



**Genomma Lab.**<sup>®</sup>  
*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.

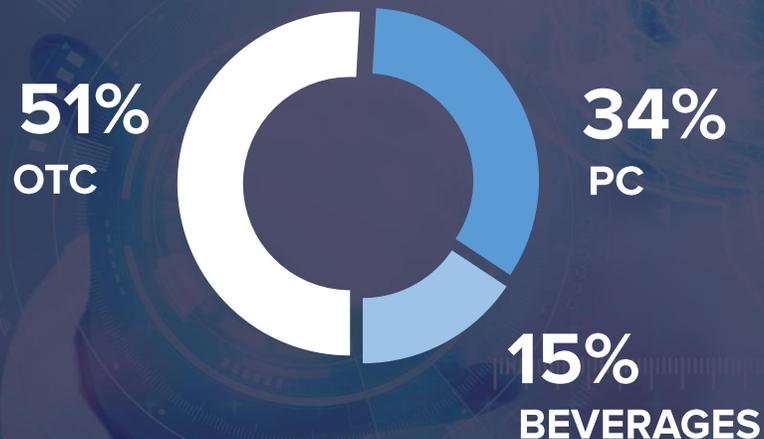
Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Risks and uncertainties include, but are not limited to: risks related to the impact of the COVID-19 global pandemic, such as the scope and duration of the outbreak, government actions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

