



# Worldwide Biopharmaceutical Businesses

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Group President

March 9, 2010

# Forward-Looking Statements

- This presentation includes 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.
- These reports are available on our website at [www.pfizer.com](http://www.pfizer.com) in the "Investors—SEC Filings" section.

# Biopharmaceutical Revenues

(\$ Millions)

	Fourth Quarter					
	2009	2008	Change	FX Impact	Total Operational Growth	Legacy Pfizer Operational Growth
Primary Care	\$6,521	\$5,930	10%	4%	6%	1%
Specialty Care	2,934	1,595	84%	5%	79%	9%
Established Products	2,749	1,749	57%	6%	51%	1%
Emerging Markets	1,974	1,582	25%	1%	24%	10%
Oncology	428	385	11%	5%	6%	(2%)
<b>Total</b>	<b>\$14,606</b>	<b>\$11,241</b>	<b>30%</b>	<b>4%</b>	<b>26%</b>	<b>4%</b>

**Revenue Growth Driven by Addition of Legacy Wyeth Products and Foreign Exchange; Legacy Pfizer Units Continue to Perform Well**

# Worldwide Biopharmaceutical Businesses

Continued Business Model innovation to meet our diverse customers needs

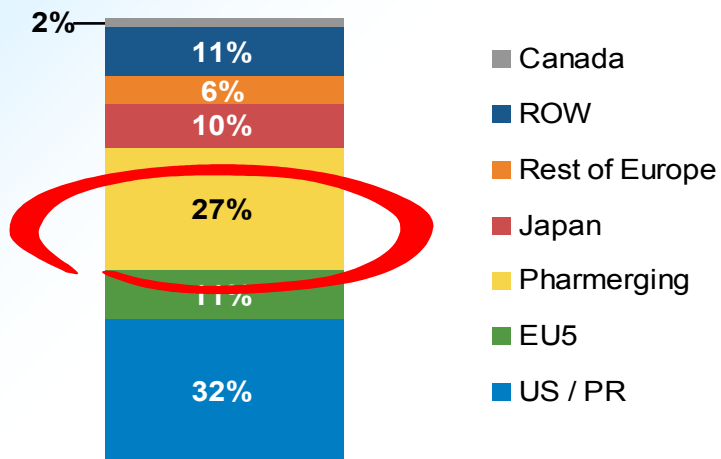
Invest in development to deliver a differentiated, innovative pipeline

Optimize the patent-protected portfolio within Primary Care, Specialty Care and Oncology

Accelerate our powerful Emerging Markets and Established Products businesses

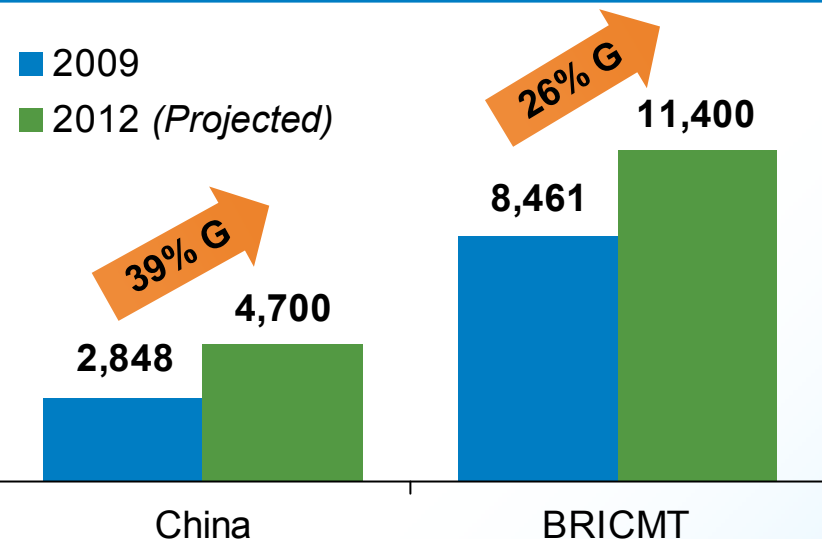
# Emerging Markets

## Contribution to WW Pharma Growth Significant Expansion in Emerging Markets



Source: IMS Market Organic Growth Forecast 2008 – 2013  
(Contribution to Global Growth)

