



**Genomma Lab Internacional S.A.B de C.V**

Client Impact  **DEBrief**



# ABOUT GENOMMA LAB

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+**



## GEOGRAPHIC FOCUS



## SECTORS



## VISION





## PARTNERING WITH GENOMMA LAB

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

Sector	Region	Project Investment	Approval Date
Corporates	Mexico	US\$65.6M	2018

Targets (2027)	
Direct employment	Value of export sales
852	US\$56 M
Value of sales	Value of domestic purchases
US\$861M	US\$173M



## 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: DEVELOPMENT IMPACT RESULTS

## 1 NO POVERTY



Genomma Lab promotes practices to support direct employment in an area with a high incidence of poverty<sup>1</sup>.

DIRECT EMPLOYMENT (2021):  
**1,771**

## 4 QUALITY EDUCATION



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

BENEFICIARIES OF ON-THE-JOB TRAINING PROGRAMS (2021):  
**818**

## 5 GENDER EQUALITY



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

NUMBER OF WOMENS EMPLOYED (2021):  
**900**

<sup>1</sup> 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: DEVELOPMENT IMPACT RESULTS

## 8 DECENT WORK AND ECONOMIC GROWTH



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**

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



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**

## 17 PARTNERSHIPS FOR THE GOALS



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

VALUE OF EXPORTS SALES (2021):  
**US\$439M**





## MEASURING & MANAGING IMPACT: GENOMMA LAB'S DELTA IMPACT SCORE

### DELTA Impact Score

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.

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.

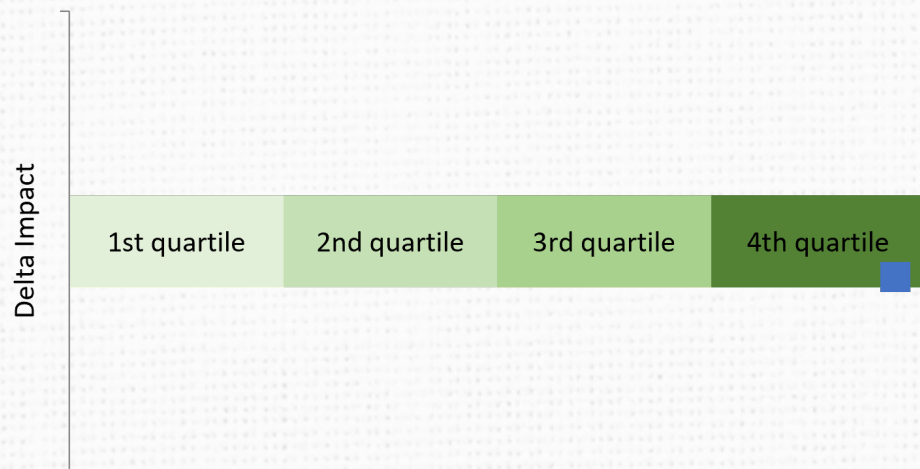
\*To complement the DELTA Impact Score, IDB Invest calculates an Additionality Score to ensure that it provides financing beyond what is available in the market and that it contributes to better investment outcomes. The "DELTA Project Score" is the overall rating assigned to each project that encompasses both the DELTA Impact Score and the DELTA Additionality Score.

# MEASURING & MANAGING IMPACT: GENOMMA LAB'S DELTA IMPACT SCORE

## 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.

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Managing for impact is an ongoing process.  
Let's continue the conversation.



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