



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.

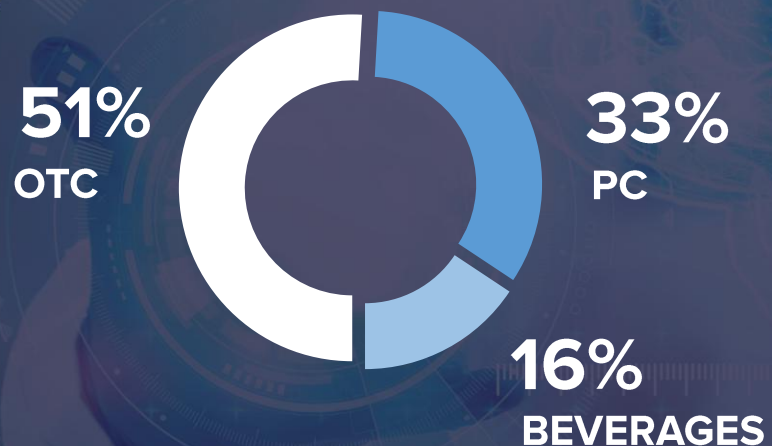
A further list and descriptions of these risks, uncertainties and other factors can be found within the Company’s related filings with the Bolsa Mexicana de Valores. Any forward-looking statement made in this release speaks only as of the date of this release. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

