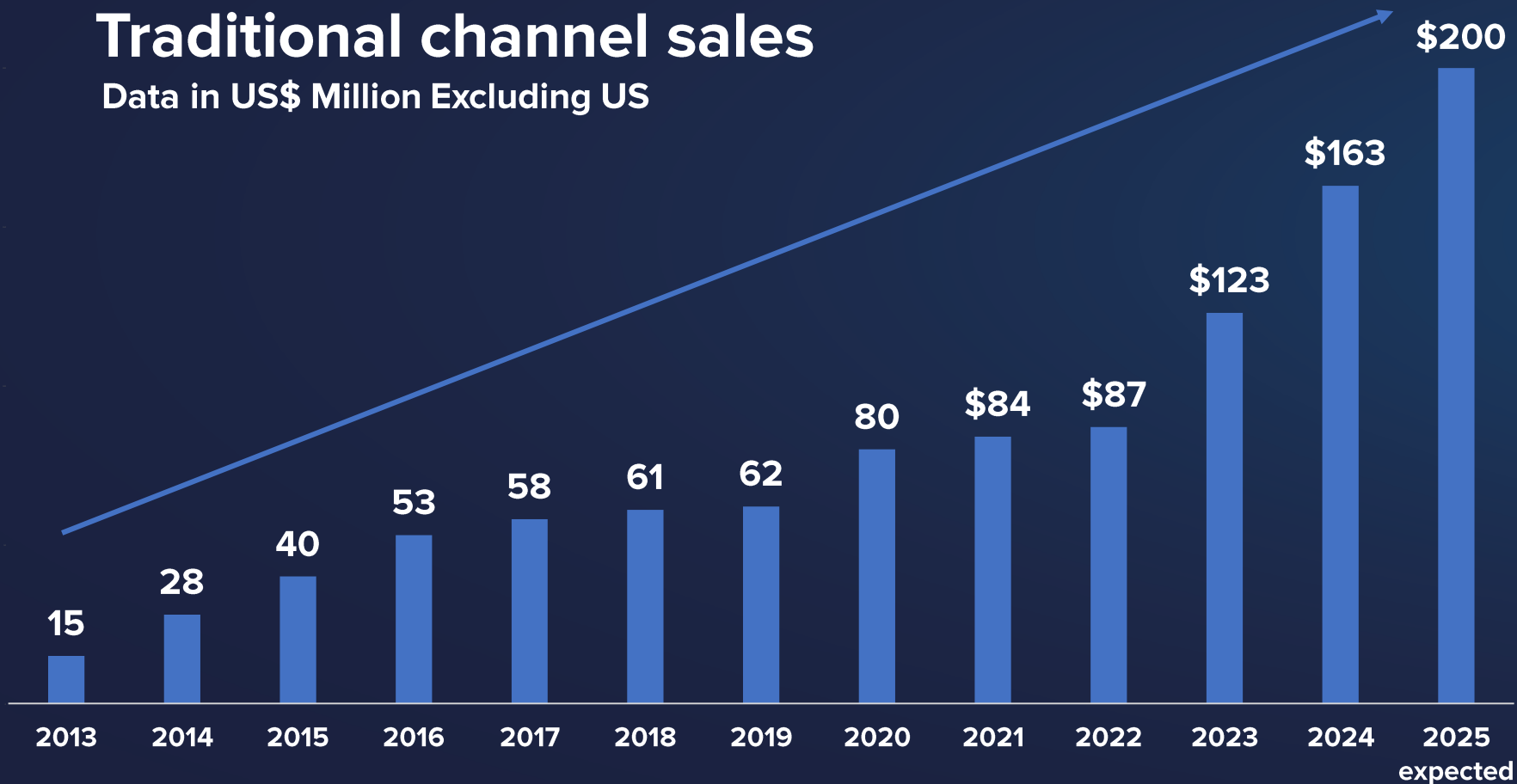
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EXPANDING TRADITIONAL CHANNEL