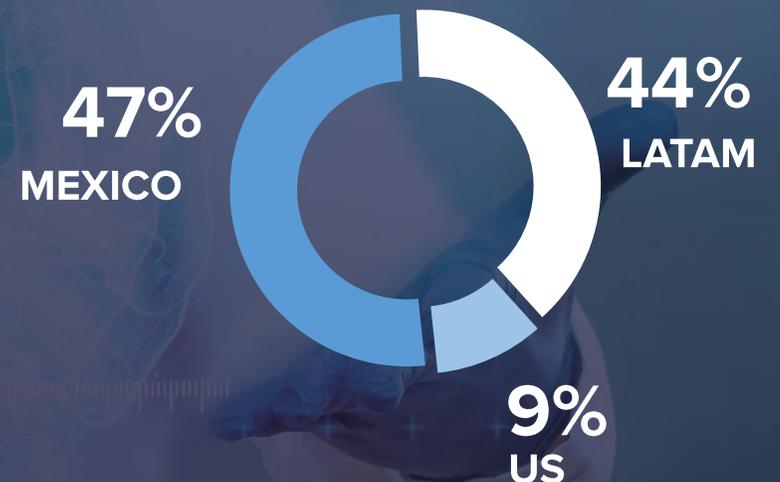
# About Genomma Lab

**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



# Strong brand heritage

## OTC portfolio

### Cough & Cold



### Analgesics



### Derma OTC



### Gastro



### Infant Nutrition



# Strong brand heritage

## Personal care portfolio

### Haircare



### Skincare



### Blades & Razors



### Other



# Strong brand heritage

## Beverage portfolio



# Strong geographical footprint



# State-of-the-art manufacturing facility



**IFC** International Finance Corporation  
WORLD BANK GROUP

**IDB** Inter-American Development Bank  
US\$ 100 MM  
8-YEAR LOAN

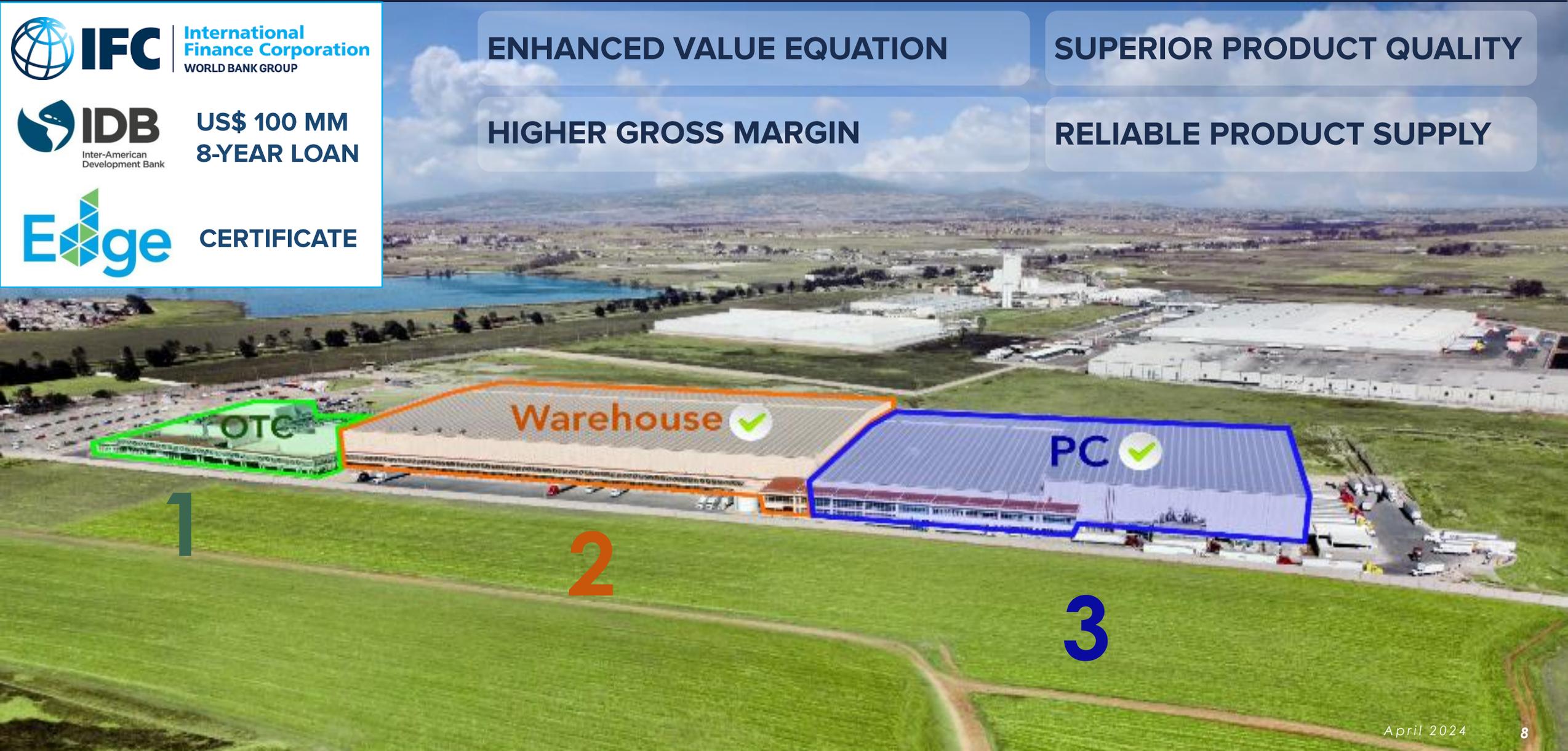
**Edge** CERTIFICATE

ENHANCED VALUE EQUATION

