Pfizer Emerging Markets

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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

- 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

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

- Total EM Growth: ~140B
- China: ~60B (43%)
- BRIMT: ~40B (29%)
- AGMs – 10 countries: ~20B (14%)
- Other: ~20B (14%)

Legacy Pfizer

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

Source: IMS, Pfizer internal analysis
* Legacy Pfizer operational growth excluding S Korea
** Legacy Pfizer operational growth including S Korea.
Expected Key Growth Drivers for Pfizer Emerging Markets

**Priority Markets**

- 62% BRICMT
- 23% Others
- 15% AGMs

**Contribution to 2009–14 revenue growth**

- China contributes 34% revenue growth

**Top Products**

- Prevenar 13
- NORVASC
- CHAMPIX
- Enbrel
- CELEBREX
- LIPOPOT
- LYRICA
- SUTENT
- Pristiq

**Projected Average CAGR 2009-2014: 14%**
Projected Acceleration of China Growth Organically and Via Business Development

**Projected Pfizer Growth**
- Wyeth: vaccines
- Branded generics + BD

Asia Strategy: geographic/field force expansion, cardiovascular penetration

**Projected Pfizer Expansion**
- 2010: 3,300 field force, 272 cities
- 2012: 5,400 field force, 360 cities

**Projected China Market Growth**
- 2010: ~$40 billion
- 2015: ~$100 billion
- 2017: ~$140 billion

- China: ranked 5th globally
  - Pfizer China #1
  - Pfizer’s 10th largest market

- China: ranked 2nd globally
  - Pfizer China #1
  - Pfizer’s 2nd largest market

- Pre-Asia Strategy and Pre-Wyeth

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

Emerging Markets
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

**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

**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

**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