



OWNING COLLABORATION

Alberto Visintin

Associate Research Fellow

“We’re creating a whole new model of research, working side by side with leading academics on a number of exciting programs, ranging from kidney disease to Alzheimer’s. My team is collaborating on TM4SF1, a protein indicated in prostate cancer, with a true giant in the field, Dr. Hal Dvorak of Beth Israel Deaconess Medical Center. We’re pushing the science forward and learning so much from each other, so quickly, it’s inspiring.”

Working Together to Speed the Science

Pfizer’s Centers for Therapeutic Innovation (CTI) represents a significant departure from the traditional lengthy and linear process of target discovery to eventual drug development. Collaborations such as the one between CTI Boston and Dr. Hal Dvorak of Beth Israel Deaconess Medical Center exemplify this new model, which seeks to expedite the translation of science into medicine.

CTI’s open innovation model puts Pfizer scientists side by side with academic investigators in the lab, where they share their understanding of target biology and translational medicine expertise. Pfizer funds preclinical and clinical development programs and offers equitable intellectual property and ownership rights to our CTI partners. In addition, we provide access to select Pfizer compound libraries, proprietary screening methods, antibody development technologies, and a wealth of dedicated resources and support from Pfizer experts in drug development and protein sciences.

The ultimate goal of each collaboration is to validate a drug candidate that can be moved into further clinical testing.



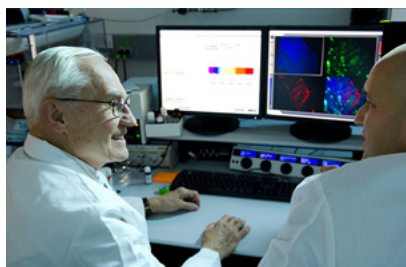
CTI Boston

Our CTI Boston lab is located in the same building as offices of renowned research centers of Boston Children’s Hospital and Beth Israel Deaconess Medical Center, which places some potential partners just an elevator ride away.

“An academic lab can only go so far. We’re good at identifying targets, but if you want to make monoclonal antibodies or take this to the clinic...a partner like Pfizer offers extraordinary resources.”

DR. HAL DVORAK
Beth Israel Deaconess
Medical Center

Dr. Dvorak, a research pioneer whose ideas helped spur the advance of targeted cancer drugs, was one of the first scientists to demonstrate that cancer cells secreted vascular endothelial growth factor, the initial idea behind the development of drugs that cut off the blood supply to tumors to stop their spread.



Delivering on the Promise

With four locations in the biomedical research hubs of Boston, New York, San Diego and San Francisco, and a network of 20 academic medical center partners, CTI now has a portfolio of 26 programs across a variety of disease areas. Leveraging the respective strengths of these efforts, Pfizer hopes to demonstrate “proof-of-mechanism” on three candidate selections per year beginning in 2013.

26 CTI PROGRAMS
In Development

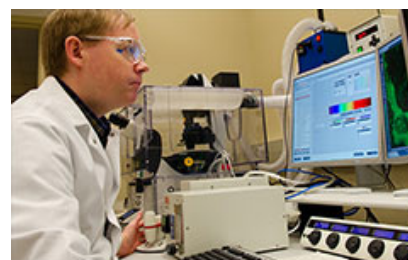
20 ACADEMIC MEDICAL CENTERS
Partnering with CTI



5–10 YEARS
Potentially Saved in Drug
Development Under CTI

TM4SF1 Program

The TM4SF1 protein is over-expressed in tumor-feeding vasculature and certain cancers (such as colon and liver), presenting a potential target for monoclonal antibodies designed to destroy tumor-feeding vessels, thus starving cancer from its nutrients and inducing its regression. This program began with an antibody asset identified by Dr. Dvorak and his proposal for developing an antibody conjugate therapy. In the collaborative process with CTI, the team developed an antibody drug conjugate that is being tested for safety and efficacy in animal tumor models. The collaboration eventually included Global Biotherapeutics, CTI La Jolla and Pfizer’s Oncology research unit. In a little over a year, a lead biologic candidate was exhibiting great efficacy in not only reducing tumors in vivo but also in keeping the tumors from growing back. Development continues. It is estimated that this particular collaboration has taken several years and great expense out of the development process.