SUPERIOR PRODUCT QUALITY

HIGHER GROSS MARGIN

RELIABLE PRODUCT SUPPLY



# Robust distribution network

Traditional channel

Pharmacies

Supermarkets

Discounters & Convenience



# Superior retail execution

Competitive edge: in-store media

Gen expertos program

+945 field merchandisers



# #1 TV advertisers in Latam

Own production studio

Multimedia capabilities

1,700 new spots per year



143300202D0168. Cuida tu piel



# An attractive financial profile



Genomma Lab<sup>®</sup>  
INVESTOR RELATIONS

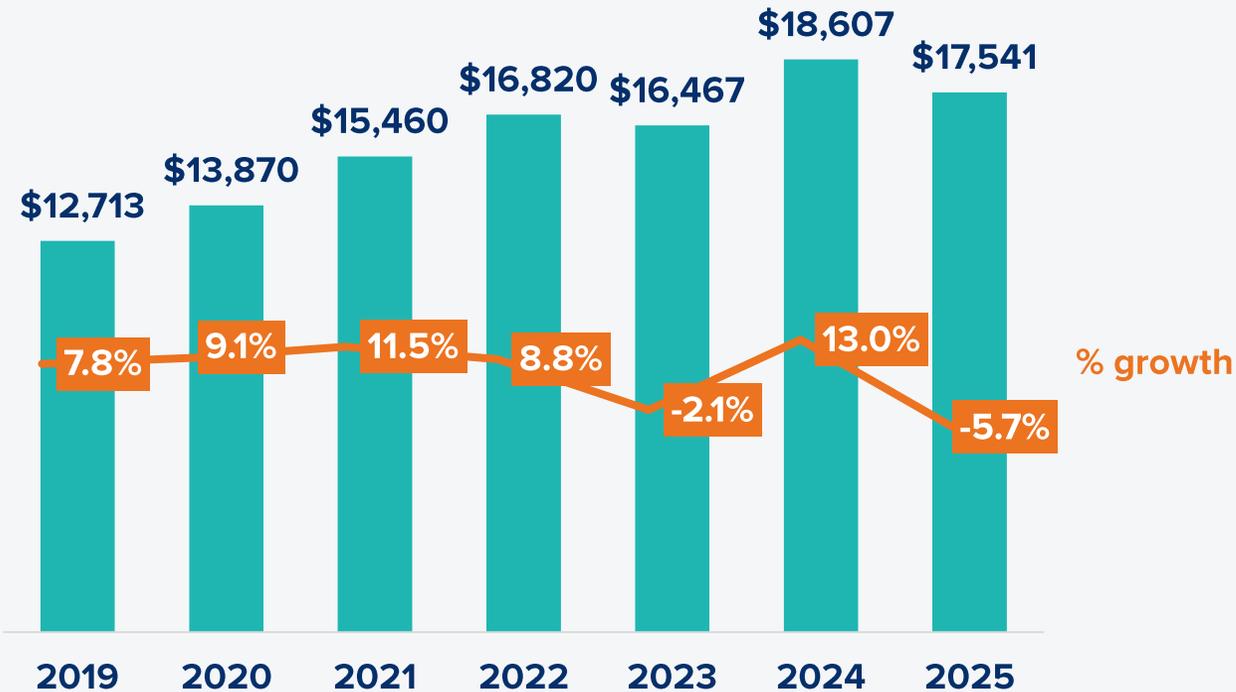
	2022		2025	Δ
Gross margin	60.4%	→	62.8%	+241pbs
EBITDA margin	20.5%	→	23.4%	+285pbs
EPS	MXN \$1.33	→	MXN \$1.61	+21%
ROIC	13.5%	→	15.0%	+143pbs