ABOUT GENOMMA LAB

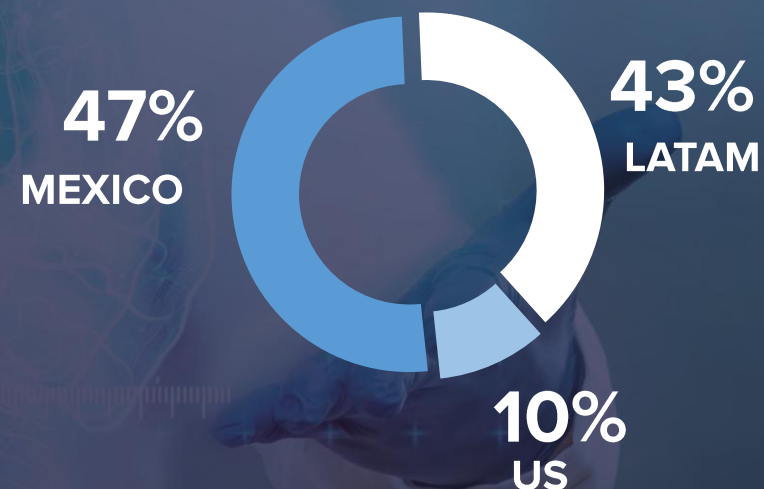
ABOUT GENOMMA LAB

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 MEDICINES

COUGH & COLD



ANALGESICS



DERMA OTC



GASTRO



INFANT NUTRITION



HEALTHY PRODUCT MIX

PERSONAL CARE

HAIRCARE



SKINCARE



BLADES & RAZORS



OTHER



HEALTHY PRODUCT MIX

BEVERAGES

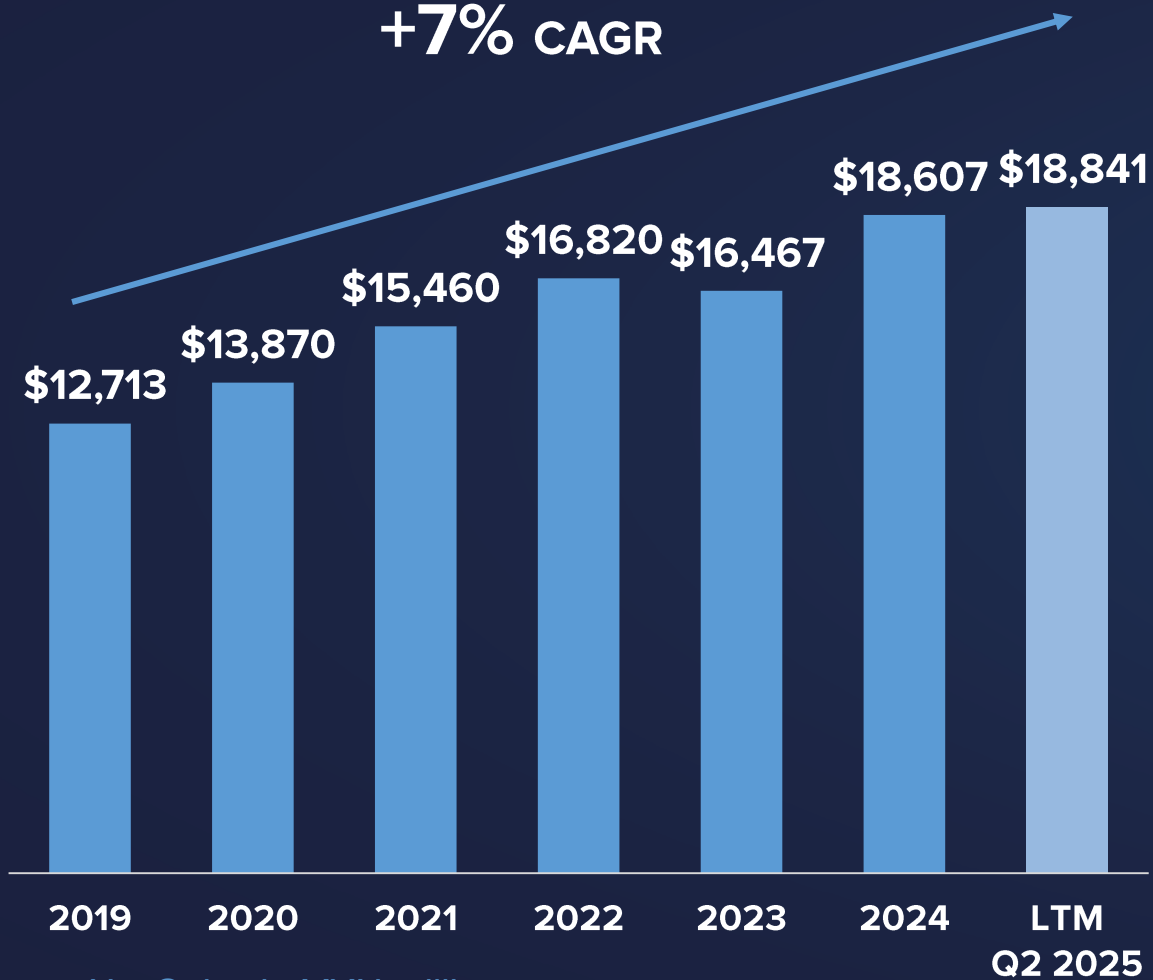


PROVEN TRACK RECORD

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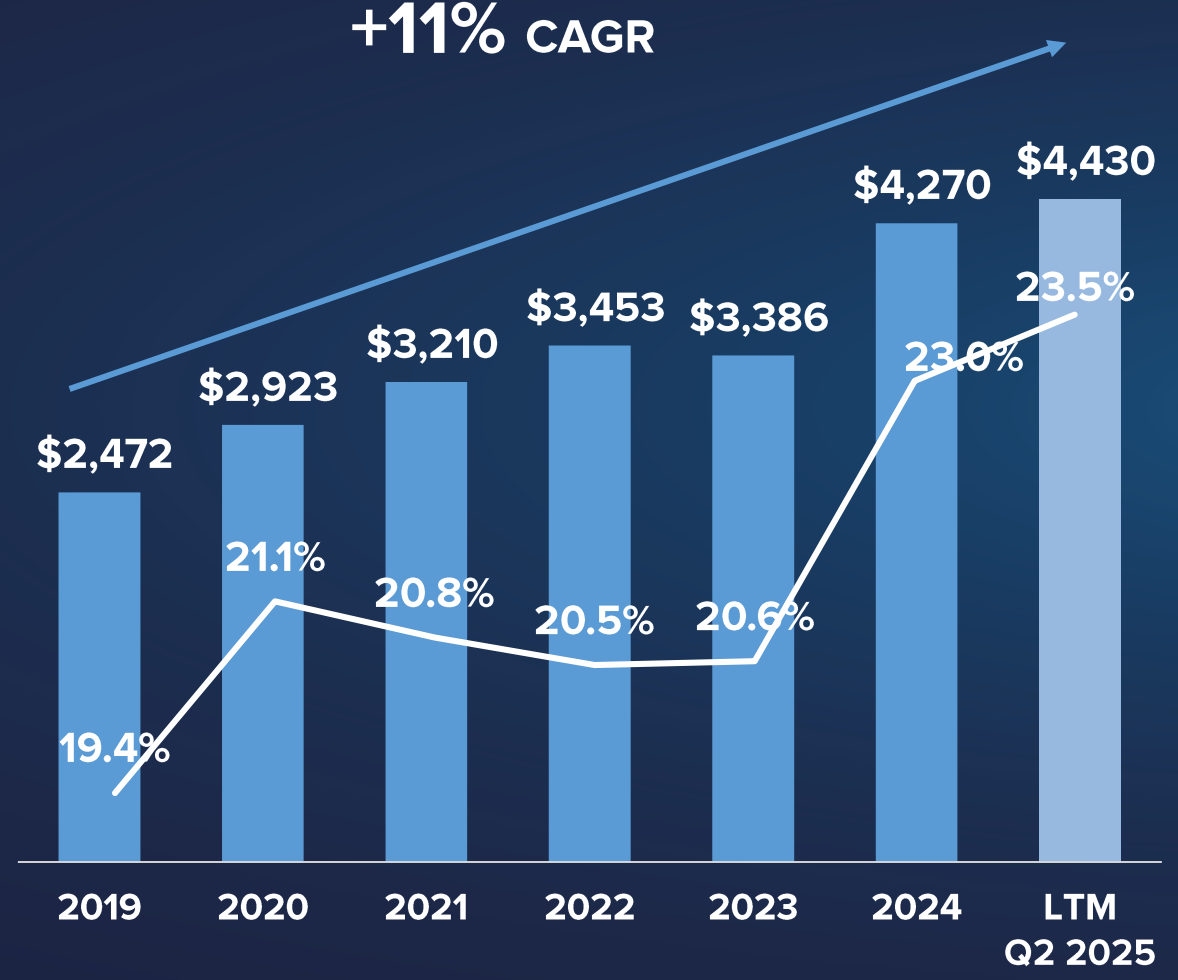
CONSISTENT GROWTH