OWNING POTENTIAL

Mark Flanagan
Associate Research Fellow

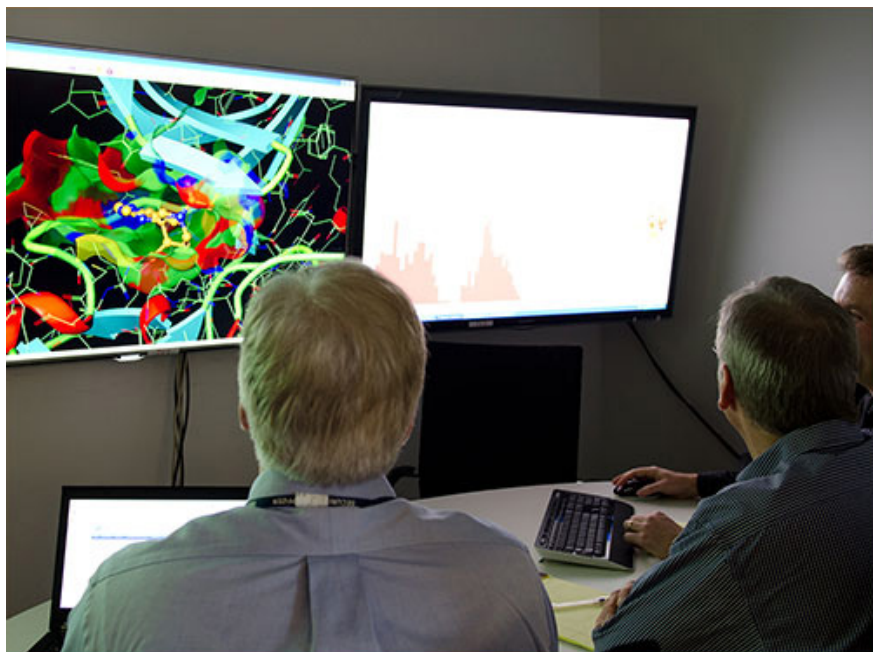
“We worked on Xeljanz for 20 years, from discovery through registration. As a medicinal chemist on the program, I devoted over three years to synthesizing and profiling a thousand analogs. To see the promise delivered, and actual patients getting real-life benefits from our work...it’s humbling. And it feels very, very good. I consider myself incredibly lucky to have played a part.”

A Novel Treatment Emerges

Xeljanz is the first new oral disease-modifying antirheumatic drug approved for rheumatoid arthritis in more than ten years and the first rheumatoid arthritis treatment in a new class of medicines known as Janus kinase (JAK) inhibitors. Unlike biologic therapies, which work outside the cell, Xeljanz targets the inflammation associated with rheumatoid arthritis from inside the cell. Specifically, Xeljanz inhibits the JAK pathways, which are signaling pathways inside cells that are used by pro-inflammatory cytokines (proteins that facilitate communication between cells).

Approved in the U.S. for the treatment of adults with moderately to severely active rheumatoid arthritis who have had an inadequate response or intolerance to methotrexate, Xeljanz is currently under review by several regulatory agencies around the world.





A Product of Pfizer Science

Discovered by Pfizer scientists in our Groton, Connecticut, laboratories, Xeljanz was developed solely by Pfizer.

20 YEARS
From Discovery to Approval

400,000
Compounds Screened

1,000
Compounds Synthesized



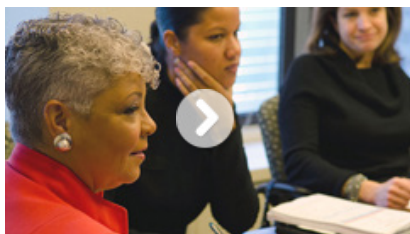
Rheumatoid Arthritis

Rheumatoid arthritis is a debilitating disease of the joints characterized by a cycle of inflammation involving different pro-inflammatory cells and processes inside the body.

