

How We Are Organized

Our new operating structure represents the next steps in Pfizer's journey to further revitalize our innovative core, enhance the value of our consumer and off-patent established brands and maximize the use of our capital to deliver value to patients and our shareholders. Through this evolution, we are enabling greater independence, focus and responsiveness for our commercial businesses.





Global Innovative Pharma Business

Global Innovative Pharma (GIP) is focused on development, registration and commercialization of novel, value creating medicines that significantly improve patients' lives. GIP includes:

- Growing global business with potential in developed and targeted emerging markets
- Launch brands include Xeljanz, Eliquis and Duavee
- Market-leading strategic brands include Enbrel, Lyrica (U.S., Japan), Viagra (U.S.) and Champix
- A robust pipeline of medicines in inflammation, cardiovascular metabolic, pain and rare diseases
- Transformative capabilities that will help to meet the challenges of an evolving global health care market

Global Established Pharma Business

Global Established Pharma (GEP) is a large, attractive, highly diverse and profitable business with unique opportunities across portfolios and geographies. GEP is comprised of four distinct portfolio segments:

- Products that will go off patent (also known as Peri-LOE) business in developed markets, including major brands such as Celebrex and Zyvox
- Legacy established products, comprised of mature off-patent medicines in developed markets
- Legacy emerging markets
- Growth opportunities which include Biosimilars and sterile injectables, partnerships in key markets, and targeted opportunities in the developed markets

Global Vaccines, Oncology and Consumer Healthcare Business

Global Vaccines, Oncology and Consumer Healthcare (VOC) is comprised of three separate, unique businesses that share certain key elements:

- Each of these businesses is poised for high, organic growth over time
- Each business requires distinct specializations and operating models in science, talent and market approach
- Structure provides each business with the dedicated resources required to further strengthen and position it to be a market leader on a global basis