NET SALES
+7% CAGR



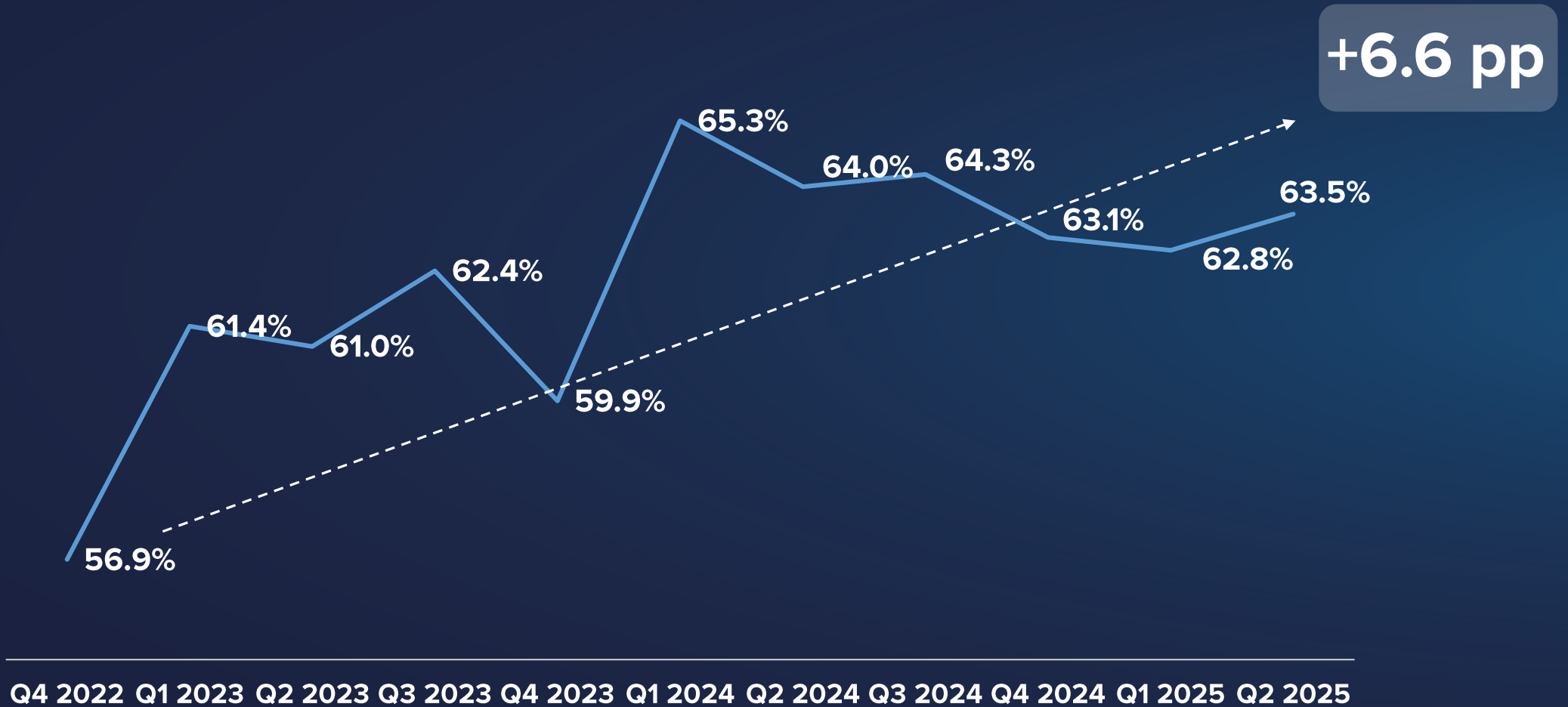
Net Sales in MXN million

EBITDA
+11% CAGR



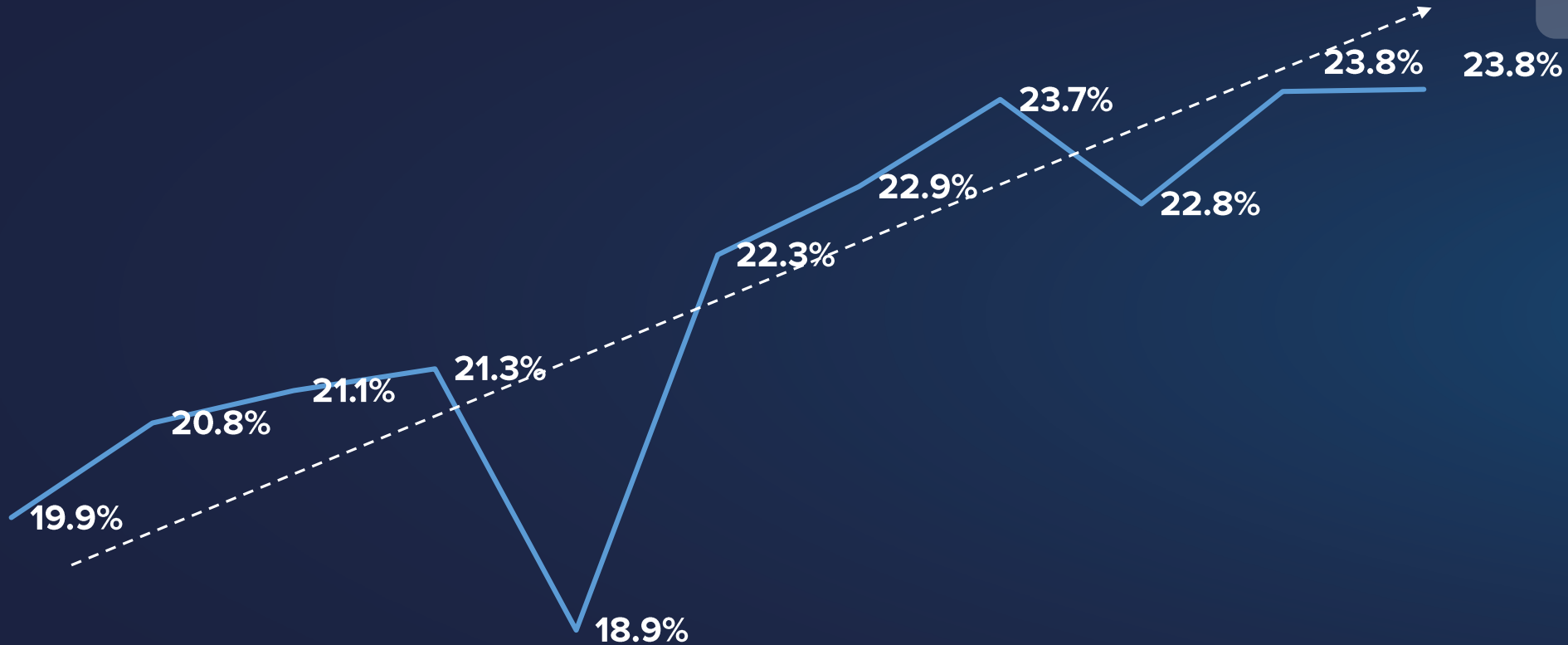
EBITDA in MXN million net of discontinued operation effects

