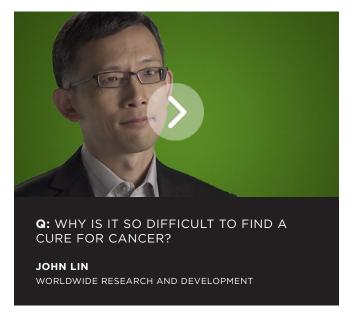
POSITIONING PFIZER FOR SUSTAINABLE INNOVATION



Pfizer's purpose is to innovate to bring patients therapies that significantly improve their lives. R&D is at the heart of fulfilling Pfizer's purpose as we work to translate advanced science and technologies into the therapies that matter most.

Today, we are at a unique moment in biomedical innovation. More than a decade after the decoding of the human genome, we have a fundamentally better understanding of human biology and what causes disease. We also have learned that it takes more than just great science to deliver meaningful potential new therapies. Over the last few years, Pfizer has better integrated science and business, transforming our approach to be more collaborative, more focused, and, ultimately, more powerful for patients, with a goal of delivering a sustainable flow of important new medicines and vaccines, year after year.





FOCUSING ON UNMET NEEDS

We focus our efforts in core areas where we believe Pfizer is best positioned to bring unique, needed therapies to patients. These core areas include immunology and inflammation, cardiovascular and metabolic disease, oncology, vaccines, neuroscience and pain, rare diseases, and biosimilars.

Collaborating in new and dynamic ways with other innovators across the health landscape is key to our R&D approach. Our partners include academic scientists, patient foundations, governments, other biopharmaceutical companies, and treating physicians — expanding the R&D ecosystem to better serve both patients' needs and our business.

Today our Phase 1 to registration pipeline is composed of more than 80 innovative therapies, including potentially first-in-class vaccines against two deadly hospital-acquired infections, new potential antibodies for lupus and high cholesterol, and the next generation of targeted potential therapies for cancer. We are also building upon a heritage of developing safe and effective biologic medicines to develop high quality biosimilars that may broaden patient access with lower-cost alternative biologic therapies.



VALERIE CLERIN
PROJECT LEAD
PDE5 INHIBITOR DIABETIC
NEPHROPATHY PROGRAM

"Directed innovat our successes. Ir starting the D1 price belief that we could on a difficult mechad failed, and the patients with Paribetter life."

DAVID GRAY

NEUROSCIENCE
RESEARCH UNIT
PROJECT LEAD FOR
THE D1 PARTIAL
AGONIST PROGRAM

"It is extremely motivating and a privilege to come to work every day to advance a drug candidate that has the potential of dramatically improving patient lives by slowing the progression of kidney disease and delaying or preventing onset of dialysis."

"Directed innovation is at the core of all of our successes. In fact, the very premise of starting the D1 program at Pfizer was the belief that we could innovate and succeed on a difficult mechanism where many others had failed, and thereby potentially help patients with Parkinson's disease live a



OUR THERAPEUTIC AREAS OF FOCUS



In addition, we pursue R&D in support of our Biosimilars portfolio.

PATENTS ISSUED TO PFIZER IN 2014 ALONE

131 IN THE U.S. 1,730 OUTSIDE OF THE U.S.



PIONEERING NEW COLLABORATIONS

Just as science has advanced tremendously over the last decade, so has our understanding of how we need to collaborate to advance innovation more quickly and effectively. Our creative approach to external collaboration has resulted in new types of arrangements with government, academia, patient advocacy groups and the biomedical industry.



ONGOING R&D COLLABORATIONS

WITH ACADEMIC MEDICAL CENTERS, GOVERNMENT ORGANIZATIONS, NONPROFIT INSTITUTIONS, AND PHARMACEUTICAL AND BIOTECH COMPANIES WORLDWIDE AS OF DECEMBER 2014, INCLUDING OVER 200 NEW R&D COLLABORATIONS IN 2014





KEVIN LEE
CHIEF SCIENTIFIC
OFFICER
RARE DISEASE
RESEARCH UNIT

"Pfizer has a strong commitment to working in rare diseases. However, the challenge is too great for any one of us to go it alone. Through innovative partnerships with both academia and industry we hope to progress gene therapy research and bring forth the next generation of potential life-changing therapies for patients living with serious diseases."



