



Highlights of the 2007 Corporate Responsibility Report



# Strong Actions

*Partnering for Positive Change*

## Welcome from Jeff Kindler

I'm pleased to introduce to you key highlights from Pfizer's 2007 Corporate Responsibility Report. Our focus is on sustainable health: investing in the health of communities and investing in the health of our business. This means at Pfizer, corporate responsibility must be the work of every part of our company—on every day.

And so you will see the tangible results in this brochure. You will see one of our chief priorities is providing more value to our stakeholders. You will see new partnership and philanthropy models—and results. And you will see how we are determined not just to comply with the law, but lead the way—for example by listing the status of our post-marketing studies—the first company to do so—and our new actions to improve health.

Finally, you will learn about the actions and results of thousands of Pfizer colleagues. I applaud them all. They symbolize the new Pfizer: moving quickly to embrace innovation and improve the quality of life for people around the world.

Sincerely,



Jeff Kindler  
Chairman and CEO



**JEFF KINDLER**  
CHAIRMAN OF THE BOARD  
AND CHIEF EXECUTIVE  
OFFICER

# Operating With a Stakeholder Model

We share with our stakeholders an overarching goal—good health for all people at manageable costs, and a healthcare system that is sustainable. Our relationships with stakeholders are at the heart of our corporate responsibility because they define what it means for Pfizer to create value. So we will continue to engage stakeholders to share knowledge and skills and we will work towards common goals. Please see an expanded discussion on stakeholder engagement by visiting [www.pfizer.com/crreport](http://www.pfizer.com/crreport).

## OUR STAKEHOLDERS

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### Patients

THOSE NEEDING CARE  
PATIENT GROUPS

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### Customers

PHYSICIANS  
NURSES  
HEALTHCARE  
PROFESSIONALS  
PAYERS  
PHARMACISTS  
REGULATORS

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### Healthcare Partners

PATIENT ADVOCACY GROUPS  
HEALTH PROFESSIONAL  
ORGANIZATIONS  
ACADEMIA  
PHILANTHROPY PARTNERS  
MULTILATERAL  
ORGANIZATIONS  
NONGOVERNMENTAL  
ORGANIZATIONS  
FOUNDATIONS

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### Governments

POLITICAL LEADERS  
LEGISLATORS

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### Colleagues

CURRENT  
PROSPECTIVE  
RETIRED

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### Investors

INSTITUTIONAL  
INDIVIDUAL  
SOCIALLY RESPONSIBLE

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### Business Partners

VENDORS/SUPPLIERS  
CONTRACTORS  
BUSINESS DEVELOPMENT  
PARTNERS

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### Communities

NEIGHBORHOODS  
CIVIC ORGANIZATIONS  
COMMUNITY-BASED  
ORGANIZATIONS  
MEDIA

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## TO CONTACT US

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Please see [www.pfizer.com/contact](http://www.pfizer.com/contact)



# *finding*

## CURES AND TREATMENTS

Our most important contribution is discovering, developing and delivering innovative medicines that society values to prevent and treat disease.



### 2006/2007 KEY ACTIONS

Continued to develop 242 research programs—the most Pfizer has ever had—spanning 11 therapeutic areas.

Received FDA approval for Selzentry™ (maraviroc), a breakthrough treatment for HIV/AIDS in a new class of drugs

Launched pipeline transparency on all our major products in all key disease areas. Please see [www.pfizer.com/pipeline](http://www.pfizer.com/pipeline).

Expanded clinical trial transparency to register every Pfizer-sponsored clinical study in patients on the NIH-sponsored website at [www.clinicaltrials.gov](http://www.clinicaltrials.gov). As of August 8, 2007, we registered 842 studies on the NIH site and posted 554 on the PhRMA site at [www.clinicalstudyresults.org](http://www.clinicalstudyresults.org). For more information, see [www.pfizer.com/research/clinical\\_trials.jsp](http://www.pfizer.com/research/clinical_trials.jsp).

## Launching Medicines for Unmet Medical Need

In 2006, Pfizer introduced several innovative medicines that are expected to have far-reaching impact. They include:

**Sutent**<sup>®</sup> treats two types of deadly cancers—advanced renal cell carcinoma and gastrointestinal stromal tumor.

**Chantix**<sup>®</sup> our smoking-cessation medicine.

**Exubera**<sup>®</sup> the first inhalable form of insulin to manage Type 1 and Type 2 diabetes.

**Eraxis**<sup>®</sup> treats candidemia, the most deadly of the common hospital-acquired bloodstream infections.

**Lyrica**<sup>®</sup> treats fibromyalgia, a chronic pain condition, the fourth FDA-approved indication for Lyrica<sup>®</sup>.

