

STRONGER BUSINESS

OUR BUSINESSES

Leading In Biopharmaceutical Innovation

Our businesses include five prescription-only biopharmaceutical businesses and Pfizer Consumer Healthcare. Primary Care, Specialty Care and Oncology are responsible for life-cycle management of in-line products and promising new therapies that have achieved “proof of concept” in our labs, while also ensuring that patient and customer needs inform the development of new medicines and vaccines.



Primary Care

Our solutions help patients and health care providers manage chronic, costly conditions, and are designed to improve outcomes and overall health. Through leadership in areas such as the management of pain and heart disease, our medicines treat conditions that account for a large and growing portion of the world's health care costs. Our pipeline includes molecules with potential in women's health, pain, cardiovascular and metabolic diseases, allergy and respiratory, and Alzheimer's disease.

2012 HIGHLIGHTS

Eliquis (apixaban) gained approval to reduce the risk of stroke and systemic embolism in patients with nonvalvular atrial fibrillation in the U.S., the 27 countries in the European Union, Canada, and Japan, and is under review in other countries. Eliquis, an oral Factor Xa inhibitor anticoagulant, has demonstrated superior risk reductions versus warfarin in three key outcomes of stroke and systemic embolism, major bleeding and all-cause death in patients with nonvalvular atrial fibrillation. In 2007, Pfizer and Bristol-Myers Squibb entered into a worldwide collaboration to develop and commercialize this oral anticoagulant, which was discovered by Bristol-Myers Squibb.

Lyrica (pregabalin) capsules CV received a new indication in the U.S. for the management of neuropathic pain associated with spinal cord injury. This is the fifth indication approved for Lyrica. Core indications for Lyrica are fibromyalgia and diabetic peripheral neuropathy, and Lyrica is the first indication approved for the management of neuropathic pain associated with spinal cord injury in the U.S.

Lyrica received regulatory approval in Japan for the additional indication of pain associated with fibromyalgia.

Integrated Health, Pfizer's new approach to identifying innovative ways to partner with payers, providers and employers to improve patient outcomes, launched its first two products focused on the employer health and wellness market: KEAS, an online platform designed to engage employees around healthy behaviors; and the American Health Strategies Project, a tool designed to help demonstrate the costs of chronic diseases and highlight potential interventions to reduce costs and improve employee health outcomes.

KEY MEDICINES

Celebrex
(celecoxib)

Chantix/Champix
(varenicline)

Eliquis
(apixaban)

Lyrica
(pregabalin)

Oxecta
(oxycodone HCl)

Premarin
(conjugated estrogens)

Pristiq
(desvenlafaxine)

Spiriva
(tiotropium)

Toviaz
(fesoterodine)

Viagra
(sildenafil citrate)

Specialty Care

Featuring a robust portfolio of medicines, we are a leader in vaccines and the treatment of inflammation, two important areas of innovation and growth in biomedical science. We understand the devastating impact of rare diseases on patients and are dedicated to addressing these serious unmet medical needs by seeking to discover, develop and deliver treatments for them. Our medicines help address potentially life-threatening and debilitating diseases at every stage of life.

2012 HIGHLIGHTS

The U.S. Food and Drug Administration approved Xeljanz (tofacitinib) 5 mg twice daily for the treatment of adults with moderately to severely active rheumatoid arthritis who have had an inadequate response or intolerance to methotrexate.

Prevenar 13 received regulatory approvals for the adult indication in more than 80 countries.

Initiated the first Phase III study for our investigational vaccine, rLP2086, part of the largest vaccine clinical development program to date in invasive meningococcal B disease.

Initiated Phase III studies for tofacitinib in ulcerative colitis.

Launched Vyndaqel (tafamidis) in seven countries in the EU, including Portugal, Germany, Austria, Luxembourg and Sweden.

Launched BeneFIX (coagulation factor IX (recombinant)) 3000 IU dosage and new Xyntha (antihemophilic factor (recombinant), plasma/albumin-free) dosage sizes.

