



Genomma Lab.®
Internacional

EARNINGS CALL PRESENTATION

Genomma Lab

A leading consumer-health & personal-care company

APRIL 2026



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Q1 2026 Highlights

1 Solid LatAm performance offsetting a weak Mexican consumption environment

2 Facing the toughest YoY comp of the year with significant FX headwinds

3 Expecting further adjustments to offset sell-out weakness

4 Disciplined Opex behind growth initiatives; stable margins despite operating deleverage

5 Increased investment required to defend market share amid Mexico consumption slowdown

Q1 2026 Consolidated Results

Solid LatAm performance offsetting a weak Mexican consumption environment

Q1 2026 Key financial metrics

Year-over-year performance

Q1 2026

LFL sales growth	3.9	
Net sales growth	.9	
Gross margin	63.	61 bps
EBITDA margin	22.8	96 bps
Net margin	11.8	9 bps

Productivity

Gross margin expansion offsetting operational deleverage

Net margin

Improved by lower financial expenses

LatAm

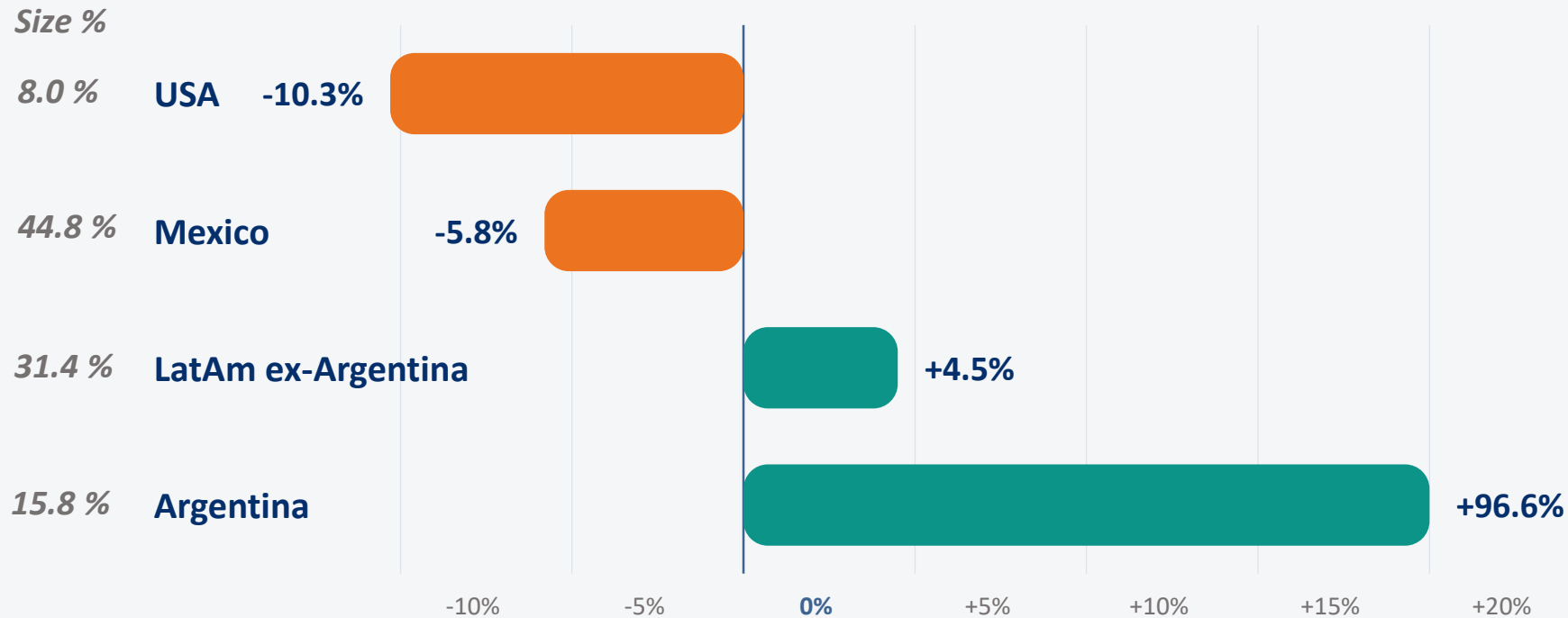
+5.3% Latam LFL growth offsetting Mexican consumption weakness