Pfizer and Merck KGaA, Darmstadt, Germany Forming Global Strategic Alliance in Immuno-Oncology

Pfizer and Merck KGaA, Darmstadt, Germany have agreed to jointly develop and commercialize avelumab MSB0010718C, an investigational anti-PD-L1 antibody currently in development as a potential treatment for multiple types of cancer. This global alliance enables Pfizer and Merck KGaA to combine complementary strengths with the goal of meeting the needs of patients with multiple types of cancer.

Together, Pfizer and Merck KGaA will explore the therapeutic potential of this novel anti-PD-L1 antibody as a single agent, as well as in various combinations with Pfizer's and Merck KGaA's broad portfolios of approved and investigational oncology therapies. Collaboration on up to 20 high priority immuno-oncology clinical development programs is expected to commence in 2015, including up to six trials (Phase 2 or 3) that could be pivotal for potential product registrations.

Separate from the PD-L1 programs, Pfizer and Merck KGaA will also combine resources and expertise to advance Pfizer's anti-PD-1 antibody into Phase 1 trials, and have also agreed to co-promote Pfizer's Xalkori® in the U.S. and several other key markets.

Pfizer's Centers for Therapeutic Innovation (CTI) Deepening Connections with Foundations

A unique model for collaboration, CTI is designed to bridge the gap between early scientific discovery and its translation into new medicines with Pfizer scientists working side by side with academic researchers.

Currently it has 27 projects ongoing across six therapeutic areas

CTI continues to deepen its connection with patient foundations and patient advocacy groups. In addition to its network of 25 academic medical centers and its collaboration with the National Institutes of Health, CTI is working with the following five not-for-profit foundations:

Alliance for Lupus Research (ALR)

CTI is collaborating with ALR to discover and develop new therapies for patients living with lupus. As part of this first-of-its-kind collaboration in lupus, CTI and ALR jointly support novel translational research projects driven by leading academic medical centers within the CTI network.

Alzheimer's Drug Discovery Foundation (ADDF)

With an estimated 5.4 million Americans living with Alzheimer's disease today, CTI teamed up with ADDF in an effort to find new therapies for people suffering from Alzheimer's disease. As with its other partners, CTI collaborates with ADDF to solicit, select and support innovative research that could lead to a treatment for this disease.

Crohn's and Colitis Foundation of America

This collaboration involves the co-funding of research projects that focus on validated targets in Crohn's disease and ulcerative colitis, the two most common types of inflammatory bowel disease. The collaboration is the Foundation's first joint funding agreement with a pharmaceutical company.

Foundation for Sarcoidosis Research (FSR)

The collaboration with FSR is focused on creating novel therapies for sarcoidosis. FSR is providing guidance and expertise on each research project. Investigators working in sarcoidosis are encouraged to submit project proposals to CTI.

Juvenile Diabetes Research Foundation (JDRF)

With JDRF, CTI is working to support the development and translation of promising diabetes research in the fields of immune tolerance, diabetic nephropathy and beta cell health. Capitalizing on JDRF's expertise in the field of Type-1 diabetes research and CTI's network of academic medical centers, the organizations jointly identify, fund and drive promising research projects.



Watch the Focus on Lupus – Pfizer Centers for Therapeutic Innovation (CTI) video



ADDITIONAL COLLABORATIONS

ACADEMIA, BIOMEDICAL INDUSTRY AND PATIENT ADVOCACY

Rare Disease Consortium

The Global Medical Excellence Cluster in the UK entered into a five-year collaborative agreement with Pfizer, under Pfizer's Rare Disease Consortium, a new collaborative approach in the discovery and development of potential new treatments for rare diseases. The Rare Disease Consortium brings together experts in the field — academic researchers, clinician practitioners and patient and advocacy groups — in an effort to accelerate the discovery process for the benefit of patients.

GOVERNMENT, BIOMEDICAL INDUSTRY AND PATIENT ADVOCACY

Accelerating Medicines Partnership

The National Institutes of Health, the Food and Drug Administration, 10 biopharmaceutical companies (including Pfizer) and a number of nonprofit organizations have announced on February 10, 2014, the launch of a bold new venture to transform the current model for developing new diagnostics and treatments of disease by jointly identifying and validating promising biological targets. These participants are expected to invest \$230 million in expertise and resources over five years to increase the number of new diagnostics and therapies for patients and reduce the time and cost of developing treatments for Alzheimer's disease, type 2 diabetes, and the autoimmune disorders rheumatoid arthritis and systemic lupus erythematosus. A critical component of the venture is that the data generated will be made publicly accessible to the broad biomedical community.

