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.

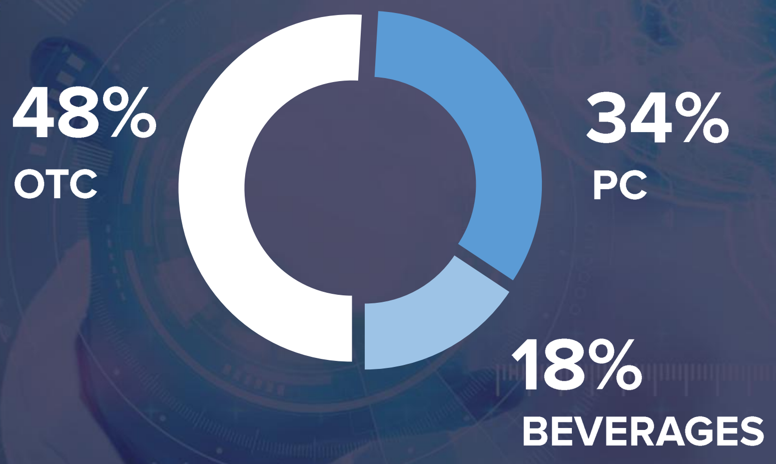
Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Risks and uncertainties include, but are not limited to: risks related to the impact of the COVID-19 global pandemic, such as the scope and duration of the outbreak, government actions 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.