Celebrated anniversaries: 15 years for BeneFIX (coagulation factor IX (recombinant)); 10 years for Rebif (interferon beta-1a) and the MS Lifelines Support Center.

KEY MEDICINES

Benefix
(coagulation factor IX (recombinant))

Enbrel
(etanercept)

Genotropin
(somatropin)

**Prenar 13/
Prevenar 13**
(pneumococcal polysaccharide conjugate vaccine)

Revatio
(sildenafil citrate)

Tygacil
(tigecycline)

Vfend
(voriconazole)

Vyndaqel
(tafamidis)

Xeljanz
(tofacitinib)

Xiapex
(adalimumab)

Zyvox
(linezolid)

Oncology

Our Oncology Business Unit remains dedicated to more targeted, rational and efficient drug development to help improve the outlook for cancer patients worldwide. In addition to introducing three new compounds in the U.S. in just over a year, and recently announcing EU marketing authorization for Inlyta and EU conditional marketing authorization for Xalkori, the Oncology unit has a promising late-stage pipeline, including dacomitinib and inotuzumab ozogamicin, being studied in non-small cell lung cancer and non-Hodgkin's lymphoma, respectively. Additionally, Pfizer continues to prioritize our early portfolio and rigorously assess the number of molecules in development to focus on those that we believe hold the greatest potential for patients.

2012 HIGHLIGHTS

In January 2012, Inlyta (axitinab) was approved by the U.S. Food and Drug Administration (FDA) for the treatment of patients with advanced renal cell carcinoma after failure of one prior systemic therapy. Inlyta also was approved this year in the European Union and a number of countries including Japan, Switzerland, Canada, Australia and Korea.

In September 2012, Bosulif (bosutinib) became the third new medicine from our Oncology pipeline to be approved by the U.S. FDA in 13 months, and the first therapy in Pfizer's growing hematology portfolio to receive FDA approval.

Xalkori (crizotinib) was selected as a finalist in the 2012 Most Innovative Product of the year award competition, chosen by a group of industry experts. The pivotal Phase III PROFILE 1007 data, presented at the European Society for Medical Oncology, demonstrated that Xalkori is superior to standard chemotherapy in prolonging progression free survival in patients with previously-treated ALK-positive advanced non-small cell lung cancer (NSCLC). These data established Xalkori as a standard of care for this patient population. Xalkori also has received conditional marketing authorization in the EU for the treatment of adults with previously-treated ALK-positive advanced NSCLC.

KEY MEDICINES

Bosulif
(bosutinib)

Inlyta
(axitinib)

Sutent
(sunitinib malate)

Torisel
(temsirolimus)

Xalkori
(crizotinib)

Emerging Markets

Emerging markets offer opportunities for Pfizer to reach more patients around the world. A leader in these markets, we bring our innovative and high quality medicines to over 75 emerging countries. To meet patients' diverse needs, our Emerging Markets unit offers our Primary Care, Specialty, Oncology, Vaccines and Established Products portfolios. While core brands have helped Pfizer reach more patients in the past and are a cornerstone of continued expansion, Established Products provide greater choice and affordability for patients in emerging markets.

2012 HIGHLIGHTS

In 2012, we successfully started the launches of Xalkori (crizotinib), Inlyta (axitinib) and Prevenar 13 Adult in emerging markets. We also achieved the delivery of 500 million doses of Prevenar 13.

As a leading multinational pharmaceutical company and the leader in cardiovascular disease management and treatment in China, Pfizer has been working with the Ministry of Health, the Cardiovascular Physician Branch of the Chinese Medical Doctor Association and the Stroke Prevention and Control Society of the Chinese Preventive Medicine Association on a "China Vascular Health Project." The project was initiated and led by the SPCS and launched in the beginning of 2012. It has adopted a multi-pronged approach to address the huge unmet need and key challenges, such as disease awareness among patients, diagnosis accuracy, treatment efficiency and effectiveness, long-term disease management and prevention.