# Strong growth track-record

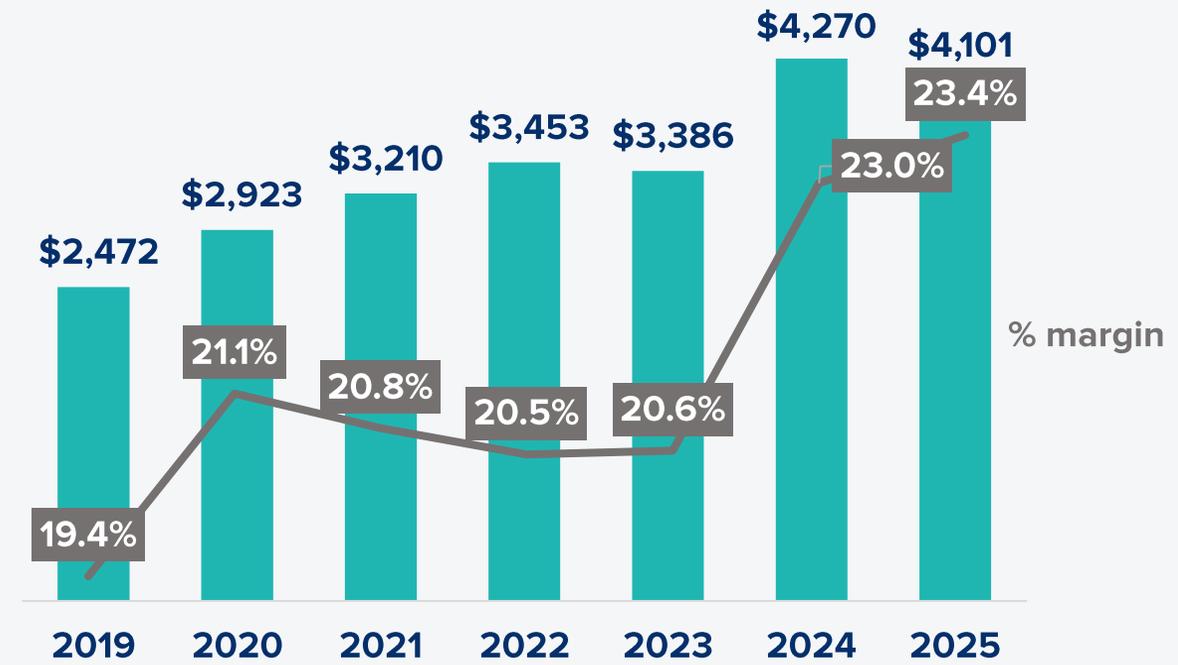
## Consolidated net sales

**5.5% CAGR**



## Consolidated EBITDA

**8.8% CAGR**



Data in MXN millions



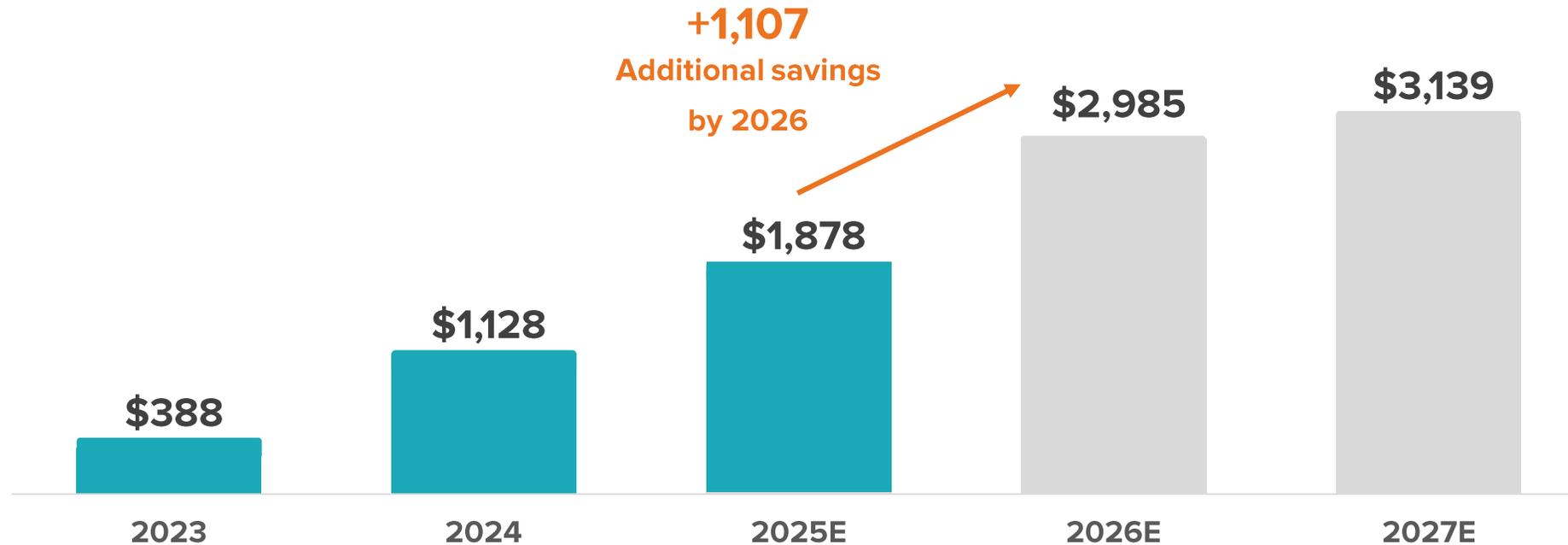
**Genomma Lab.**<sup>®</sup>  
*Internacional*