Two markets drive the consolidated gap; LatAm remains a growth engine

Facing the toughest YoY comparison of the year

Q1 2026 sell-out by country

Local currency | YoY variation



LatAm ex-Arg YoY %

+4.5%

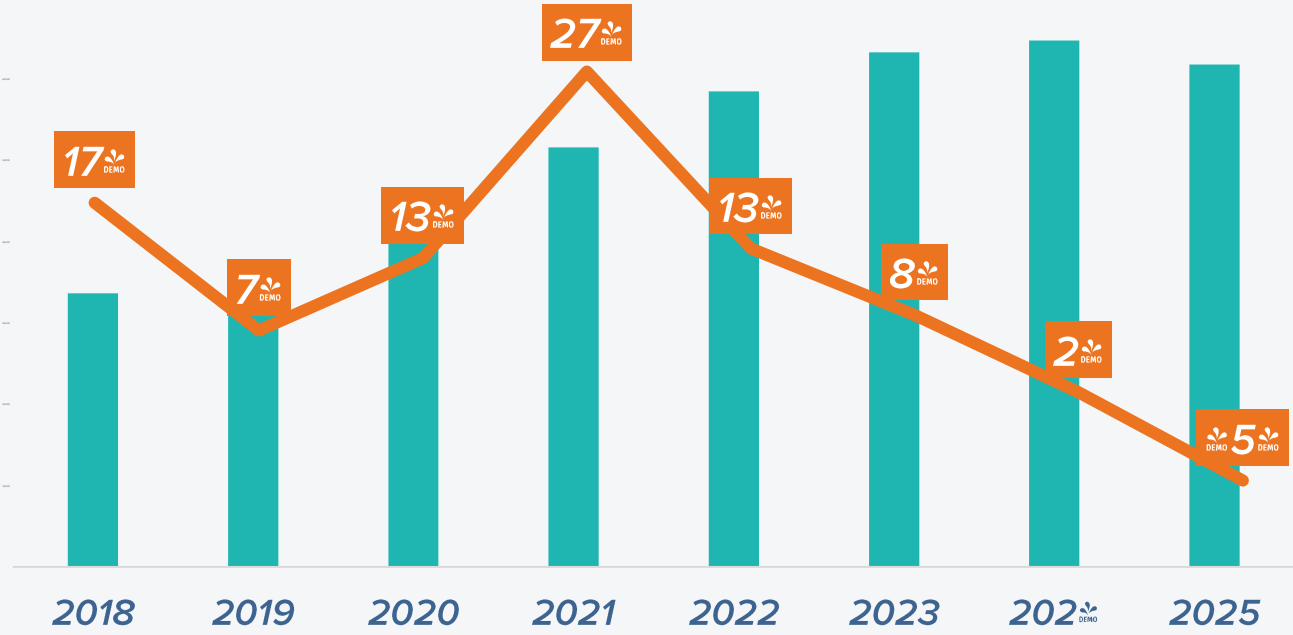
LatAm is compensating;
focus is on Mexico + USA

Argentina +96.6% in nominal ARS — inflation-impacted, scale-capped

Remittances post sharp YTD 2026 decline in MXN

Driven by lower USD inflows and FX headwinds

Mexican remittances in USD – YoY growth



January 2026 YoY growth - MXN
-16.9%

February 2026 YoY growth - MXN
-15.6%

Data in USD millions.

Source: Banxico

Full Mexican market category contractions

Continued to weight on Genomma Lab's sell-out

Mexican full-market performance per category 2025 and YTD 2026 (jan-feb)