## Pfizer: Significant Investment in Field Force (Headcount)



## Key Strategies Driving Aggressive Growth

- Delivered strong performance in 2009: \$6.4B / +12% operational growth
- Strategic focus on six priority markets: Brazil, Russia, India, China, Mexico, Turkey
  - ◆ Russia, India and China delivered growth above 15% in 2009, growing faster than the local market
- Maintain significant investment in new capabilities & commercial models to capture growth
  - ◆ Pfizer is the third largest Pharma Company in EMs, and No. 1 in rankings in Emerging Asia

# Established Products

**Stabilize  
Declining Base  
2010 - 2011**

**Grow the  
Business  
2012**

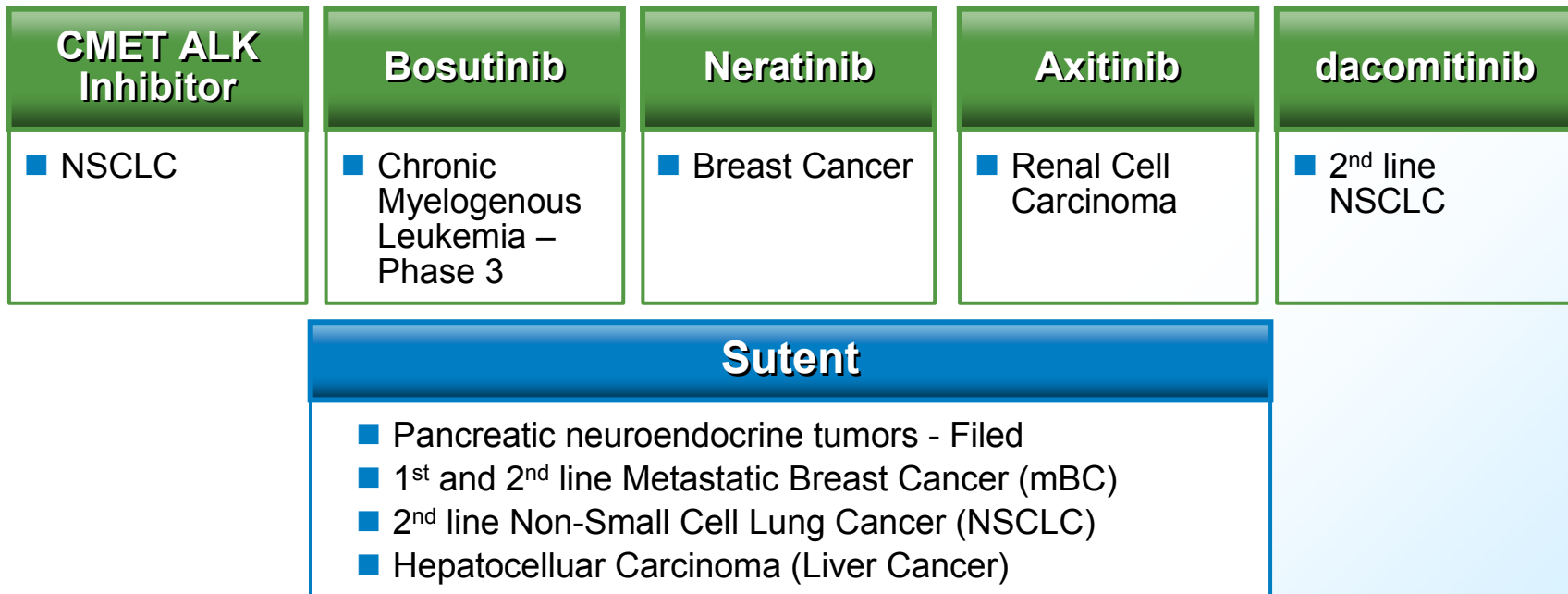
## Performance & Key Strategies

- Post-LOE pharmaceutical market expected to double in size (2008 – 2012)
- Established Products continues to deliver strong performance
  - ◆ 2009: \$7.6B / +4% operational growth
- Growth of portfolio through Wyeth acquisition
- New collaborations such as Strides Arcolab, Aurobindo and Claris
  - ◆ Brings total number of in-licensed products to over 200 in less than 18 months
- Expansion into niche segments: taliglucerase alpha (Gaucher's disease) with Protalix