**2026 and beyond**

# Productivity for growth

We delivered **1.1B MXN** in productivity to self-fund growth investments and support our 2026 recovery plan

## Accumulated productivity

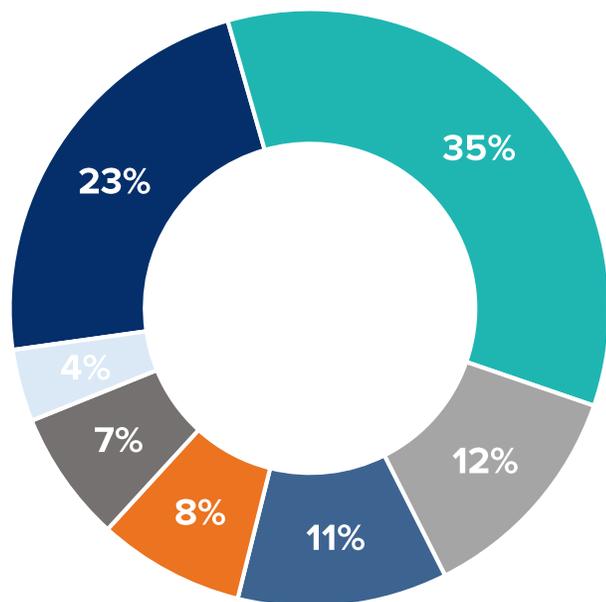


Data in MXN millions

# Disciplined plan with initiatives under our control

Delivering **+\$1.4B MXN** incremental sales (risk-adjusted)

## Investment Allocation %



Data in MXN millions

## Expected Incremental Sales

● Product Innovation	+570 M
● In-Store Execution	+680 M
● Traditional Channel	+550 M
● E-Commerce	+310 M
● Suerox Distribution	+140 M
● Communication	+180 M
● Discounters	+230 M

---

<b>TOTAL</b>	<b>+2,800 M</b>
<b>Risks</b>	<b>-1,400 M</b>

---

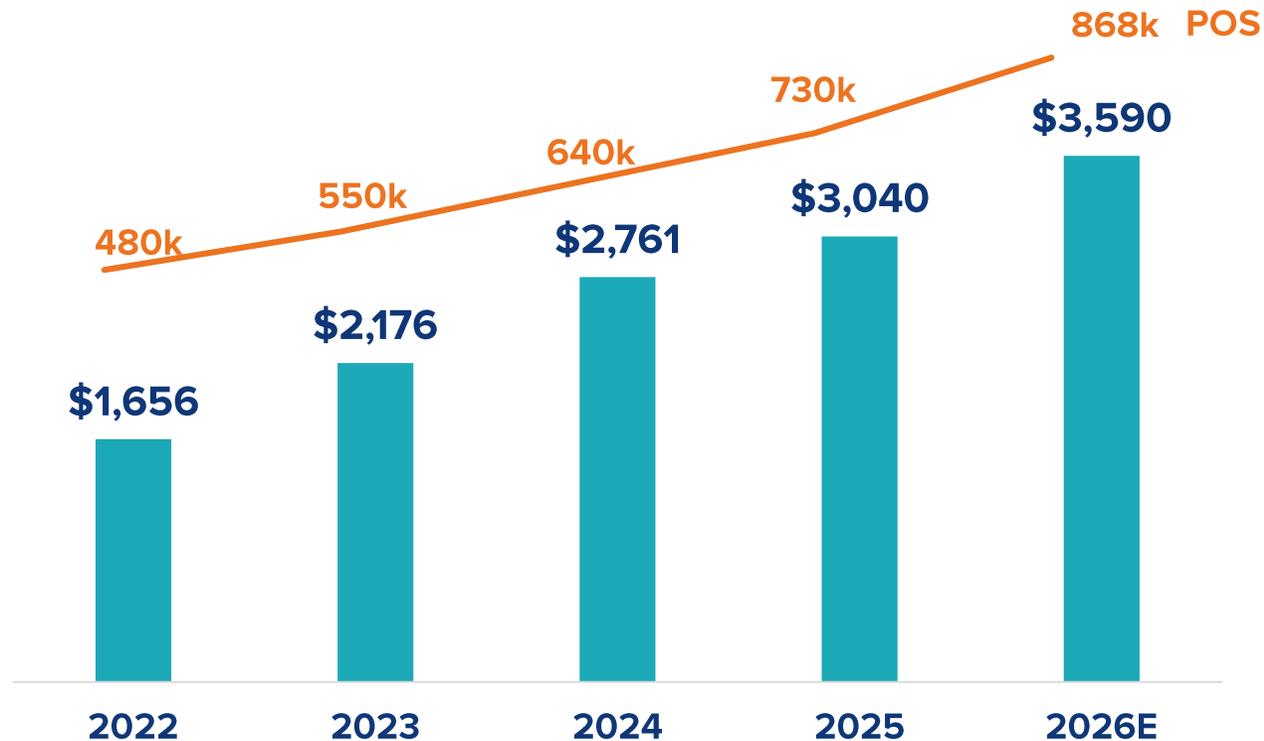
<b>TOTAL</b>	<b>+1,400 M</b>
--------------	-----------------