Data in units

Mexican full market category 2025 Market growth YTD 2026 Market growth

Beverages DEMO oral serums DEMO

DEMO 7.6 DEMO

DEMO 0.3 DEMO

OTC

DEMO 1.0 DEMO

DEMO 6.3 DEMO

Personal Care

0.0 DEMO

DEMO 0.2 DEMO

Infant Nutrition

DEMO 0.1 DEMO

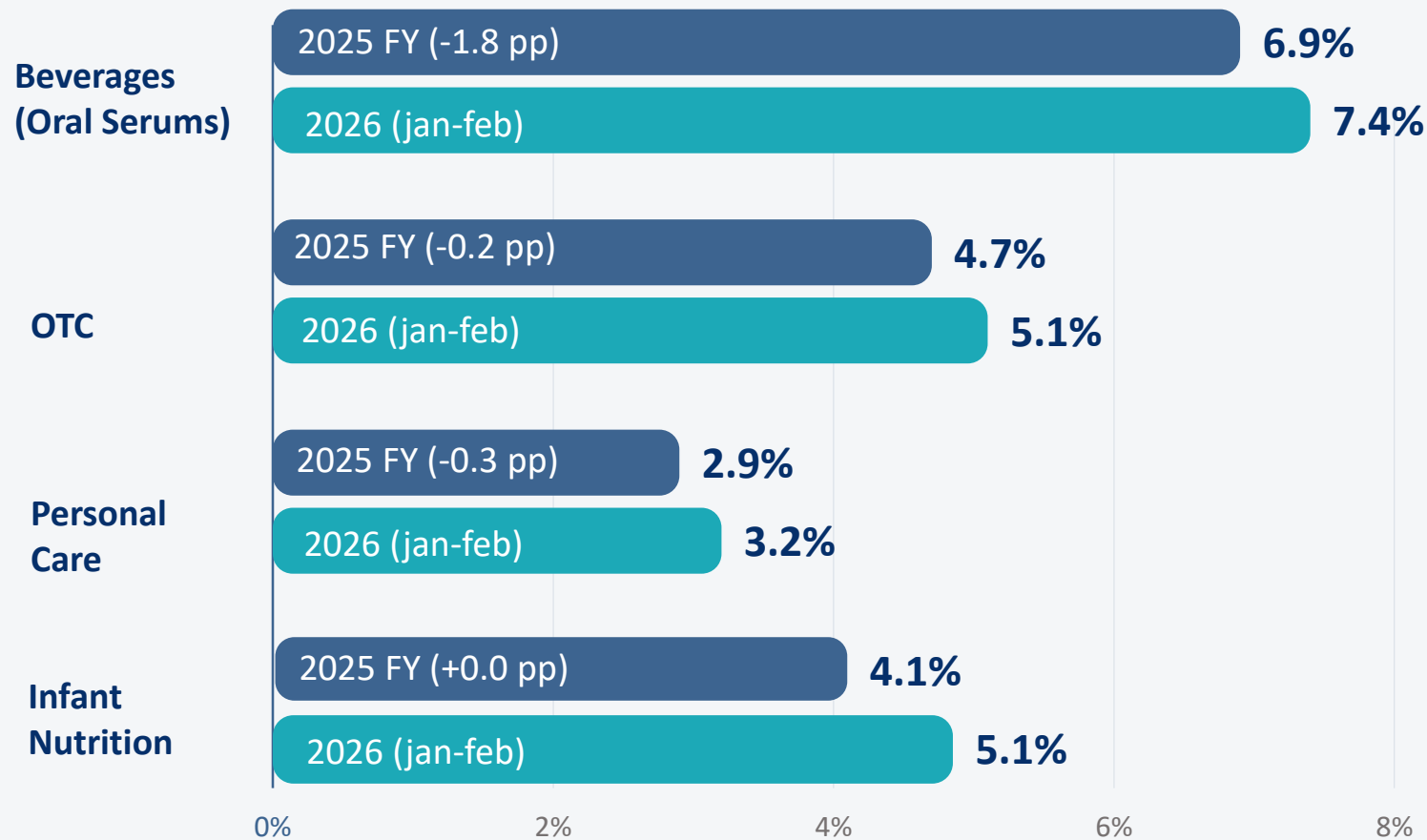
DEMO 1.0 DEMO

Source: Knobloch, YTD data as of February 2026; OTC data as of March 2026

Genomma Lab Mexico improving market share sequentially, despite contracting full-market categories

Genomma Lab Mexico market share performance FY 2025 vs YTD 2026 (jan-feb)

Data in Mexican pesos



YTD 2026 vs FY 2025 market share growth

Beverages (Oral Serums)

7.4% ▲ +0.5 pp
YTD 2026 market share

OTC

5.1% ▲ +0.4 pp
YTD 2026 market share

Personal Care

3.2% ▲ +0.3 pp
YTD 2026 market share

Source: Knobloch, YTD data as of February 2026

Three priority issues, three actionable plans

Targeted interventions underway; recovery expected between Q2 and Q3 2026

1

Suerox (Mexico)

Challenge

- Contracting market
- Increased competition

Action plan

Launching new Suerox line — exclusive in Walmart, Oxxo, traditional; 250k POS in 3 months

2

Gastro (Mexico)

Challenge

- Contracting market
- Generics gaining terrain

Action plan

Genoprazol price parity to generics; incremental media for QG5 and Nikzon

3

Tukol (USA)

Challenge

- US cough category declining
- B2B Hispanic channel contraction

Action plan

Scale perfect-store execution and e-commerce for key brands; protect cash

A bolder Suerox – new brand image, wider distribution

New packaging launched in March 2026

NEW IMAGE • MAR 2026



What we're doing differently

1

New brand image — March 2026
cleaner label, stronger shelf impact, and a unified look

2

+60k new traditional stores
Aggressive expansion in the traditional channel

3

27k POS coolers deployed
Cold-availability with branded coolers positioning Suerox at eye-level

Suerox Mineral – a new experience in the Mexican market

Mexican market launch expected for summer 2026

NEW LAUNCH • SUEROX GAS



Branded coolers — point-of-sale ready

Driving cold availability at launch

Why we expect significant growth

1

New experience, same brand equity

Extending Suerox beyond the hydration use-case into functional carbonate refreshment.

2

Fully backed by the action plan

Brand refresh, cooler placement at 25k Oxxos and all Walmex stores supported by AI-powered digital adds.

