



GLOBAL REACH

Everywhere we work and live, Pfizer is a vital force for improving people's lives through the business of life science — fostering human health and well-being in multi-faceted countries and unique markets around the world.

CHINA



Pfizer has long been a leading foreign biopharmaceutical company in China, and has been doing business in the country since the 1980s. We have launched over 50 innovative drugs in the country and maintain strong positions in cardiovascular and antibiotic therapies. We employ over 10,000 colleagues and maintain business operations in over 300 cities, including two R&D centers and four state-of-the-art manufacturing facilities.

“Bending the Curve” in Cardiovascular Health

Pfizer has helped to improve the diagnosis, treatment and prevention of cardiovascular diseases across China. The “Bending the Curve” project aims to stem the rising tide of cardiovascular diseases, enhance the vascular health of the Chinese population and reverse the alarming trend of mortality caused by cardiovascular diseases in the country. We have done so through large-scale screening programs in high risk populations, efforts to improve diagnosis and treatment standards and the continuous education of physicians, patients and the general public on cardiovascular disease management. The project is advocated by the Ministry of Health and conducted by the Cardiovascular Physician Branch of the Chinese Medical Doctor Association, and the Stroke Prevention and Control Society within the Chinese Preventive Medicine Association, with support from Pfizer China.

“The Navigator Project” Takes On Antimicrobial Resistance (AMR)

Pfizer is working to address the significant public health risks posed by misuse of antibiotics in China. Our Navigator Project supports the Chinese Government’s efforts to accelerate the development of a system to help Chinese patients on antibiotics receive appropriate therapy, while also encouraging the rational use of antibiotics and discouraging the growth of antimicrobial resistance (AMR). Pfizer supports the extensive monitoring of antimicrobial resistance in hospitals countrywide, and also supports the creation in hospitals of anti-infection teams that include microbiologists, medical specialists in anti-infective work and pharmacists. The teams focus on supporting standardized processes for treatment, cultivating professional talent and supporting hospitals with establishing reliable indicators and data for guiding doctors’ rational use of antibiotics.



THE CORPORATE RESEARCH FOUNDATION HAS NAMED PFIZER A TOP EMPLOYER IN CHINA FOR THE FIFTH YEAR IN A ROW.



PFIZER CHINA WAS RATED THE TOP CHOICE FOR THE FOURTH YEAR IN A ROW BY MORE THAN 55,000 STUDENTS FROM TOP UNIVERSITIES IN AN ANNUAL SURVEY.



Consumer Healthcare Manufacturing Site in Suzhou Expands

To meet growing demand for Consumer Healthcare brands in China and across the Asia Pacific region, Pfizer broke ground on a \$95 million expansion to our Suzhou, China manufacturing site. Pfizer began producing medicines in Suzhou in 1994. The Suzhou facility has expanded several times to keep pace with growth in demand for Caltrate® and Centrum.® China is the second-largest market for Consumer Healthcare globally, and is the largest market in the Asia Pacific region. Building on Pfizer's commitment to environmental sustainability and social responsibility, the site will incorporate advanced technologies to minimize energy and water consumption. The site also will eventually include a new research and development facility to support local innovation.

Leading Consumer Products: Both Caltrate and Centrum are ranked among the leading consumer health products in China and are first and second in their respective categories.

mHealth Initiative Spurs Innovation across China

Pfizer China created a mHealth competition in partnership with leading venture capital funds, startup incubators and medical experts. The initiative inspired the country's innovators to work on improving treatment quality through mHealth mobile technology, to bring better treatment services to underserved areas.

INDIA



Pfizer began its operations in India in the 1950s and has the distinction of being the first pharmaceutical company that started clinical research in the country. Headquartered in Mumbai, Pfizer operates across 100 cities through five regional offices and has over 7,500 colleagues committed to working with health care providers and governments to help improve patients' lives. With five manufacturing facilities and four R&D centers, India is now the largest manufacturing hub for Pfizer in Asia.

Pfizer Limited, the entity listed on the stock exchanges in India, is ranked among the top 10 pharmaceutical companies in the country. Pfizer has a portfolio of over 150 products across nine therapeutic areas.

Hospira Acquisition

With the acquisition of Hospira, Pfizer in India is recognized as a multinational biopharmaceutical company that has the complete value chain in India including research and development centers, global manufacturing facilities and commercial operations. The acquisition has brought important assets to Pfizer in India, including a state-of-the-art greenfield manufacturing facility located in Vizag, Andhra Pradesh, for the production of sterile injectables.

