Our discussions during this presentation will include forward-looking statements. Actual results could differ materially from those projected in the forward-looking statements. The factors that could cause actual results to differ are discussed in Pfizer’s 2009 Annual Report on Form 10-K and in our reports on Form 10-Q and Form 8-K.

Also, the discussions during this presentation will include certain financial measures that were not prepared in accordance with U.S. generally accepted accounting principles. Reconciliations of those non-U.S. GAAP financial measures to the most directly comparable U.S. GAAP financial measures can be found in Pfizer’s Current Report on Form 8-K dated August 3, 2010.

These reports are available on our website at www.pfizer.com in the "Investors—SEC Filings" section.
Established Products Market Presents a Significant Opportunity

Sales - $ Billions

Source: IMS & Pfizer Internal analysis

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2013 Estimated</th>
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</thead>
<tbody>
<tr>
<td>Established Products</td>
<td>$750</td>
<td>$920</td>
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<tr>
<td>- Established</td>
<td>$300</td>
<td>$470</td>
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<tr>
<td>Innovative Products</td>
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<td>$450</td>
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<tr>
<td>CAGR</td>
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<td>0.2%</td>
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Strategic Pillars

1. Protect the Base
2. Expand & Enhance the Portfolio
3. Implement COGs Reductions/Maximize Operating Margins
4. Enhance Performance of Post-LOE Products

Diverse Geographic Approach

- **IP Driven Markets** – Driven by the Payer and Pharmacy Channel
- **Branded Emerging Markets** – Driven by Physician and Pharmacist
- **Branded Traditional Markets** – Driven by Payer and Pharmacy, influenced by Physician and Pharmacist