3

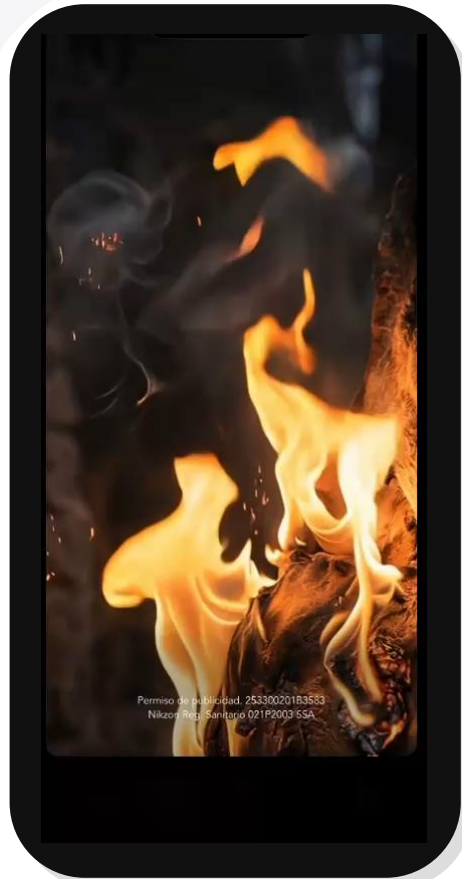
Positioned to recover near-term sell-out

Suerox Mineral - the category bet with the biggest near-term upside on volume and share.

Reinforcing our communication with AI-powered digital creative

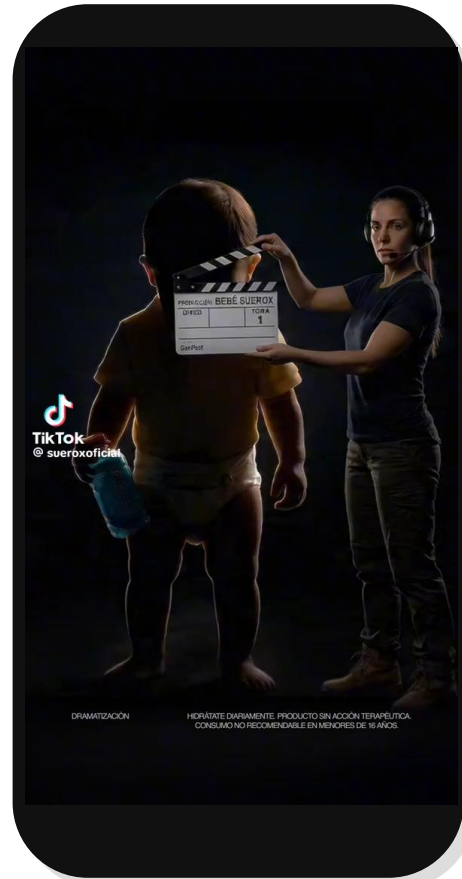
Digital-first media plan rounds out the Suerox and OTC categories push

GASTRO • NIKZON



AI-generated ad reactivating the Gastro category in Mexico

BEVERAGES • SUEROX



TikTok @sueroxoficial — digital push reinforcing the upcoming Suerox launch

What's new in our communication engine

1

Digital-first media plan

Incremental AD spend reallocated to TikTok, Instagram Reels and YouTube Shorts

2

AI-powered creative production

Lower cost per asset, faster time-to-market, and broader testing across variants

3

Aligned to Mexico priority actions

Nikzon (Gastro reactivation) and Suerox (Gas launch support) — communication directly backing priority action plan

Expecting near-term EBITDA margin pressure as we prioritize market share

Increased investment needed to protect Mexican market share amid rising competition and market contraction

3-6 months

- Mexican consumption weakness
- Increased opex
- Prioritizing market share
- EBITDA margin pressures