Rheumatoid Arthritis Affects

23.7 MILLION
People Worldwide

1.6 MILLION
People in the U.S.



“Patient safety is a core value and our absolute first priority—from the moment a compound is cleared for clinical trials, to its approval by regulators for use by patients, through its manufacture and distribution, and for as long as it is for sale and in use anywhere in the world.”

OWNING TRUST

Freda Lewis-Hall, M.D.
Chief Medical Officer

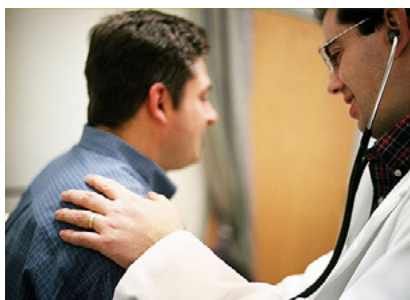
Empowering Physicians and Patients

We work tirelessly to help doctors and patients use our medicines and vaccines safely, effectively and appropriately.

Physicians and other health care professionals empowered to write prescriptions are the key “gatekeepers” of our products. A prescription for a Pfizer medicine means that the patient and the health care professional have made a careful decision on a course of treatment. Around the globe and around the clock, we provide call services so that questions from doctors and other prescribers can be answered in a timely way by our well-trained medical staff. We also provide online and mobile resources, and are working on point-of-care smart phone apps, for even faster response. For patients and caregivers, we offer a variety of websites to help maintain and improve health, and to assist in the safe, effective and appropriate use of our products. Our [Medicine Safety Education website](#), for example, shows how a medicine’s safety profile is determined, monitored and communicated, and even includes a direct link to MedWatch, the U.S. FDA’s Safety Information and Adverse Event reporting program.

We provide such information so that prescribers and patients alike can make the best health care decisions and have the opportunity for the best health care outcomes. Keeping people informed will become even more important in the years to come, as medicines become more precise and are developed to meet the needs of very specific subgroups of patients. We are committed to continued leadership in keeping prescribers and patients fully informed about our medicines.

+100,000 UNIQUE VISITORS
To Our Medicine Safety Education
Website



+800,000 PRESCRIBER INQUIRIES
Answered per Year



**WATCH DR. FREDA LEWIS-HALL
DISCUSS MIGRAINE ON *THE
DOCTORS***



**WATCH DR. FREDA LEWIS-HALL
DISCUSS ARTHRITIS ON *THE
DOCTORS***



Ensuring Data Integrity

People must trust the systems that enable regulators to evaluate the safety of new medicines and vaccines. We conduct hundreds of audits a year to affirm the integrity of the data we provide to regulators, with a special focus on making sure our clinical trials are executed properly.



**OWNING
IMPACT**

Jeffrey Trocio

Associate Director
Primary Care Market Access

“I spent four months in Uganda working to improve maternal, newborn and child health as a Pfizer Global Health Fellow with Save The Children. It was an amazing experience. We were in the heart of Kampala, the capital city, working on building coalitions among national, regional and global stakeholders. I learned so much, particularly about what collaboration can do, especially when resources are limited, and how diversity and different experiences bring strength and innovation to a team.”

Focused on Where Needs Are Great

For the past decade, Global Health Fellows like Jeffrey have worked hand-in-hand with international development organizations to strengthen health care infrastructure, capacity and awareness in under-resourced communities. Sharing best practices and private-sector knowledge, they learn how to leverage existing resources to create tangible and sustainable improvements in public and private health care delivery. Fellowship focus areas align with Pfizer expertise, such as supply chain management, health prevention programming and business development.

The program promotes access, quality and efficiency of health care delivery for people in greatest need around the world. In return, Fellows and Pfizer gain new perspectives on global health challenges and how the public and private sectors can work together to address them.



317 COLLEAGUES

Have served as Pfizer Global Health Fellows since 2003.

40+ COUNTRIES

Including the U.S., since 2003



Pfizer's Global Health Fellows Program

Global Health Fellows is our signature international corporate volunteer program that places Pfizer colleagues and teams in short-term assignments with leading international development organizations in under-resourced communities around the world. For more on the program, including profiles of current and past Fellows, go [here](#).