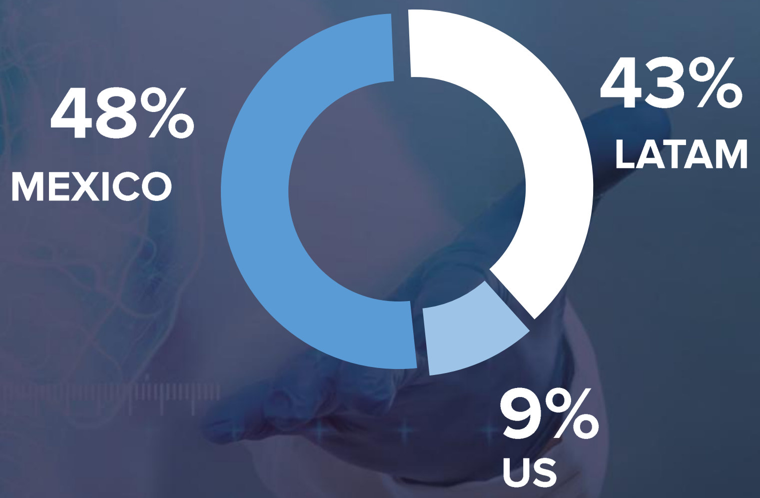
ABOUT GENOMMA LAB

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

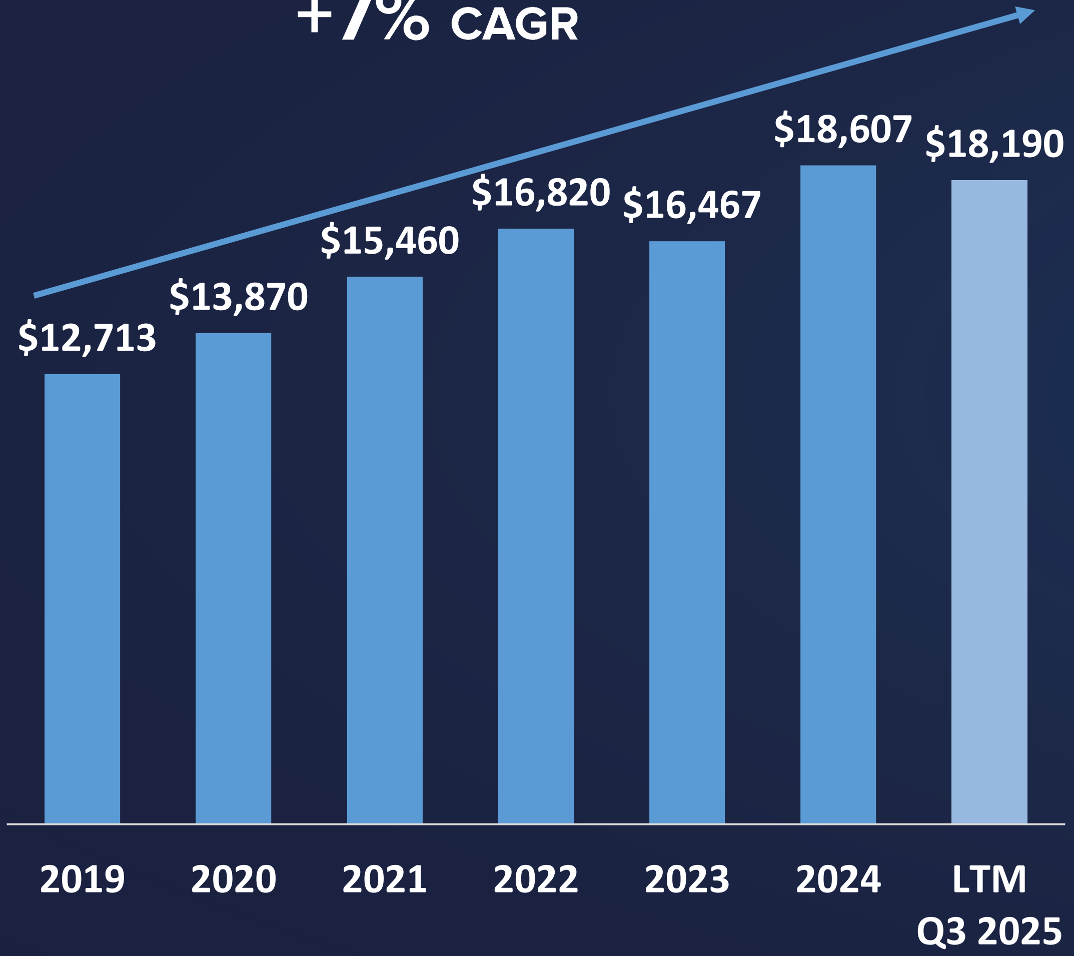
OTHER

HEALTHY PRODUCT MIX

BEVERAGES

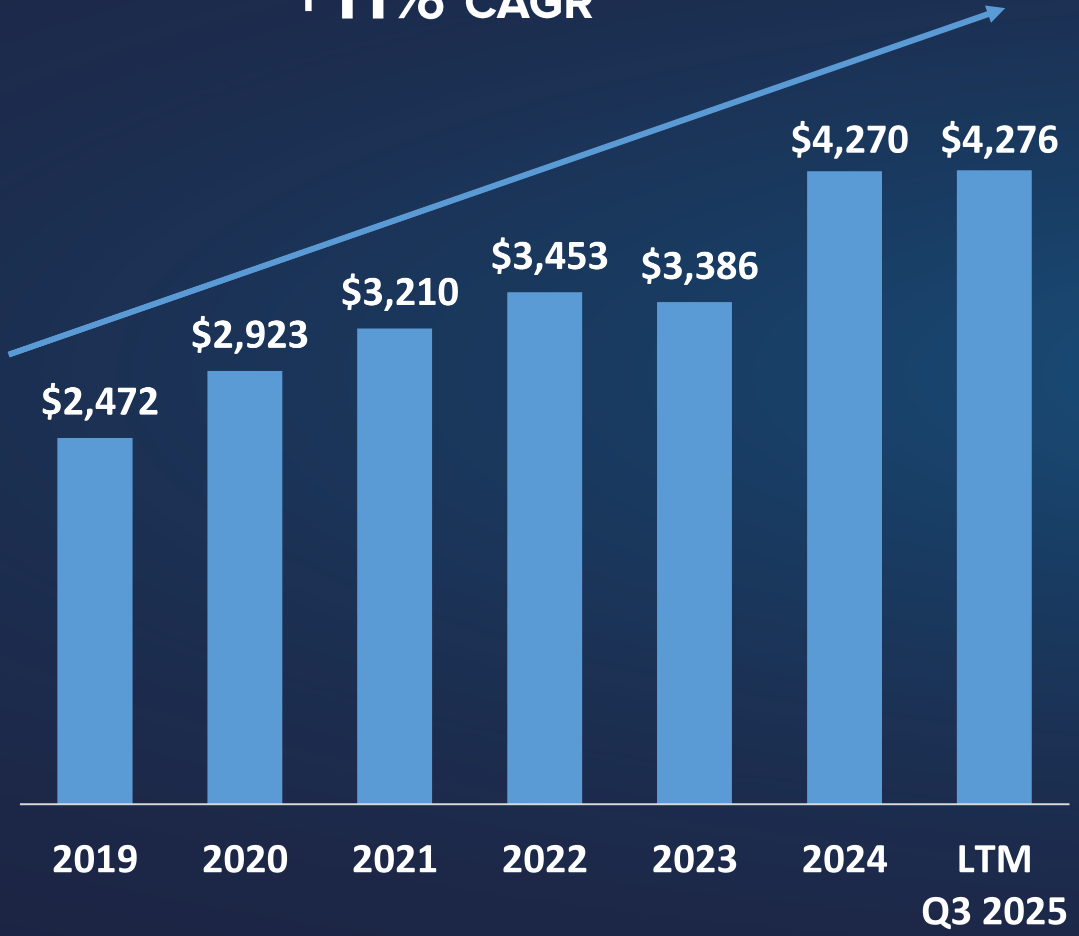
CONSISTENT GROWTH

NET SALES
+7% CAGR



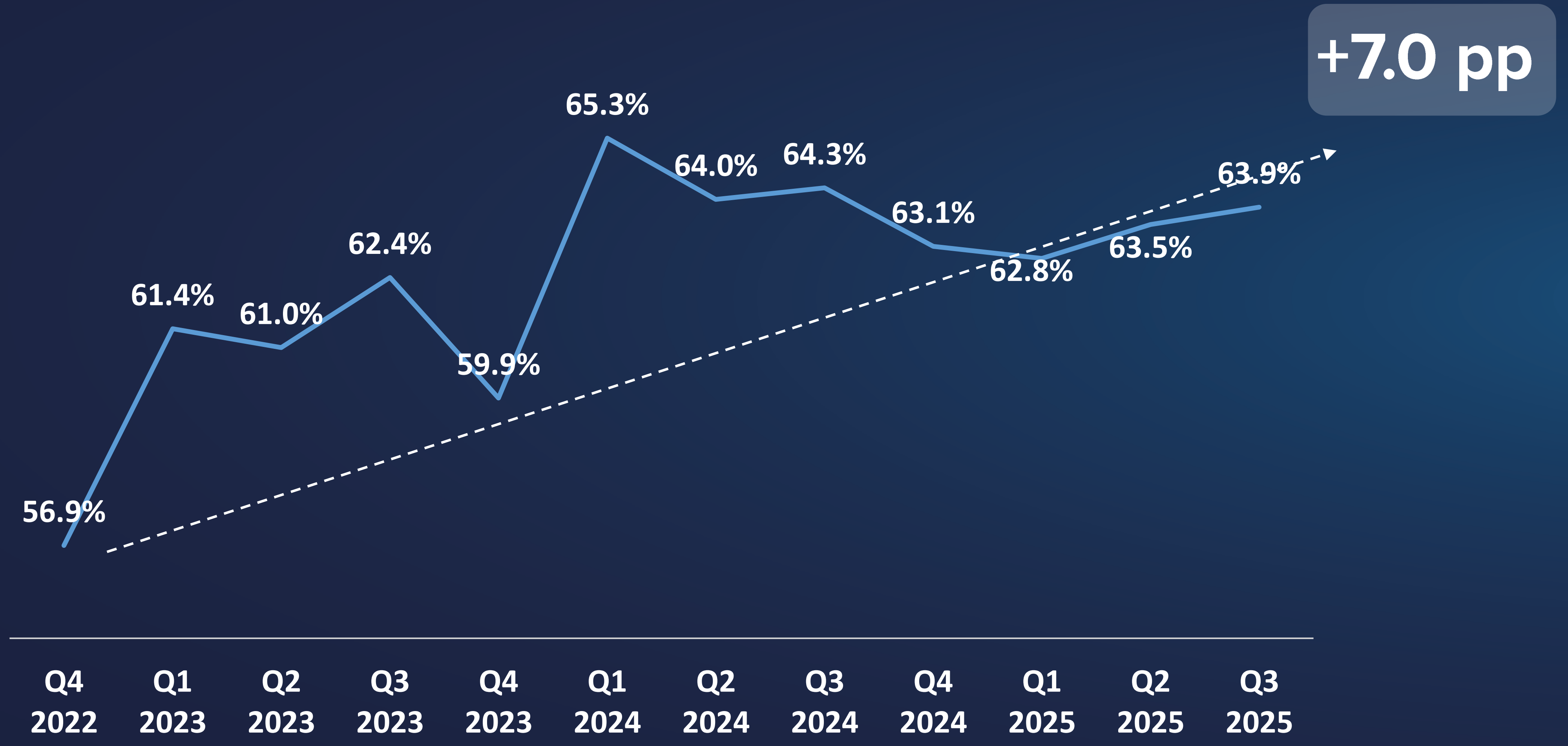
Net Sales in MXN million

EBITDA
+11% CAGR

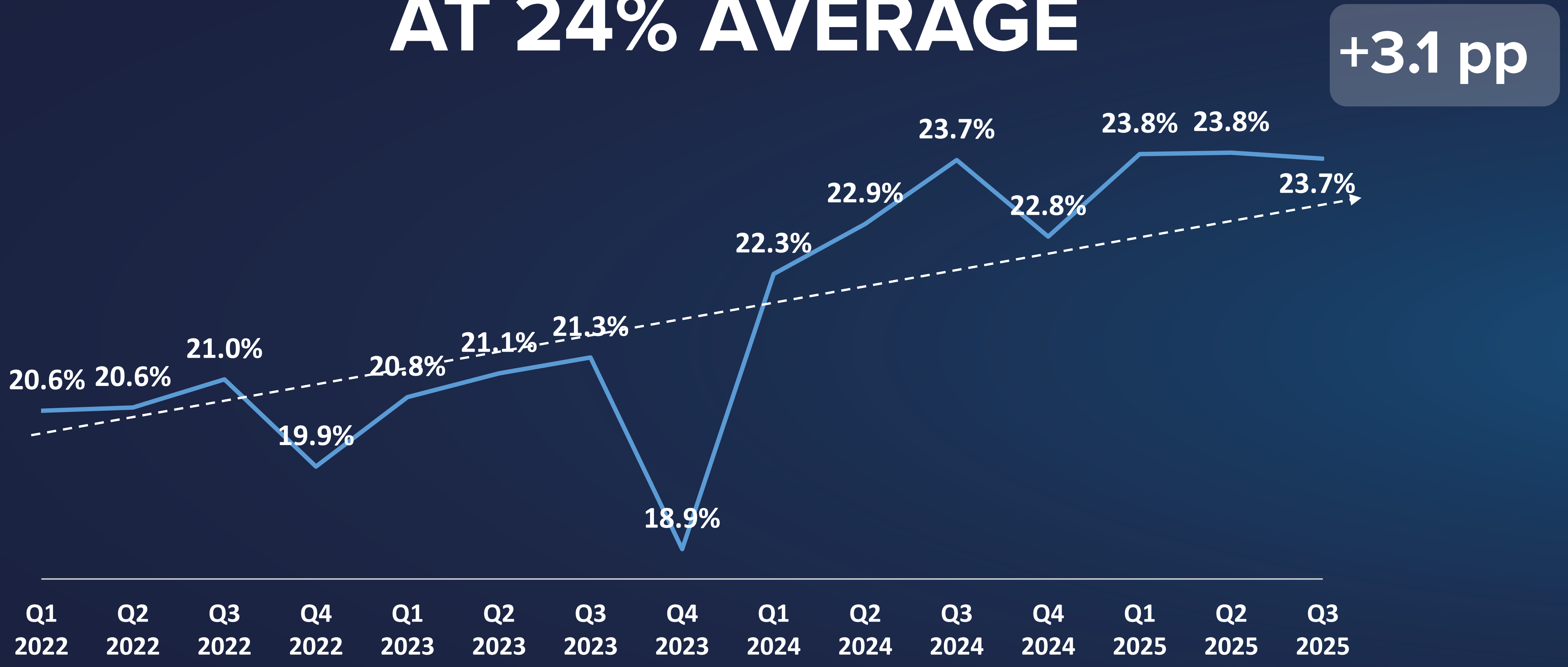


EBITDA in MXN million net of discontinued operation effects

MANTAINING GROSS MARGIN WITH PRODUCTIVITY



MANTAINING EBITDA MARGIN AT 24% AVERAGE



Net of discontinued operation effects

ROIC EVOLUTION

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

GENOMMA LAB'S STRONG PERFORMANCE

Successful transformation over the past decade, transitioning from a deep restructuring phase into a growing and more profitable & capable company

REVENUE GROWTH	EBITDA GROWTH	FCF GROWTH	EPS GROWTH
+69%	+141%	+152%	+46%
$11,042 → $18,607	$1,798 → $4,325	$1,095 → $2,763	$1.34 → $2.09