MANTAINING GROSS MARGIN WITH PRODUCTIVITY



MANTAINING 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 Q2 2025

Net of discontinued operation effects

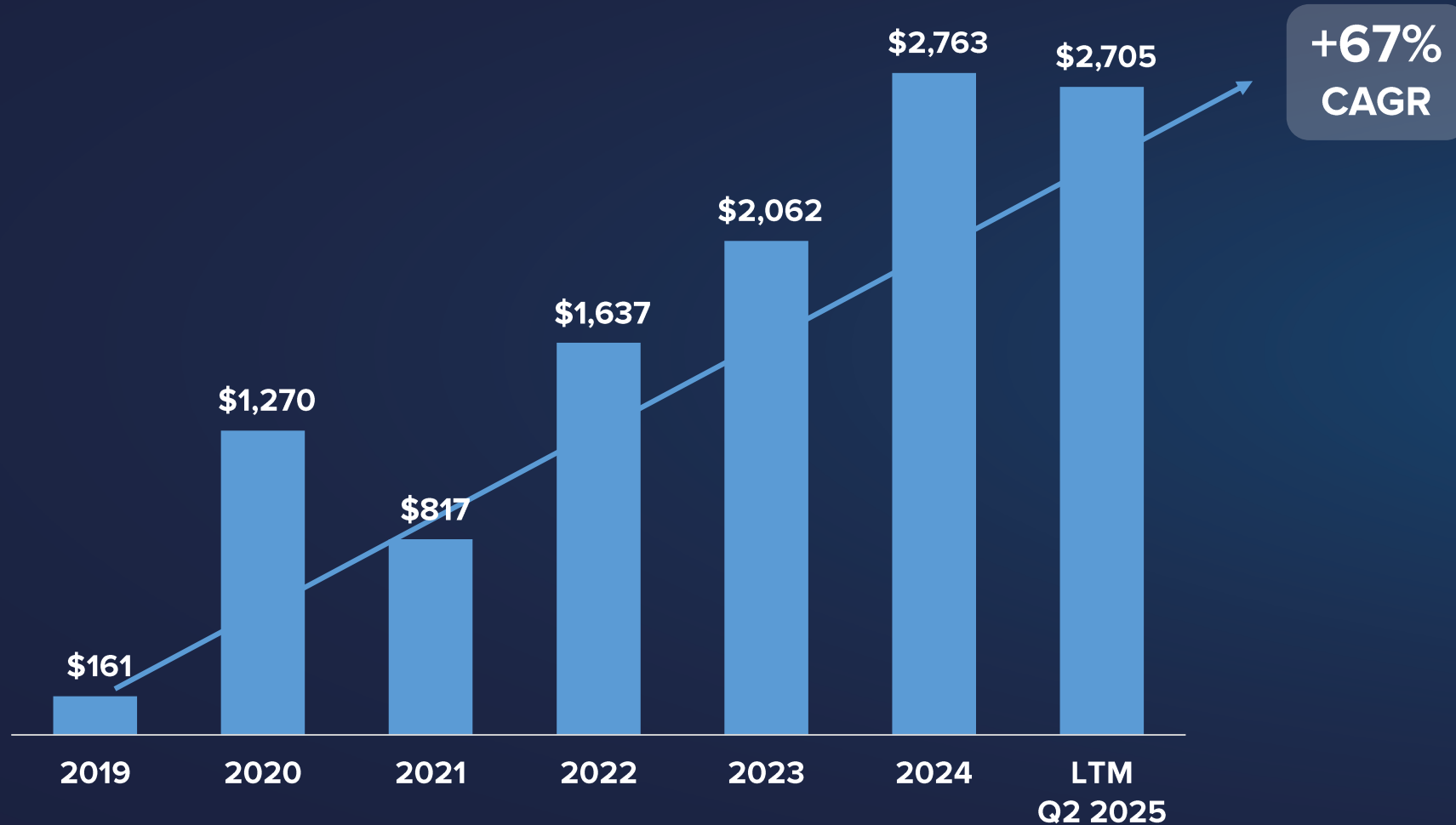
NET INCOME IMPROVEMENT

ANNUAL EPS



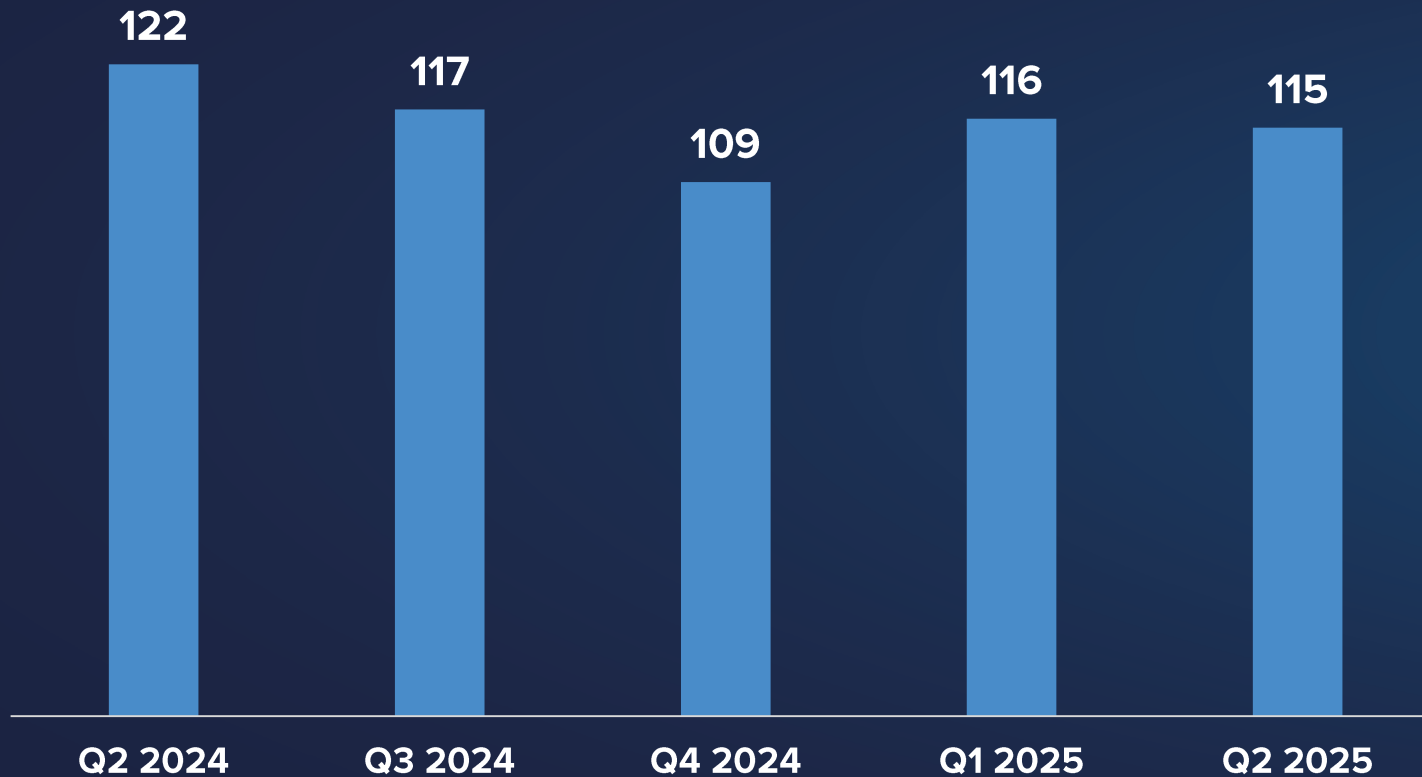
CASH FLOW ON THE RISE

FREE CASH FLOW



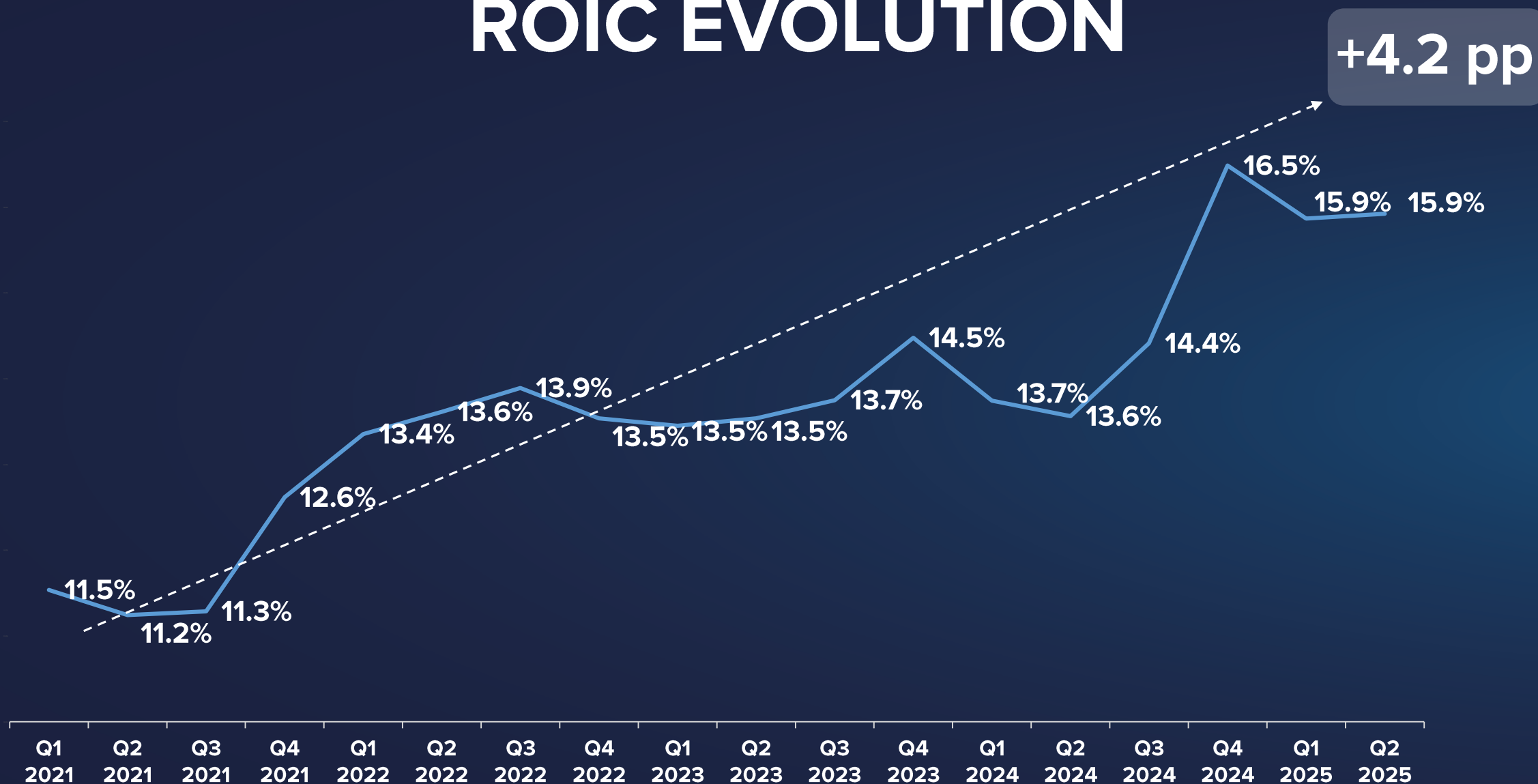
Free Cash Flow in MXN million, Dividend per Share in MXN

CASH CONVERSION CYCLE



FIGURES IN DAYS

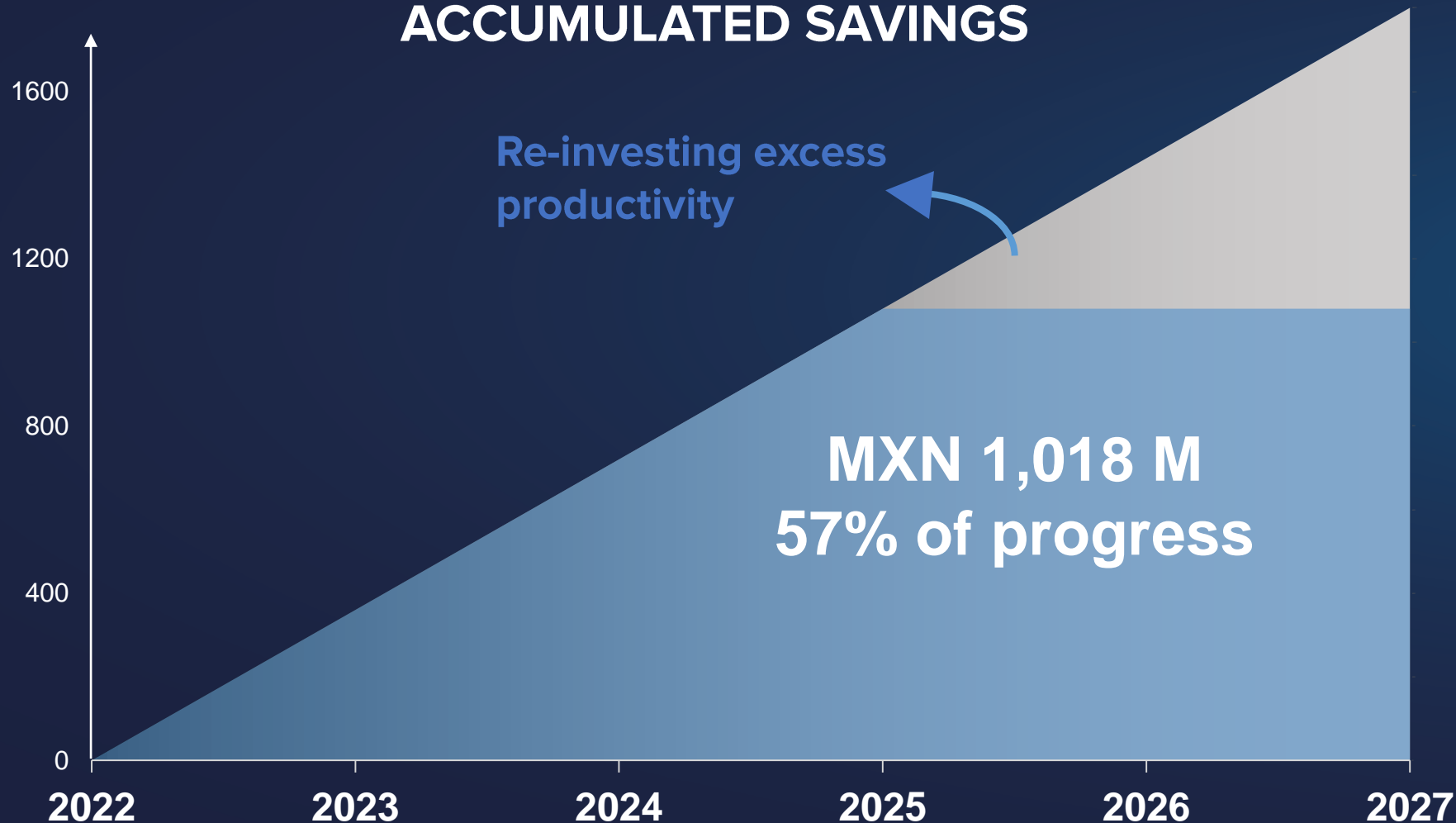
ROIC EVOLUTION



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

PRODUCTIVITY PROGRAM

MXN 1,800 M
ACCUMULATED SAVINGS



CAPITAL ALLOCATION PRIORITIES

1. INVEST IN THE CORE BUSINESS

\$500 million 2025 year-end CAPEX:

- New Suerox production line commissioning
- New plastics plant commissioning
- Central warehouse expansion

2. TOTAL SHAREHOLDER RETURN

\$800 million annual dividend priority
Strategic buybacks



YEAR-END GUIDANCE

FX HEADWINDS EXPECTED AHEAD

SALES GROWTH

EBITDA MARGIN

2025 YEAR-END

- Near-zero growth
- 24% average
- Q3 2025 worst expected quarter of the year with a single-digit contraction
- Strong FX headwinds in 2H 2025

2026 ONWARD

- Gradual path to double-digit growth
- 24% average
- New routes opened
- Advancing product relaunches
- On going productivity

THE FUTURE IS BRIGHT

A thick, horizontal blue brushstroke underline is positioned directly beneath the text "THE FUTURE IS BRIGHT". The stroke has a textured, hand-painted appearance with some irregular edges and varying thickness.

