This presentation includes 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.

This presentation includes 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 November 2, 2010.

These reports are available on our website at www.pfizer.com in the "Investors—SEC Filings" section.
Agenda

- The Pfizer Primary Care Business Unit
- The Global Primary Care Market
- Pfizer’s Primary Care Business Unit Plan
- Pfizer’s Performance Around the World
Primary Care: The Largest of Pfizer’s Nine Business Units

Nine Diverse Businesses Supported by an Integrated Research & Development Organization

Biopharmaceutical Businesses
- Primary Care
- Specialty Care
- Oncology
- Established Products
- Emerging Markets

Diversified Businesses
- Animal Health
- Capsugel*
- Consumer Healthcare
- Nutrition

Worldwide Research & Development Including: PharmaTherapeutics, BioTherapeutics, Vaccines and Biotech Units

Business Units Including: Development, Medical, Sales & Marketing

Manufacturing

Enabling Functions

Customer Focused

* Pfizer announced on October 6, 2010 the intention to review strategic alternatives for Capsugel, which may include a divestiture.
Primary Care: Pfizer Leads in a Market with Continued Opportunity

Branded PC Market is Still Expected to Be $125\(^1\) Billion in 2015

- Pharmaceutical industry research continues in Primary Care in areas not satisfied by generics
  - About 1,400 Primary Care molecules in development today
  - 70\(^2\) increase over the number of PC molecules in development in 2002

- Healthcare systems investing to achieve better patient outcomes efficiently
  - **US**: $19 billion earmarked for Health Information Technology to improve care coordination and outcomes measurement
  - **Germany & UK**: Chronic disease management being improved via large-scale disease management programs and local care networks
  - **France**: €1.6 billion to improve Alzheimer’s Care

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\(^1\) Source: Decision Resources March 2010, estimate adjusted for Pfizer's Primary Care business unit structure, i.e., developed markets

\(^2\) Source: Internal analysis of IMS R&D Lifecycle, Paraxel
Primary Care Transforming Globally
Becoming the Hub of Care

- Health care stakeholders organizing at different rates in different places
- Payer influence has been growing over individual physicians
- Emerging influencers create even more complex environment
- PC setting can reduce cost of care and improve quality

Transformation Accelerated by Health Information Technology, Healthcare Reform and the Economy
A Three-Part Plan for Action

1. Size
2. Adapt & Transform
3. Build
Size: Ensure Our Cost Structure is Aligned with Revenues

Total Pfizer Cost Reduction Target of $4–$5 Billion from 2009–2012*

Primary Care – Major Contributor

- Sized Primary Care field forces around the world for post-Lipitor LOE
- Using contract resources to maximize flexibility
- Established regional, more efficient structure to meet customer needs
  - US regional business units
  - European marketing platform
  - Country customer-facing roles
- Seeking to partnering to share risk of medicine development

* Reduction is on a proforma basis from combined total adjusted costs of Wyeth and Pfizer in 2008 at average 2008 foreign exchange rates.
## Adapt & Transform: Meeting the Challenge

### Market Challenges

<table>
<thead>
<tr>
<th>Restricted Physician Access</th>
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<tr>
<td>• Restrictions on access</td>
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<td>• Prefers tailored communication</td>
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<table>
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<tr>
<th>Growing Emphasis on Outcomes</th>
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<tr>
<td>• Pricing pressures</td>
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<tr>
<td>• Proven value via Health Technologies Assessment (HTA) and Comparative Effectiveness Research (CER)</td>
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<tr>
<th>Tightened Prescribing Guidelines/Formularies</th>
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<tr>
<td>• Guidelines/formularies guide Rx</td>
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<tr>
<td>• Significant generic penetration</td>
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<tr>
<th>Emergence of New Customer Groups/Stakeholders</th>
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<tr>
<td>• Emerging buying groups and networks</td>
</tr>
<tr>
<td>• Broader range of local, regional and national approaches</td>
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### Pfizer Action

<table>
<thead>
<tr>
<th>Transformation of Primary Care go-to-market model</th>
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<tr>
<td>• Multi-channel customer interaction</td>
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<tr>
<td>• Customer Relationship Management</td>
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</tbody>
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<th>Getting payers the data they need</th>
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<th>Make the case for branded medicine value</th>
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<tr>
<th>Align teams to the new decision-makers</th>
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</table>
Build: PCBU Portfolio Aligns Well with Areas of Opportunity

Primary Care Treatment

Well-Being
Consumer-focused Solutions

Simple / Low-Risk
Routine Treatment for Otherwise Healthy Patients; Generic Medicines

Chronic / High-Risk
Costly, More Difficult to Manage Patients/Conditions

Erectile Dysfunction
- Viagra

Women’s Health
- Overactive bladder
- Toviaz
- Aprela*

Vasomotor Symptoms
- Pristiq*

Pain
- Lyrica
- **Tanezumab***
- Celebrex

Alzheimer’s
- Aricept
- Bapineuzumab*
- Ponezumab*

Chronic Obstructive Pulmonary Disorder (COPD)
- Spiriva
- Chantix

Cardiovascular Metabolic
- Apixaban (Eliquis)*
- Lipitor
- Chantix (CV data)
- Lyrica

* Compounds in development
Pending acquisition of King Pharmaceuticals: Branded Prescription Products 2009 Sales: $1.2 billion

King branded pharmaceutical portfolio includes:
- Flector Patch, strong complement to Celebrex
- Avinza, a once-daily morphine treatment for moderate to severe pain
- Embeda, the first approved opioid pain product with design features intended to discourage abuse and misuse
- Epi-Pen, state of the art auto-injector; emergency treatment for severe allergic reaction