INCREASING NUMERIC DISTRIBUTION THROUGH
STRONGER TRADITIONAL CHANNEL PENETRATION

Traditional channel sales

Data in US\$ Million Excluding US



624 K
POS
Today

830 K
POS
3-year target

2.1 M
POS
reachable universe

SECURING SUPPLY FOR FUTURE GROWTH

COMISSIONING NEW SUEROX PRODUCTION LINE

Factory Acceptance Test

Successfully completed

Start of operations

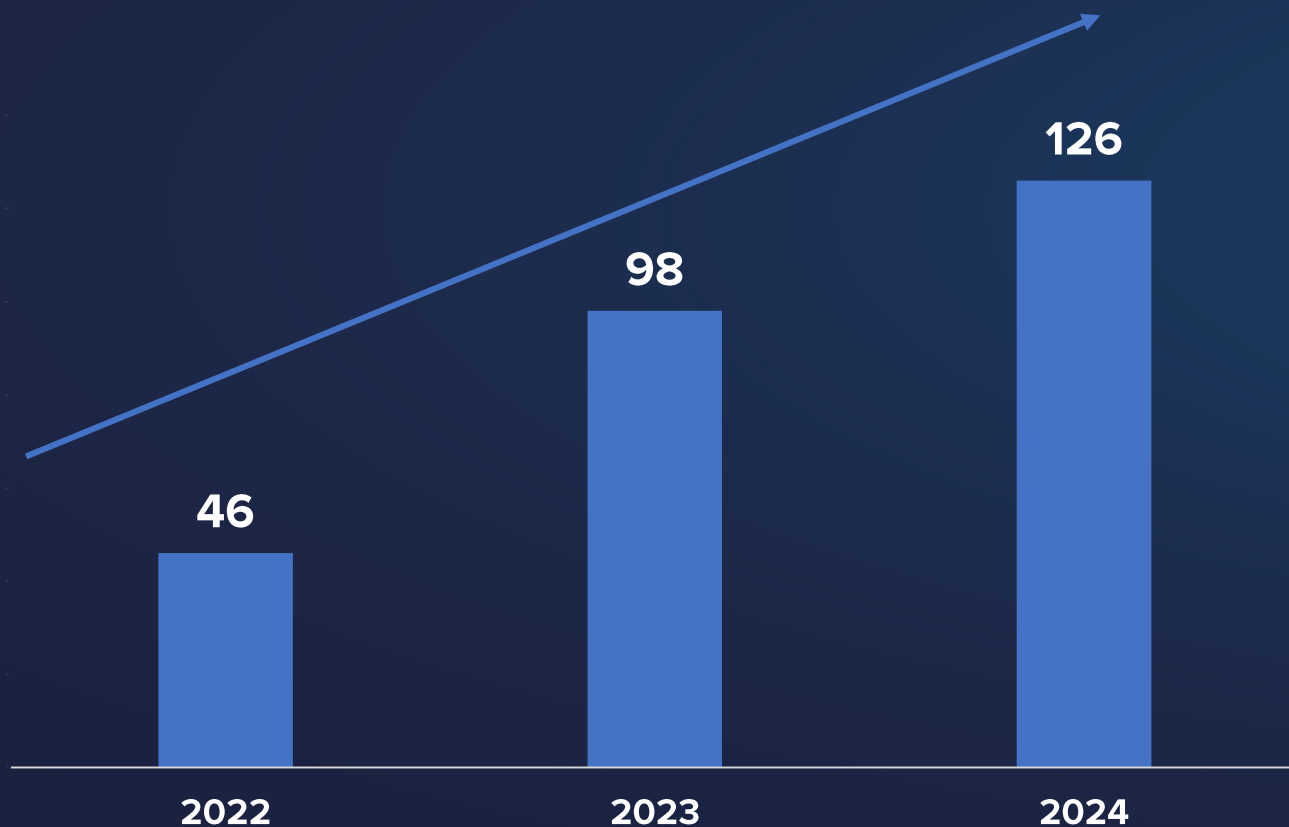
On track to start operations in Q3 2025



STRENGTHENING OTC INNOVATION PIPELINE

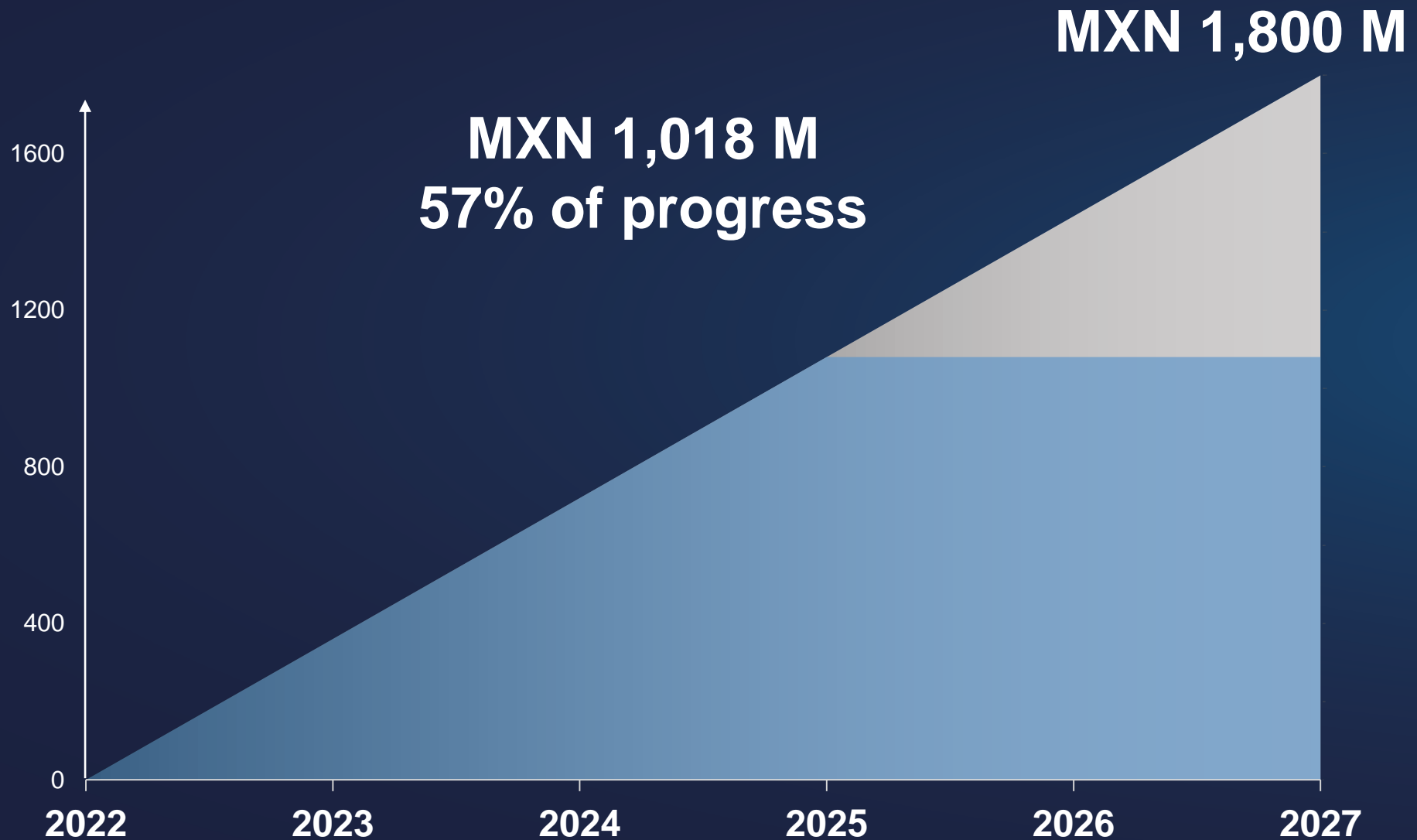
STRONG OTC REGISTRIES MOMENTUM: SUBMITTED REGISTRIES SINCE 2023
NOW APPROACHING APPROVAL STAGE