Recognition

2015 was a year of recognition and awards for Pfizer in India. First, Pfizer was recognized for its Outstanding Sales Force Excellence Project i-connect, by the Organization of Pharmaceutical Producers of India (OPPI), followed by our Goa manufacturing plant receiving the "Future Ready Factory" (Platinum Award) by the India Manufacturing Excellence Awards (IMEA) presented by Frost & Sullivan. The year ended on a high with the company being honored with the consumer-validated award, "India's Most Trusted Brand," in the medical company category instituted by IBC Infomedia Ltd.

Rankings — Three of the Top 20

Three of Pfizer's brands — Corex® (cough formulation), Prevenar 13® (pneumococcal vaccine) and Becosules® (multivitamins) — rank among India's Top 20 pharmaceutical drug brands as per the December 2015 IMS data.



Reach — Over 55 countries

With our expanded footprint through acquired Hospira facilities, Pfizer now exports quality pharmaceutical products to over 55 countries across the world.

Responsibility

Pfizer India launched its Corporate Social Responsibility (CSR) Policy and demonstrated its commitment to society through various programs. The CSR policy encourages stronger commitment from its colleagues to address the health care challenges faced by the country. As part of its community outreach program, Pfizer India has partnered with Habitat for Humanity India, a non-governmental organization, to build/refurbish 84 sanitation facilities in 18 schools across Thane and Raigad districts in Maharashtra.

Incubating New Solutions — The Pfizer-IIT Delhi Innovation and Intellectual Property (IP) Program

Across the world, Pfizer calls for an environment that fosters innovation and an intellectual property rights regime that encourages creative endeavors. In India, as in the rest of the world, Pfizer wants to be a catalyst for the development of ecosystems that allow innovators to bring their health care solutions to life for the benefit of patients. To that end, Pfizer has partnered with the Foundation for Innovation and Technology Transfer (FITT) at the Indian Institute of Technology, Delhi (IIT Delhi) to create the Pfizer-IIT Delhi Innovation and Intellectual Property (IP) Program, a collaborative incubation accelerator initiative.

The program is open to Indian nationals — individuals and startup companies — and comprises two components. First, for innovators seeking comprehensive support to translate their health care ideas into patents, the program will provide two years of residential incubation at IIT Delhi, funding of up to Rs. 5,000,000 for each innovator, mentoring support from IIT Delhi's faculty, access to infrastructure and prototyping laboratories, IP search and filing services, guidance from Pfizer's global experts, and access to venture capitalists and other industry linkages. Second, for innovators who already have a ready proof of concept and are seeking to obtain a patent, the program will provide access to IP attorneys and services and cover the patent fee.

Aligning with Pfizer's ethos of bringing innovative solutions that significantly improve lives, the Pfizer IIT-Delhi Innovation and IP Program is an example of an industry-academia collaboration that also supports the country's national priority of "Startup India Standup India." The Startup India Standup India launch event organized by the Department of Industrial Policy and Promotion saw Pfizer participate and showcase the Pfizer-IIT Delhi Innovation and IP Program to the honorable Prime Minister of India, Mr. Narendra Modi. This program demonstrates Pfizer's commitment towards fostering health care innovations in the country.

“Our innovation and IP program with IIT Delhi will promote, celebrate and reward innovations and advancements in health care that are born and brought up in India for the benefit of our people. In doing so, our effort aligns with the government’s stated priority of creating a vibrant innovation ecosystem in the country.”

– S. Sridhar
Executive Director, Pfizer India

UNITED KINGDOM



Pfizer plays an integral role in people’s lives across the U.K., from the doctor’s office to hospitals and homes. Around one in seven people in the U.K. took a Pfizer medicine last year. We know improving the nation’s health needs is a team effort and we partner with stakeholders across the National Health Service, with health care professionals and with patients, to improve the delivery of health care to address the needs of people in the U.K. and beyond. The U.K. has a world-leading science base and is an important place for us to conduct research and development, working alongside the best in British science to find and develop new vaccines and medicines to improve people’s lives.