+6 months

- Growth initiatives ramp-up
- Improved operational leverage

Near-term market dynamics

● Price

Increased discounts across channels

● Communication

Increasing GRPs and digital content for targeted brands

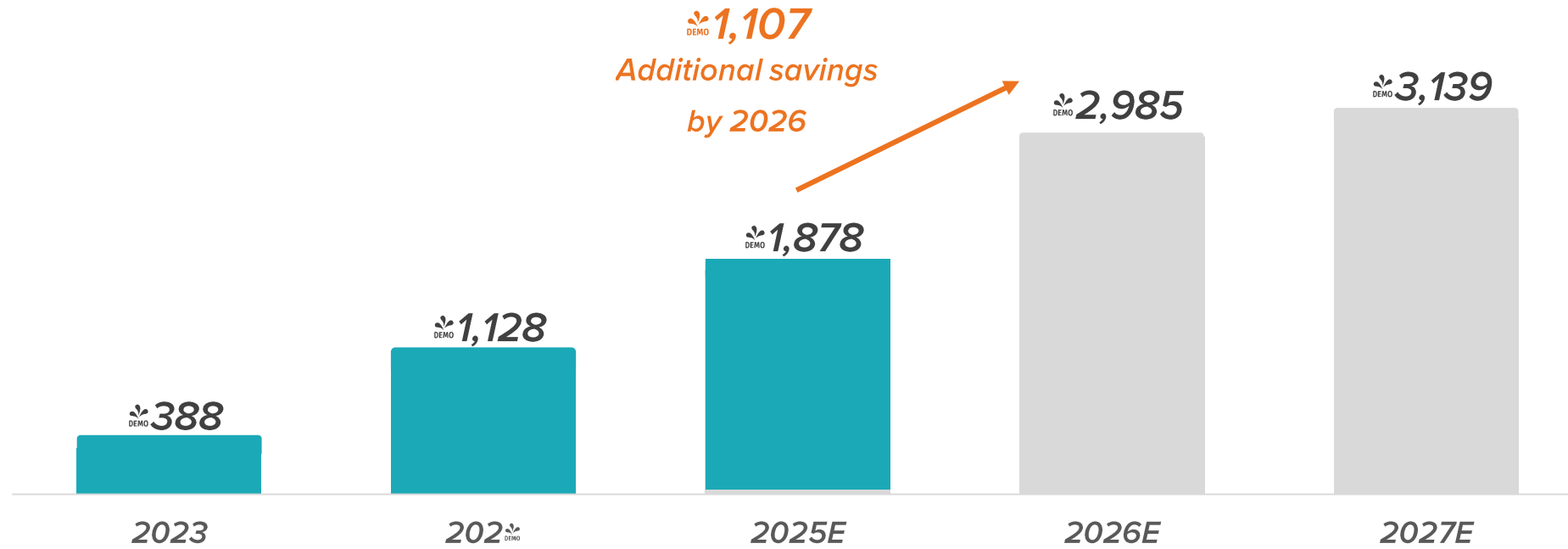
● In-store & Distribution

Higher in-store media spend and expanded distribution

Productivity for growth

