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# Pfizer Completes Acquisition of Ferrosan Consumer Health's Business

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(BUSINESS WIRE)--Pfizer Inc. (NYSE:PFE) today announced that it has completed its previously announced acquisition of Ferrosan Consumer Health's business, which includes dietary supplements and lifestyle products, from Altor 2003 Fund GP Limited.

"Ferrosan Consumer Health's innovative products and geographic footprint are a strong fit for our business," said Paul Sturman, President, Pfizer Consumer Healthcare. "Today, we have taken an important step by adding leading brands to our existing portfolio as well as enhancing our presence in established and emerging markets such as the Nordic countries, Russia and Ukraine. Through this acquisition, we'll have the opportunity to provide a broader portfolio of highly trusted and differentiated products to consumers."

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best- known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us a www.pfizer.com.

About Ferrosan Consumer Health

Ferrosan was founded in 1920 and has a long-standing pharmaceutical heritage. Headquartered in Copenhagen, Ferrosan Consumer Health today employs approximately 640 people and is engaged in the sale of science-based consumer health care products primarily in the Nordic region and the emerging markets of Russia and Central and Eastern Europe. Ferrosan Consumer Health offers a focused product portfolio of well-established brands including Multi-tabs®, the reference product in the multivitamin segment in the Nordic region, Bifiform®, a market-leading fast growing probiotics product range, Fri Flyt/Active Omega-3, a premium product range addressing the omega-3 market for heart and joint health, and IMEDEEN®, the global leader within oral skin care. To learn more about Ferrosan Consumer Health products, please visit www.ferrosan.com.

About Altor

The Altor funds (Altor) are private equity funds comprising the “Altor 2003 Fund”, with committed capital of EUR 650 million, the “Altor Fund II”, with committed capital of EUR 1,150 million and also the “Altor Fund III”, with committed capital of EUR 2,000 million. Altor is advised by Altor Equity Partners. Altor invests in companies in the Nordic region with a focus on value creation through growth initiatives, strategic development and operational improvements and has since its inception in 2003 invested in 27 platform investments and more than 30 add-on acquisitions. www.altor.com

DISCLOSURE NOTICE: The information contained in this release is as of December 1, 2011. Pfizer assumes no obligation to update forward-looking statements contained in this release as a result of new information or future events or developments.

This release contains forward-looking information that involves substantial risks and uncertainties about Pfizer’s acquisition of Ferrosan Consumer Health’s business, including its potential benefits, and about the introduction of Ferrosan’s and Pfizer Consumer Healthcare’s products into new markets. Such risks and uncertainties include, among other things, the ability to introduce Ferrosan’s products into existing Pfizer Consumer Healthcare markets and the ability to introduce Pfizer Consumer Healthcare products into existing Ferrosan markets; other business effects, including the effects of industry, economic, political or regulatory conditions outside of Pfizer's control; and other uncertainties related to the business of Pfizer and Ferrosan Consumer Health’s business.

A further list and description of risks and uncertainties can be found in Pfizer’s Annual Report on Form 10-K for the fiscal year ended December 31, 2010 and in its reports on Form 10-Q and Form 8-K.

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