To date, the project has achieved significant outcomes, including screening more than 502,000 patients in almost 500 hospitals in 95 cities throughout China. Forty-six percent of the screened

population were found to have dyslipidemia and this project helped more than 77 percent of these patients find treatment options. Cardiovascular disease has become an increasingly serious public health and socio-economic problem in China, with more than 270 million dyslipidemia patients and a diagnosis rate that is lower than 10 percent.

Pfizer has established more than 45 partnerships to support health care priorities around the world. Partnerships include 20 national immunization programs and participation in the GAVI Alliance, which provides life-saving vaccines to people in developing countries.

Our broader strategy in the world's largest emerging markets, such as Brazil, Russia, India, China, Mexico and Turkey, includes offering affordable, high quality medicines in order to reach more patients. For example, our partnership with Teuto in Brazil has yielded branded and generic versions of Viagra and Lipitor as well as anti-inflammatory and anti-depression medications. The joint venture between Hisun and Pfizer aims to strengthen the ability of both companies to address health care needs in China and reach more patients with high quality and low cost medicines in the branded generics arena.

KEY MEDICINES

Celebrex
(celecoxib)

Enbrel
(etanercept)

Lipitor
(atorvastatin)

Lyrica
(pregabalin)

Medrol
(methylprednisolone)

Norvasc
(amlodipine besylate)

Prevenar
(pneumococcal polysaccharide conjugate vaccine)

Sutent
(sunitinib malate)

Vfend
(Voriconazole)

Viagra
(sildenafil citrate)

Established Products

We offer growth opportunities for Pfizer to reach more patients in the developed world with Pfizer-originated medicines that have lost or are close to losing patent protection and with non-Pfizer-originated medicines secured through licensing or acquisitions. The off-patent pharmaceutical field is one of the fastest-growing segments in the global pharmaceutical market. Currently, we offer over 600 off-patent Pfizer legacy brands and other generic products, backed by the highest quality standards and consistency of supply.

2012 HIGHLIGHTS

Pfizer has acquired NextWave Pharmaceuticals, a privately held, specialty pharmaceutical company focused on the development and commercialization of products for the treatment of attention deficit/hyperactivity disorder (ADHD) and related central nervous system disorders. NextWave is the developer of Quillivant XR (methylphenidate HCl) for extended-release oral suspension, CII, the first once-daily liquid medication approved in the U.S. for the treatment of ADHD, and holds exclusive North American commercialization rights to Quillivant XR. This recently approved medicine was launched in the U.S. in early 2013.

We launched Elelyso (taliglucerase alfa) for injection, an enzyme replacement therapy (ERT) for the long-term treatment of adults with a confirmed diagnosis of Type 1 Gaucher disease. Elelyso is the first FDA-approved plant cell-based ERT for Gaucher disease.

Pfizer has established an exclusive long-term strategic collaboration with Mylan to develop, manufacture, distribute and market generic drugs in Japan, the second largest pharmaceutical market in the world, where there is an ever-growing demand for high quality generics.

Pfizer has created a Loss Of Exclusivity (LOE) Center of Excellence within the Established Products Business Unit to offer brand teams that are facing similar LOEs the expertise to successfully navigate brand patent expirations. The Center offers an "LOE Roadmap," a detailed handbook for teams that are developing strategies to maximize the value of their products both before and after patent loss, and an LOE Library, which contains examples of strategic planning documents, market research and promotional materials.

KEY MEDICINES

Effexor
(venlafaxine hydrochloride)

Fragmin
(dalteparin sodium)

Lipitor
(atorvastatin)

Norvasc
(amlodipine besylate)

Relpax
(eletriptan HBr)

Zosyn/Tazocin
(piperacillin/tazobactam)

80%
of prescriptions in the U.S. are filled with generics and other off-patent medicines.

50%
of global pharmaceutical sales by 2020 will be off-patent medicines and their generic equivalents.