In registration for relief of moderate to severe pain and designed to discourage abuse and misuse:
- Remoxy, long-acting oxycodone formulation
- Acurox, immediate release opioid analgesic
Build: Eliquis (apixaban) Development Timeline Accelerated

Market Opportunity Driven by Unmet Needs of Patients, Physicians

Rolling Atrial Fibrillation (AF) Submission Underway

EXPANSE Clinical Program
~60,000 Patients in 45 Countries

Stroke Prevention in Atrial Fibrillation

Acute Coronary Syndrome

VTE Prevention in Orthopaedic Surgery

VTE Prevention in Medically Ill

VTE Treatment Acute/Chronic
Tanezumab: Data from Phase 3 Study Demonstrate Superior Efficacy in Patients with Osteoarthritis of the Hip vs. Placebo

- Randomized, double-blind, placebo controlled study in 621 patients latebreaker at ACR

- Superior efficacy of tanezumab at all doses (2.5, 5 and 10 mg) vs. placebo for all co-primary endpoints
  - Pain, functionality and overall patient assessment ($p \leq 0.001$)

- Consistent AEs with previous studies, abnormal peripheral sensation
  - Generally dose-related, transient and mild-to-moderate

- Total joint replacement was reported in 8 patients
  - 1 in the tanezumab 10 mg group, 2 in the tanezumab 5 mg groups, 2 in the tanezumab 2.5 mg group, and 3 in the placebo group
## A Strategy That Delivers: US Portfolio Management

### Early

- **Pristiq**:
  - Leverage insights for depression
  - Will file for vasomotor symptoms 4Q10

- **Toviaz**: fesoterodine fumarate extended release tablets 4mg and 8mg
  - Accelerate uptake
  - Mitigate Detrol LA decline

### Mid-Cycle

- **CHANTIX**: (varenicline) tablets
  - Improved DTC efficiency
  - Rollout of COPD/CVD studies
  - Opportunities from health care reform

- **CELEBREX**: (CELECOXIB CAPSULES)
  - Increased promotion across field force, DTC

- **LYRICA**: (PREGABALIN)
  - Continue improving trend
  - Growing fibromyalgia, diabetic painful neuropathy

### Mature

- **Lipitor**: atorvastatin calcium tablets
  - Position for post-LOE
  - Targeting high-risk patients

- **VIAGRA**: (sildenafil citrate) tablets
  - Launched new DTC and professional promotion

- **PREMARIN**: (conjugated estrogens tablets, USP)
  - Launching specialist contract field force Q4
  - Building Vaginal Cream value
A Strategy That Delivers: Leveraging Growth in Japan

- Sell 3 of the top 5 products
- Proven ability to successfully enter new markets for Pfizer
  - **Lyrica**: July postherpetic neuralgia approval, Oct peripheral neuropathic pain indication
  - **Viviant**: Launched in October
    - Significant growth of Celebrex, low back pain
- Expand field force
- Anticipating double-digit growth year-over-year, new products offset LOEs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Sales (MM Yen)</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Takeda</td>
<td>530,537</td>
<td>6.0%</td>
</tr>
<tr>
<td>2</td>
<td>Pfizer*</td>
<td>528,476</td>
<td>5.9%</td>
</tr>
<tr>
<td>3</td>
<td>Daiichi Sankyo</td>
<td>491,671</td>
<td>5.6%</td>
</tr>
<tr>
<td>4</td>
<td>Chugai</td>
<td>423,091</td>
<td>4.8%</td>
</tr>
<tr>
<td>5</td>
<td>Mitsubishi Tanabe</td>
<td>400,786</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

* Pfizer+Wyeth at close

Source: IMS-JPM 2009 Company Ranking
# A Strategy That Delivers: Europe Performing Above Market Through Economic Crisis

## Market Growth

<table>
<thead>
<tr>
<th>Market Growth</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain*</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Pharma Market Growth</strong></td>
<td>0.6%</td>
<td>4.3%</td>
<td>0.5%</td>
<td>2.4%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>PC BU Growth</strong></td>
<td>4.1%</td>
<td>11.0%</td>
<td>6.5%</td>
<td>11.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td><strong>Evolution Index</strong></td>
<td>104</td>
<td>106</td>
<td>106</td>
<td>109</td>
<td>103</td>
</tr>
</tbody>
</table>

Evolution Index is a measure of how Pfizer's products/portfolio is growing relative to the total relevant market.

Pfizer data including 100% of co-promotes

* In Spain, the Lipitor brand sales are excluded from PC BU sales

IMS-MAT July 2010 (LCD)

Source: Organisation for Economic Co-operation and Development (OECE), Eurostat, IMS

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### France
- Requests yearly €400m savings
- Up €100m for high volume products in 2010/2011

### Germany
- Mandatory rebates increase 10% to 16% for medicines with TE

### Italy
- Product level price renegotiation

### Spain
- Reference price cheapest comparator
- 7.5% cuts for drugs outside reference pricing

### UK
- Rx pricing unchanged
- Reinforcing generic substitution
- “Value-based pricing” in 2013

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Winning Through Well-Differentiated Medicines, Efficient Management and Commercial Innovation

Differentiated Medicines

Efficiency and Effectiveness + Commercial Innovation

Environment

Traditional
Share of Voice Model

Ongoing
Complex Customer Influence Model

Emerging
Integrated Partnership Model

Engaging and Activating Integrated Stakeholder Networks

Winning Through Well-Differentiated Medicines, Efficient Management and Commercial Innovation

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Thank You