# Execution-driven expansion in traditional channels

Incremental sales: **+\$550 million MXN**

## Traditional channel sales

Mexico + Latam including direct & indirect distribution



Data in MXN millions

**+138k**

New POS  
by 2026

**+430**

New Routes  
by 2026

**314k**

POS  
with in-store media

# Expanding Mexico distribution network

Direct distribution in the Mexican traditional channel



● Operating routes

● Expanding routes

**504**  
Operating routes in Mexico

**244**  
Targeted new routes in Mexico

**+270K**  
POS covered After expansion

# In-store execution driving growth

Incremental sales: **+\$680 million MXN**

## Perfect Store Ramp Up



## Recommendations, Independent Pharmacies & Improved Visibility



## Analgesics InStore Plan



## Summer & Winter Season Top Notch Execution



# Strengthening distinctive brands through innovation: +\$570 million MXN

Coming soon...



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

Coming soon...



- Improved clean performance
- Expanded routine

Coming soon...



- New forms
- Renewed image
- Increasing consumption occasions

Coming soon...



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

# ...supported with improved communication & higher digital content



## Multimedia Reach

- +28% increased investment
- Improved media
- Increasing digital content to 30% by 2026



## Social Commerce / Influencers

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



## Optimized Production

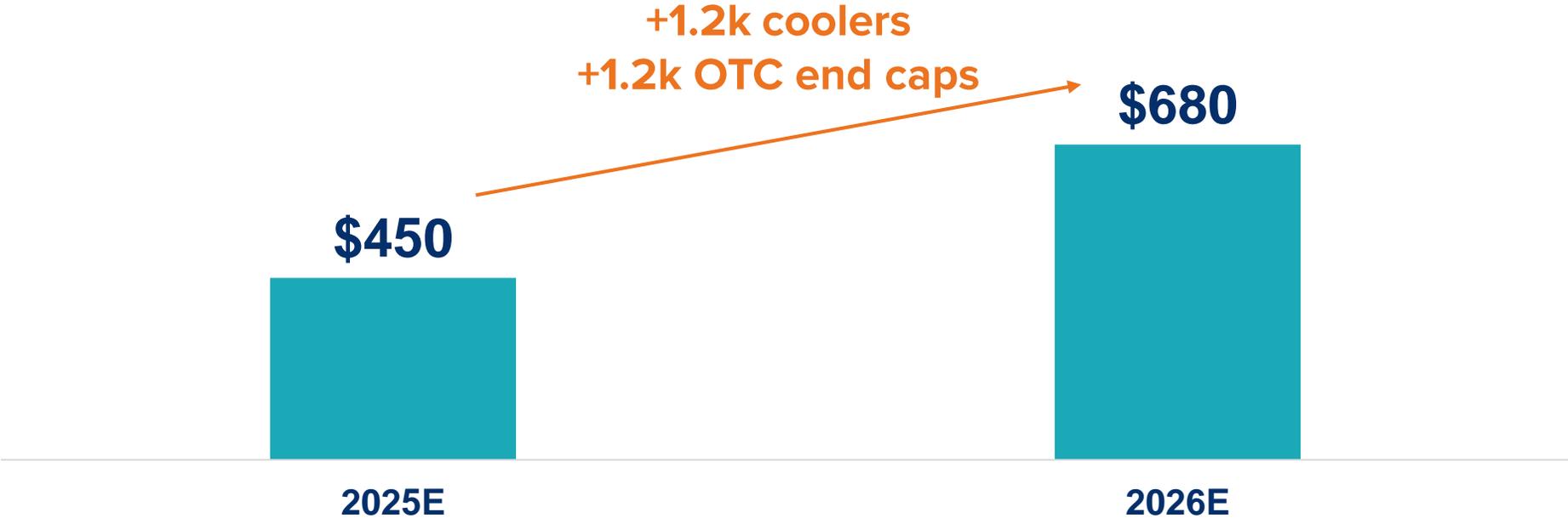
- Digital native assets & user generated content
- AI generated content

