

OUR PATH *Forward*

Our Path Forward

Joe Feczko

Senior Vice President & Chief Medical Officer

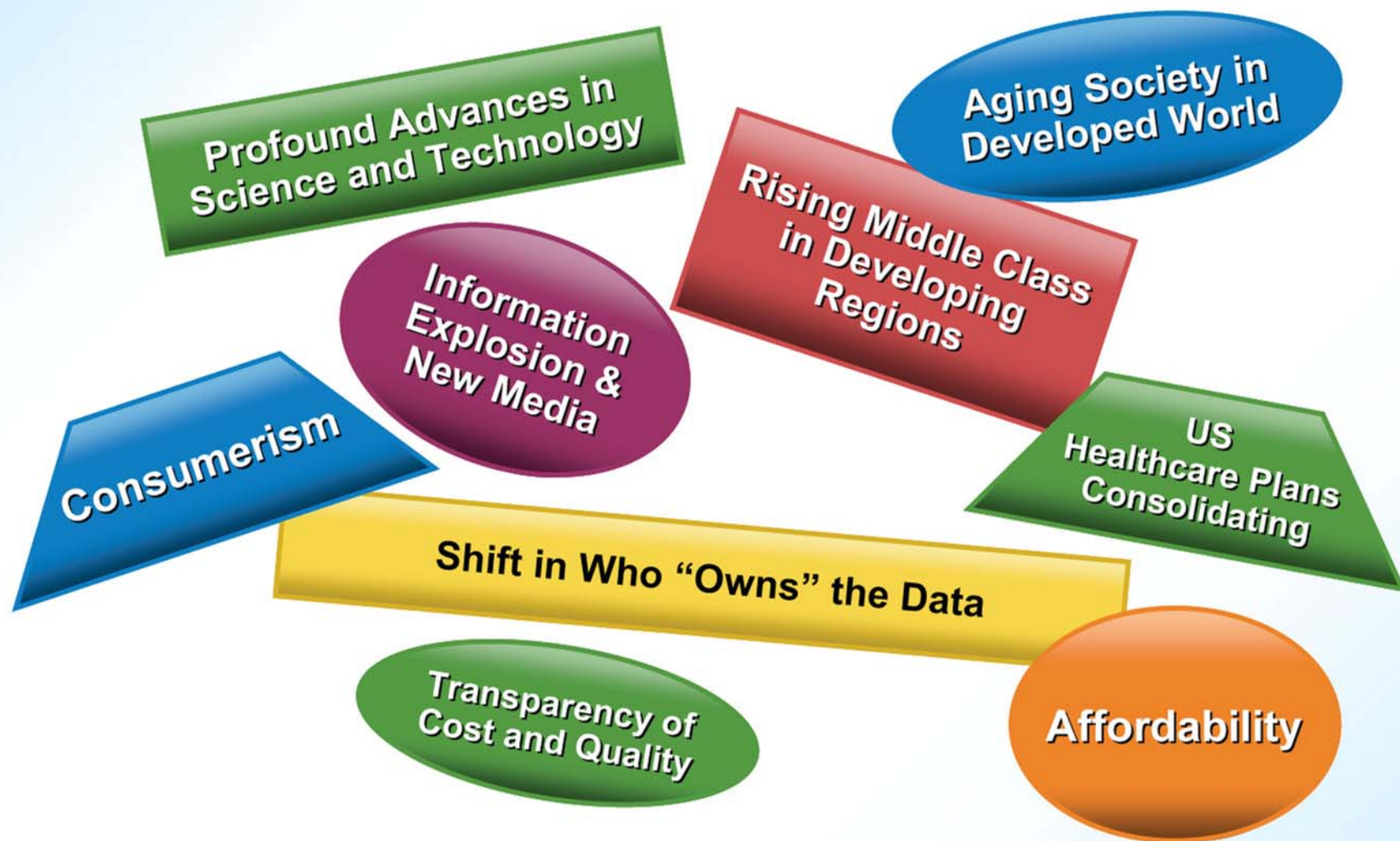


Forward-Looking Statements



- Our discussions at this meeting 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 2007 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 in the "Investors—SEC Filings" section.