Submitted OTC registries



PRODUCTIVITY PROGRAM

ACCUMULATED PRODUCTIVITY





SG&A

PRODUCTIVITY PROJECT

MXN \$277 million
ANNUAL SAVINGS

MEDIA

- More efficient media
- More point of sale marketing

PAYROLL

- Headcount optimization
- Increased automation



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



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



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



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



SUEROX LINE

PRODUCTIVITY PROJECT

MXN \$63 million

ANNUAL SAVINGS

SCALE

- +96 million bottles per year

SUPPLIERS

- Leveraging volumen for better terms and conditions



LOGISTICS DISCOUNT-SLOG PRODUCTIVITY PROJECT

MXN \$45 million

ANNUAL SAVINGS

ORDER

- Minimum order policy
- Higher order for farther deliveries

DELIVERY

- Centralized delivery
- Route optimization



SUEROX SLEEVES

PRODUCTIVITY PROJECT

MXN \$30 million

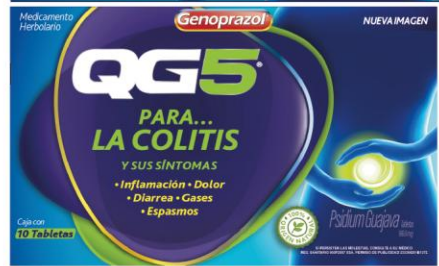
ANNUAL SAVINGS

VERTICALIZATION

- New label equipment
- Vertical integration of label production

PROCESS

- Economies of scale
- Production line efficiencies



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

LABEL COST OPTIMIZATION PRODUCTIVITY PROJECT

MXN \$25 million

ANNUAL SAVINGS

SUPPLIERS

- Reduction from 16 to 2 suppliers

SCALE

- Leveraging volumen for lower costs





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



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



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

ALUMINUM FOIL PRODUCTIVITY PROJECT

MXN \$10 million ANNUAL SAVINGS

BIDDING

- Bidding process executed

REDESIGN

- Ink reduction and standarization



SUPPLEMENTAL PACKAGE

Q1 2025

Q1 2025 OVERALL RESULTS

NET SALES

5.0%

+15.8% (Sellout)



LIKE-FOR-LIKE SALES

-2.1%

+5.2% (Sellout)



EBITDA

23.8%

+149bps



NET INCOME (continous operations)

498.7 M

+15.4%



EPS (continous operations)

0.50

+17.7%



CCC

116 d

+13 d



-6d Payables

FCF (LTM)

