

Pfizer Emerging Markets

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 *Emerging Markets*

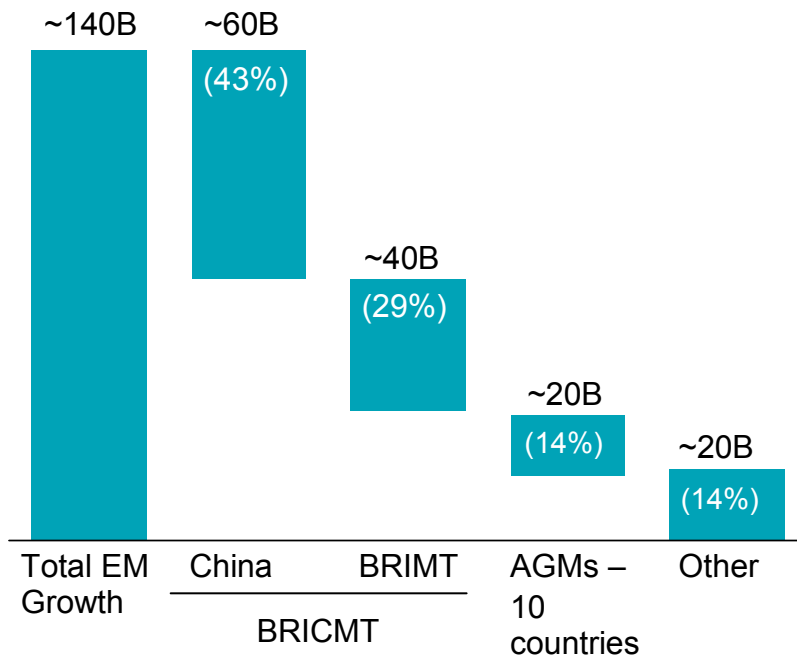


Forward-Looking Statements and Non-GAAP Financial Information

- 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 (GAAP). 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 May 4, 2010.
- These reports are available on our website at www.pfizer.com in the "Investors—SEC Filings" section.

Six Markets Projected to Drive ~75% of EM Growth

Emerging markets industry growth 2009–14 (US \$ Billion)



- Current market size is nearly \$200B
- Priority markets expected to drive ~75% of total EM growth over next 4 years
 - China: 43%
 - Other 5 priority markets: 29%
- Accelerated growth markets (AGMs) represent the next significant opportunity

Legacy Pfizer FY 2009: 8% operational growth**
 Q1 2010: 6% operational growth*

Source: IMS, Pfizer internal analysis

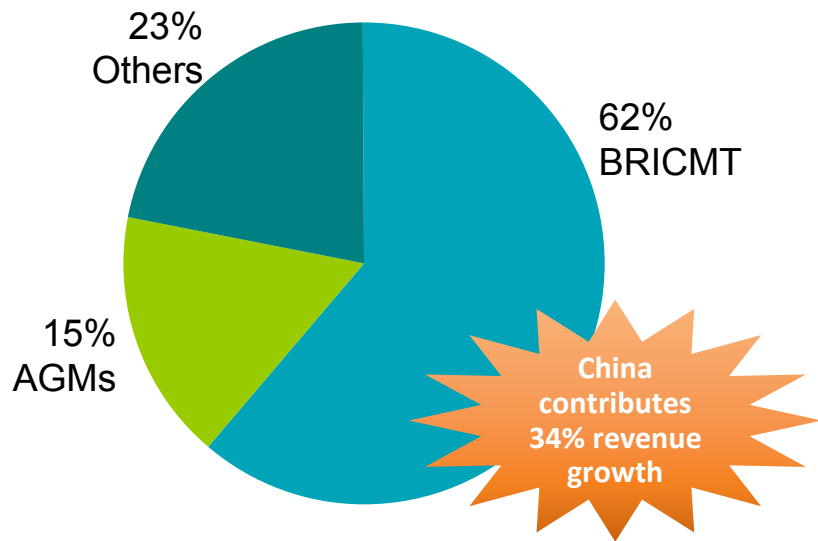
**Legacy Pfizer operational growth including S Korea

* Legacy Pfizer operational growth excluding S Korea.