## Expanding Research for Diseases of the Developing World

We believe we have a responsibility to conduct research into diseases that affect the developing world and are expanding our efforts to do so. Today, public-private partnerships are essential to making progress on this front.

- **In 2007 the FDA approved Selzentry**<sup>™</sup>, the first new class of oral HIV medicines in more than 10 years. Selzentry<sup>™</sup> blocks the virus's entry into white blood cells and it is expected to help where current therapies have failed.
- **Collaborating with the World Health Organization**  
We are opening our library of medical compounds—the world's largest—to help search for new antiparasitic medicines against deadly diseases such as malaria, leishmaniasis, African trypanosomiasis, onchocerciasis, schistosomiasis and Chagas' disease.

## Increasing Scientific Collaborations

We are increasingly engaging in new and different approaches to maximize the potential of our R&D activities in the form of scientific alliances and partnerships with government, for-profit and nonprofit institutions. Examples include our collaboration with The Scripps Research Institute, the FDA's "Critical Path" Initiative, the Biomarkers Consortium, and the Genetic Association Information Network, among many others.



# *investing*

IN HEALTH

We continually work on new solutions with our partners by investing in sustainable healthcare delivery resources to help people get the medicines and services they need.



## **2006/2007 KEY ACTIONS**

Launched “Mobilize Against Malaria” with NGO partners and three African governments to help close the gap in malaria treatment as part of our commitment through the Clinton Global Initiative.

Launched ConnectHIV to support community-based AIDS service organizations working to stop the spread of HIV/AIDS in the US.

Launched Global Health Partnerships to support public health programs in oncology and tobacco dependence.

Expanded the Pfizer Global Health Fellows program to 31 countries since the founding of the program.

## Treat, Teach, Build, Serve

To invest in effective and sustainable delivery of healthcare resources and expertise for underserved people around the world, we coordinate our efforts by four major areas of support defined as follows:

- **TREAT** Improving access to medicines and healthcare services.
- **TEACH** Increasing patient education and health worker training on health issues and prevention.
- **BUILD** Working to strengthen healthcare organizations and improve their ability to serve their patients and communities.
- **SERVE** Advocating for improved healthcare for the underserved and sharing best practices to improve healthcare delivery.

The following programs are examples that contribute in all four of these areas.

**Mobilize Against Malaria** Malaria is Africa's leading cause of child mortality. Pfizer has made a commitment to help improve treatment in Senegal, Ghana and Kenya. This effort, through the Clinton Global Initiative ([www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org)), includes engaging in partnerships to help develop and strengthen access to treatment, provider training and patient education.

**ConnectHIV** The Pfizer Foundation is providing \$7.5 million in grants, technical assistance and networking resources to 20 mid-sized AIDS service organizations in 10 US states with the highest number of new AIDS cases. The programs will serve patients who are disproportionately affected by AIDS.

**Global Health Fellows** The Pfizer Global Health Fellows program calls on our highly talented, committed and trained employees to work in Africa, Asia, Eastern Europe and Latin America for three-to-six month periods. Since 2003, more than 128 Fellows have been selected to work with 26 nongovernmental organizations in 31 countries to deliver healthcare and health system support to those in need around the world.



# *strengthening*

## PATIENT SAFETY

Patient safety is our top commitment. We have a rigorous evaluation process that starts at the earliest stages of drug discovery and proceeds long after our medicines are on the market.



### **2006/2007 KEY ACTIONS**

Established a new medical governance process that strengthens internal coordination and accountability throughout product lifecycles.

Launched a public website at [www.pfizer.com/pmc](http://www.pfizer.com/pmc) to disclose the safety studies of our medicines after they are on the market.

Strengthened anti-counterfeiting efforts by introducing new packaging and shipping technology.

Expanded anti-counterfeiting consumer information at [www.pfizer.com/counterfeit](http://www.pfizer.com/counterfeit).

## Identifying, Analyzing and Reporting Safety Data

We employ more than 2,000 medical and scientific professionals who are dedicated to medicine safety. Their sole responsibility is to identify, analyze and report potential safety issues at every point in the life of a medicine. We also thoroughly evaluate all reported potential safety concerns and communicate risks to physicians and patients in the most timely way possible.

- **Working with Regulators** We support a medicine regulatory framework that is well funded and effectively managed, and we are committed to working with regulatory agencies, governments and others to address medicine safety concerns.
- **Conducting Post-Marketing Studies** Our safety research and assessment continue long after a medicine is on the market. In fact, we proactively develop long-term studies of large patient populations in real-world clinical practice environments to help further ensure patient safety once a medicine is available.
- **Pfizer's Post-Marketing Transparency** In May 2007, we took an important step in leading public accountability by launching a website—[www.pfizer.com/pmc](http://www.pfizer.com/pmc)—which provides up-to-date information on the status of our US post-marketing commitments. This initiative is the first of its kind for a pharmaceutical company.