BIOMEDICAL INDUSTRY

MedGenesis

Pfizer entered into an agreement with MedGenesis Therapeutix, Inc. to obtain an exclusive, worldwide option to license its glial cell line-derived neurotrophic factor (GDNF) protein and convection enhanced delivery (CED) technology to be used in a potential disease-modifying treatment for Parkinson's disease, which Pfizer has identified as an important area of unmet medical need. This innovative approach to treating Parkinson's disease involves the direct intra-parenchymal infusion of GDNF into the brain, using MedGenesis' CED technology.

BIOMEDICAL INDUSTRY

23andMe

23andMe, the leading personal genetics company, and Pfizer have combined forces to enroll 10,000 people with inflammatory bowel disease in a research initiative designed to explore the genetic factors associated with the onset, progression and severity of the disease, as well as its response to treatments.

BIOMEDICAL INDUSTRY

Cellectis

Pfizer and Cellectis entered into a global strategic collaboration to develop Chimeric Antigen Receptor T-cell (CAR-T) immunotherapies in the field of oncology, directed at select targets. This leading immuno-oncology collaboration aimed at delivering immunotherapies is built upon Cellectis' advanced genome editing and cell engineering capability and Pfizer's cutting-edge biotherapeutic cancer therapy platform. Combining the innovation and scientific expertise of Cellectis with Pfizer's deep oncology and immunology experience creates a world-class partnership designed to deliver a new generation of CAR-T immunotherapies for cancer patients with urgent medical needs.

BIOMEDICAL INDUSTRY

Spark Therapeutics

Spark Inerapeutics and Prizer will collaborate to progress the clinical program for SPK-FIX, a program incorporating a bioengineered Adeno-Associated Virus (AAV) vector for the potential treatment of hemophilia B. The fundamental understanding of the biology of hereditary rare diseases, coupled with advances in the technology to harness disarmed viruses as gene delivery vehicles, provide a ripe opportunity to investigate the next wave of potential life-changing therapies for patients. Disarmed viruses can be redesigned with the genetic instructions to produce a missing enzyme or therapeutic protein. They are then called vectors, and in practical terms are carriers for therapeutic genes.



OUR PIPELINE

PROGRAMS IN CLINICAL TRIAL OR REGISTRATION

We prioritize our R&D efforts in areas with the greatest scientific and commercial promise: immunology and inflammation, cardiovascular and metabolic diseases, oncology, vaccines, neuroscience and pain, rare diseases, and biosimilars. Through major research efforts across multiple modalities — including small molecules, biologics and vaccines — Pfizer is researching and developing unique therapies that will matter most to the people we serve.

As of February 27, 2015



VIEW THE LATEST PIPELINE ON PFIZER.COM





CLINICAL TRIALS

INVESTIGATING WITH INTEGRITY

Clinical trials and the people who participate in them play a vital and heroic role in bringing new breakthroughs to patients. Pfizer is committed to improving the effectiveness and efficiency of clinical trials, while protecting the safety and interests of clinical trial volunteers.

We conduct our clinical trials, wherever they take place, to consistent ethical standards, comply with applicable laws and regulations, and fully protect the rights and welfare of trial participants. We integrate quality management principles into the clinical trial process, maintaining vigilant oversight over all trials, including those conducted for us by contract research organizations. To assure patient safety, data integrity, protocol adherence and regulatory compliance, we routinely monitor clinical trial sites and audit the data generated in studies

448

ACTIVE STUDIES FROM PHASE 1-4 INVOLVING 49,456 ACTIVE PATIENTS ACROSS 7,600 SITES IN 90 COUNTRIES AS OF DECEMBER 2014

CLINICAL INNOVATION

Pfizer has created a discipline around clinical innovation, to make research participation easier for patients and health care providers. We are using new approaches and partnerships for clinical trial recruitment, particularly in the drive to increase the diversity of participants. Mobile health, social media and health information technology offer new ways to capture data and insights from patients, enhance the patient experience, and coordinate the clinical trials conducted in partnership with thousands of independent researchers.