Consumer Healthcare

We meet consumers' health and wellness needs around the world through our science-based, differentiated self-care solutions. We are ranked fifth globally among multinational, branded consumer healthcare companies, and second in our largest markets—the U.S., Canada and China. We compete in three of the top five categories in the global over-the-counter (OTC) industry. We are the only company with two of the top 10 global OTC brands—Advil and Centrum.

2012 HIGHLIGHTS

We continued to outpace global OTC growth in 2012.

Through our acquisition of Ferrosan, we expanded our product offerings in the fast-growing probiotics and Omega-3 categories, and extended our geographic footprint into the Nordic markets, Russia and other Eastern European markets.

Through the acquisition of Alacer, we added a leading vitamin C supplement, Emergen-C, to our dietary supplements portfolio.

Another major business development in 2012 was the acquisition from AstraZeneca of exclusive, global over-the-counter marketing rights for Nexium. Nexium is the fifth-best selling prescription medicine and a leading prescription remedy to treat the symptoms of gastroesophageal reflux disease (GERD). The gastrointestinal health market is the fourth-largest OTC category.

Advil maintained its market-leading position in a number of key geographies, including the U.S. and Canada, with sustained revenue growth for the year.

We expanded the Centrum franchise through the accelerated launches of Centrum Gender and Centrum Cardio/Centrum Control into many markets across Europe and Latin America.

KEY PRODUCTS

Advil

Caltrate

Centrum

ChapStick

Emergen-C

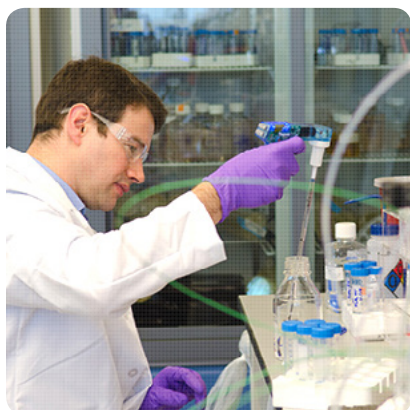
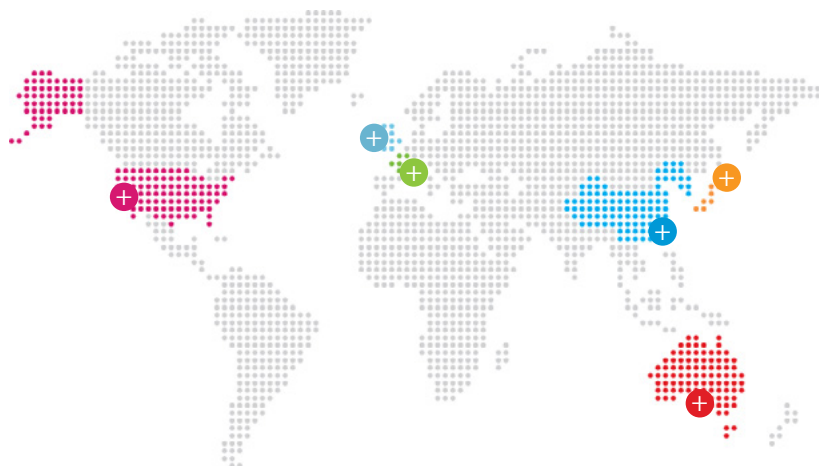
Robitussin

ThermaCare

STRONGER BUSINESS

GLOBAL OPPORTUNITIES

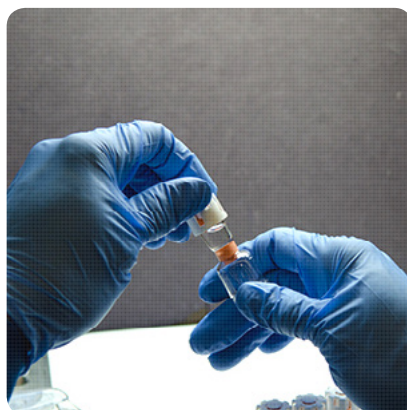
The world is our market. Every part of our global enterprise is focused on the people we can help through our products, knowledge and expanding portfolio, as we strive to meet humanity's growing medical and personal health care needs.