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

Accumulated productivity

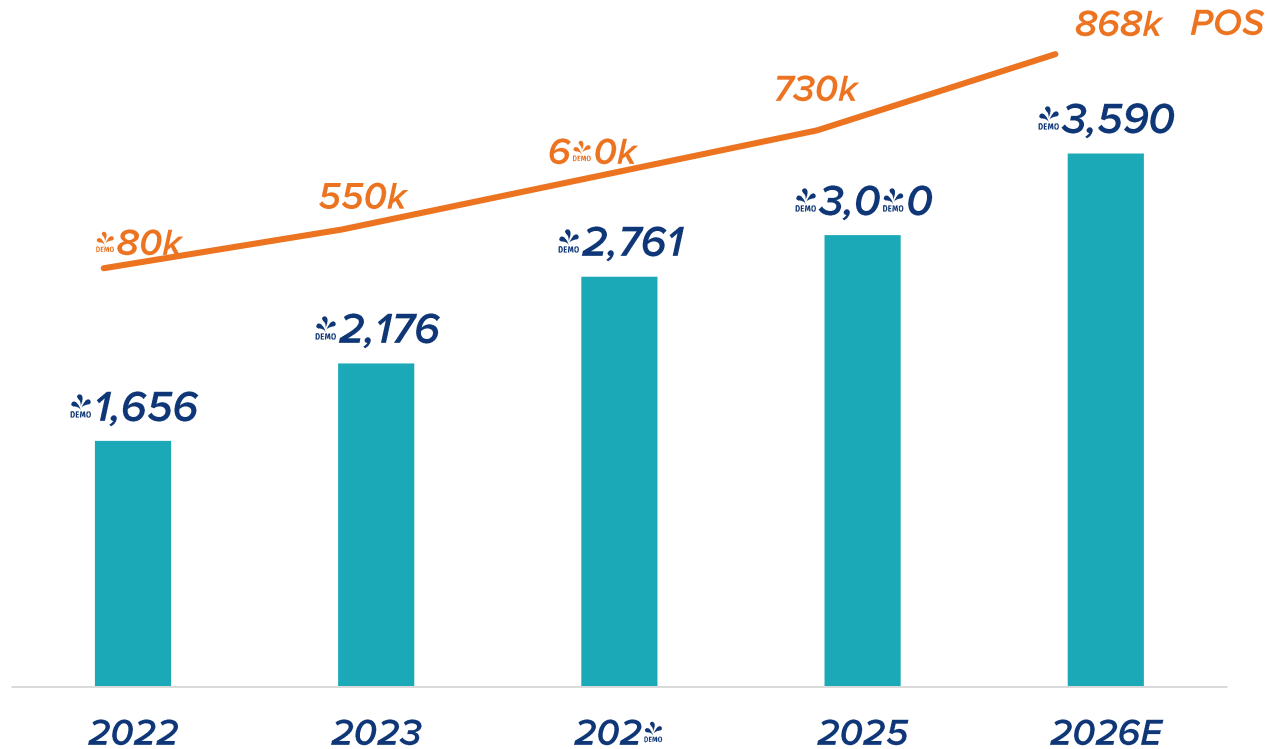


Data in MXN millions

Execution DEMO driven expansion in traditional channels

Traditional channel sales

Mexico DEMO Latam including direct DEMO indirect distribution



Data in MXN millions

DEMO 138k

New POS
by 2026

DEMO DEMO 30

New Routes
by 2026

31 DEMO k

POS