Pfizer Link, an "alumni network" for study subjects who have completed their participation in a Pfizer-sponsored clinical trial, is a unique online patient engagement tool that allows Pfizer clinical trial participants to be more active in the drug discovery and development process. Pfizer Link provides information on diseases and conditions of interest, suggestions and tools for disease management, opportunities to participate in future clinical trials, and access to patient registries.



CRAIG LIPSET
HEAD OF CLINICAL
INNOVATION WITHIN
WORLDWIDE
RESEARCH &
DEVELOPMENT

"Patients make an incredible contribution when they choose to participate in a clinical trial. We are actively finding ways to help minimize burden on these patients and make our studies more patient-friendly, from making study participation locations more convenient to using innovative digital tools to collect data and share information."



CLINICAL TRIALS

PROVIDING BROAD ACCESS TO CLINICAL TRIAL INFORMATION

In 2014, Pfizer launched Find a Trial, a suite of web tools for patients seeking clinical trials (pfizer.com/findatrial). Designed to complement existing resources such as postings on clinicaltrials.gov, every actively enrolling Pfizer study is also listed on Find a Trial with, in many cases, greater depth of information. Pfizer has also been partnering with others to improve access to trial information for patients, such as our support for new ways to post and share trial information through the Patients to Trials Consortium.

Starting in 2014, people who enroll in Pfizer clinical trials have the option to receive lay-language summaries of clinical trial results, in countries where regulations permit. And Pfizer's pilot adoption of "Blue Button®" technology (launched by the U.S. Departments of Veterans Affairs and Health and Human Services) enables trial participants to download their own electronic clinical data.

Investigators who are qualified researchers may request patient-level data for further research via INSPIIRE (Integrated System for Pfizer Investigator Initiated Research), our public web portal for investigator-initiated research (<u>iirsubmission.pfizer.com</u>). The data are anonymized to protect patient privacy. The process is simple: Pfizer reviews research proposals received through the INSPIIRE portal, and an external Independent Review Panel adjudicates any declined requests. Anonymized synopses of clinical study reports filed with regulatory agencies for approved products are also available for researcher use on <u>Pfizer.com</u>.

Pfizer's clinical data access policy and the INSPIIRE data request portal are accessible at http://www.pfizer.com/trialdataandresults.



IMPROVING LIVES THROUGH INNOVATIVE LIFE SCIENCE

Pfizer's portfolio includes some of the most widely recognized and well-tested treatments in the world.



OUR BEST SELLING MEDICINES AND VACCINES IN 2014

REVENUES FOR PRODUCTS



(PREGABALIN)

\$5,168 M

PREVNAR 13/ PREVENAR 13

(PNEUMOCOCCAL POLYSACCHARIDE CONJUGATE VACCINE)

\$4,464 M

ENBREL

OUTSIDE THE U.S. AND CANADA (ETANERCEPT)

\$3,850 M

CELEBREX

(CELECOXIB)

\$2,699 M



LIPITOR

(ATORVASTATIN)

\$2,061 M

VIAGRA

(SILDENAFIL)

\$1,685 M

ZYVOX

(LINEZOLID)

\$1,352 M

SUTENT

(SUNITINIB MALATE)

\$1,174 M

NORVASC

(AMLODIPINE BESYLATE)

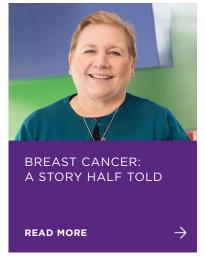
\$1,112 M

PREMARIN FAMILY

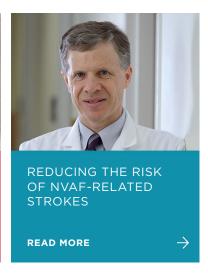
(CONJUGATED ESTROGENS)

\$1,076 M

For more information on any of these medicines, visit: Pfizer Pharmaceutical Products









Trumenba® Approved and Available to Prevent Meningitis B

Trumenba (meningococcal group B vaccine) is the first FDA-approved vaccine for active immunization to prevent invasive disease caused by Neisseria meningitidis serogroup B in individuals 10 through 25 years of age. Trumenba was reviewed and approved under the FDA's Breakthrough Therapy designation and Priority Review programs.