# Oncology

- Oncology is poised to become largest pharmaceutical segment in 2014 with >\$100B in revenues
- Pfizer is committed to becoming a significant player
  - ◆ Investment in a world-class Oncology team
  - ◆ Rich pipeline of 31 biologics & small molecules, with Sutent as foundation

## Phase 3 Oncology Pipeline





**Olivier Brandicourt, M.D.**  
**President & General Manager**  
**Primary Care Business Unit**

March 9, 2010

# Primary Care Strategy

## Portfolio of Highly Differentiated Medicines, Technologies & Solutions

- Chronic, Costly Populations
- Significant Unmet Medical Needs



## Distinctive Primary Care Customer Capabilities

- Payer & Customer Value Proposition
- Local Market and Customer Competencies
- Business Development

## Primary Care Objective

**Intent to become the world's local *partner of choice* with medicines, technologies and solutions for health care systems, primary care providers and consumers to achieve relevant health outcomes efficiently**

# Primary Care: At the Core of Pfizer's Business



Patients



Customers

## Primary Care is Where...

- Patient engagement with healthcare starts
- Ongoing care is coordinated and chronic disease management happens
- Most expenditures occur
- Access to care is growing with country health reforms
- Emerging markets are building infrastructure
- Customers understand how to manage costs and drive quality

## Primary Care

- #1 in Primary Care
- Billions of customer interactions; helped 55 million patients in 2009
- Customer teams that deliver on local customer & market needs while leveraging the power of global scale
- Customer-insights driven commercial & clinical development
- Growth engine for innovation in care solutions

**PCBU Improves Millions of Lives and Drives Our Business**

# Number One Primary Care Company in the World

## Cornerstone Brands

**CELEBREX**  
(CELECOXIB CAPSULES)

ONCE-A-DAY  
**ARICEPT**  
(donepezil HCl)

**LIPITOR**  
atorvastatin calcium  
tablets

**Caduet**  
amlodipine besylate / atorvastatin calcium  
From 2.5mg/10mg to 10mg/40mg tablets

**SPIRIVA**

**PREMPRO**  
(conjugated estrogens / norethindrone acetate tablets)

**PREMARIN**  
(conjugated estrogens tablets, USP)

**Detrol LA**  
tolterodine tartrate  
extended release capsules

**VIAGRA**  
(sildenafil citrate) tablets

Pain

Alzheimer's Disease

Depression/Anxiety

CV

Respiratory

Women's Health

Urology

## Key Growth Opportunities

**LYRICA**  
PREGABALIN  
capsules

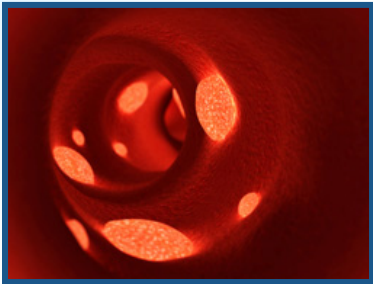
**Pristiq**  
desvenlafaxine

**CHANTIX**  
(varenicline) TABLETS

**Toviaz**  
fesoterodine fumarate  
extended release tablets 4mg and 8mg

# Pipeline Focused on Delivering in High Value Areas

## Apixaban (CV)



- Novel MOA, multiple indications (atrial fibrillation, ACS, and VTE prevention and treatment)
- Competitive market, but potentially *Best in Class*

## Aprala (Women's Health)





1st TSEC, providing postmenopausal women with a potential new option for the treatment of moderate-to-severe vasomotor symptoms and for the prevention of osteoporosis

Majority of menopausal women experiencing moderate to severe vasomotor symptoms are not currently treating their symptoms

