

Key Medicines and Their Performance

LIPITOR \$12.4 BILLION -2%

Lipitor, prescribed to treat or prevent cardiovascular disease, is the world's largest-selling branded pharmaceutical. In 2008, Pfizer announced an agreement with generics manufacturer Ranbaxy to settle substantially all their patent litigation worldwide involving Lipitor. Ranbaxy will have a license to sell generic versions of Lipitor and Caduet (a combination of Lipitor and Pfizer's hypertension medicine, Norvasc) in the United States effective November 30, 2011. The settlement provides substantial certainty regarding the potential date for entry of a generic version of Lipitor in the U.S. In addition, the agreement provides a license for Ranbaxy to sell generic versions of Lipitor on varying dates in seven additional countries and resolves disputes regarding Lipitor in four other countries. (See page 12 for more information on Lipitor.)

....

LYRICA \$2.6 BILLION +41%

Lyrica is a safe and effective option for many patients to treat some neurologic pain conditions and is one of Pfizer's fast-growing medicines. Lyrica is approved in the U.S. for painful diabetic peripheral neuropathy and postherpetic neuralgia, the pain that often follows shingles, and for neuropathic pain outside the U.S. Lyrica also is prescribed in many markets for partial onset seizures in adults who are already taking one or more antiseizure medicines. Lyrica also is approved in a number of major markets for the management of fibromyalgia and Generalized Anxiety Disorder, a common and chronic psychiatric condition characterized by excessive, uncontrollable and often irrational worry about everyday events. (See page 10 for more information on Lyrica.)

....

CELEBREX \$2.5 BILLION +9%

In 2009 Celebrex marks 10 years of continuous availability to patients. It is one of the most studied arthritis pain medicines available today and has been evaluated in more than 25,000 patients for over 15 years. Celebrex is a nonsteroidal anti-inflammatory drug (NSAID), which has seven indications in the U.S. It is prescribed for the management of the signs and symptoms—including pain and inflammation—of osteoarthritis, rheumatoid arthritis in adults and juveniles, acute pain in adults, menstrual pain and ankylosing spondylitis, a form of arthritis that largely affects the spine, and for the prevention of familial adenomatous polyposis, an inherited condition where multiple polyps form in the large intestine. While the Celebrex U.S. product label contains the same cardiovascular and gastrointestinal warning as all prescription NSAIDs, Celebrex offers unique benefits to patients, including a favorable gastrointestinal tolerability profile and the ability to be used in combination with low-dose aspirin.

....

NORVASC \$2.2 BILLION -25%

Norvasc is the most prescribed brand name high blood pressure medicine worldwide and began to face generic competition in 2007. Pfizer introduced its own generic version of Norvasc through Greenstone, its U.S. generics unit, and continues to make the branded version widely available.

....

VIAGRA \$1.9 BILLION +10%

One of the best-known pharmaceutical brands, Viagra is the world's leading treatment for erectile dysfunction, a position it has held every year since its introduction in 1998. Viagra is backed by far more patient experience than any competing treatment, and has been shown to work safely and effectively in men of all ages, men who have difficulty all of the time or just some of the time, and men with other health issues, such as hypertension, depression and diabetes.

XALATAN/XALACOM \$1.7 BILLION +9%

Xalatan is the world's leading branded treatment for ocular hypertension and open-angle glaucoma, the second-most-prevalent cause of blindness in the world. Xalatan, a once-a-day therapy, reduces pressure in the eye, which may cause damage to the optic nerve if not treated. Xalacom, a fixed combination of Xalatan and the beta-blocker timolol, is an option for patients who would benefit from additional eye pressure lowering compared to Xalatan alone. Xalacom is approved only in markets outside the U.S. (See page 18 for more information on Pfizer's co-promotion agreement with Bausch & Lomb covering Xalatan.)

....

DETROL/DETROL LA \$1.2 BILLION +2%

Detrol is the world's leading prescription medicine for overactive bladder, a condition that affects up to 100 million people around the world. Detrol LA, the once-daily, extended-release formulation, has become the standard of care for this vastly undertreated condition.

....

ZYVOX \$1.1 BILLION +18%

Zyvox, which extends Pfizer's record of innovation in antibiotics, is the world's best-selling branded medicine to treat serious skin or lung infections caused by gram-positive bacteria, including methicillin-resistant *Staphylococcus aureus*, commonly known as MRSA. Zyvox works against MRSA by a unique mechanism of action, minimizing the potential for cross-resistance. Because it is available in both oral and intravenous forms, and is approved for adults and children, Zyvox offers doctors considerable flexibility in the transition of patients from hospital settings to home or other convalescent care.

....

GEODON/ZELDOX \$1.0 BILLION +18%

Geodon (marketed outside the U.S. as Zeldox) is an atypical antipsychotic approved in more than 85 markets for treating schizophrenia, as well as for acute mania and mixed episodes associated with bipolar disorder. Geodon offers dosing flexibility, proven efficacy and a favorable metabolic profile.

....

GENOTROPIN \$898 MILLION +6%

Genotropin is the world's leading human recombinant growth hormone, accounting for about one-third of the total market. Available for more than 20 years, Genotropin is approved by the FDA to treat growth failure in children with growth hormone deficiency, children born small for gestational age, children with Prader-Willi syndrome, girls with Turner syndrome and adults with growth hormone deficiency. Pfizer provides a great deal of support for patients needing Genotropin, including access to personalized counseling, continued investment in drug and delivery-device innovation, secure sources of supply, and high integrity in manufacturing, marketing and distribution.