2,678 M

+62.4%



% OF SALES GROWING OR MANTAINING
SHARE OF MARKET

72%



% OF SALES GROWING ABOVE INFLATION

86%



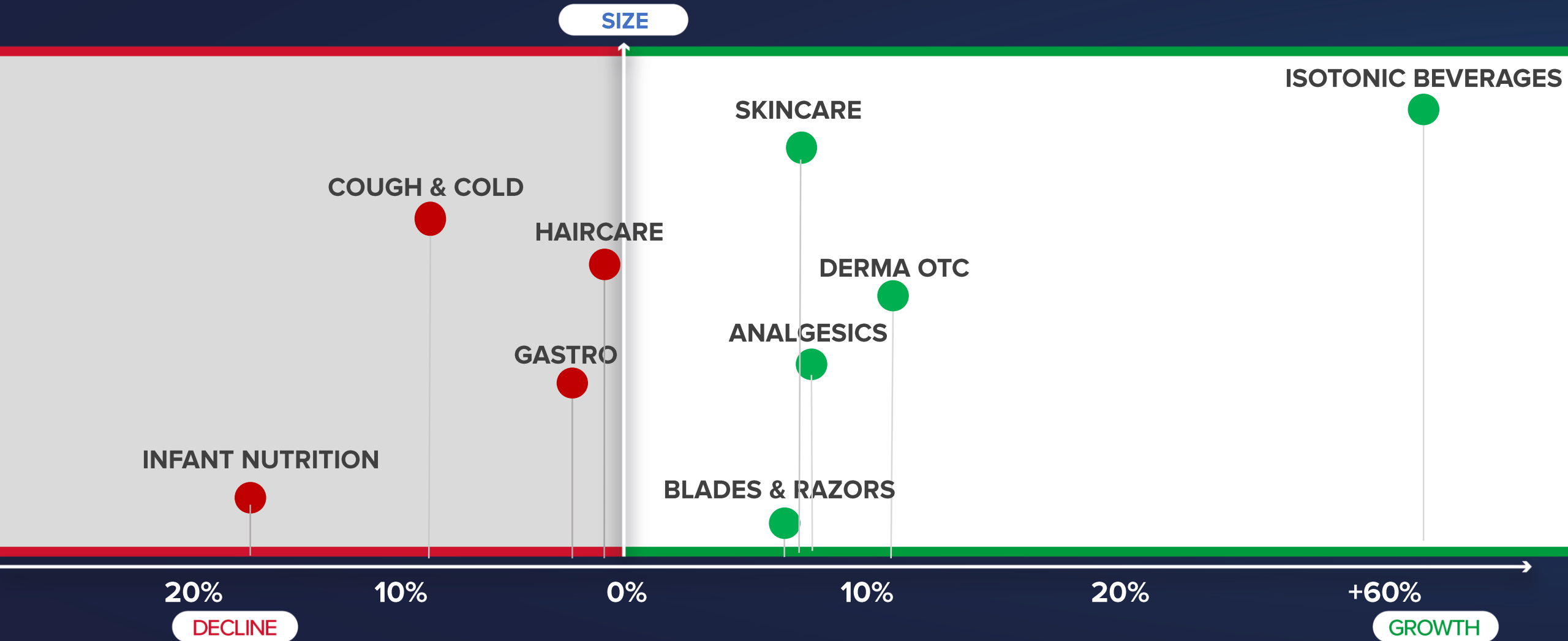
Below target

In-line with target

Exceeded target

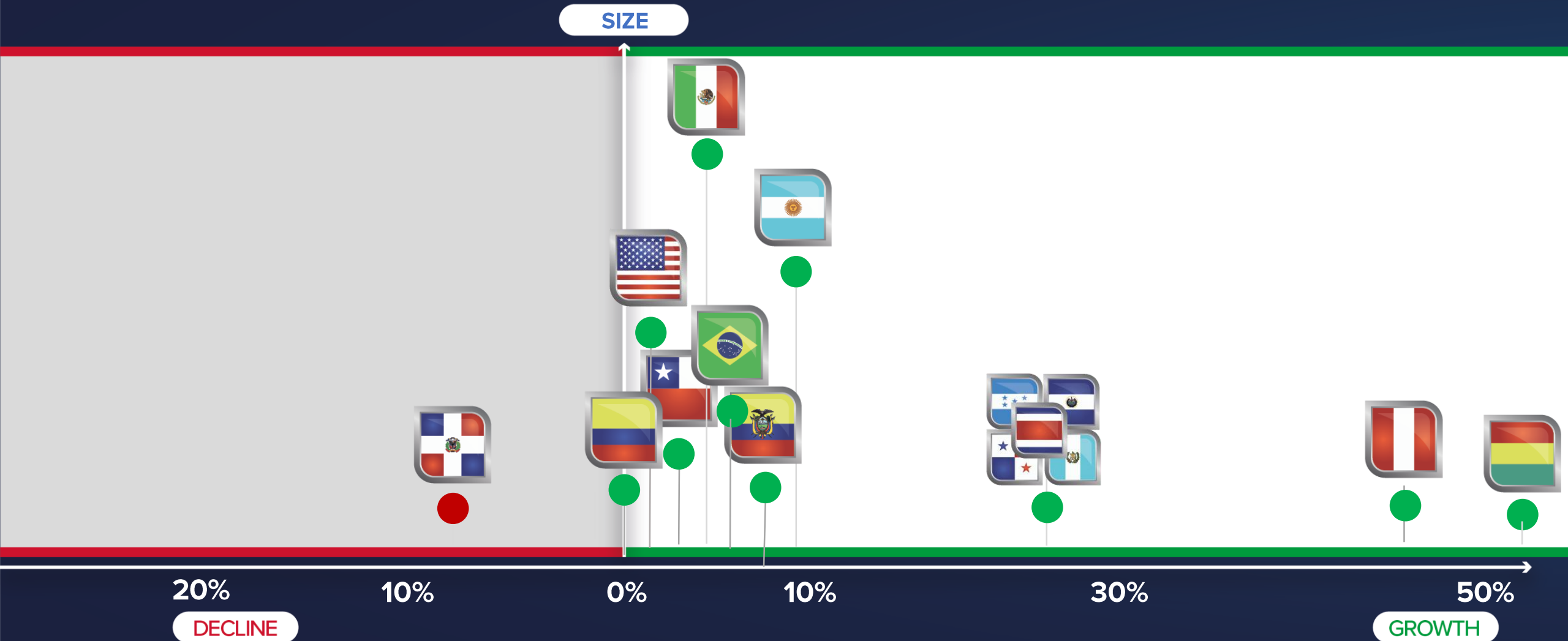
Q1 2025 PORTFOLIO PERFORMANCE

72% OF SALES GROWING OR MAINTAINING SHARE



Q1 2025 MARKET PERFORMANCE

86% OF SALES GROWING ABOVE INFLATION



GENOMMA LAB