## Pristiq VMS (Depression)



 In line for major depression, potential 1st non-hormonal treatment for VMS

 High unmet medical need

 No significant competitor activity

## Tanezumab (Pain)



10 Phase 3 trials

Over 7,000 patients in the trials

High unmet medical need

Novel MOA, potential to be first and *Best in Class*



**Geno Germano**

***President & General Manager  
Specialty Care Business Unit***

March 9, 2010

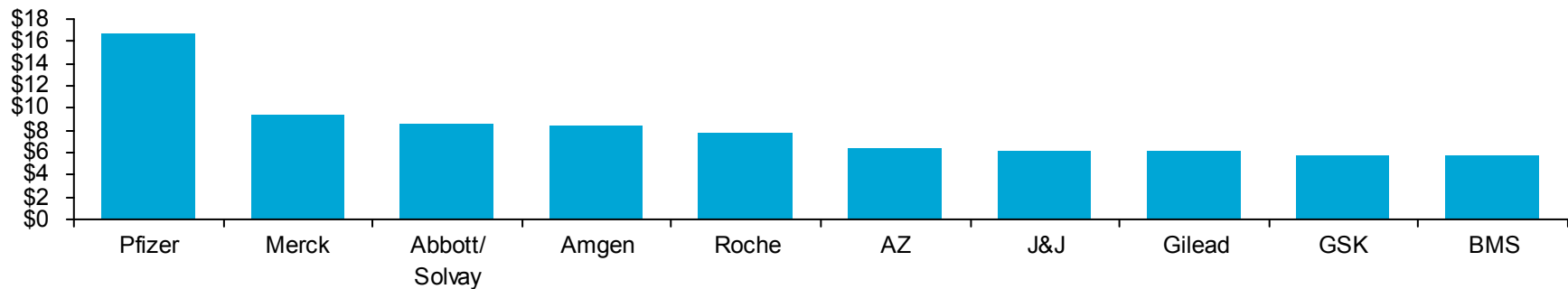
**Pfizer** Specialty Care

# Pfizer is the Number One Specialty Care Company in the World

Specialty Care's Broad In-line Portfolio and Pipeline Have More Than 25 New Compounds or Indications in 11 Disease Areas

	Infectious Diseases		PAH / PVD
	Endocrine		Ophthalmics
	Gastro-intestinal		Neuroscience
	Hemophilia		Inflammation
	Vaccines		Musculo-skeletal
	Transplant	<p style="text-align: center;"> <b>Specialty Care BU</b>  <b>Disease Areas and Products</b>                  Pfizer's HIV portfolio, including Selzentry and Viracept, has been licensed to a Joint Venture (JV)             </p>	

Top 10 Companies by 2009 Global Specialty Sales (\$ Billions)



Source: Decision Resources PharmaView

\* 2009 sales forecast based on partial year results, includes Emerging markets



# Pfizer Specialty Care Leads the Industry in Key Therapeutic Areas



- The world's largest specialty medicine ever. We are the fourth-largest company in inflammation with key expertise to bring our JAK inhibitor and broad inflammation pipeline successfully to market, if approved



- The world's biggest-selling vaccine, making us the fourth-largest vaccines company. Vaccines complements our portfolio by expanding us into prevention and broadening our share in biologics



- The #2 position in infectious diseases with a complementary anti-infective portfolio



- The #1 position in treatment for elevated intraocular pressure in patients with open angle glaucoma or ocular hypertension

# Pfizer Specialty Care Supports Key Development Initiatives Across Disease Areas

Internal Development		Partnered Development	
<p><b>Prevnar13 (Adult Indication)</b></p> <p>Huge Population</p> <p>Significant Unmet Need</p> <p>Expanding Conjugate Technology in Adults</p> <p><i>Significantly expand the Pevnar Franchise by offering effective and long-term PD prevention to adults</i></p>	<p><b>Tasocitinib / JAK (Inflammation)</b></p> <p>Novel MOA Inhibiting the Jak Kinase Inflammation Pathway</p> <p>Large Unmet Medical Need Across Multiple Indications</p> <p>Potential to Offer Biologic-like Efficacy in a Tablet</p> <p><i>Comprehensive Ph III program is underway for Tasocitinib in Rheumatoid Arthritis across 6 trials</i></p>	<p><b>Bapineuzumab (Alzheimer's)</b></p> <p>Disease Modification in Mild-to-Moderate Alzheimer's</p> <p>Acts to Clear b-amyloid and b-amyloid Plaques</p> <p>Potential to Reduce Rate of Decline in Cognitive and Functional Status</p> <p><i>Currently, four Ph III studies in over 4,000 patients worldwide</i></p>	<p><b>Xiaflex (Dupuytren's)</b></p> <p>Significant Unmet Need for Less Invasive Treatments</p> <p>Clinically Proven Profile</p> <p><i>Approved in the US*; A novel, first-in-class, biologic for adult Dupuytren's contracture patients with a palpable cord</i></p>

\*Pfizer has rights in 27 EU and 19 Eurasian countries



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Healthier World™***