## Deterring Medicine Counterfeiting to Protect Patient Safety

Pfizer's anti-counterfeiting program partners with law enforcement agencies around the world. We have invested in state-of-the-art forensic facilities and have provided 40 training programs for enforcement and regulatory authorities in 17 countries. Based on these partnerships, our efforts have helped to dismantle counterfeiting operations in more than 20 countries.



## ENVIRONMENT, HEALTH AND SAFETY



We are focused on addressing environment, health and safety (EHS) performance through innovative policies and programs.

### Climate Change: Reducing Greenhouse Gases

Pfizer's Climate Change and Energy Program seeks to reduce our contribution to greenhouse gas (GHG) emissions. As a charter member of the US EPA Climate Leaders Program and a signatory to the UN Global Compact's "Caring for Climate" Business Platform, our goals are:

- **Climate Change** To reduce carbon dioxide emissions by 35 percent per million dollars of sales by 2007 from the baseline year 2000.
- **Clean Energy** To meet 35 percent of our global electricity needs by 2010 through "clean" energy sources.
- **Ozone Depletion Potential** To reduce our ODP from ODC releases by the end of 2007 by 80 percent from our 2002 baseline.

### Realizing the Promise of Green Chemistry

Pfizer has been at the forefront of developing and manufacturing drugs using environmentally-friendly Green Chemistry practices, which have improved the way we produce many medicines, substantially reducing waste and costs.

#### ACHIEVING RESULTS

Implemented more than 400 energy and water conservation measures in 2006, reducing CO<sub>2</sub> emissions by more than 69,000 metric tons and water consumption by 21 million cubic meters.

Met Volatile Organic Compounds (VOC) goal two years in advance of 2008 target.

Increased our external EHS certifications and participation in the US EPA National Environmental Performance Track program.



## GOVERNANCE AND COMPLIANCE



**We continue to take new actions to build Board effectiveness and accountability to our stakeholders.**

### **Instituting Greater Accountability**

Jeff Kindler became CEO in 2006 and the Board of Directors directed that his compensation plan provide a tight link between his future pay and value creation for shareholders. He does not have an employment contract and his retirement benefit is based on the same formula as other salaried Pfizer employees.

### **Abiding By a Code of Conduct**

Pfizer's Board of Directors is required to comply with a Code of Business Conduct and Ethics designed specifically to cover all areas of professional conduct relating to service on the Board. Please see [www.pfizer.com/corp.gov](http://www.pfizer.com/corp.gov).

Colleagues worldwide receive the Summary of Pfizer Policies on Business Conduct and must sign a statement acknowledging that they have read it and will abide by it. It has been translated into 45 languages. Please see [www.pfizer.com/responsibility/code\\_of\\_conduct.jsp](http://www.pfizer.com/responsibility/code_of_conduct.jsp).

### **Meeting Face-to-Face**

Pfizer is the first company to initiate a regular meeting between its Board and institutional investors on governance. The Board will invite representatives who evaluate governance practices and who vote the proxies of the company's largest institutional investors. These representatives own in aggregate approximately 35 percent of Pfizer's shares.

### **Preventing Bribery and Corruption**

In 2007 we implemented the International Anti-Bribery and Anti-Corruption Corporate Procedure to continually improve our ability to adhere to all provisions of the US Foreign Corrupt Practices Act. We also developed an implementation platform to help local teams train colleagues and adopt local procedures.



**Effective public policies help patients receive the medicines they need. We engage in dialogue in a way that is transparent and consistent with our values.**

### **Public Policy in the United States**

Pfizer complies with all federal and state lobbying registration and disclosure laws. We demonstrate transparency by publicly disclosing on our website our corporate political contributions and employee Political Action Committee contributions. Please visit [www.pfizer.com/responsibility/lobbying\\_and\\_political\\_contributions.jsp](http://www.pfizer.com/responsibility/lobbying_and_political_contributions.jsp).

For the past two years, Pfizer has participated in a diverse coalition of 16 groups determined to rethink healthcare coverage for the uninsured in the US. Together the group formed the Health Coverage Coalition for the Uninsured to move their recommendations forward.

### **Public Policy in Europe**

Pfizer's European Advisory Council meets regularly with our management on commercial goals. To better serve patients, we expanded the Council to include diverse social and economic interests, in addition to medical and scientific interests.