....

SUTENT \$847 MILLION +46%

Sutent, a breakthrough cancer treatment, is used by oncologists to treat two types of cancer—advanced renal cell carcinoma and imatinib-resistant or -intolerant gastrointestinal stromal tumor. Studies are under way to explore Sutent's effectiveness against other types of cancers: breast, non-small cell lung, liver, prostate and advanced colorectal. (See page 12 for more information on Sutent.)

CHANTIX/CHAMPIX \$846 MILLION -4%

Chantix, marketed outside the U.S. as Champix, is a non-nicotine-based therapy for smoking cessation. Chantix/Champix has been launched in all major markets, including China, the country that has the largest number of smoking-related deaths. (See page 13 for more information on Chantix/Champix.)

....

VFEND \$743 MILLION +18%

Vfend is the world's best-selling systemic antifungal. It is an important medicine for treating often deadly systemic fungal infections such as invasive aspergillosis and candidemia, which are often seen in immunocompromised patients. Vfend can be administered orally or intravenously.

....

CADUET \$589 MILLION +4%

Caduet is a single-pill, once-a-day combination therapy of Lipitor and Norvasc, and is designed to fit the needs of patients with two significant risk factors for serious cardiovascular disease.

....

CAMPTOSAR \$563 MILLION -42%

Camptosar is a foundation treatment for colorectal cancer used when the cancer is advanced and spreading. Pfizer's U.S. basic patent for Camptosar expired in February 2008.

....

ZOLOFT \$539 MILLION +2%

Since 2006 Pfizer has faced generic competition for Zoloft in the U.S. However, Pfizer retains exclusive marketing rights in several countries, including Japan, where this antidepressant medicine is branded as J Zoloft.

....

ARICEPT \$482 MILLION* +20%

Aricept is the top-selling medicine in the Alzheimer's disease market. Its success is built on 15 years of clinical evidence supporting its efficacy and tolerability. Aricept is approved in the U.S. for mild, moderate and severe forms of Alzheimer's disease. Pfizer co-promotes Aricept with its discoverer and developer, Eisai Co., Ltd.

....

AROMASIN \$465 MILLION +16%

Aromasin, an aromatase inhibitor, is a hormonal therapy approved for postmenopausal women who have had estrogen-receptor positive early-stage breast cancer and who have taken tamoxifen for two or three years. While tamoxifen blocks estrogen from attaching itself to breast cancer cells, Aromasin helps stop the production of estrogen in postmenopausal women, further reducing the risk of estrogen-dependent tumor growth. First approved by U.S. and E.U. regulators in 1999, Aromasin is now available in nearly all major markets.

ZITHROMAX/ZMAX \$429 MILLION -2%

Zithromax, Pfizer's well-known oral antibiotic, has an extended-release version branded as Zmax (azithromycin extended release). Zmax is the first single-dose oral antibiotic for adults and uses innovative microsphere technology to deliver a complete course of therapy in a single 2-gram dose. This approach improves patient compliance and minimizes the threat of antibiotic resistance. Zithromax and Zmax are generally used to treat bacterial respiratory infections, including sinusitis and pneumonia.

....

REVIATIO \$336 MILLION +67%

Revatio treats pulmonary arterial hypertension (PAH), a rare but often devastating disorder characterized by continuous high blood pressure in the pulmonary arteries, leading to heart failure and premature death. The prognosis is comparable to Stage IV lung cancer. An oral phosphodiesterase type 5 (PDE5) inhibitor, Revatio was the first drug with this mode of action to be approved worldwide for patients with PAH. (See page 33 for more information on Revatio.)

....

RELPAK \$321 MILLION +2%

Relpax provides relief from moderate and severe migraine pain and associated symptoms, such as nausea and sensitivity to light. Clinical data show that Relpax works fast, in as little as 30 minutes for some people, and helps most people return to routine activities within two hours. Studies also show that with Relpax more people were pain free, for up to 24 hours, than those taking a competitive product.

....

SELZENTRY/CELSENTRI \$46 MILLION +814%

Selzentry (marketed outside the U.S. as Celsentri) is the first of a new class of oral HIV treatments that stop the virus on the outside surface of the cell instead of fighting it inside the cell like other classes of HIV medicines. Selzentry is used in combination with other antiretroviral agents for treatment-experienced adult patients who are infected with only CCR5-tropic HIV-1 and who have evidence of viral replication and HIV-1 strains resistant to multiple antiretroviral agents. A simple diagnostic test is used to confirm if a patient has the common strain of HIV that may respond to Selzentry therapy. Conditionally approved by the FDA in 2007, Selzentry gained full regulatory approval in 2008 in the U.S. and is currently approved in more than 50 countries.

....

ERAXIS/ECALTA \$43 MILLION +109%

Launched in 2007, and building on Pfizer's strength in combating infection, Eraxis (marketed in Europe as Ecalta) is an antifungal agent indicated for the treatment of *Candida* infections in the blood, abdomen and esophagus. It has the benefit of no known drug interactions.

....

CO-PROMOTED MEDICINES

Pfizer also co-promotes Rebif, a treatment for relapsing forms of multiple sclerosis, and Spiriva, a medicine for chronic obstructive pulmonary disease, with their discoverers—EMD Serono, Inc., and Boehringer Ingelheim, respectively. Sales for these medicines are reported through these co-promotion partners.

*Represents direct sales under license agreement with Eisai Co., Ltd.