GENOMMA LAB'S HIGH QUALITY ASSETS

Operating in a USD 13-trillion industry, Genomma Lab has overcome high entry barriers and is strategically positioned to expand its market share

Brand Heritage

Top Talent

Robust Distribution Network

Integrated Manufacturing

Speed & Agility

U.S. Hispanic and Brazilian Footprint

BUSINESS HIGHLIGHTS

2H 2025 Headwinds

-2% to -5%
LFL Sales

Resilient Margin

~24%
EBITDA margin

Productivity for Growth

$3 billion
Accumulated Savings by 2026

$1.1 billion
Productivity in 2026

Top-line Growth Investing in:

Innovation
$2.2 billion

Go-to-market
$1.9 billion

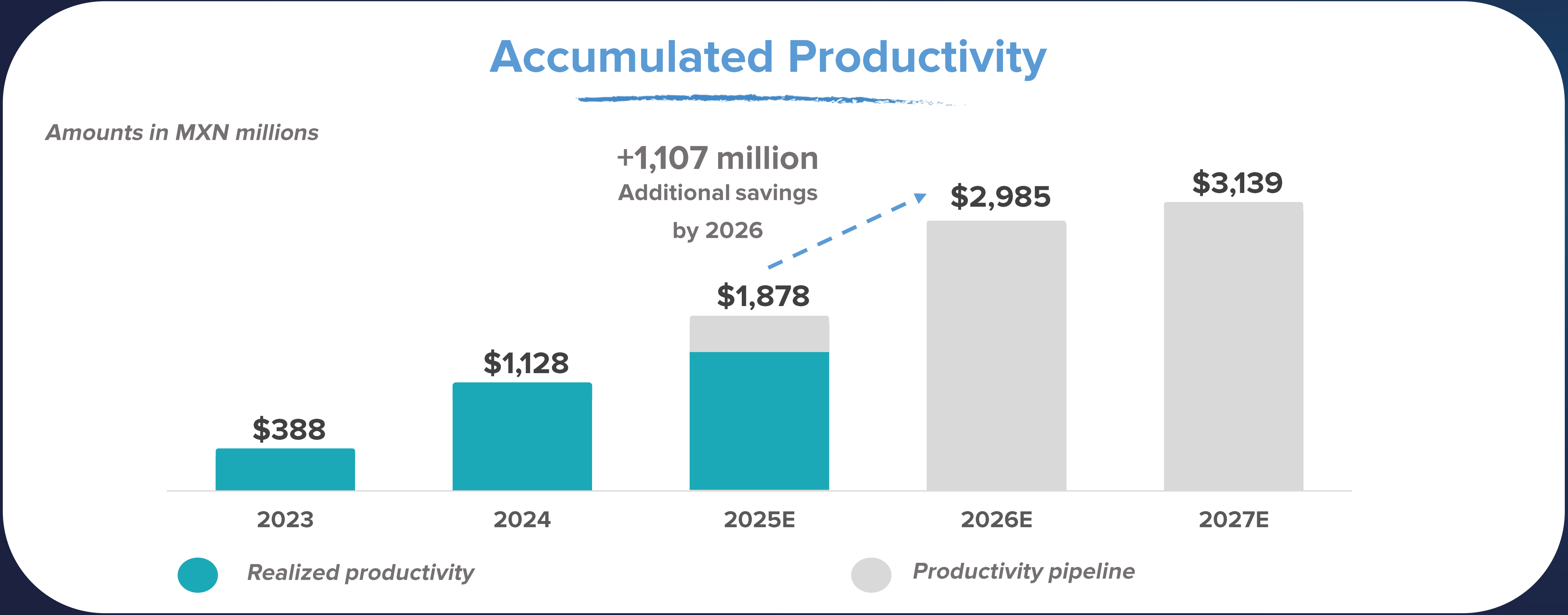
Emerging channels
$1.3 billion

2026 & 2027

Reignite
Sales growth

PRODUCTIVITY FOR GROWTH

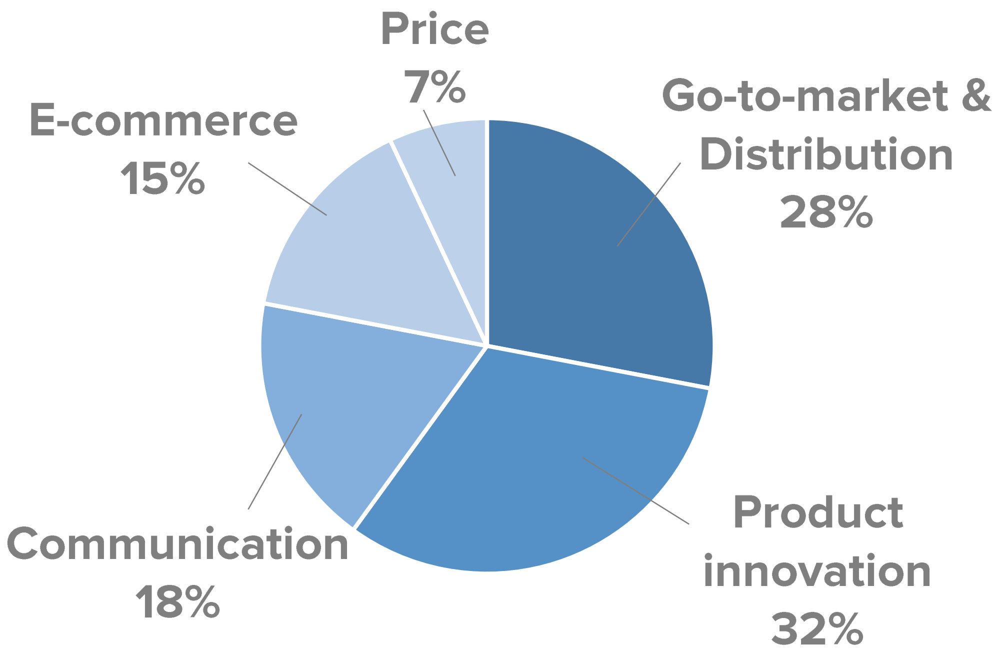
LAUNCHING AN ADDITIONAL MXN +1 BILLION SAVINGS PROJECT TO BOOST SALES & MAINTAIN AN AVERAGE 24% EBITDA MARGIN