The unmet medical need was great. This disease is characterized by high fatality rates and rapid onset, often within 24 hours. For individuals 11–24 years of age, approximately 30 percent of meningococcal disease is serogroup B in the U.S., and 10 percent of these cases result in death. As many as 60 percent of adolescent survivors of meningococcal disease, 15–19 years of age, suffer from permanent life-altering consequences such as hearing loss, neurologic damage, or loss of a limb. Between the years 2010 and 2012, the estimated average annual serogroup B cases in 11- through 24-year-olds was 48–56 cases in the U.S.³

- Centers for Disease Control and Prevention. Prevention and Control of Meningococcal Disease: recommendations of the Advisory Committee on Immunization Practices (ACIP). MMWR Recomm Rep. 2013 March 22; 62(RR02); 1–28. http://www.cdc.gov/mmwr/preview/mmwr/tml/rr6202a1.htm. Last updated March 22, 2013. Accessed November 17, 2014.
- 2 Borg J, Christie D, Coen PG, Pooy R, Viner RM. Outcomes of Meningococcal Disease in Adolescence: prospective, matched-cohort study. *Pediatrics*. 2009; 123: e502–e509.
- 3 MacNeil J. Epidemiology of Serogroup B Meningococcal Disease, United States. Advisory Committee on Immunization Practices, October 30, 2014. http://www.cdc.gov/vaccines/acip/meetings/downloads/ slides-2014-10/mening-02-MacNeil.pdf.

Ibrance® (Palbociclib) Approved by the U.S. FDA

On February 3, 2015, the U.S. Food and Drug Administration (FDA) granted accelerated approval of Ibrance® (palbociclib), in combination with letrozole, for the treatment of postmenopausal women with estrogen receptor-positive, human epidermal growth factor receptor 2-negative (ER+/HER2-) advanced breast cancer as initial endocrine-based therapy for their metastatic disease. Ibrance, an oral kinase inhibitor, was reviewed and approved under the FDA's Breakthrough Therapy designation and Priority Review programs.

The FDA approval of Ibrance is based on the final results of the Phase 2 PALOMA-1 trial. The study demonstrated that the combination of Ibrance and letrozole prolonged progression-free survival compared with letrozole alone, a standard of care, in post-menopausal women with ER+/HER2- locally advanced or metastatic breast cancer. Detailed results from the PALOMA-1 trial have been published in *The Lancet Oncology*.

Prior to the FDA approval of Ibrance, patients with ER+/HER2advanced breast cancer had not seen a first-line treatment advance in more than 10 years. This is the most common type of advanced breast cancer, affecting an estimated 60 percent of patients.

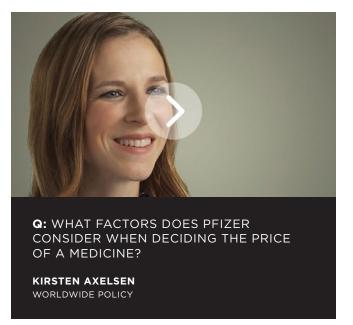
Ibrance selectively inhibits cyclin-dependent kinases (CDKs) 4 and 6, key regulators of the cell cycle, to regain cell cycle control and block tumor cell proliferation. Ibrance is being developed by Pfizer in ER+/HER2- breast cancer across stages and treatment settings, and several Phase 3 studies are underway globally. In addition, Pfizer has initiated external collaborations to evaluate Ibrance in other tumor types.













NOTEWORTHY IN OUR PORTFOLIO



(BOSUTINIB)



(CONJUGATED ESTROGENS/BAZEDOXIFENE)



(APIXABAN)



(AXITINIB)



QUILLIVANT XR

(METHYLPHENIDATE HCL)

XALKORI

(CRIZOTINIB)



(TOFACITINIB)

For more information on any of these medicines, visit: Pfizer Pharmaceutical Products



DELIVERING SCIENCE-BASED SELF-CARE SOLUTIONS

Pfizer Consumer Healthcare's products include over-the-counter (OTC) medicines, supplements and other products that are top sellers in their categories and household names for consumers around the world. They are an important part of Pfizer's commitment to providing a full spectrum of medicines, vaccines and products to help people live healthier lives.