The program is part of Pfizer's Investments in Health platform that focuses on leveraging the full range of our resources — people, medicines, expertise and funding — to broaden access to medicines and strengthen health care delivery for underserved people around the world. For more information on our social investments, go [here](#).

40 PARTNERSHIPS

With international development organizations over the life of the Global Health Fellows program.



94%

Of Fellows agree on the importance of this program to developing professional skills.

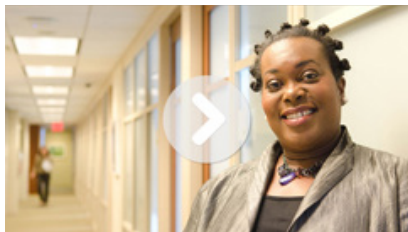


89%

Of Fellows agree that participation in the program sparked new ideas for products, services and improvements that they can apply to their work at Pfizer.

95%

Of Fellows strongly agree that their fellowships expanded understanding of global health challenges and patient population needs.



OWNING WELL-BEING

Warachal Faison, M.D.

Medical Director,
Women's Health

"What I love about *Get Old*, it's getting people to discuss healthy aging and share their experiences. This empowers people in their health care. As a physician, as a geriatric psychiatrist, as a human being, I've always had a passion for community outreach. In person. I was reluctant to entertain the idea of social media. But *Get Old* got me so excited, I got a Twitter account so I could participate!"

It's Happening at GetOld.com

Get Old is a community created to encourage and support a dialogue about getting older and living better, where people of all ages can explore helpful health and aging information, along with stories from across our community. We invite everyone to tell their stories, and contribute their thoughts and experiences on growing up and growing old.

What Is *Get Old*?

It's about...

- Not just living longer, but having a better quality of life at any age
- Celebrating the experiences, wisdom and knowledge that come with getting older
- Providing useful, actionable information that can help people take control of their health at every stage of life
- Connecting with people around a common truth—that everyone wants to live the longest, fullest life possible
- Taking on an important issue affecting society, the health care system and government—our aging population





10,000 BABY BOOMERS

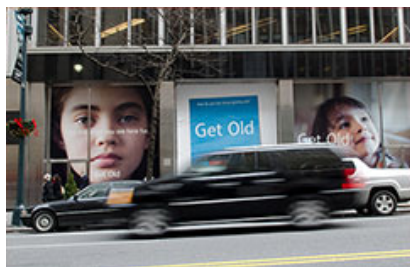
In the U.S. turn 65 every 24 hours.

1 OUT OF **5** AMERICANS

Will be 65 or older by 2050, according to U.S. Census projections.

2 BILLION

People worldwide will be over the age of 60 by 2050.



Age-Friendly Cities

The Pfizer Foundation and Grantmakers in Aging have awarded \$1.3 million to support Community AGEna, a partnership with five American communities to accelerate their efforts to become great places to grow up and grow old. Building on the World Health Organization's Age Friendly Cities initiative, this one-year pilot program focuses on age-friendly community development in Phoenix, Atlanta, Miami, Greater Kansas City and the State of Indiana. This initiative will help advance the efforts of all cities working to create better communities for older adults and people of all ages.

28%

Of people aged 35–49 have lied about their age.



Get Old

When you have more time, you get to see more. You get to do more. You get to share more. You get to make more wrong turns and explore places you might never have gone to. You get to experience more successes. And just as important, more failures. It's a chance to not just live longer, but to live fuller. Ultimately, your job is to get to work on your dreams. Ours is to make sure you live long and well enough to achieve them.

Top Fears About Getting Old

Dying comes in fifth on the list of things that scare people about getting old:

- 25 % Living with pain and physical limitations
- 19 % Becoming dependent
- 15 % Being alone
- 14 % Running out of money
- 10 % Dying
- 9 % Getting sick
- 7 % Nothing

"Preventive Care and Healthy Ageing: A Global Perspective Report"

This Pfizer-sponsored report, developed by the Economist Intelligence Unit (EIU), profiles eight countries: Brazil, China, India, Japan, Russia, South Africa, the U.K. and the U.S. Its key finding: the world's governments can help reduce rising health costs by investing in health for all age groups and in preventive care programs.