### **Public Policy Around the World**

In South Africa, we are working with many stakeholders to address health disparities in the country. Our goal is to increase the number of people with private medical health insurance, giving them access to innovative health technologies and medicines at lower prices.

In Kenya, we are working with an industry group to counter mostly counterfeit illegal pharmaceuticals. The government has now established regulations on the parallel importation of pharmaceuticals, benefiting patient safety.

In Japan, we are working with Japan's Pharmaceutical and Medical Devices Agency in its goal to improve the approval times for medicines in Japan. The measure will help bring more new medicines to Japanese patients more quickly.



## SALES AND MARKETING



**Pfizer is committed to responsible sales and marketing practices that address physician and patient needs by providing full and accurate information about our medicines.**

### **Delivering More Beneficial Prescription Medicine Advertising**

Responsible consumer advertising educates patients and can be a conversation starter that results in life-changing diagnosis and treatment decisions. To improve these communications, we implemented advertising guidelines that include educating physicians about new medicines for a minimum of six months before beginning TV and print ads.

### **Implementing a Global Marketing Code of Conduct**

In 2006, we rolled out the Pfizer Global Policy on Interactions with Healthcare Professionals in 45 languages in more than 100 countries. The policy covers such topics as Pfizer-hosted meetings, educational meetings, medical communications, marketing activities, confidentiality of patient data and the use of gift items. The policy applies to all Pfizer colleagues who have direct contact with healthcare professionals.

### **Europe: Aligning Customer Excellence (ACE)**

Through ACE we have allocated resources in Europe so we can interact more flexibly with a range of stakeholder who provide us direct feedback that helps us address their concerns and interests. Patient groups, the public at large, payers, government and health officials, and physicians' and nurses' groups are all increasingly organized to advise us in this capacity.

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**For an unprecedented 12th consecutive year, physicians and customers in 2007 ranked Pfizer's US sales force Number One overall in the industry, according to an annual Verispan survey.**

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## EMPLOYEES



**Making Pfizer a great place to work is a key strategic priority. That's why we're developing a culture that drives innovation through diversity of talent, where colleagues can build their careers, make an impact and be rewarded for achieving results.**

### **Making Pfizer a Great Place to Work**

Pfizer currently employs 89,000 people in more than 100 countries. Making Pfizer a great place to work is a top management priority. This includes developing talent and employee engagement, which builds on meaningful work, an inclusive environment and effective leadership.

### **Striving For Enterprise-Wide Diversity**

Diversity and inclusion is a key pillar of colleague engagement and productivity. In addition to attracting diverse employees, we are focusing on their development and engagement so talented colleagues can make their way to senior levels. The program began rolling out in 2007.

### **Improving Wellness**

Healthy Pfizer, our health-management program for employees, creates incentives for improving health by providing healthcare services and benefits and promoting healthy behaviors. The program seeks to set a new standard in employer-sponsored health programs that is best-in-class in usability, customer satisfaction and measurable health outcomes.

### **Communicating Openly**

We launched a variety of new ways to open dialogue between employees and senior management to build trust and improve performance. CEO Jeff Kindler created a Colleagues Advisory Committee, a global panel representing all levels and divisions, to serve as a sounding board for the CEO and to provide input from colleagues who interact directly with customers.

# Looking Ahead

We are looking for sustainable ways to meet healthcare needs around the world, today and tomorrow. We strive to help people get needed treatments and services, while fostering a climate of innovation that ensures steady progress in biomedical science.

Certainly, our work in research and development; prevention and wellness, and healthcare reform help empower people in their own healthcare. But given the complexities of global healthcare issues, we cannot solve problems alone.

So, we will listen, learn and change, and work hard with responsible business practices, in partnership with our stakeholders, to help create a healthier, wealthier world.

*That is our commitment.*

## PFIZER FACTS

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Founded in 1849  
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Headquarters in New York City  
.....

89,000 employees worldwide  
.....

Lines of Business

- Pharmaceutical Human Health
  - Animal Health Medicines and Vaccines
- .....

Operates in more than 100 countries  
.....

\$48.4 billion in revenues, the world's largest pharmaceutical company  
.....

\$7.6 billion in Research & Development

.....  
11 R&D therapeutic areas  
.....

One of the world's leading medicines, Lipitor, which is a treatment for high cholesterol  
.....

World's largest animal health company and leader in annual animal health R&D investment  
.....

US EPA Climate Leader  
.....

\$1.7 billion in Pfizer Inc philanthropic contributions  
.....

Accolades at [www.pfizer.com/accolades](http://www.pfizer.com/accolades)



To download the full Corporate  
Responsibility Report, please visit  
[www.pfizer.com/crreport](http://www.pfizer.com/crreport)



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*Working for a healthier world™*

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