NEXIUM® OTC LAUNCH AN UNPRECEDENTED SUCCESS

Products for gastrointestinal conditions are the fourth largest global OTC category. The addition of Nexium® to the Pfizer Consumer Healthcare portfolio expands the categories in which we help consumers better manage their health. During 2014, Nexium 24HR launched in the United States, and Nexium Control launched in Italy, France, Germany, Ireland, the Netherlands and Malta. Nexium 24HR recorded its first sale in the U.S. at the end of May and, by September, it was either the weekly market-share leader or battling for that position in the U.S. OTC heartburn relief category — an unprecedented achievement for a fourth-to-market product.

Learn more at nexium24hr.com

Nexium® is a registered trademark of AstraZeneca AB.







ADVIL®

The No. 1 selling branded OTC analgesic in the world and trusted by millions of consumers for three decades, Advil® is one of Pfizer's billion-dollar brands. In more than 40 countries worldwide, Advil helps consumers treat headaches, backaches, muscle aches, minor arthritis pain, menstrual pain, fever and the aches and pains of the common cold.

Learn more at advil.com







CALTRATE®

Caltrate® is the No. 1 selling brand of calcium supplements in the United States and China. Globally, Caltrate is sold in 57 countries. In the United States, no other leading brand offers a higher amount of vitamin D3 per tablet — which aids in the absorption of calcium — than Caltrate. Because bone is composed of two-thirds calcium and one-third collagen, healthy bones require both calcium and collagen for resiliency. Caltrate 600+D3 Plus Minerals contains calcium and vitamin D3, plus extra minerals, to help stimulate collagen production and deliver bone health.* Caltrate is available in four formulas and in a variety of forms to suit individual consumer needs.

Learn more at caltrate.com













Source: 2014 edition of yearly survey of pharmacists across the U.S. conducted by U.S. News & World Report and Pharmacy Times.

CENTRUM®

Centrum® is the most doctor- and pharmacist-recommended multivitamin brand in the United States, and the most preferred and most clinically-studied multivitamin brand in the world. Sold in 86 countries, Centrum provides a range of scientifically advanced multivitamins for adults and children that help fill dietary gaps and support important life benefits.* Our latest release is Centrum Gender — multivitamins specially designed to support men's and women's unique health needs. Centrum Gender has been launched in 11 countries, including Australia, Brazil, Singapore and across Europe, and will reach 35 countries by 2016.

Learn more at centrum.com











CHAPSTICK®

The leading lip care brand in the United States, ChapStick® is sold in 25 countries. Consumers' favorite ChapStick products include Moisturizer, Classic Cherry and Classic Original. With a history of more than 125 years, the brand continues to evolve, incorporating new technologies to meet consumer demands for a product that replenishes, rehydrates and protects lips while providing exciting flavors. ChapStick Hydration Lock, the brand's latest innovation, provides eight hours of moisturization and contains ingredients, including the antioxidant CoQ10 and hyaluronic filling spheres, to support soft, supple lips and give them a fuller appearance. In 2014, ChapStick launched three new products: ChapStick Hydration Lock Day & Night, ChapStick Hydration Lock Moisturize & Renew, and Total Hydration.





EMERGEN-C®

A leading health and wellness lifestyle brand, Emergen-C® is a vitamin supplement drink mix sold in more than 15 flavors, including our Original Formula which includes 1,000 mg of vitamin C and other immune-supporting antioxidants such as zinc and manganese, seven B vitamins to enhance energy naturally, and electrolytes to replenish post-workout.* In its more than 30 years on the market, Emergen-C has built a loyal customer base and has shown strong performance as a Pfizer brand.

Learn more at emergenc.com









ROBITUSSIN®

Robitussin® has been providing effective relief from cough and cold symptoms for more than 50 years. Worldwide, Robitussin is the No. 3 branded cough remedy and is available in 41 countries. In addition to an extensive lineup of liquid cough and cold products, Robitussin Day & Night Cold + Flu products are also available in liquid-filled capsules. These products provide multi-symptom relief of cough, nasal congestion, headache and sore throat in a convenient liquid-filled capsule form.



Learn more at robitussin.com

THERMACARE®

Available in more than 20 countries, ThermaCare® Heatwraps deliver heat that penetrates deep, warming the muscle right where it hurts — to relax, soothe and unlock tight muscles. ThermaCare HeatWraps have transformed the field of heat therapy by making it portable and long-lasting.

Learn more at thermacare.com







^{*}These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.