RE-INVESTING IN GROWTH PROJECTS

RE-INVESTING EXCESS CASH & PRODUCTIVITY IN KEY PROJECTS

MXN $1,107 million
Investment Allocation



2026-2027 Opportunity Size

Product innovation	$2,200 M
Traditional channel	$ 1,910 M
E-commerce	$ 820 M
Discounters + Convenience	$ 510 M
Total	**$5,440 M**

Potential incremental sales per project

Amounts in MXN million

Stregthening distinctive brands through innovation…

Coming soon…

Skincare

- Democratizing high-end skin
- Clean formulas & fresh design
- Driving trade up & trade across

$600 M
opprtunity

Coming soon…

Haircare

- Improved clean performance
- Expanded routine

$500 M
opprtunity

Coming soon…

Beverages

- New forms
- Renewed image
- Increasing consumption ocassions

$300 M
opprtunity

Coming soon…

OTC

- 25 pharma registrations to be approved by 2026
- Conquering new segments across categories

$800 M
opprtunity

…supported with improved communication & higher digital content

Multumedia Reach

- +25% reach vs traditional vehicles
- Improved media mix to reach targeted audiences
- Increasing digital mix to 40% by 2027

Social Commerce / Influencers

- Mass micro influencers & brand embassadors
- Driving traffic to e-commerce & direct conversion