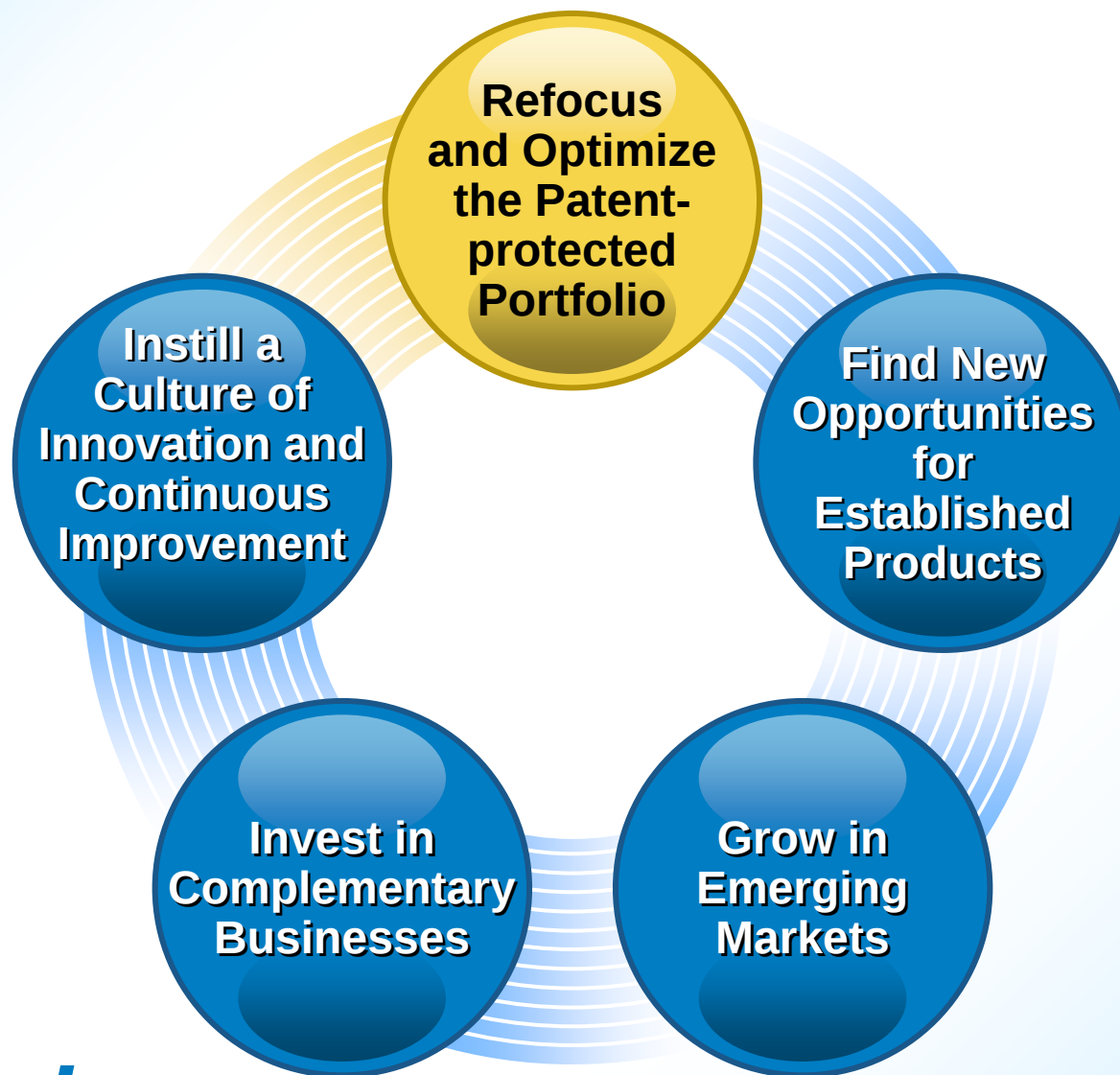
The Forces at Work in Healthcare Today



5 Key Strategies



5 Key Strategies

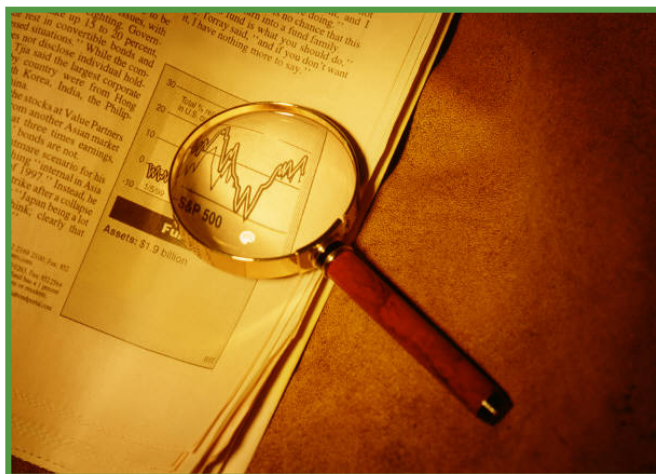


Disease Area Priorities



Invest to Win

First or Best in Class	High Market Growth	High Unmet Need
✓	✓	✓



- Oncology
- Pain
- Immunology / Inflammation
- Diabetes / Obesity
- Alzheimer's Disease
- Schizophrenia