STAGES OF GENOMMA THROUGH THE YEARS

APPROACHING A NEW PHASE

Iconic products



THERE IS MORE TO CONQUER

OUR GROWING MARKET SHARES HAVE A HUGE POTENTIAL

	SHARE OF MARKET Mexico + Latam	CATEGORY SIZE Mexico + Latam
Beverages	5.3%	US\$ 2.4 billion
Personal Care	2.8%	US\$ 10.5 billion
OTC	8.2%	US\$ 4.9 billion
Including Brazil	5.3%	US\$8.0 billion
Infant Nutrition	1.4%	US\$ 2.1 billion

OUR STRATEGIC EDGE

THE NEW STAGE OF THE COMPANY

1. ICONIC PRODUCTS

2. SPEED TO MARKET

3. IMPECCABLE EXECUTION

ASEPXIA RELAUNCH



- ✓ **Improved formula**
Hydrating serum + salicylic acid
- ✓ **Fresh Design**
- ✓ **Expanded use**
From facial acne treatment to full-body daily care
- ✓ **Speed to market**
7 months from development to execution
- ✓ **Impeccable execution**
Moved from pharmacy to general soap aisle
Expanded shelf presence
Strong in-store media
Priced under category leader
- ✓ **International roll-out**
Brazil coming up...

ASEPXIA RELAUNCH PROGRESSING IN MEXICO

CONTINUED POSITIVE SELL-OUT RESULTS SETTING THE PATH FOR EXPANSION

Asepxia soap bars: Mexico sell-out

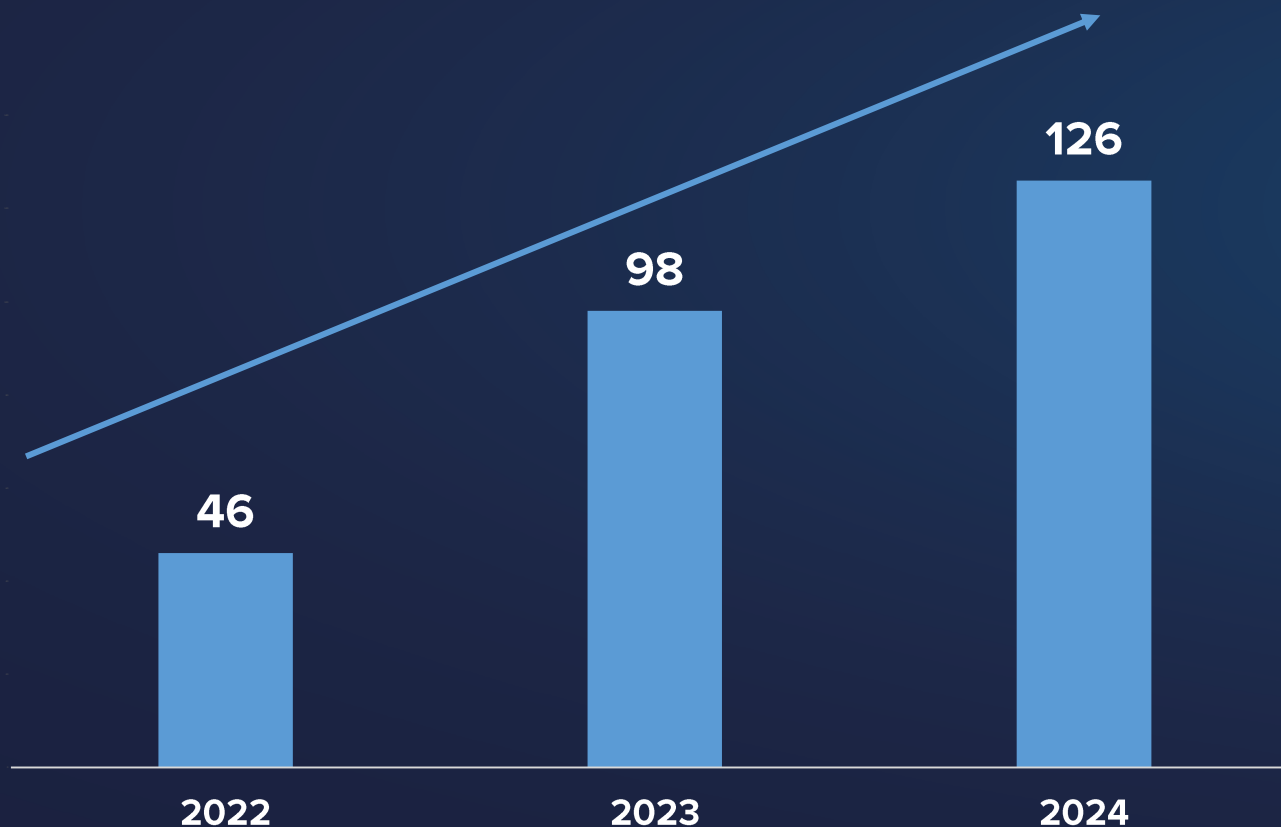
Weekly data



STRENGTHENING OTC INNOVATION PIPELINE

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

Submitted OTC registries



Q2 2025

OVERVIEW



Q2 2025 OVERALL RESULTS

NET SALES

0.5%

+5.5% (ex ARG)

LIKE-FOR-LIKE SALES

0.3%

EBITDA

23.8%

+89bps

NET INCOME (continous operations)

355.0 M

-43.8%

Adjusted net income
(Net income – fx results – monetary position result)

667.8 M

+16.6%

EPS (continous operations)

0.35

-43.8%

CCC

115 d

-7 d

-10d Inventories - 4d Clients

FCF (LTM)