with in DEMO store media

In DEMO store execution driving growth

Perfect Store Ramp Up



Recommendations, Independent Pharmacies & Improved Visibility



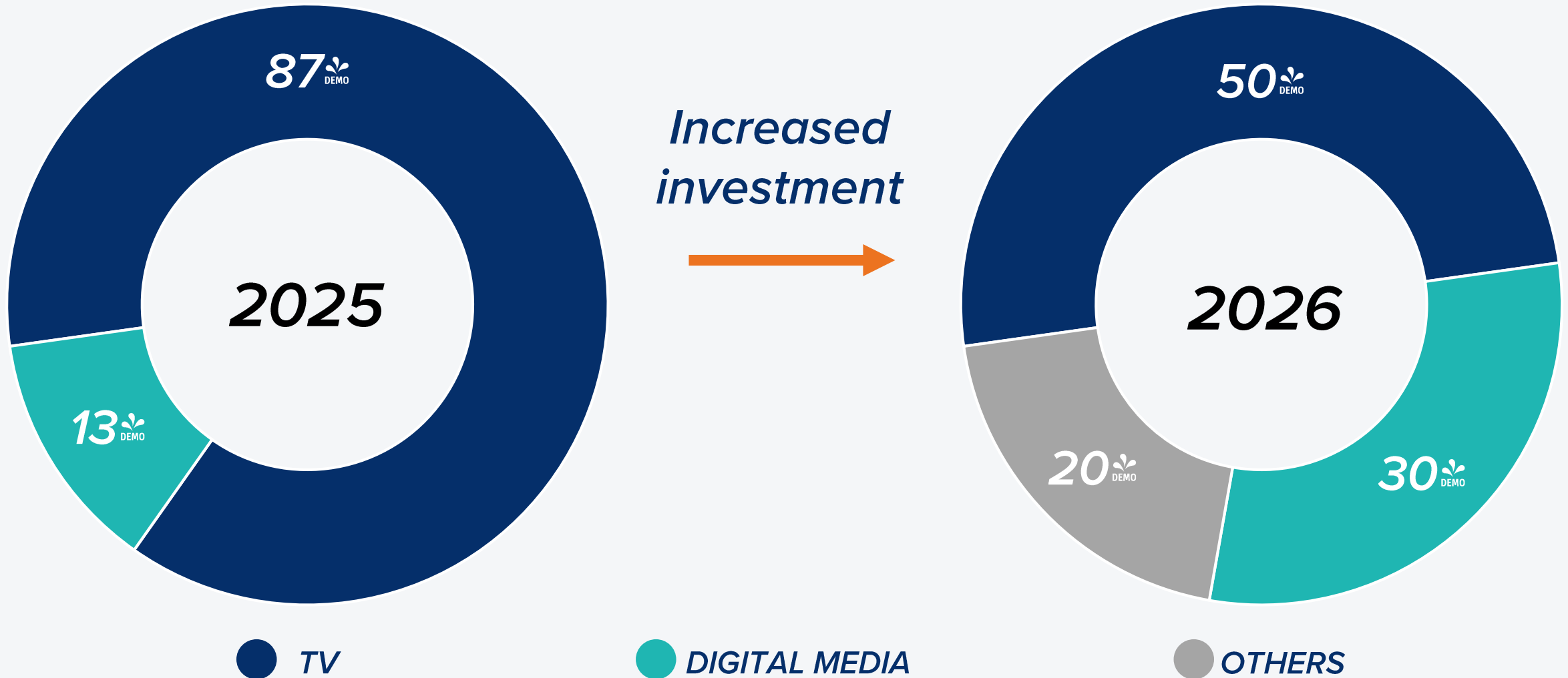
Analgesics InStore Plan



Summer & Winter Season Top Notch Execution



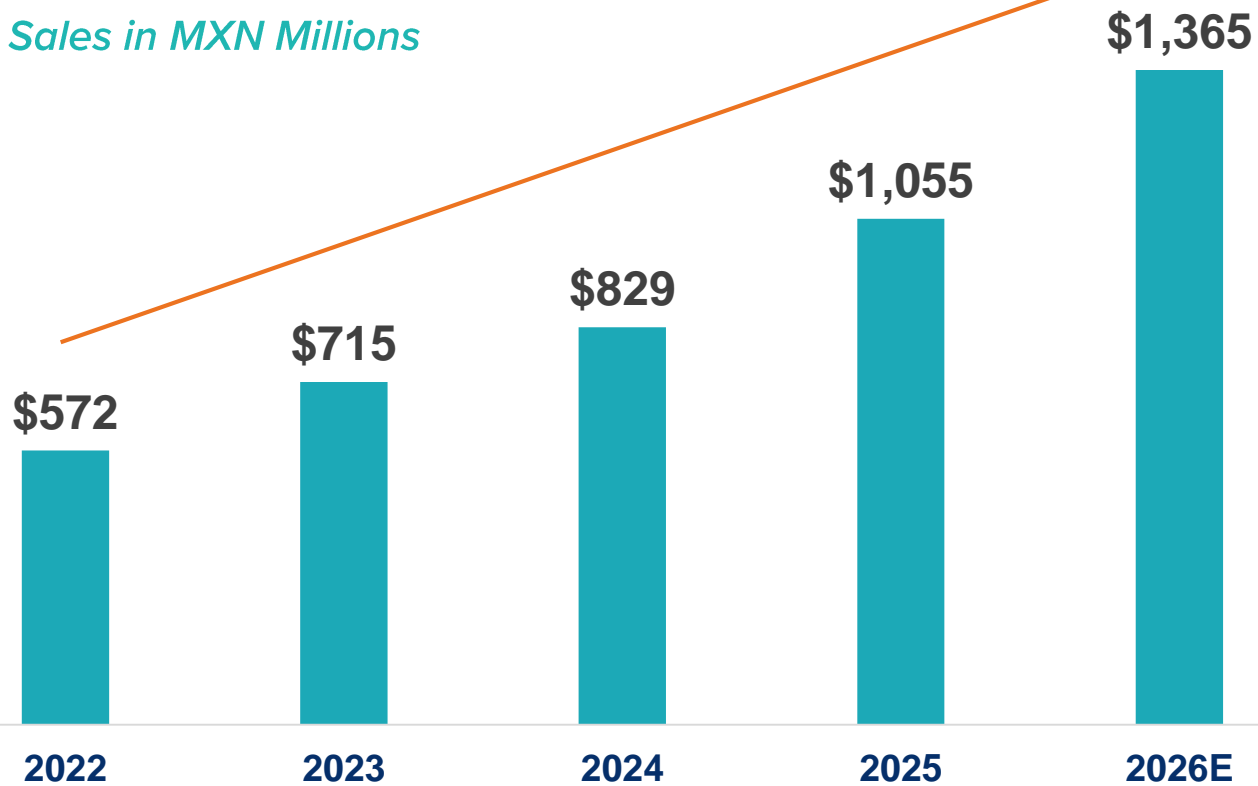
Efficient media spend DEMO stronger digital engagement driving incremental sales