Today's Phase 3 Portfolio



NMEs

- axitinib – Pancreatic Cancer
- tremelimumab – Melanoma
- apixaban – VTE Prevention
- CP-945598 – Obesity
- PD-332334 – GAD
- S,S-reboxetine – Fibromyalgia
- Zithromax/chloroquine – Malaria

New Indications

- apixaban – Atrial Fibrillation



Projected 15–20 Phase 3 Starts 2008–2009



NMEs

- PF-3187207 – Glaucoma
- CP-751871 – Lung Cancer
- PF-4383119 – OA Pain
- PD-200390 – Insomnia
- PF-885706 – GERD
- PF-299804 – Cancer
- PH-797804 – RA
- IV sulopenem/Oral sulopenem pro-drug – Bacterial Infections
- PF-868554 – HCV
- PF-4194471 – HIV
- CP-690550 – RA
- PF-734200 – Diabetes
- PF-4522625 – Seasonal Flu
- UK-453061 – HIV

New Indications

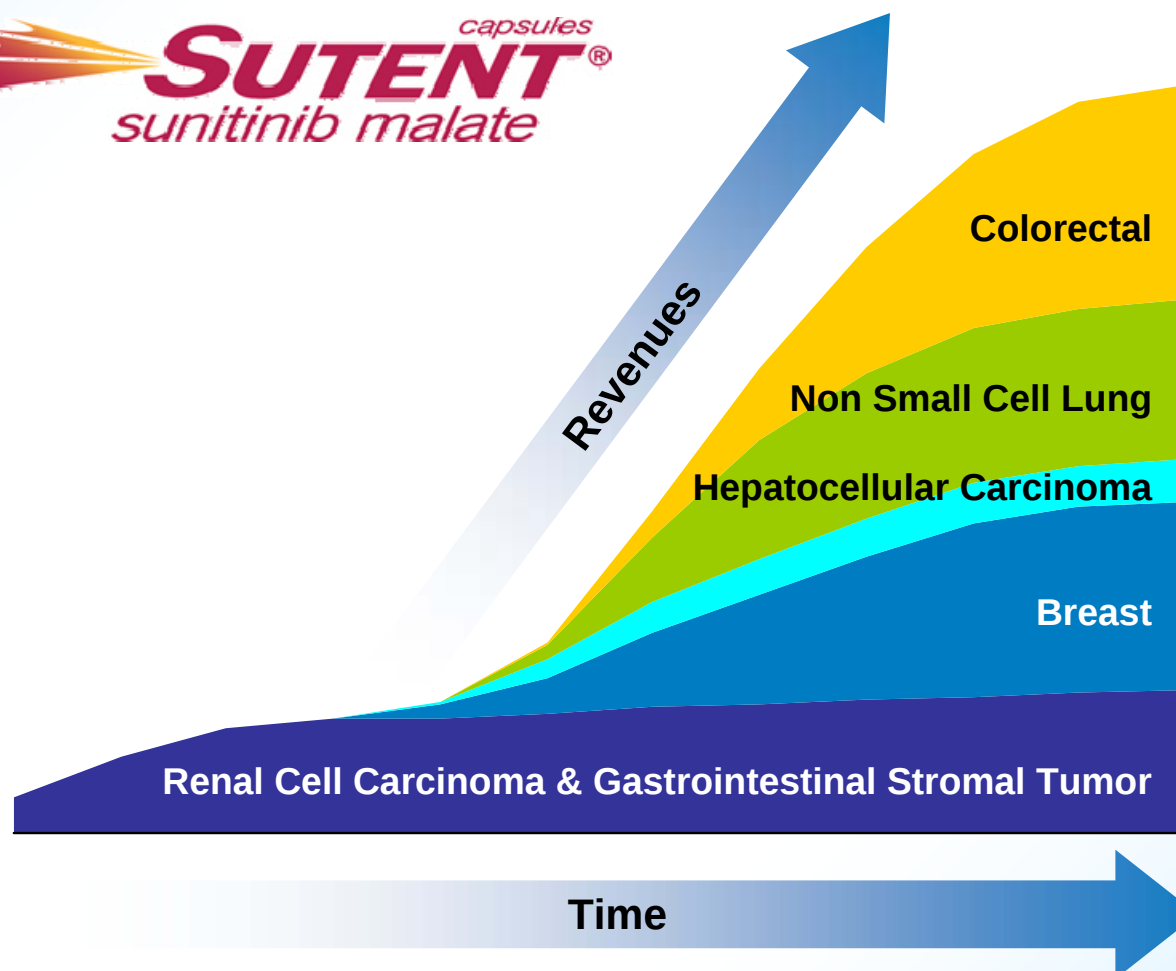
- apixaban – VTE treatment & ACS
- axitinib – RCC & Lung
- PF-4383119 – Chronic Pain
- tremelimumab – CRC
- S,S-reboxetine – DPN



