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GENOMMA LAB ANNOUNCES CEO TRANSITION
COMPANY BEGINS A NEW STAGE OF ACCELERATION

Mexico City, September 17, 2026 – **Genomma Lab Internacional, S.A.B. de C.V.** (**BMV: LABB**) ("Genomma Lab" or "the Company"), one of the leading pharmaceutical and personal care product companies in Latin America with operations in 18 countries, today announced that its Board of Directors has appointed Rodrigo Herrera Aspra, founder and Chairman of the Board, as interim Chief Executive Officer, effective January 1, 2027, while continuing to serve as Chairman of the Board.

The transition has been structured to ensure full continuity through year-end. Juan Marco Sparvieri will continue to lead the Company through the third quarter and will remain actively engaged in the transition through December 31, 2026. The Board thanks Mr. Sparvieri for his leadership and his contributions to Genomma.

"As I move on to new projects, I am proud of what we have built at Genomma and confident in Rodrigo Herrera's leadership as Genomma enters its next phase," said Mr. Sparvieri.

The financial discipline established in recent years is deeply embedded in Genomma's operating processes and decision-making framework and will remain a core principle during Mr. Herrera's leadership. Mr. Herrera will lead Genomma's next stage, focused on implementing a new operating model across the Company. Under this model, each launch will be built around a single creative idea and executed through one synchronized system: television, digital platforms and content creators driving demand, with product availability at the point of sale. The model will be supported by a platform of artificial intelligence agents, already in operation and developed under Mr. Herrera's direct leadership. These specialized agents will be embedded in the Company's workflows, connecting marketing, sales, supply and finance around each brand and customer. The model was tested with Suerox Mineral at a limited number of points of sale, with results to be presented at the Company's upcoming Genomma Day, and will now be extended across the portfolio and the Company's 18 countries. Using this platform, Genomma will also add brands, products and technologies from partner companies to build new businesses beyond the growth of its current portfolio.

Genomma Day will be held in New York on December 3, 2026. The Company will present this model and its execution commitments and will demonstrate the powerful artificial intelligence platform in operation, including concrete applications with measurable results and the ability to codify successful playbooks while replicating them across brands, functions and countries.

Over this period, the Company's efforts will concentrate on three priorities:

1. Extending the new launch model across the brand portfolio and the Company's 18 countries.
2. Embedding the artificial intelligence platform across the Company's operations.
3. Building new businesses on Genomma's platform through brands, products and technologies from potential partnerships.

Mr. Herrera is expected to serve as interim Chief Executive Officer for a 12 to 18-month period, with a mandate to fully implement the new operating model across the Company. During this period, the Board of Directors will conduct a search for a successor to Mr. Herrera who will lead Genomma's next stage of development on that foundation.

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"Artificial intelligence changes the speed at which Genomma decides, launches and executes. I am returning as CEO for a defined period to bring that change to the entire Company and to hand over a stronger organization with more durable systems and processes, ready for its next leader. I thank Marco for his leadership; we will work together throughout the transition," said Mr. Herrera.

“Rodrigo founded Genomma with an innovative approach to building consumer health brands, and innovation has remained at the core of his leadership for nearly three decades. His deep understanding of The Company’s markets, brands, consumers and business model makes him uniquely positioned to lead this next phase, as we combine that entrepreneurial mindset with AI to transform how Genomma innovates and executes, while the Board actively conducts the search for the Company’s long-term Chief Executive Officer,” said Joaquin Ley - Independent Board Member.

About Genomma Lab Internacional

Genomma Lab Internacional, S.A.B. de C.V. is one of the fastest growing pharmaceutical and personal care products companies in Latin America. Genomma Lab develops, sells and markets a broad range of Premium branded products, many of which are leaders in the categories in which they compete in terms of sales and market share. The Company has a sound business model through a unique combination of a new product development process, consumer oriented marketing, a broad retail distribution network and a low-cost, highly flexible supply chain operating model. For more information visit: www.genommalab.com
Genomma Lab’s shares are listed on the Mexican Stock Exchange under the ticker ***“LABB” (Bloomberg: LABB:MM).***

Note on Forward-Looking Statements