2,705 M

+64.6%

% OF SALES GROWING OR MANTAINING SHARE OF
MARKET

67%

% OF SALES GROWING ABOVE INFLATION

75%

ADVERSE WEATHER FOR MEXICO BEVERAGES

MEXICO SUEROX SELL OUT OUTPERFORMED THE CATEGORY
WHILE MAINTAINING SHARE

-20%

Isotonic category
Mexico YTD

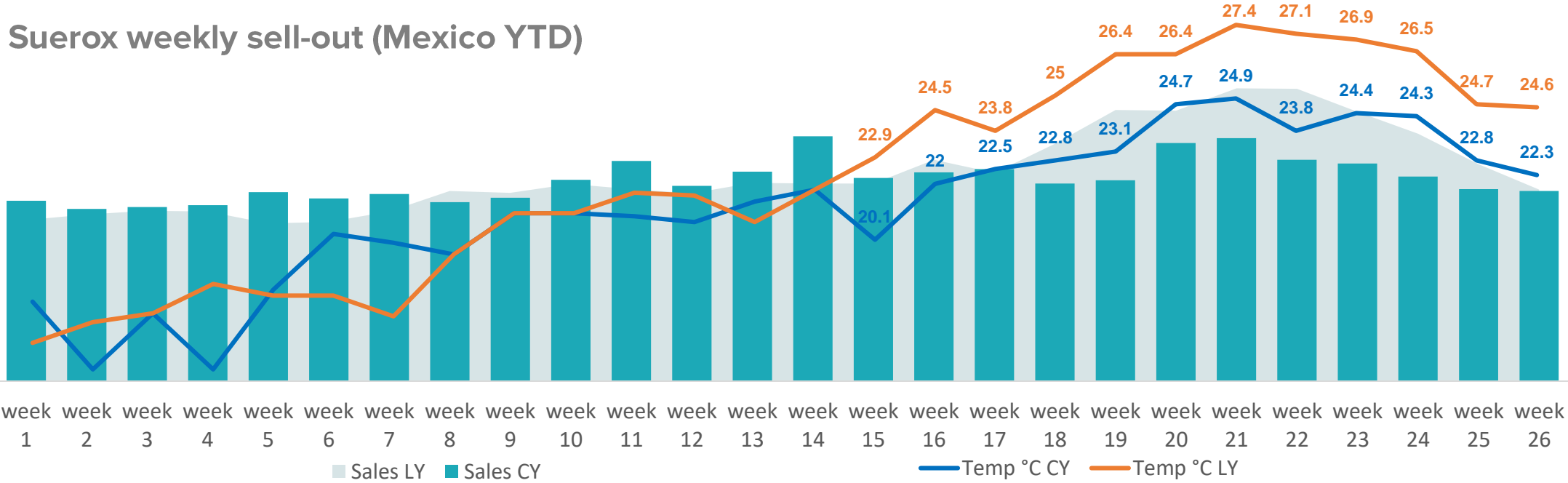
-4%

Suerox sellout
Mexico YTD

-2.4° C

Av. temp. drop
high season YoY

Suerox weekly sell-out (Mexico YTD)