# Discounters & convenience store expansion

Incremental sales: **+\$230 million MXN**

## Discounters & Convenience Stores Annual Sales

Mexico + Latam



Data in MXN millions

# Improving OTC visibility in discounters channel



**\$230 M**

Incremental sales  
2026

**+1.2k**

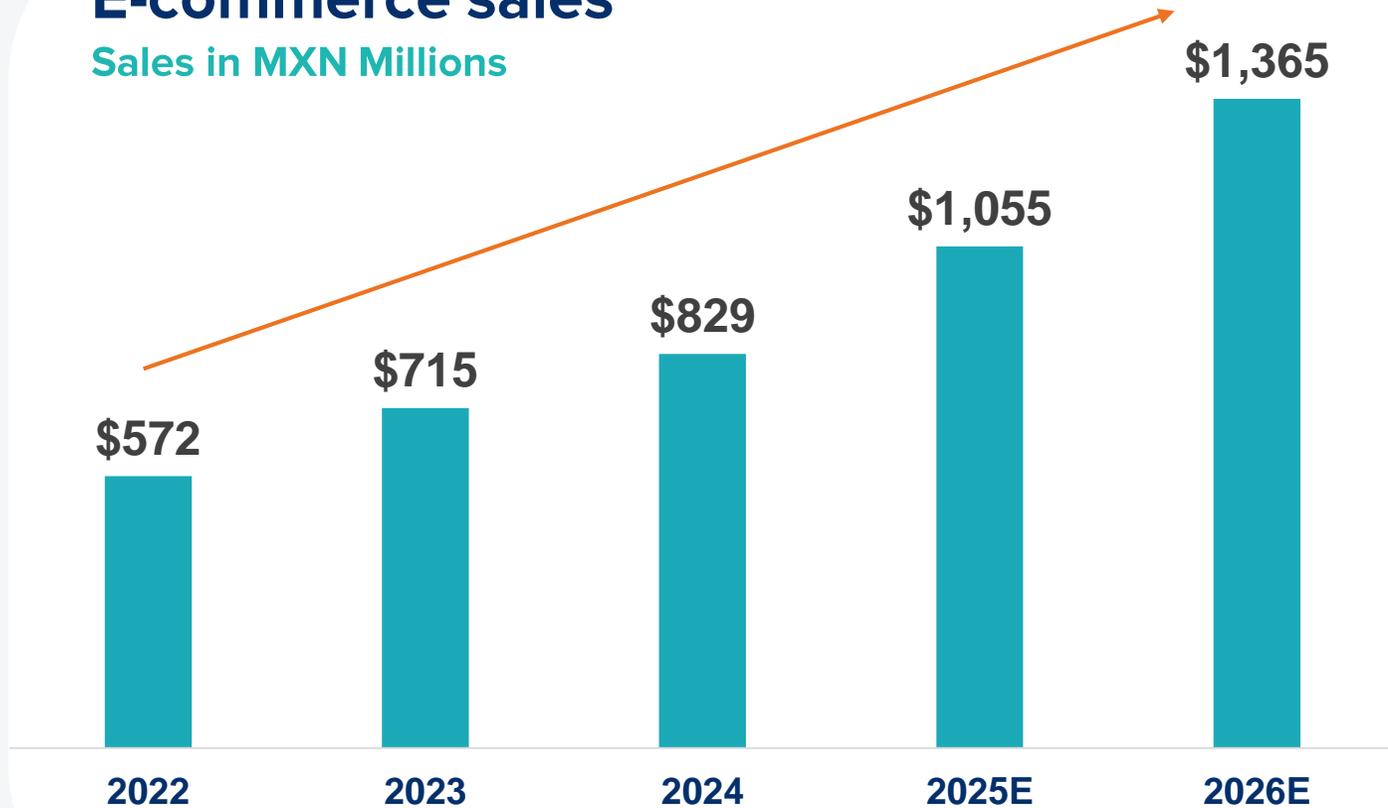
OTC Endcaps

# Expanding e-commerce sales

Incremental sales: **+\$310 million MXN**

## E-commerce sales

Sales in MXN Millions



Data in MXN millions

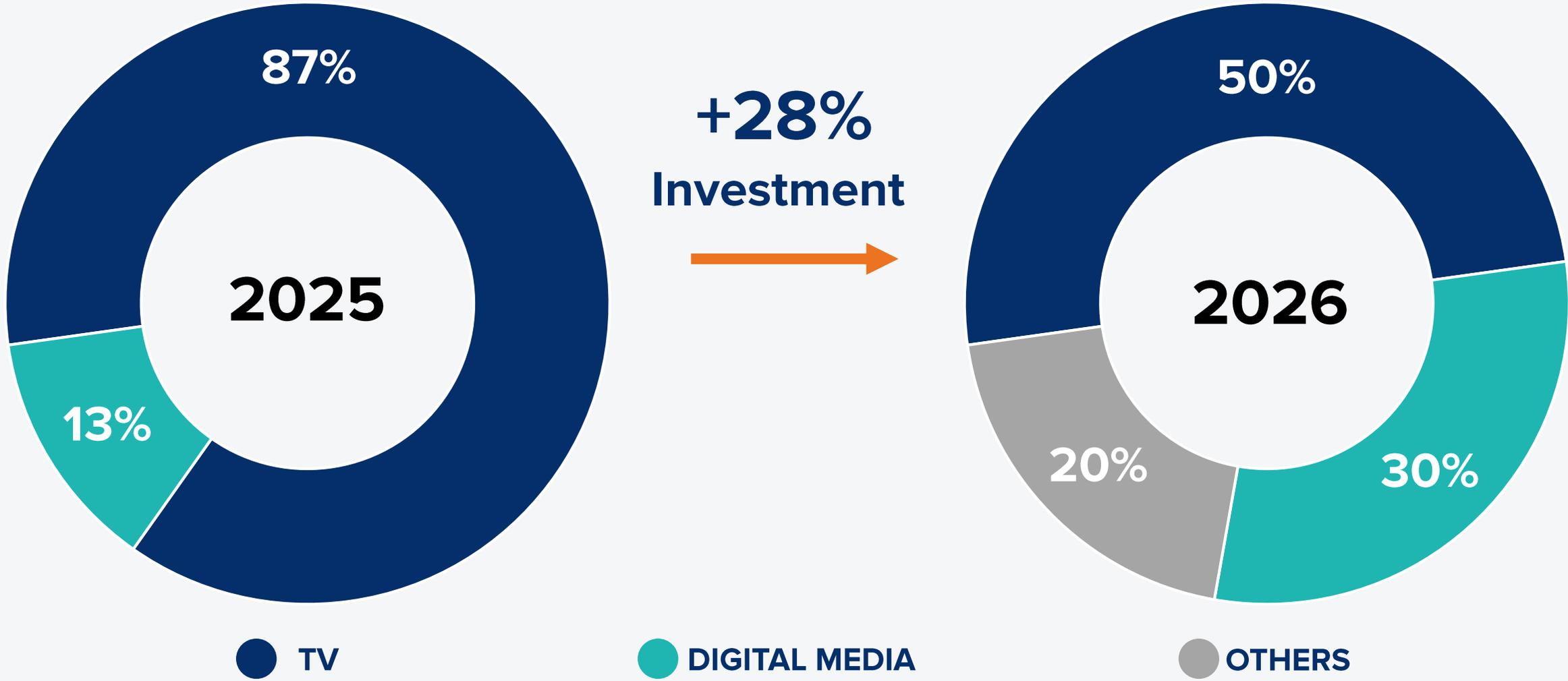
**+30%**

E-commerce sales growth  
in 2026

**7-8%**

Share of  
Consolidated sales

# Efficient media spend & stronger digital engagement driving incremental sales: **+\$180 million MXN**



Source: Genomma Lab Internacional

# 2026 path to growth

1

## **Momentum rebuilding**

Progressive return to our historical growth rates, as Mexico normalizes and execution ramps up

2

## **Q1 2026 picking up**

Sell-in growth between low-single digits and flat, as we complete trade inventory normalization in Mexico

3

## **Healthy EBITDA at ~23.0%–23.5% in FY 2026**

While we step up growth investment, expecting 2027 EBITDA to move back to ~24% as operating leverage kicks in