Expected Key Growth Drivers for Pfizer Emerging Markets

Priority Markets

Contribution to 2009–14 revenue growth



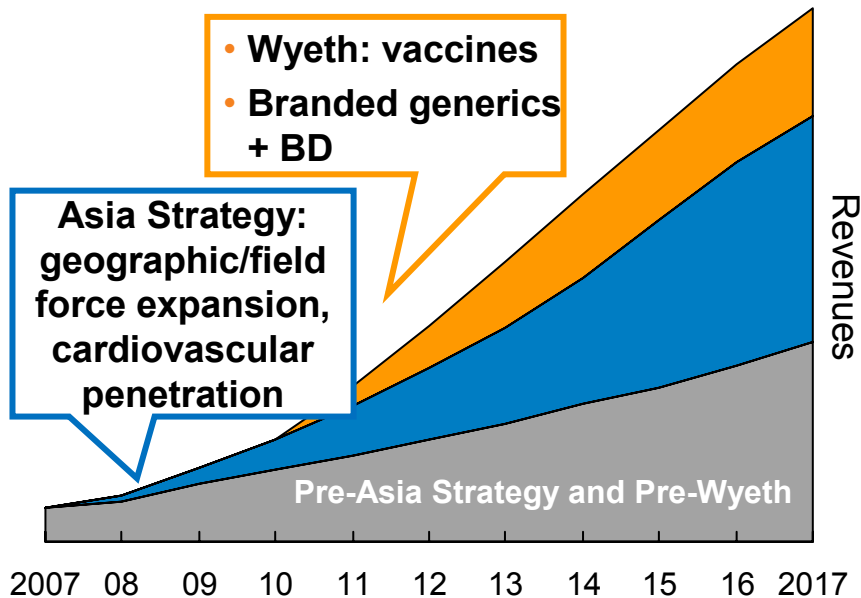
Top Products

- Prevenar 13**
Pneumococcal polysaccharide conjugate vaccine (13-valent, adsorbed)
- NORVASC**
Once-Daily 5-mg and 10-mg tablets (amlodipine besylate)
- CHAMPIX**
varanicline tartrate
- CELEBREX**
100mg CELECOXIB
- Zmax**
Single Dose (azithromycin extended release) for oral suspension
- Tygacil**
tigecycline IV
- LYRICA**
PREGABALIN C capsules
- Pristiq**
desvenlafaxine EXTENDED-RELEASE TABLETS
- SUTENT**
sunitinib malate

Projected Average CAGR
2009-2014: 14%

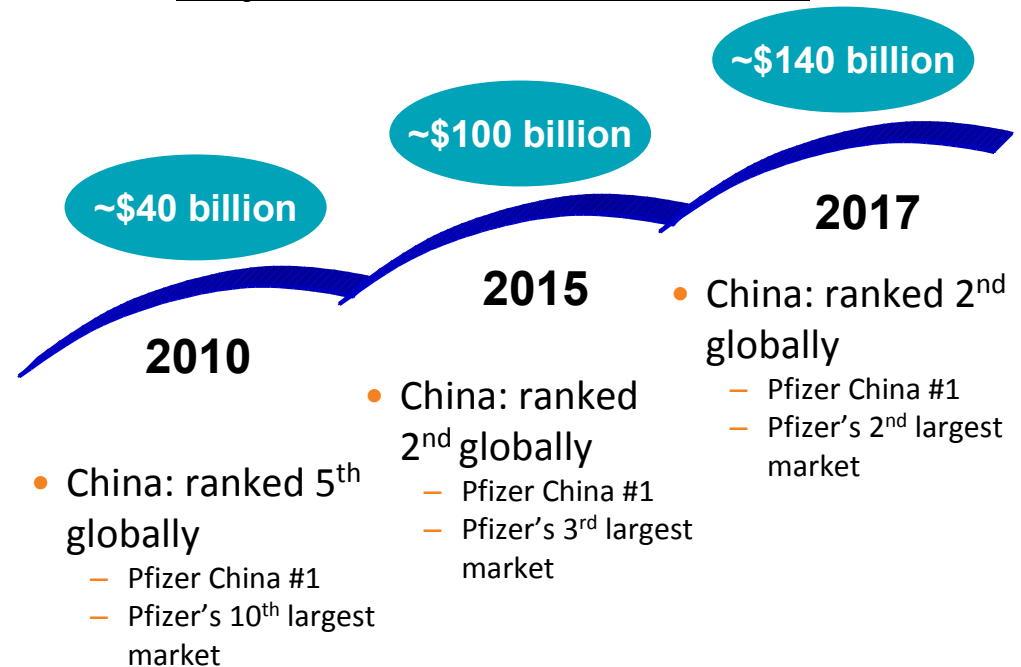
Projected Acceleration of China Growth Organically and Via Business Development

Projected Pfizer Growth



- Opportunities with healthcare reform
- Unique business model evolving
- Strong leadership
- Success with core brands
- Business development
- Strategic partnerships

Projected China Market Growth



Projected Pfizer Expansion

<u>2010</u>	<u>2012</u>
3,300 field force	5,400 field force
272 cities	360 cities

Prevenar 13: A Projected Growth Driver for Pfizer



Prevenar 13 Pediatric

- Builds on the scientific foundation and proven experience of Prevenar
- Provides the broadest coverage of any pneumococcal conjugate vaccine
- Launched in all four regions; received approval in more than 20 countries in emerging markets, including India and Turkey

Partnerships

- Established more than 45 partnerships through national immunization programs worldwide, the majority of which are within emerging markets
- Entered agreement with GAVI to improve access to Prevenar 13 in the developing world

Prevenar 13 Adult

- Expected to become the first vaccine for adults and the standard of care for the long-term prevention of pneumococcal disease
- Filing for the adult indication expected by the end of 2010

Research

- Continue to develop in-house vaccines pipeline beyond Prevenar 13
- Actively exploring other research collaborations to leverage our vaccines capabilities

Pricing Strategy Is Based on Local Market and Competitive Dynamics

- Key considerations:
 - Disease areas
 - Socioeconomic
 - Market dynamics
 - Viable margins
 - Tenders and tiered pricing – e.g. vaccines
 - Institutional buyers – e.g. rifabutin
 - LDC strategy
- Not a “one size” strategy

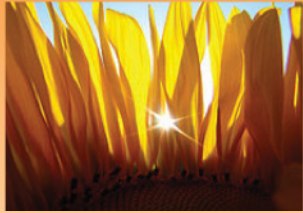
Local markets empowered to make pricing decisions



55% average price differential between US and emerging markets



60% price reduction to make available at \$1 per dose in developing countries



Q & A

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