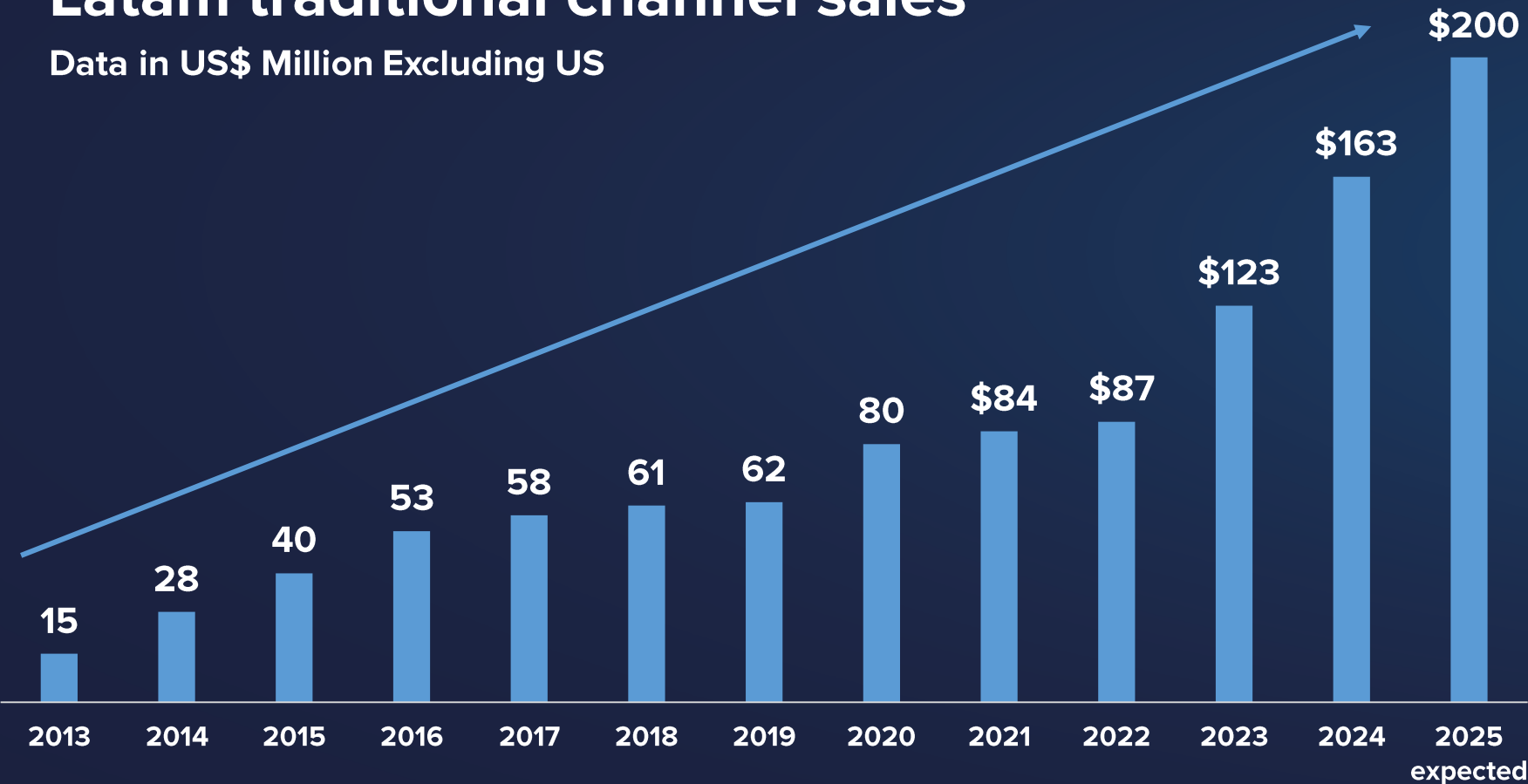


EXPANDING SUEROX DISTRIBUTION IN MEXICO

OPENED NEW TRADITIONAL CHANNEL ROUTS IN NORTHWESTERN MEXICAN REGION WITH ACCESS TO HIGHER TEMPERATURES

Latam traditional channel sales

Data in US\$ Million Excluding US



30

New routes in Mexico

120

Mexico route openings
12-month target

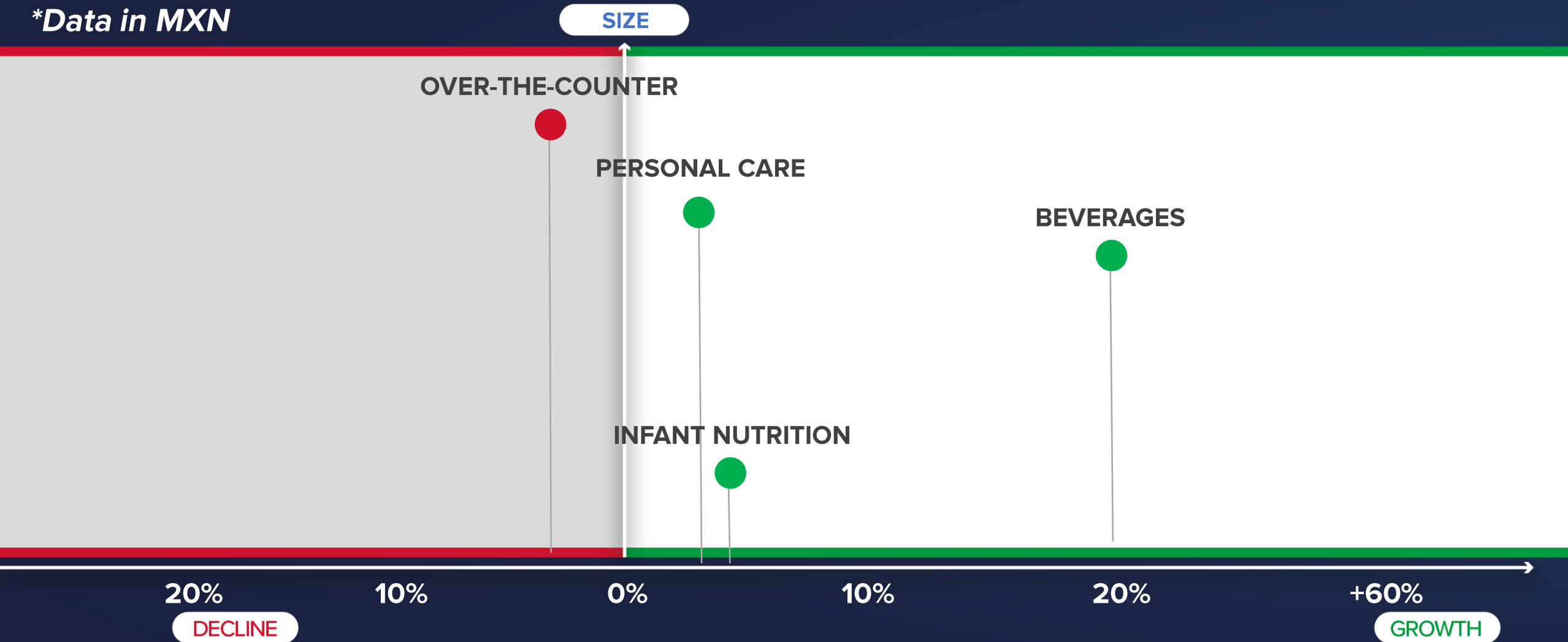
18 – 24
months

Ramp-up period

Q2 2025 YTD PORTFOLIO PERFORMANCE

67% OF SALES GROWING OR MAINTAINING SHARE

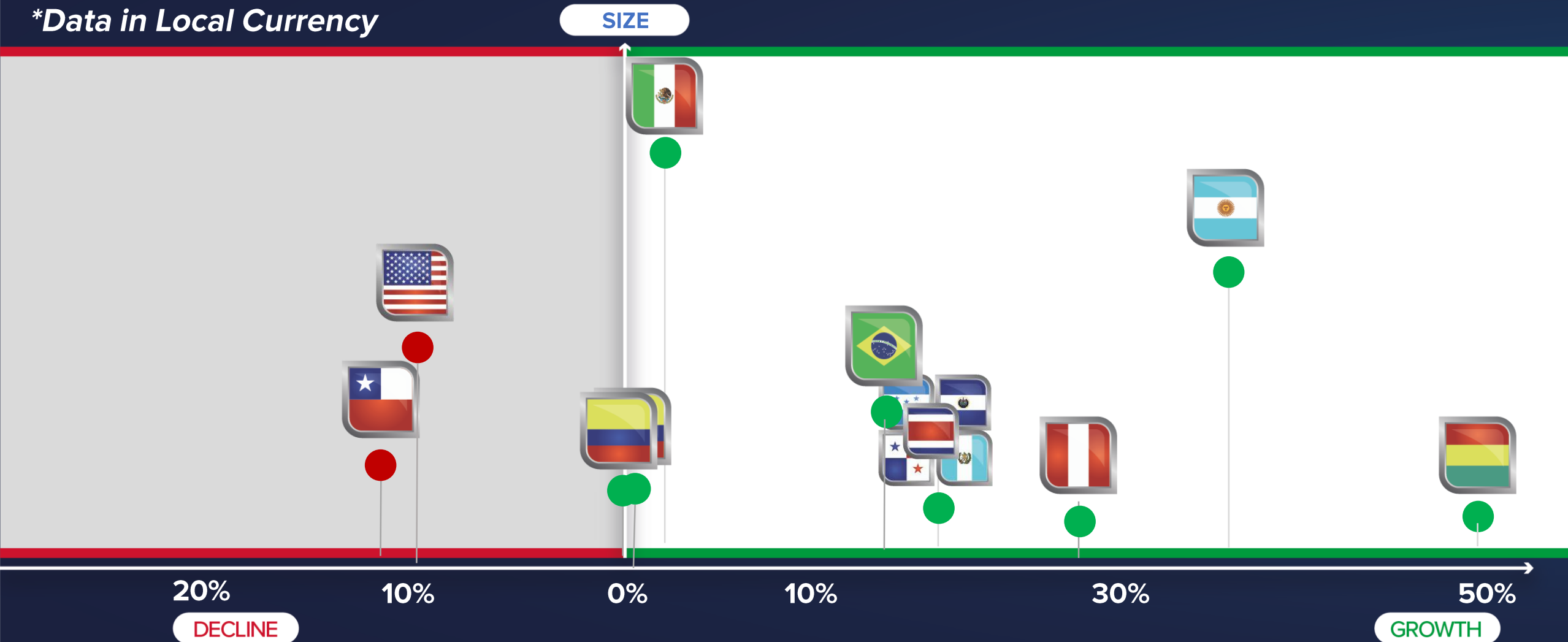
**Data in MXN*



Q2 2025 YTD MARKET PERFORMANCE

75% OF SALES GROWING ABOVE INFLATION

**Data in Local Currency*



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