Potential New Indications Expected To Drive Value



 **SUTENT**[®] capsules
sunitinib malate



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Projected 15–20 Submissions 2010–2012



NMEs

- axitinib – Pancreatic Cancer
- S,S-reboxetine – Fibromyalgia
- CP-945598 – Obesity
- PD-332334 – GAD
- IV sulopenem / Oral sulopenem pro-drug – Bacterial Infections
- UK-453061 – HIV
- Zithromax/chloroquine – Malaria
- PF-299804 – Cancer
- PF-885706 – GERD
- PF-4522625 – Seasonal Flu
- PH-797804 – RA
- PF-868554 – HCV
- PF-4194471 – HIV
- PF-734200 – Diabetes
- PD-200390 – Insomnia
- CP-751871 – 3rd Line NSCLC
- PF-4383119 – OA Pain
- CP-690550 – RA

New Indications

- axitinib – 1st Line NSCLC & 2nd Line RCC
- apixaban – VTE Treatment, AF & Acute Coronary Syndrome
- S,S-reboxetine – DPN
- CP-690550 – Psoriasis
- PF-4383119 – Chronic Pain

CELEBREX
(CELECOXIB CAPSULES)

Revatio
sildenafil citrate

SUTENT
sunitinib malate capsules

LYRICA
PREGABALIN
capsules

Eraxis / **VFEND**
(anidulafungin IV) (voriconazole) IV/Oral

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Steps to Improve Execution



Focus Resources on Best Opportunities

- Identify Winners Early

Improve Clinical Trial Execution

- Improve Clinical Trial Design to Increase Probability of a Positive Result
- Improve Cycle Times

Optimizing the Patent-Protected Portfolio



Specialty

Primary Care

SUTENT^{capsules}
sunitinib malate

AROMASIN[®]
exemestane tablets

SELZENTRY[™]
(maraviroc) tablets

Xalatan[®]
latanoprost ophthalmic solution

GEODON[®]
(ziprasidone HCl)

Genotropin[®]
(somatropin recombinant)

SOMAVERT[®]
(pegvisomant powder and solvent
for solution for injection)

VFEND^{IV/Oral}
(voriconazole)

Eraxis[™]
(anidulafungin IV)

ZYVOX^{IV/Oral}
(linezolid)

Rebif[®]
(interferon beta-1a)
sc injection

Once-Daily
SPIRIVA[®] **HandiHaler**[®]
(tiotropium bromide inhalation powder)

LYRICA[®]
PREGABALIN
capsules

Detrol^{LA}
tolterodine tartrate
extended release capsules

LIPITOR[®]
atorvastatin calcium
tablets

ONCE-A-DAY
ARICEPT[®]
(donepezil HCl)

CHANTIX[™]
(varenicline) TABLETS

CELEBREX[®]
(CELECOXIB CAPSULES)

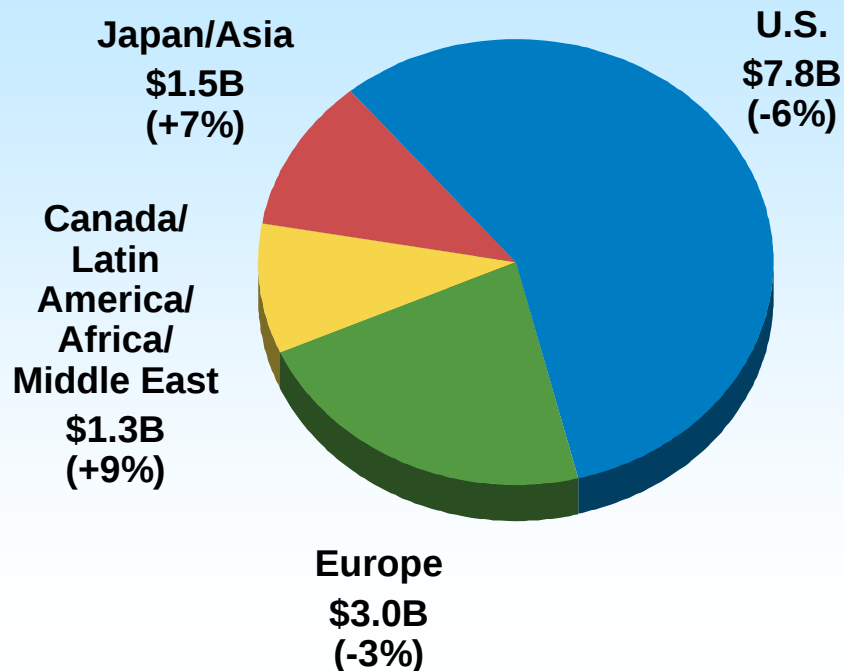
VIAGRA[®]
(sildenafil citrate) tablets

Caduet[®]
amlodipine besylate/atorvastatin calcium
from 5 mg/10 mg to 10 mg/80 mg tablets