“I Am Science”

Pfizer U.K.’s “I Am Science” initiative was created to remind people that science is a vital part of everyone’s life, and to help nurture the next generation of British science leaders. “I Am Science” was launched at an event for colleagues and their families, taking them on the journey from molecule to medicine to learn about the challenges and successes each medicine and vaccine faces on its journey to market. Making a medicine or vaccine is a challenging but hugely rewarding enterprise — for ourselves and for society. In a separate event co-sponsored with the Royal Society of Chemistry, students and teachers were invited to learn about the role of scientific discovery in our daily lives. By provoking thought about the role that science plays, from the food that we eat to the medicines we take, the highly interactive event helped encourage students to consider what a career in science might mean for them. Students benefited from live experiments and active learning led by Dr. Maggie Aderin-Pocock MBE, one of the U.K.’s leading female scientists — gaining first-hand insights into the lives of scientists and learning about the cutting-edge techniques being used in laboratories today.

Miles for Haemophilia Campaign

The launch of the second Miles for Haemophilia campaign, demonstrating Pfizer's ongoing commitment to the hemophilia community, was supported by professional cyclist and hemophilia patient Alex Dowsett. It was timed to coincide with Alex's world record attempt for the most kilometres covered in one hour, in which he successfully became the world record holder. Miles for Haemophilia aims to advance the physical activity of hemophilia patients' daily lives, which has been shown to be clinically beneficial in the management of their disease. The campaign is regional — launched in more than 14 countries since 2014 — and joint efforts across the region have contributed to its success.

Pneumonia Awareness Campaign

To coincide with World Pneumonia Day on November 12, Pfizer U.K. launched an awareness campaign supported by rugby star Gareth Thomas. The campaign's aim was to raise public awareness of pneumonia, encouraging people to be aware that it can affect anyone, even someone as rugged and strong as Gareth, who discussed his own experience with pneumonia. The campaign highlighted the symptoms of pneumonia, who is at greatest risk and how the public can protect themselves against the disease.

MEXICO



Pfizer began operations in Mexico in 1951 with five sales representatives and a small group of administrative employees. Today, thanks to the dedication and talent of our collaborative teams, constant innovation and our commitment to the highest ethical, quality and sustainability standards, we have consolidated Pfizer Mexico as the biopharmaceutical company with the best corporate reputation in the country according to one indicator, the Corporate Reputation Monitor (MERCOS).

Our mission continues to be providing patients with better access to our treatments and meeting the health needs of Mexican society. We understand that in order to fulfill our commitments to society we need to build strong, trusting relationships with key stakeholders. It is only through the joint effort of patients, doctors and health care authorities that we will achieve the goal of a healthier Mexico.

Pfizer Mexico Ranked #1 Pharma in Corporate Reputation

Every year, the Corporate Reputation Monitor (MERCOR), in alliance with multi-platform business news service El Financiero | Bloomberg, publishes its Corporate Reputation list of the Top 100 companies in Mexico. MERCOR is the first audited ranking which reflects the perception from companies, corporate executives, financial experts, journalists, academics, NGO representatives and the general public. The ranking methodology includes a multi-stakeholder approach that, in 2015, involved over 2,000 personal interviews, including interviews with 594 local executives across all industry sectors.

In 2015, Pfizer Mexico obtained the following rankings:

#1

RANKED FIRST AMONG THE PHARMACEUTICAL INDUSTRY FOR THE SECOND CONSECUTIVE YEAR

TOP 15

RANKED AMONG THE TOP 15 COMPANIES WITH THE BEST CORPORATE REPUTATION OF ALL INDUSTRY SECTORS

+10

IMPROVED 10 POSITIONS (#26) ON THE MORE RESPONSIBLE AND BETTER CORPORATE GOVERNANCE COMPANIES RANKING

“The results reflect how Pfizer Mexico has earned the respect of society through our social initiatives, the integrity of our people and the way we do business. Building the reputation of a company is no longer a matter of image, but a matter of facts.”

— Aldo Rees
Country Manager, Pfizer Mexico

“Construyendo Lazos” (“Strengthening Ties”)

“Construyendo Lazos” (“Strengthening Ties”) is a forum supported by the Pfizer Mexico Foundation and conducted as a joint effort with the Ministry of Health of Mexico and its National Volunteer Service. This initiative, which serves both as a networking opportunity and education session, seeks to enhance the management skills and operational capabilities of over 400 civil society organizations and patient groups throughout the country. By participating in the event, organizations receive training to enhance their skills in areas such as social media, fundraising and government support programs.

1ST

THE FIRST PHARMACEUTICAL COMPANY TO LAUNCH A CORPORATE TWITTER ACCOUNT IN MEXICO. 835,800 PEOPLE VIEWED PFIZER MEXICO TWITTER MESSAGES IN 2015.



