Genomma Lab is a leading pharmaceutical company specializing in the development, sales, and promotion of over-the-counter and personal care products, as well as the acquisition of other strategic brands. Based in Mexico, the company operates in 19 additional countries, offering more than 480 products from 64 brands. Genomma Lab relies on the combination of a successful growing business model that fosters resilience and innovation, offering all consumers safe and effective products for health, hygiene, and well-being, while ensuring regulatory compliance and the highest quality standards in the market. By promoting different marketing channels, Genomma Lab serves people across socio-economic levels, including the most vulnerable communities.

Genomma Lab promotes a healthy, safe, and inclusive work environment by hiring locally and offering equal opportunities within the organization and among business partners.

Women employees: 51%

Points of sale: 400,000+
Through a US$65.6 million investment in Genomma Lab, IDB Invest is financing the construction, equipment, and operation of a new manufacturing plant, as well as the creation of a credit line to support the company’s MSME suppliers via the E-Factor Diez Platform. With this investment, IDB Invest is contributing to the company’s competitiveness, growth, and environmental and social sustainability.

By partnering with Genomma Lab, IDB Invest is fostering local development, including job creation, improved access to financing, and overall socio-economic growth in the region. For Genomma Lab, the new manufacturing plant allows the company to improve its operations, reduce costs, increase production capacity, and boost sales and exports. The new credit line benefits its MSME suppliers by increasing their access to affordable financing. The partnership with IDB Invest also offers Genomma Lab strategic guidance on technical, social, and environmental issues to ensure the company continues to operate sustainably.
### INVESTMENT SNAPSHOT

<table>
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<tr>
<th>Sector</th>
<th>Region</th>
<th>Project Investment</th>
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<tbody>
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<td>Corporates</td>
<td>Mexico</td>
<td>US$65.6M</td>
<td>2018</td>
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MEASURING DEVELOPMENT IMPACT

IDB Invest’s Impact Management Framework is an end-to-end series of tools and practices covering the complete investment lifecycle. It allows us to build, measure, and manage a portfolio of financially sustainable investments that maximize development impact and contribute to reaching the Sustainable Development Goals (SDGs).

The SDGs are at the core of our approach. IDB Invest identifies the expected contributions of each investment to specific SDG targets upfront, and measures actual progress achieved over time.
Genomma Lab promotes practices to support direct employment in an area with a high incidence of poverty¹.

**DIRECT EMPLOYMENT (2021):**

1,771

Investment in training improves work skills, fostering employment, decent jobs and entrepreneurship

**BENEFICIARIES OF ON-THE-JOB TRAINING PROGRAMS (2021):**

818

Genomma Lab contributes to the inclusion of women into the value chain and promotes equal opportunities.

**NUMBER OF WOMEN EMPLOYED (2021):**

900

¹ Genomma Lab is located in the town of San Cayetano, in the municipality of Toluca, capital of the State of Mexico, where according to INEGI, 48% of the population is considered low-income. It is expected that at least 40% of its employees are from this community.
Genomma Lab promotes practices that support decent job creation and encourage the formalization and growth of MSMEs.

DIRECT EMPLOYMENT (2021): 1,771

NUMBER OF DOMESTIC MSME SUPPLIERS (2021): 145

Genomma Lab contributes to innovation in manufacturing techniques increasing production and competitiveness.

VALUE OF SALES (2021): US$773M

VALUE OF DOMESTIC PURCHASE (2021): US$316M

Genomma Lab contributes to innovation in manufacturing techniques increasing production and competitiveness.

VALUE OF EXPORTS SALES (2021): US$439M
Genomma Lab’s DELTA Impact Score reflects the company’s potential to expand and diversify its production, generating positive outcomes in terms of sales growth, exports, job creation, and vulnerable community development. In addition, it captures the positive impact generated for MSME suppliers due to low interest rates and beneficial credit lines. The score also reflects the company’s progress regarding social responsibility, environmental and labor practices, sustainability, and biodiversity conservation.

The DELTA is IDB Invest’s rating system for assessing the expected economic, social, and environmental impact of each investment. The DELTA Impact Score* is tracked and updated annually to monitor and benchmark investment performance.

*To complement the DELTA Impact Score, IDB Invest calculates an Additionality Score to ensure that it provides financing beyond what is available in the market and that it contributes to better investment outcomes. The “DELTA Project Score” is the overall rating assigned to each project that encompasses both the DELTA Impact Score and the DELTA Additionality Score.
MEASURING & MANAGING IMPACT:
GENOMMA LAB’S DELTA IMPACT SCORE

How does Genomma Lab compare to other investments in the industry sector?

**BUILDING BLOCKS OF THE DELTA IMPACT SCORE***

**Economic Analysis**
Estimates the net benefits of the investment to the economy and society (Economic & Social Rate of Return).

**Stakeholder Analysis**
Complements the Economic Analysis by assessing the types of beneficiaries reached and the type of benefits generated.

**Sustainability**
Ensures that the project is financially sustainable and meets IDB Invest’s ESG requirements.

*To complement the DELTA Impact Score, IDB Invest computes an Additionality Score to ensure that it provides financing beyond what is available in the market and that it contributes to better investment outcomes. The DELTA Project Score is the overall score that encompasses both the DELTA Impact Score and the DELTA Additionality Score.*
Managing for impact is an ongoing process. Let’s continue the conversation.