UNITED STATES

Acquiring Strong Product and Expertise

Pfizer acquired NextWave Pharmaceuticals, a specialty pharmaceutical company focused on the development and commercialization of products for the treatment of attention deficit/hyperactivity disorder (ADHD) and related central nervous system disorders. The agreement includes Quillivant XR (methylphenidate HCl), the first once-daily liquid ADHD treatment in the United States. Pfizer launched Quillivant XR in the U.S. in January 2013—providing patients and their caregivers a new treatment option for the disorder.



UNITED KINGDOM

Embedded Collaboration in Academia

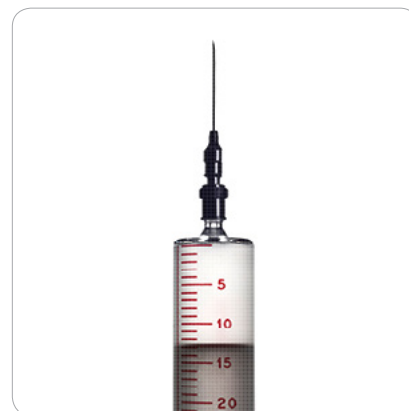
Pfizer and the Cardiovascular Epidemiology Unit at the University of Cambridge in the U.K. have established a collaboration that strives to develop new medicines for cardiovascular disease. Pfizer brings a strong precision medicine focus to the collaboration, which has Pfizer scientists and University of Cambridge researchers working side by side. This collaboration with some of Europe's top experts in population health sciences furthers Pfizer's strategy to tap into leading scientific minds and resources in academia.



FRANCE

Focused Research Partnerships

Pfizer and France's Institut du Cerveau et de la Moelle Épinrière (ICM Brain and Spine Institute) are embarking on a three-year scientific collaboration to investigate the fundamental mechanisms of certain neurodegenerative diseases, including Alzheimer's, Parkinson's and Huntington's diseases. Based in Paris, ICM is a major scientific center, composed of more than 500 researchers and physicians focused on fundamental and translational neuroscience research, with a strong emphasis on industry partnerships.



CHINA

Branded Generics in China

Pfizer and Hisun, a leading China-based pharmaceutical company, have launched Hisun-Pfizer Pharmaceuticals Co., Ltd., a joint venture to provide high quality, affordable branded generic medicines for patients in China and other global markets. Hisun-Pfizer is expected to develop, manufacture and commercialize a range of off-patent pharmaceutical products.

JAPAN

Branded Generics in Japan

Pfizer and Mylan, the world's third-largest generics and specialty pharmaceuticals company, have forged an exclusive strategic collaboration to drive growth of the generics business in Japan, the second-largest pharmaceutical market in the world. The collaboration builds on Pfizer's already-strong commercial presence and Mylan's reputation for global quality, manufacturing and supply chain reliability for its generic medicines.

AUSTRALIA

Innovation in Sterile Injectables

Regulators in Europe have approved the use of docetaxel, a sterile injectable developed by Pfizer Global Supply in Perth, Australia, for the treatment of breast, ovarian, prostate and non-small cell lung cancer. Docetaxel features a single-vial preparation manufactured in plastic Cytosafe vials, which offer significant safety benefits over a competing innovator's two-stage injection system. Docetaxel is also stable at room temperature and has a commercially viable shelf life of at least 24 months.

STRONGER BUSINESS

COLLEAGUES

Colleagues at Pfizer are committed to building an organization that encourages the sharing of diverse ideas, taking accountability, acting with an entrepreneurial spirit and giving our best every day. Personal accountability and candid debate — we refer to this as Straight Talk — are core to our ownership culture and foundational to the way we need to work. Our ownership culture is what will differentiate us from our industry competitors.

“I
OWN
IT!”



OWN IT!

“We must try new approaches and think differently. Innovation and accountability need to happen right here, with me.”