Lipitor: Maintaining Leadership Under Intense Competition



Lipitor 2007 Worldwide Sales



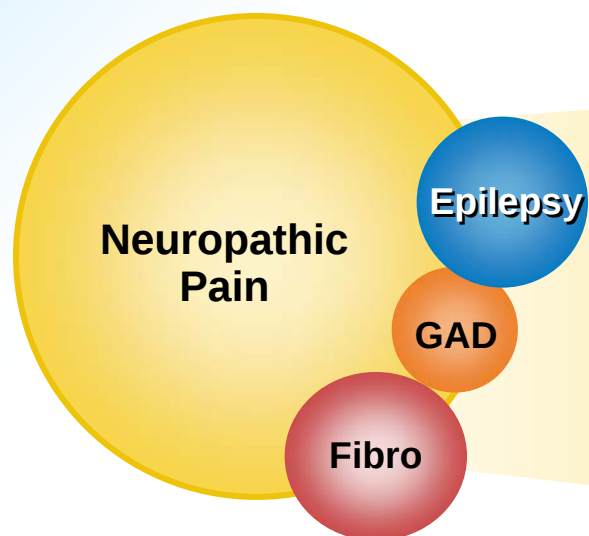
2008 Focus

- Reinforce differentiation with compelling body of clinical and outcomes evidence
- Drive activities targeted at new and continuing patients
- Maintain and leverage access
- Communicate data from Lipitor's strong clinical program

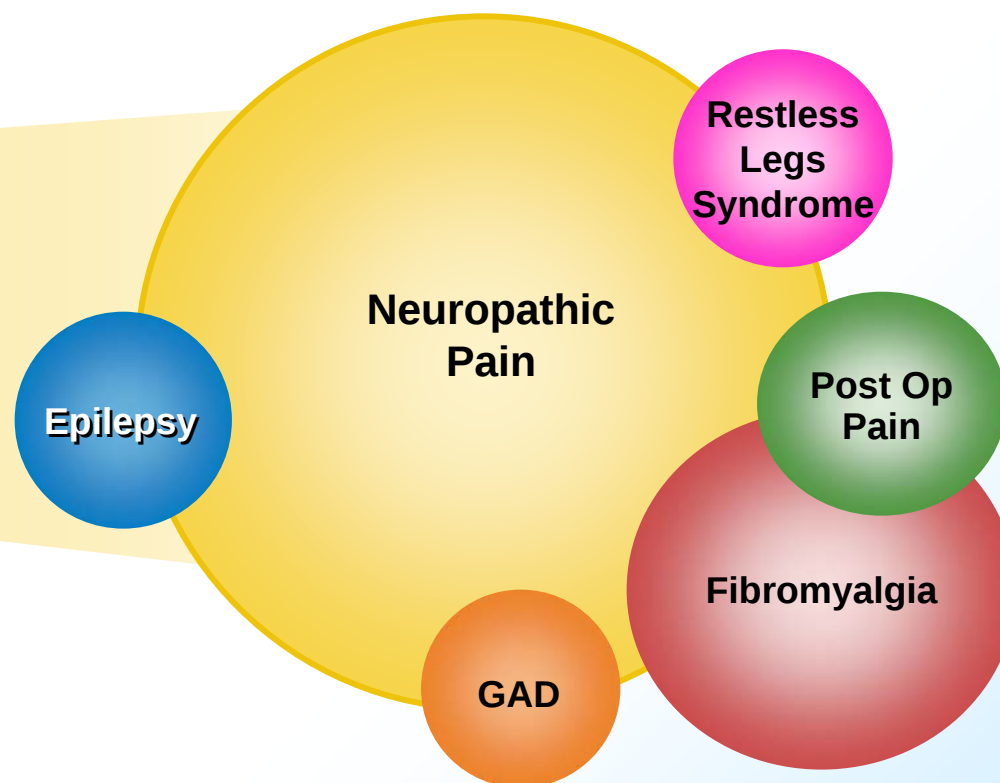
Global Lyrica Forward Plan: Differentiate, Grow and Expand



