

# Pfizer Acquires Polocard, Poland's Leading Over-The-Counter Heart Attack Prevention Brand

Monday, December 02, 2013 - 03:30am

Continues to Expand Consumer Healthcare Business through Strategic Acquisitions and Partnerships

Pfizer Inc. (NYSE: PFE) today announced that a wholly-owned Polish subsidiary of Pfizer has acquired the rights to Polocard, a low-dose aspirin (acidum acetylsalicylicum), and the leading over-the-counter (OTC) brand for heart attack prevention in Poland, from ZF Polpharma SA.

“Polocard is a top OTC brand in Poland, and its acquisition will enhance our Consumer Healthcare portfolio and overall position in this key market,” said Paul Sturman, President, Pfizer Consumer Healthcare. “We continue to focus on strategic opportunities that will expand our portfolio of leading brands, develop capabilities in high-growth categories and extend our global reach.”

The acquisition of Polocard marks the latest of several investments by Pfizer in its Consumer Healthcare business over the last twenty-four months. Other notable transactions include the exclusive global license agreement with AstraZeneca for the OTC rights for NEXIUM (esomeprazole magnesium) and the acquisitions of Alacer, maker and distributor of Emergen-C products, now the largest selling branded Vitamin C line in the United States, and Ferrosan's Consumer Healthcare business, which broadened the unit's industry-leading dietary supplements portfolio as well as its geographic footprint in the Nordics, Russia and Central and Eastern Europe.

The financial terms of the Polocard deal were not disclosed.

## **Pfizer Inc.: Working together for a healthier world®**

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care 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 one of the world's premier innovative biopharmaceutical companies, we 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, please visit us at [www.pfizer.com](http://www.pfizer.com).

Joan Campion (212) 733-2798