NIVIN PEI
Director, Global Technology Services
Pfizer Global Supply

As part of our cultural transformation, colleagues participate in an annual survey, PfizerVoice. In 2012, more than 86,000 colleagues globally provided feedback about Pfizer's culture and how we are performing as an organization. The survey measures engagement levels and helps assess our progress in achieving the key dimensions of high performing organizations.

**OWN IT!**

"My team is Pfizer, and we're all about results. It's up to each of us to deliver on our commitments."

KAREN SANSONE
Senior Director, Business Technology

**OWN IT!**

"How well we do, as a business and as a force for good in this world, is up to us. That's how I approach every day."

ZOE ZAVATTIERI
Sales Director
Established Products Business Unit—
U.S. Brands

HEALTH AND SAFETY

"I own my career at Pfizer by being aware of my work environment every day. We have to be accountable for colleagues' safety. That's the best way to ensure an injury-free workplace for all of us."

JIM DESTEFANO
Welder, Pfizer Global Supply



Our recruitment brand, "Many Paths One Goal," continues to focus on attracting top talent around the world to the varied career opportunities that exist within Pfizer. Career paths range across general management, research and development, manufacturing, and enabling functions, but our goal is the same. By owning our careers at Pfizer, we make the world a healthier place.

TALENT DEVELOPMENT

"Colleagues must own their career development and, in turn, Pfizer is committed to supporting colleagues through a wide variety of tools and capabilities."

MELISSA A. GUNN
Chief of Staff, Senior Director of Operations
Oncology Business Unit



Pfizer colleagues around the globe have embraced our Diversity & Inclusion Strategy, which focuses on increasing access to diverse talent pools, engaging and developing diverse talent, and advancing the business.



DIVERSITY

“We are making an impact through our innovative *Get Old* partnership with SAGE, the oldest and largest services and advocacy group for LGBT seniors in the U.S.”

ANTHONY PALKOVIC
Director, Worldwide Commercial Development,
Business Development & Strategy

DIVERSITY

“Through the disAbility Pfizer Colleague Council, we are working to expand our access to diverse talent, including hosting Disability Mentoring Day, a longstanding partnership that Pfizer has with the Office of the Mayor of New York City.”

SEAN HUDSON
Brand Curriculum Development Lead,
Global Commercial Operations



DIVERSITY

“As a co-chair of OPEN-NY, I have the opportunity to shape the policies, strategies and partnerships that enhance Pfizer’s culture and our reputation among the LGBT community.”

ZAK KARIM
Director, Human Resources
Worldwide Research and Development



STRONGER BUSINESS

GOVERNANCE & ETHICS

At Pfizer, we understand that good corporate governance is essential to our standing as a trusted member of society, and we conduct ourselves accordingly.

Board of Directors

Pfizer's Board of Directors is responsible for the oversight of management, including the overall strategic direction of the company and for the company's policies on governance, executive compensation, transparency and compliance.

Read more about our Board of Directors [here](#).

Compliance

We believe that compliance with all applicable laws is integral to our ability to serve society. We train colleagues extensively in compliance and have an organizational structure designed to ensure good oversight of our colleagues, vendors and business partners.

Read more about our Compliance [here](#).

Ethical Sales and Marketing

We are committed to promoting our products responsibly, educating patients and providers about their appropriate use, and reporting about our business practices in a fashion that promotes transparency.

Read more about our Ethical Sales and Marketing [here](#).

Disclosing Payment to Health Care Professionals

We do not pay health care professionals for prescribing our medicines or as an inducement for promoting our products. We believe it is appropriate and ethical to fairly compensate health care professionals for work they do on our behalf.

Read more about our Disclosing Payment to Health Care Professionals [here](#).

Direct-to-Consumer Advertising in the U.S.

Our strict internal standards, going beyond compliance with the law, have been developed to ensure that the information we share with patients is scientifically sound, balanced, easy to understand and helpful in encouraging them to consult with a health care professional.

Read more about our Direct-to-Consumer Advertising [here](#).

Human Rights

Pfizer strives to uphold human rights in all our business activities. We also work to advance human rights by working to improve the health of people around the world.

Read more about our Human Rights [here](#).