**2007
Core Indications**



**2008 +
Strengthen Core and Expand**



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Celebrex: Preserve Today & Set the Stage for Growth



Near-Term

Strengthen
Understanding of
Efficacy & Safety

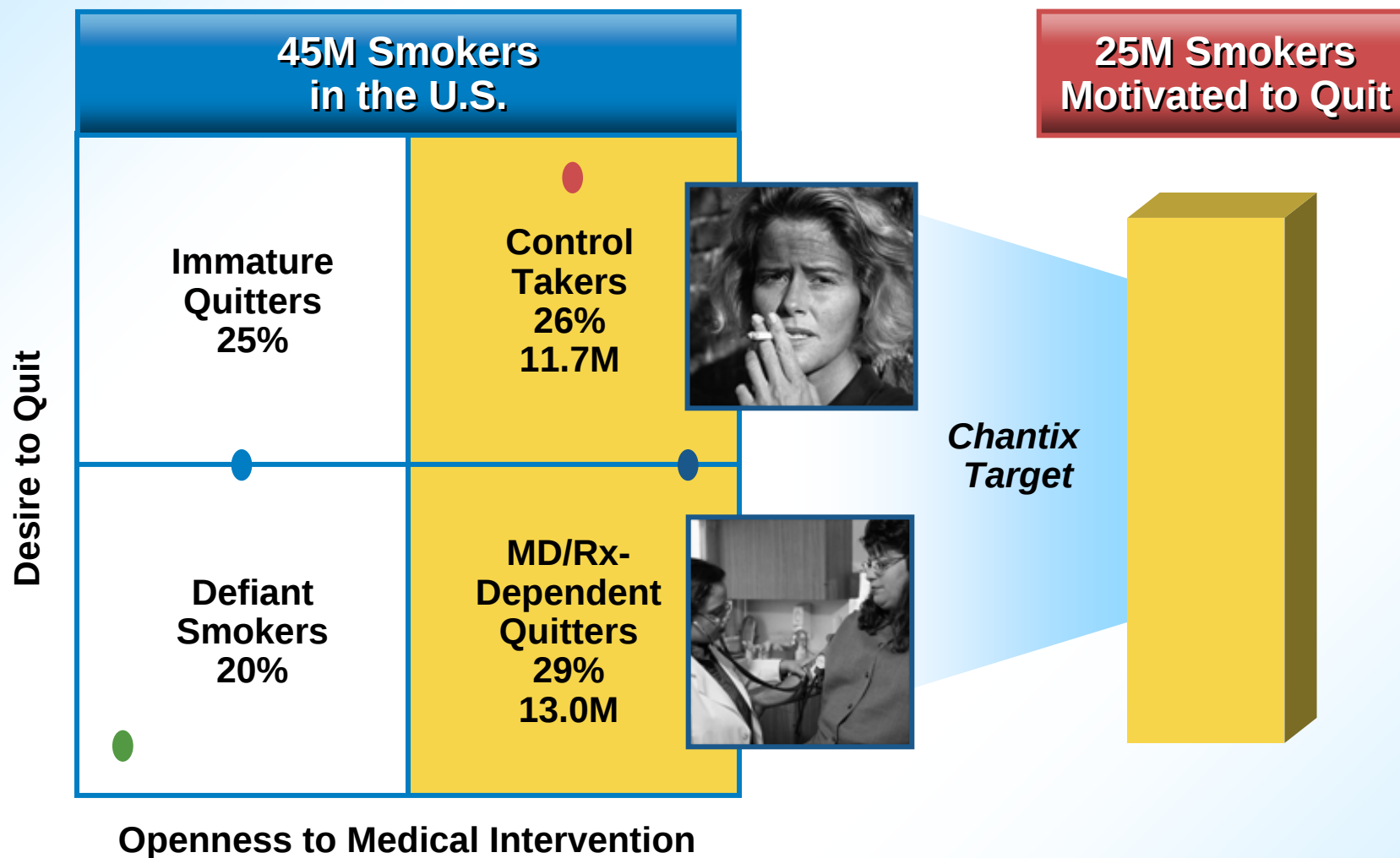
Repair the Patient-
Physician Dialogue

Optimize
Execution

Mid-Term

Completion of Large Safety Studies
(CONDOR, PRECISION)