Expanding e^{DEMO}commerce sales

E^{DEMO}commerce sales

Sales in MXN Millions



Data in MXN millions

30

E^{DEMO}commerce sales growth
In 2026

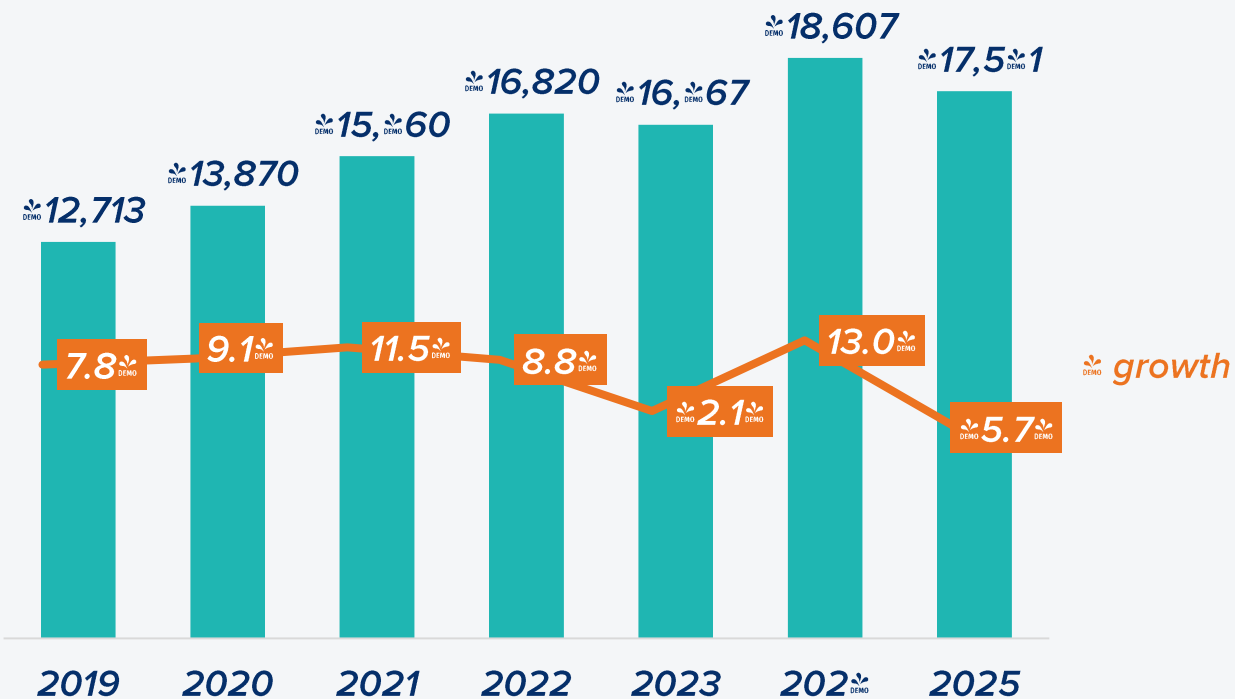
78

Share of
Consolidated sales

Strong growth track DEMO record

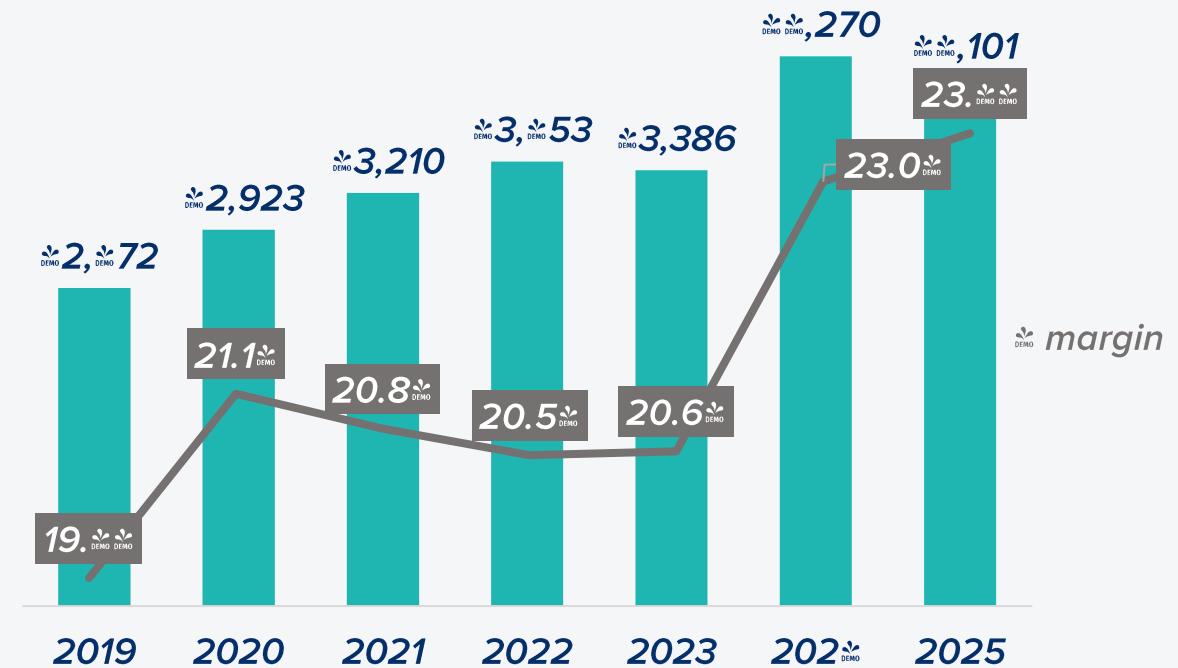
Consolidated net sales

5.5 DEMO CAGR



Consolidated EBITDA

8.8 DEMO CAGR



Data in MXN millions

2026 path to growth

1

Momentum rebuilding at a lower-than-expected pace

Lower-than-expected Mexico sellout from full-market category contractions

2

Increased investment required to protect Mexico market share

Short-term ebitda margin pressures until operational leverage normalizes

3

LatAm remains a growth engine

Growth projects yielding clear results; disciplined focus on winning initiatives

4

Growth initiatives are showing early signs of recovery

Genomma Lab

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Thank you