State-of-the-Art Facility in Toluca

Our plant in Toluca supplies the domestic market and exports to 34 countries in Central America, South America and the Caribbean. The Toluca plant manufactures oral solids, semi-solids and liquids and has four state-of-the-art laboratories for chemical testing, microbiology, analytical support and stability, as well as Mexico's first fully automated distribution center.

Raising Awareness of Metastatic Breast Cancer

Pfizer supports two significant organizations in their efforts to raise awareness across Mexico of advanced breast cancer and the importance of early detection and treatment. We are proud to be able to work closely with such civil society organizations dedicated to giving essential support to women and their families facing a diagnosis of breast cancer.

- The traditional competition "Huellas" ("Footprints"), a combined race and walk fundraiser, has celebrated its eighth annual edition.
- The Avon Breast Cancer Crusade has been working for 21 years in Mexico and remains at the forefront of the fight against breast cancer worldwide.

Pfizer Scientific Institute

The Pfizer Scientific Institute has supported over 600 Mexican scientists since its creation 11 years ago, providing over 100 million pesos to promote research on the main diseases afflicting Mexico's population and to support medical training for Mexican doctors. In addition to scientific research and advances, the Institute makes available to the public free scientific information, electronic books and magazines and offers medical education courses.

The Institute supports five major program areas:

- Research Fund — Research support for Mexican physicians
- Summer Internships — Support for medical students to learn from top researchers in Mexico (up to 40 students per year)
- Short Stays Abroad — Support for 10 physicians to conduct training and research (two months) in foreign hospitals
- Academic Excellence Award — Support for the Mexican Academy of Medicine and the Mexican Association of Medical Schools to honor accomplished medical students (approximately 40)
- Promedicum — A website that allows Mexican physicians to access the most updated medical information from recognized electronic libraries

SOUTH AFRICA



Pfizer South Africa's new vision, "living our full potential in striving for a healthier southern Africa," forms part of our ethos whereby every southern African should have access to quality health care. This vision reflects the continuing journey that Pfizer started in the 1950s when we adopted a long-term investment strategy. By the early 2000s, Pfizer became one of the top 10 pharmaceutical companies in the country and was ranked highly among physicians with regard to trust in the company, trust in product and communications service by representatives. Today Pfizer is rated among the top five American companies in South Africa and continues to achieve accolades in its quest to lead the field in the improvement of human life and the battle against disease.

Cape Town Plant to Manufacture Prevenar 13®

Pfizer is partnering with the Biovac Institute, a public-private partnership between the South African government and the Biovac Consortium, to locally manufacture Prevenar 13® (pneumococcal polysaccharide conjugate vaccine, 13-valent adsorbed). Under the agreement, Pfizer will transfer the manufacturing technology that will enable Biovac to manufacture Prevenar 13 at its facility in Cape Town. Biovac will perform contract manufacturing using a Rapid Deployment Model (RDM) provided by Pfizer. Similar agreements for the manufacture of Prevenar 13 previously have been made in Argentina, Turkey and Russia. This is the first in the Africa and Middle East Region. Prevenar 13 is indicated in South Africa for the prevention of invasive disease, pneumonia and acute otitis media caused by *Streptococcus pneumoniae* in infants and young children from six weeks to five years of age.

1
MILLION

BABIES IN SOUTH AFRICA ARE EXPECTED TO BE VACCINATED ANNUALLY WITH A PFIZER VACCINE MANUFACTURED LOCALLY ONCE THE PLANT IS FULLY OPERATIONALIZED.

"Preventing pneumococcal disease is a priority in South Africa, and Pfizer is committed to ensuring the sustainable supply of our pneumococcal vaccine to continue to impact public health positively."

— R. Nolan Townsend
Regional Head, Vaccines, Africa Middle East, India and Gavi



Pfizer South Africa Named Top Employer for the Fifth Time

For the fifth consecutive year, Pfizer South Africa has received the “Top Employer South Africa” award for the pharmaceutical industry. The certification from the Top Employers Institute of Africa and Benelux is given only to organizations that achieve the highest standards of excellence in employee conditions. The first step of the certification process involved Pfizer South Africa’s participation in the HR Best Practices survey — a comprehensive analysis of the workplace environment that assessed our organization’s management and employee conditions. The results were validated and we passed an external audit. Finally, performance scores were rated against an international standard and we were certified as a Top Employer.

“It is rewarding to see us once again recognized through the rigorous process of the Top Employers Institute. I’m really proud of the systems and processes that we have in place; they are part of what makes Pfizer South Africa a great place to work. And that is a goal worth striving for — every single day.”

— Jennifer Power
Country Manager, Pfizer South Africa