4

## **Strong cash generation**

Backed by disciplined working capital, lower CAPEX and productivity

# Stages of Genomma through the years

Approaching a new phase

Iconic products

Capability expansion

Productivity  
Go-to-market  
Manufacturing

Deep restructure

Post-IPO



# There is more to conquer

Our growing market shares have a huge potential

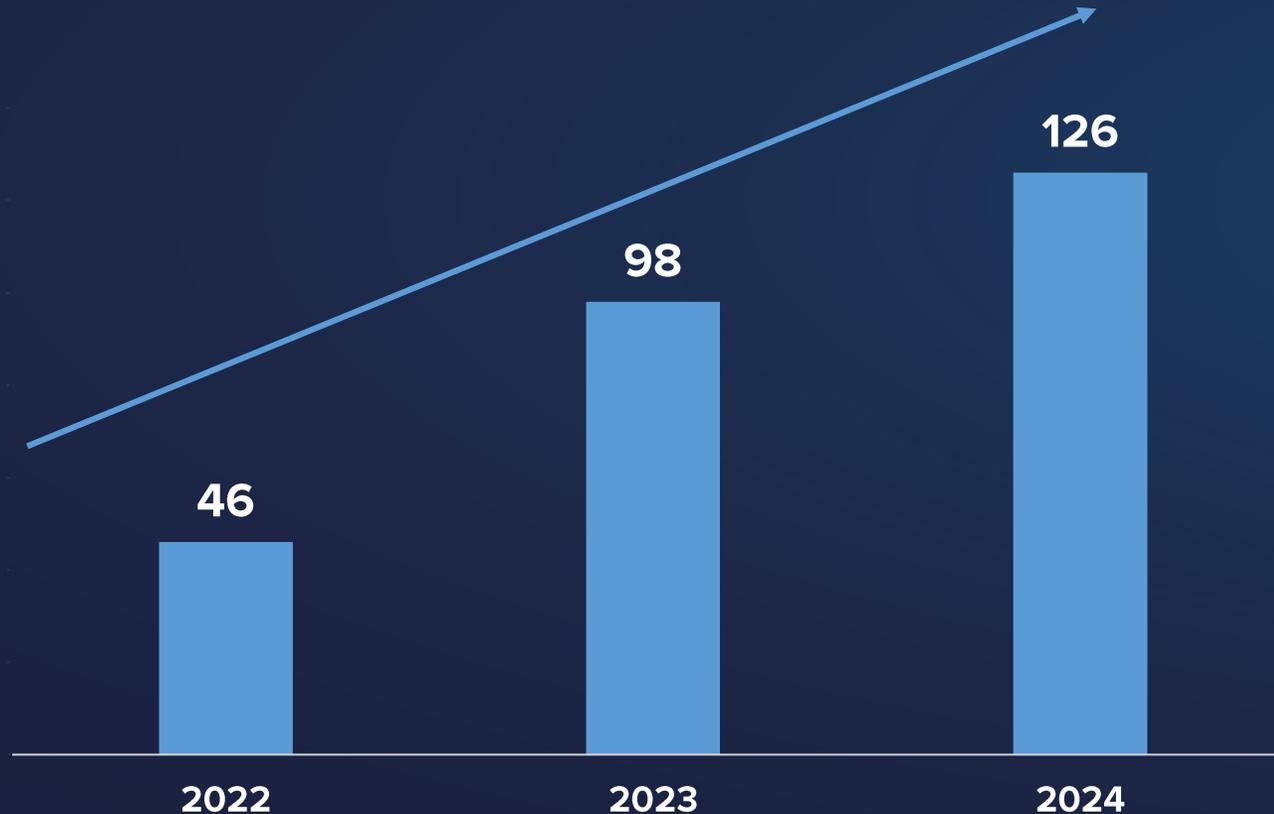
	SHARE OF MARKET Mexico + Latam	CATEGORY SIZE Mexico + Latam
Beverages	5.3%	US\$ 2.4 billion
Personal Care	2.8%	US\$ 10.5 billion
OTC	8.2%	US\$ 4.9 billion
Including Brazil	5.3%	US\$8.0 billion
Infant Nutrition	1.4%	US\$ 2.1 billion



# Strong OTC registry pipeline

Improved momentum in OTC registry submission & approvals

## Submitted OTC registries



# Capital allocation priorities

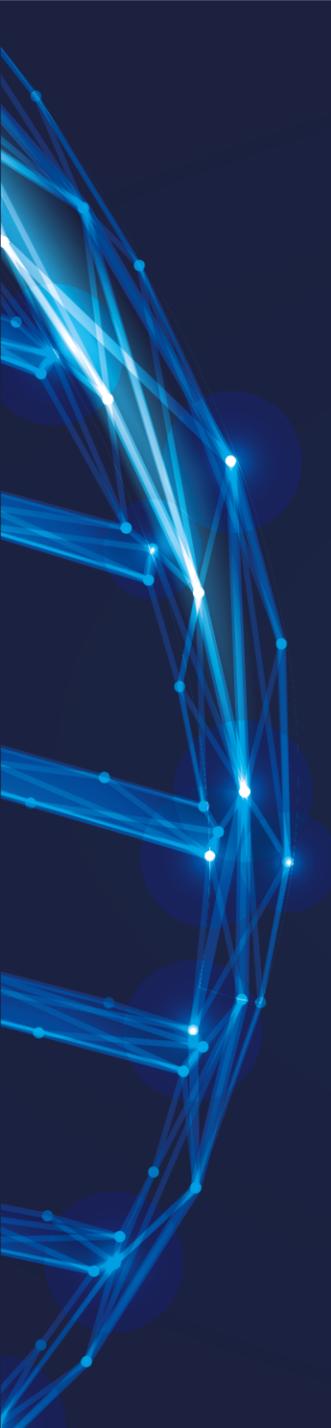
## 1. Invest in the core business

- Product innovation
- Distribution expansion
- In-store execution
- Brand communication

## 2. Total shareholder return

- \$800 million annual dividend priority
- Strategic buybacks





**Genomma Lab.**<sup>®</sup>  
*Internacional*

# GENOMMA LAB