



Unlocking Value in Established Products

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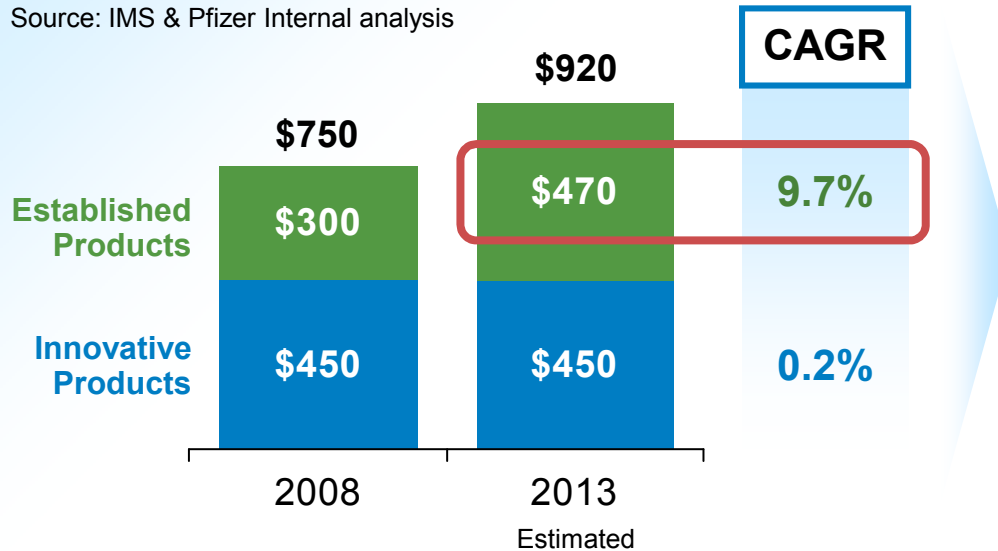
Forward-Looking Statements and Non-GAAP Financial Information

- Our discussions during this presentation will include forward-looking statements. Actual results could differ materially from those projected in the forward-looking statements. The factors that could cause actual results to differ are discussed in Pfizer's 2009 Annual Report on Form 10-K and in our reports on Form 10-Q and Form 8-K.
- Also, the discussions during this presentation will include certain financial measures that were not prepared in accordance with U.S. generally accepted accounting principles. Reconciliations of those non-U.S. GAAP financial measures to the most directly comparable U.S. GAAP financial measures can be found in Pfizer's Current Report on Form 8-K dated August 3, 2010.
- These reports are available on our website at www.pfizer.com in the "Investors—SEC Filings" section.

Established Products Market Presents a Significant Opportunity

Sales - \$ Billions

Source: IMS & Pfizer Internal analysis



Strategic Pillars

- 1 Protect the Base
- 2 Expand & Enhance the Portfolio
- 3 Implement COGs Reductions/ Maximize Operating Margins
- 4 Enhance Performance of Post-LOE Products

Diverse Geographic Approach

- **IP Driven Markets** – Driven by the Payer and Pharmacy Channel
- **Branded Emerging Markets** – Driven by Physician and Pharmacist
- **Branded Traditional Markets** – Driven by Payer and Pharmacy, influenced by Physician and Pharmacist



QUESTIONS