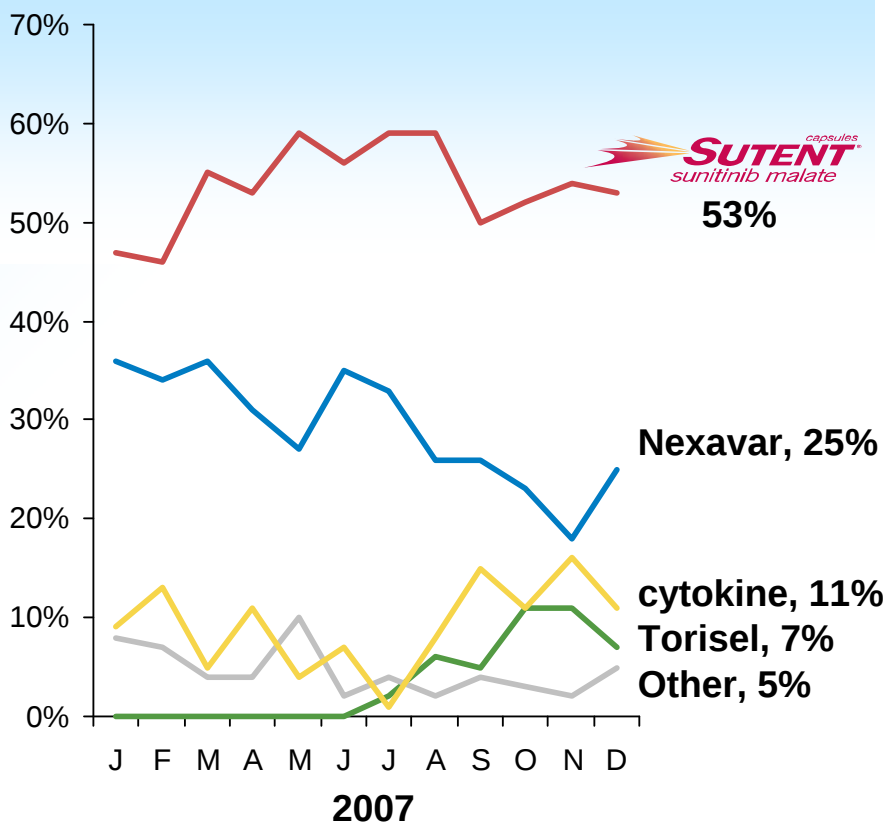
Chantix: For Smokers Motivated to Quit



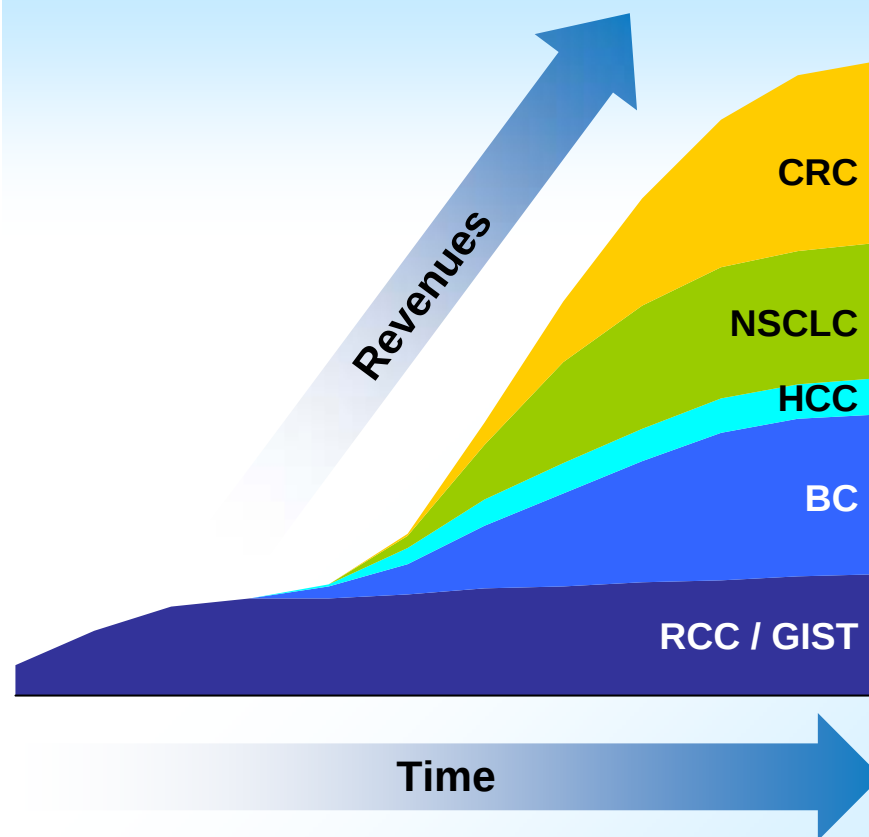
Sutent: The Bedrock of Our Oncology Portfolio



