



“We’re working on new ways to address the evolving reporting environment to support the needs of our broad range of stakeholders and determine how key non-financial indicators are impacting our financial performance.”

CAROLINE ROAN
VICE PRESIDENT, CORPORATE RESPONSIBILITY, AND PRESIDENT, PFIZER FOUNDATION

STAKEHOLDER ENGAGEMENT

We greatly value our stakeholders and their perspectives on our responsibilities as an enterprise and on how we execute on our business strategies. All Pfizer units engage with stakeholders on relevant issues throughout the year in our continuing efforts to serve all stakeholders well, and to advance our business by earning and keeping society’s trust.



PARTNERING WITH STAKEHOLDERS

Our efforts to reach more people with more medicines would not be possible without our partnerships with non-governmental organizations (NGOs), governments, foundations and other stakeholders. An important part of Pfizer's corporate responsibility and commercial strategy is to focus on building and advancing relationships with large international organizations, civil society and foundations to help ensure communities in need get the health care they deserve. Our strategy regarding global stakeholders and institutions is to focus on finding common objectives to advance public health and build sustainable programs that create solutions with a measurable impact.

We are also committed to the transparency and accountability of our programs, and aim to report on significant activities for a wide array of external stakeholders, including socially responsible investors and analysts.

GATHERING INSIGHT FROM SOCIALLY RESPONSIBLE INVESTORS

In mid-2015, we convened a small group of key independent socially responsible investors to gain their insight on our performance and on non-financial reporting expectations. We have used their valuable feedback to help shape the content of this report.

We greatly value our stakeholders' perspectives, and all Pfizer units globally and locally engage with stakeholders on relevant issues throughout the year.

Pfizer Corporate Responsibility has a strong tradition of working with multilateral organizations, NGOs and civil society organizations to help develop and deliver the interventions and information that cover global health-issue areas including access to medicines, active and healthy aging, and non-communicable diseases. In addition to working with partners directly on issues regarding access, we work with various organizations based in Geneva and around the world to help inform governments and multilateral organizations and shape positive global health and policy environments for the industry. Multilateral organizations have significant influence in the global health field and can open opportunities or impose challenges and obstacles for private sector health companies like Pfizer.

For example, Pfizer colleagues are engaging with multilateral organizations like the World Health Organization and global NGOs such as the International Federation of Red Cross and Red Crescent Societies to proactively share insights, knowledge and best practices, and to identify and communicate areas for shared investment and collaboration around global health issues.

IN CONTINUAL CONTACT WITH OUR STAKEHOLDERS