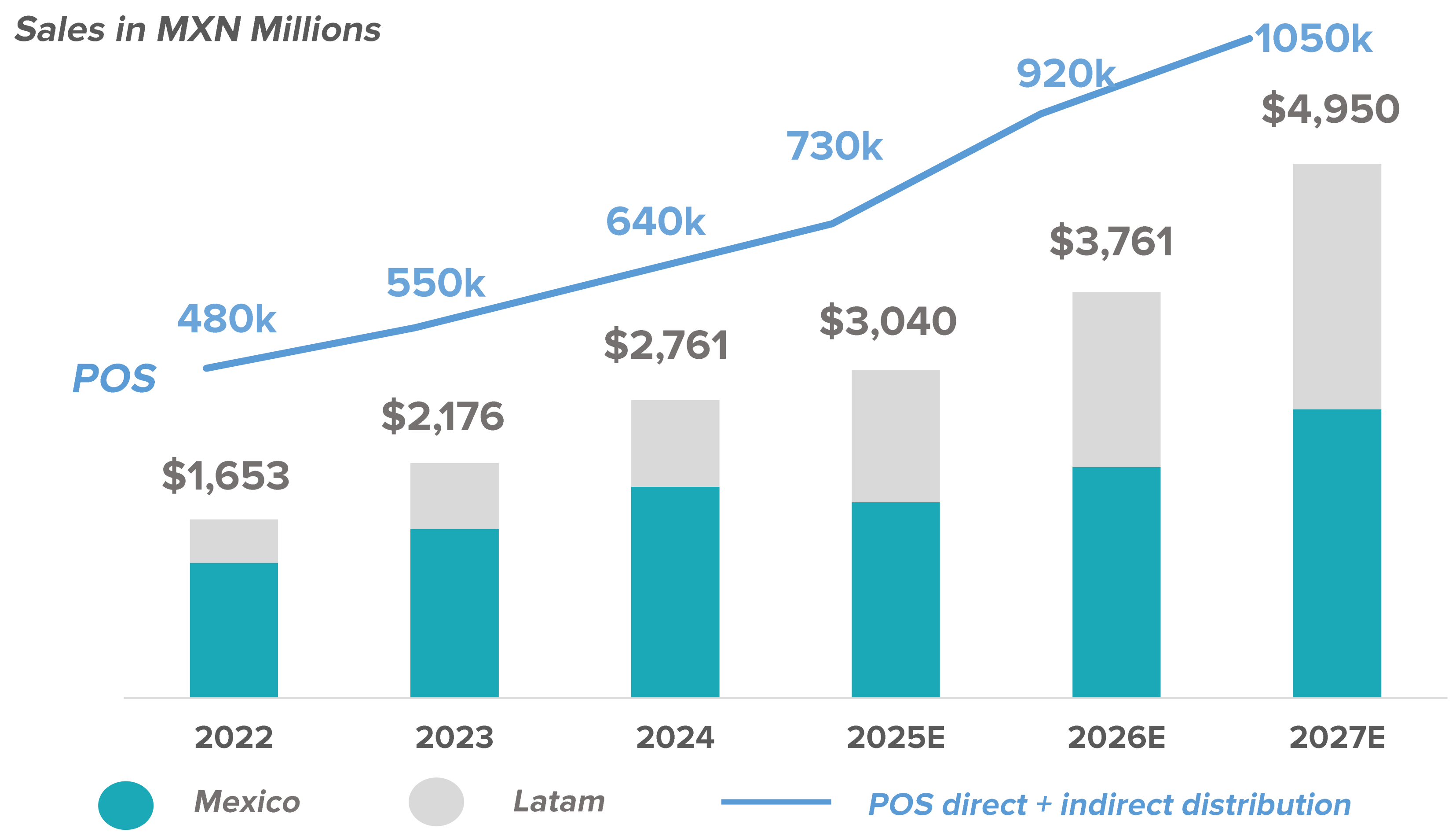
Optimized Production

- Digital native assets & user generated content
- AI generated content

TRADITIONAL CHANNEL

DISTRIBUTION EXPANSION

Mexico + Latam traditional channel sales



+2.2M
POS Universe

+320k
Additional POS
by 2027

$1,910 M
Incremental sales
2026-2027

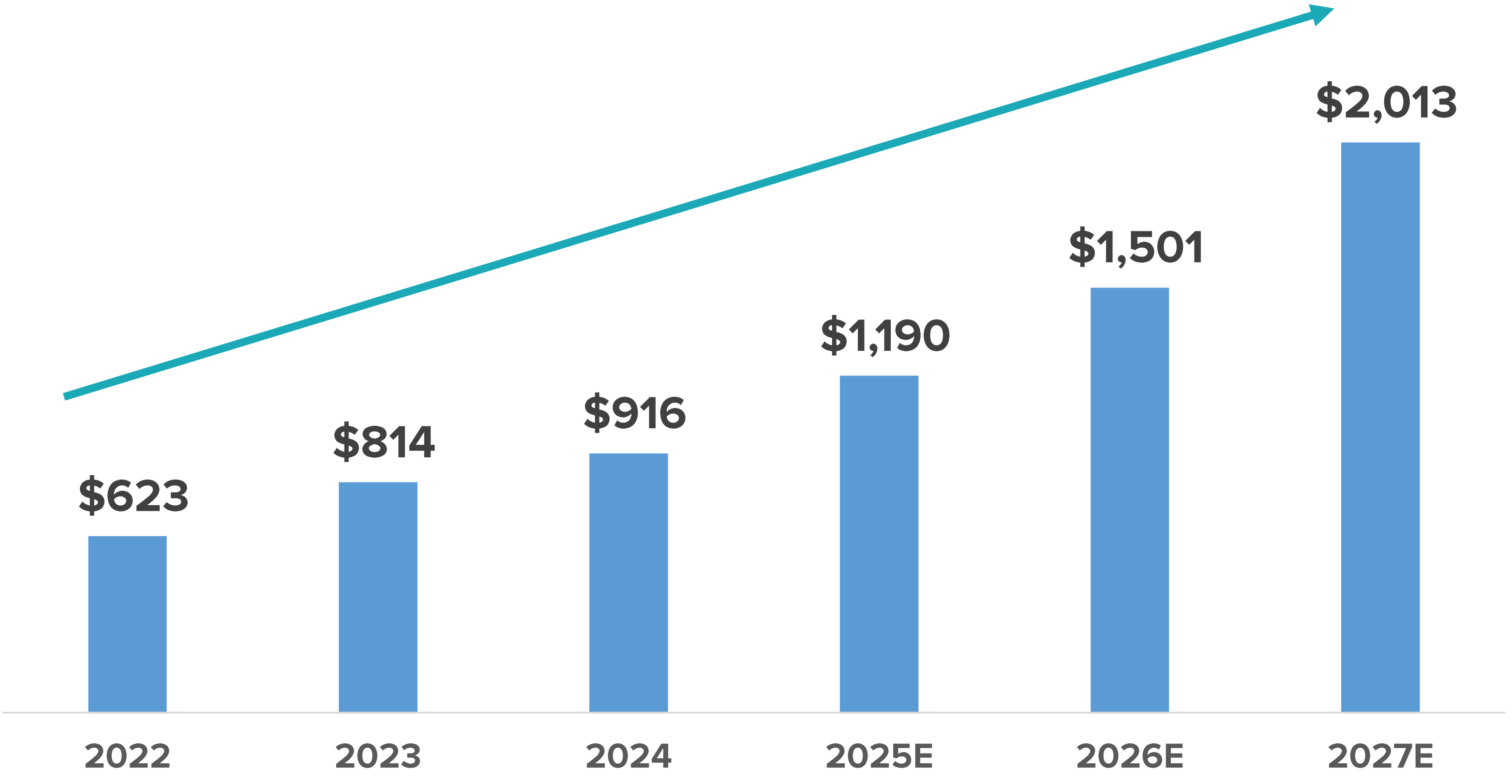
+18%
CAGR
2-year project

E-COMMERCE

ACCELERATING TRAFFIC & EXPANDING DIGITAL PRESENCE

E-commerce sales

Sales in MXN$ Millions



$820 M
Incremental sales
2026-2027

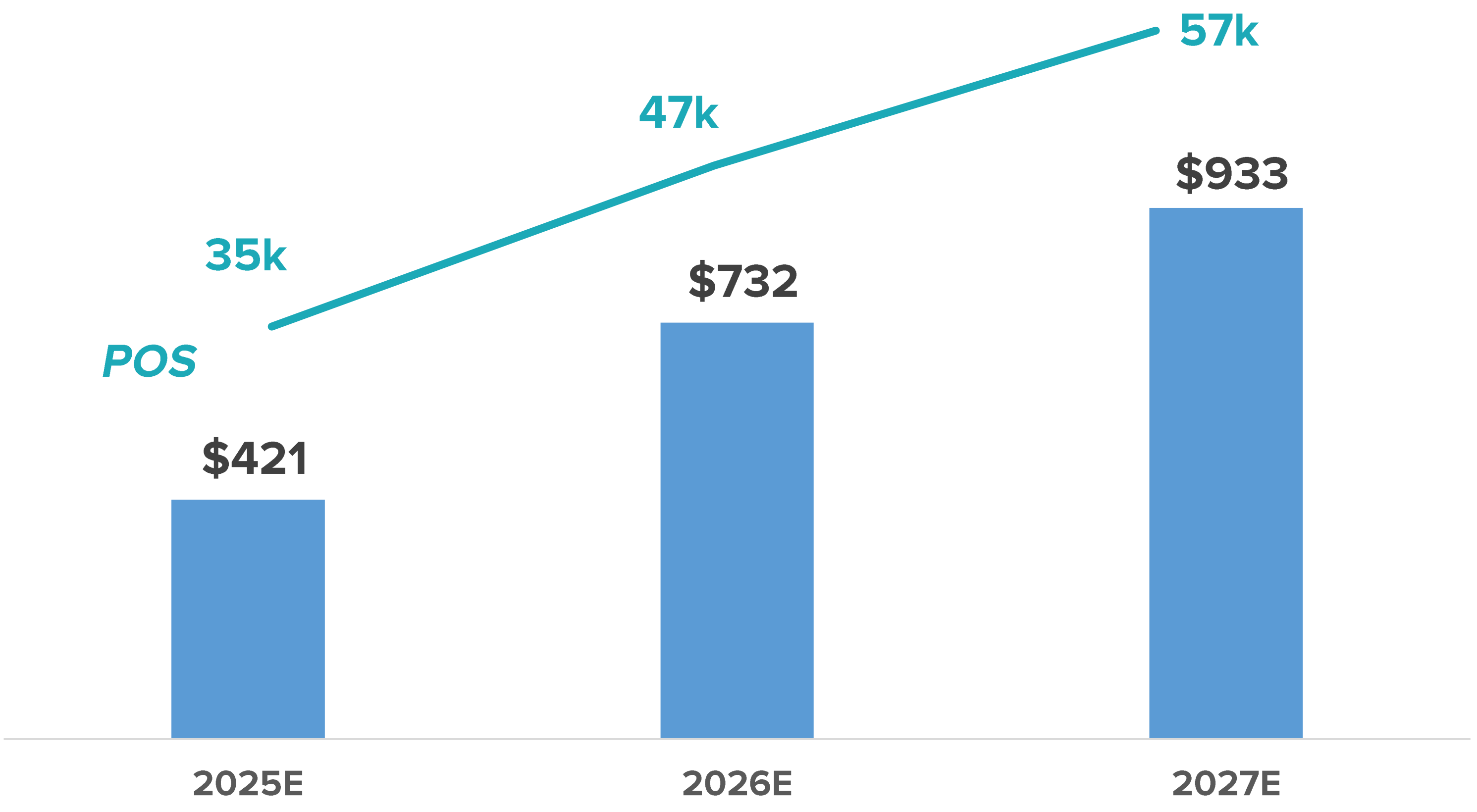
+30%
CAGR
2-year project

HARD DISCOUNTERS & CONVENIENCE STORES

DISTRIBUTION EXPANSION

Mexico + Latam discounters & convenience sales

Sales in MXN millions



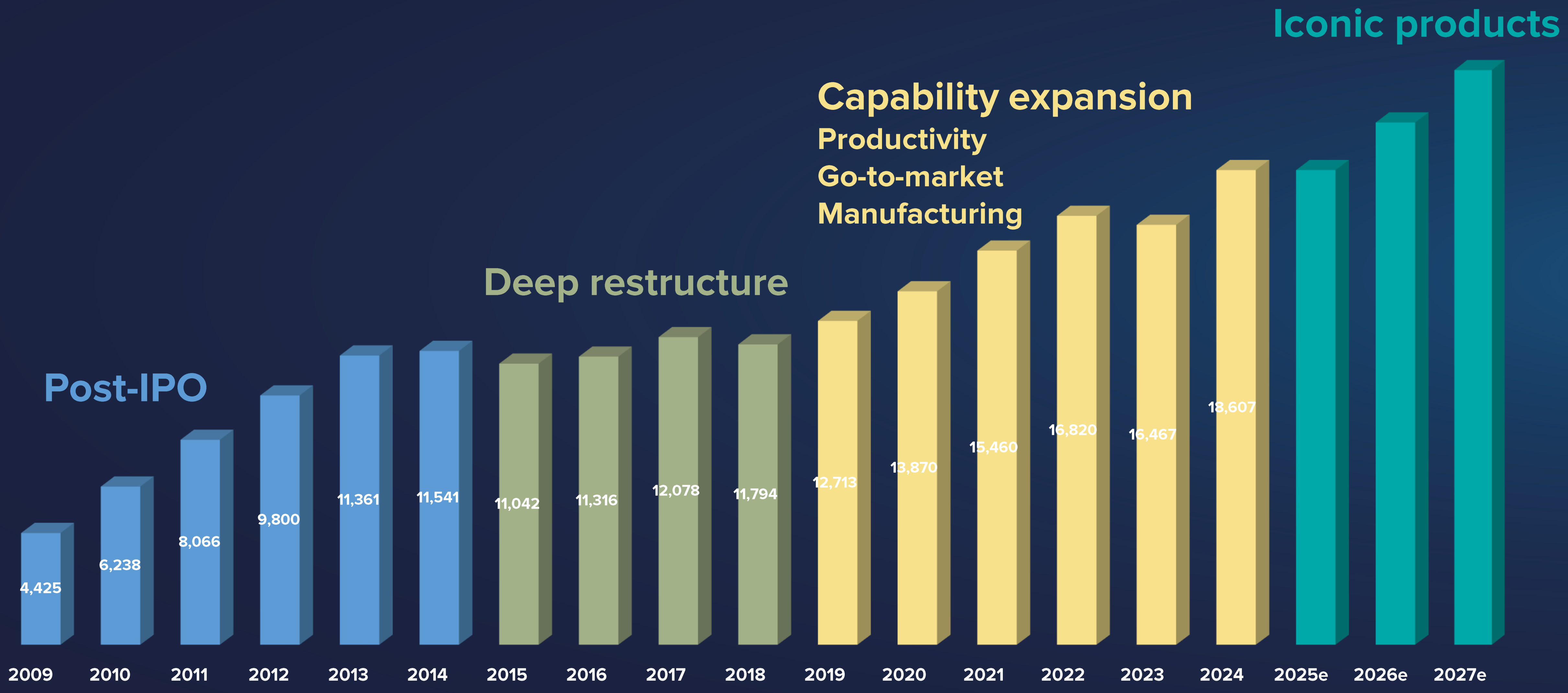
+22k
Additional POS
by 2027

US$510 M
Incremental sales
2026-2027

+50%
CAGR
2-year project

STAGES OF GENOMMA THROUGH THE YEARS

APPROACHING A NEW PHASE



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

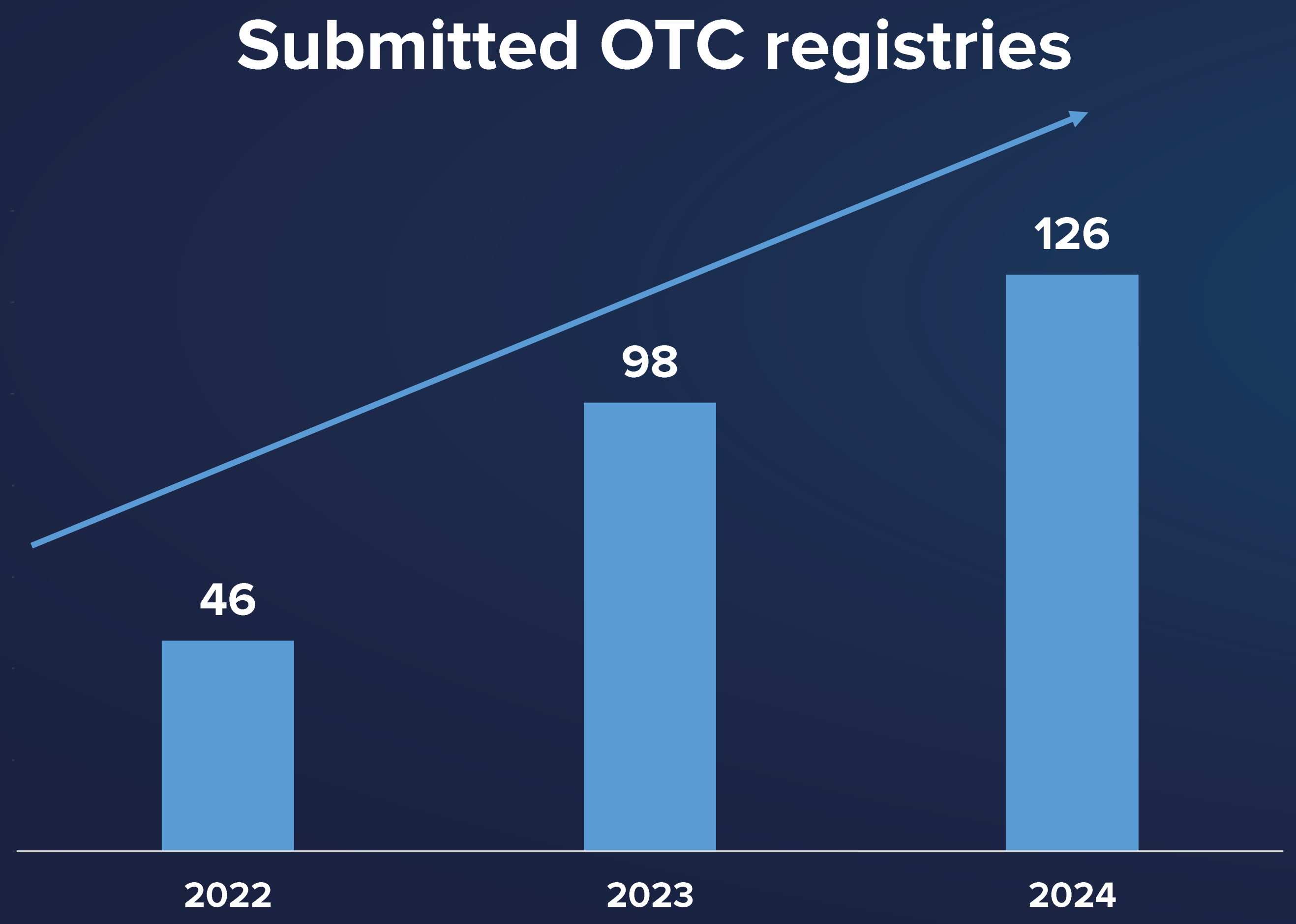
PRODUCT INNOVATION

CLEAR PATH TOWARDS GROWTH WITH A STRONG RE-LAUNCH PIPELINE

BU	Brand	Better Formula	Fresh design	Increased routine	Expanded use / dem	New forms	New functions	New sizes	New category	Int. Roll-out	Estimated launch
Skincare	CICA	✓	✓	✓	✓	✓	✓			✓	Q3 2026
	TTCAL	✓	✓	✓	✓		✓	✓		✓	Q2 2026
	ASPX	✓	✓		✓		✓	✓	✓	✓	Q2 2026
Haircare	TN	✓	✓	✓	✓			✓	✓	✓	Q2 2026
	VRT	✓	✓	✓				✓			Q3 2026
OTC	C&C	✓	✓			✓	✓	✓			Q1 2026
	ANLG	✓	✓				✓	✓		✓	Q1 2026
	GASTR	✓	✓		✓		✓	✓	✓		Q2 2026
	DERM	✓	✓								Q1 2026
	SLEEP	✓	✓	✓		✓			✓		Q2 2026
Beverages	Suerox	✓	✓		✓	✓		✓	✓		Q3 2026
Infant N	Novml								✓	✓	Q2 2026

STREGTHENING OTC INNOVATION PIPELINE

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



CAPITAL ALLOCATION PRIORITIES

1. INVEST IN THE CORE BUSINESS

- Product innovation
- Go-to-market & distribution
- E-commerce
- Communication

2. TOTAL SHAREHOLDER RETURN

- $800 million annual dividend priority
- Strategic buybacks

GENOMMA LAB