U.S. mRCC Patient Share – 1st Line



Potential New Indications Expected to Drive Value



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Source: ImpactRx

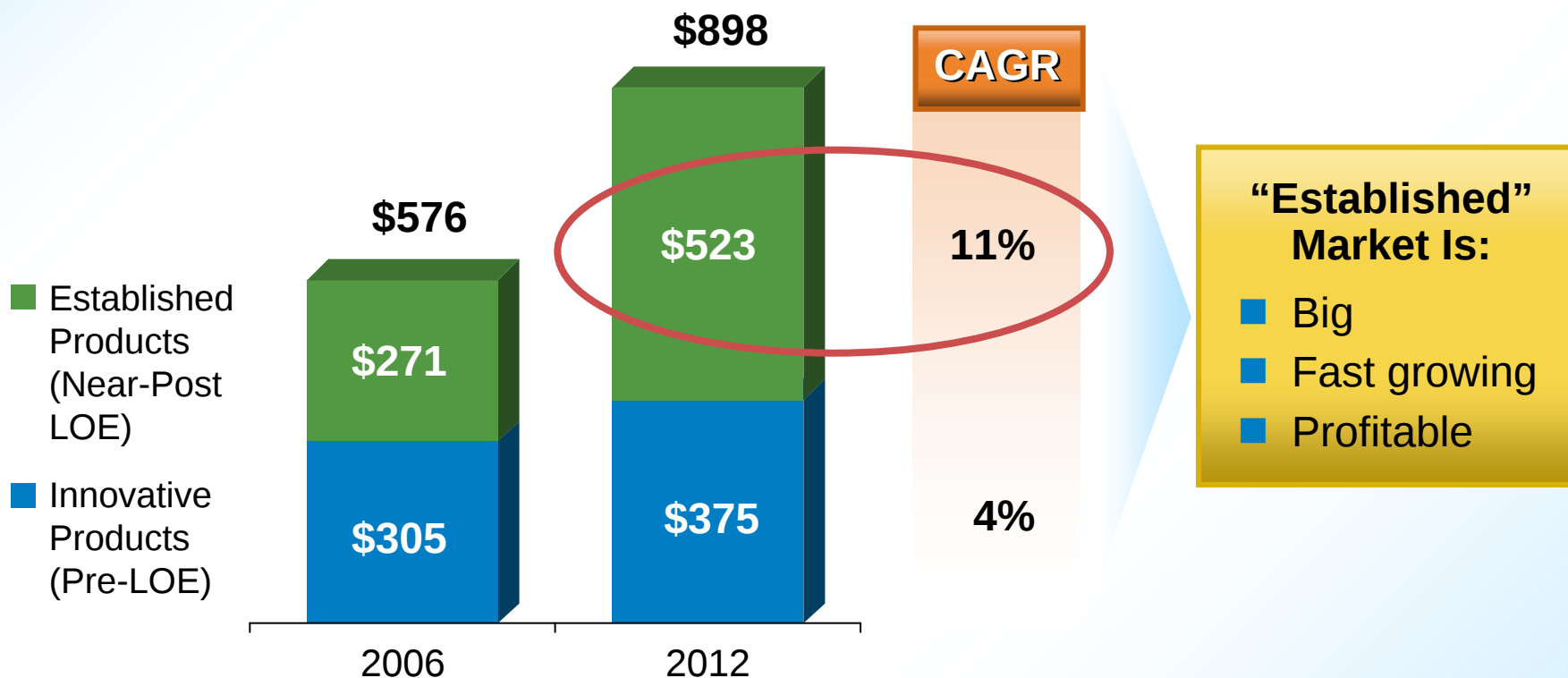
5 Key Strategies



The Opportunity



Global Pharmaceutical Sales (\$ billions USD)



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* Excludes Africa/Middle East market.
Source: Datamonitor; EvaluatePharma; analyst reports.



Source: Datamonitor; EvaluatePharma; analyst reports.

Our Competitive Advantage = Value Creation



Strengths & Capabilities

- Strong brand recognition
 - ◆ Track record of proven efficacy and safety
- Strong book of business today in established products
 - ◆ Current portfolio about 4% of market
- Broad and deep commercial infrastructure around the world
- Excellence in Pharmaceutical Sciences
 - ◆ Enhancing our value proposition
- State-of-the-art manufacturing processes and technologies

Leverage
Our Product
Portfolio

Become a
World Leader
in Product
Enhancements and
Reformulation

Pursue
Opportunities in
“Niche” Markets

Intensify Late
Stage Lifecycle
Planning

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Our Goal – Outpace Market Growth



1

**Increase
Emphasis on
Our Existing
Portfolio**

2

**Broaden the
Geographic
Reach of Our
Offerings**

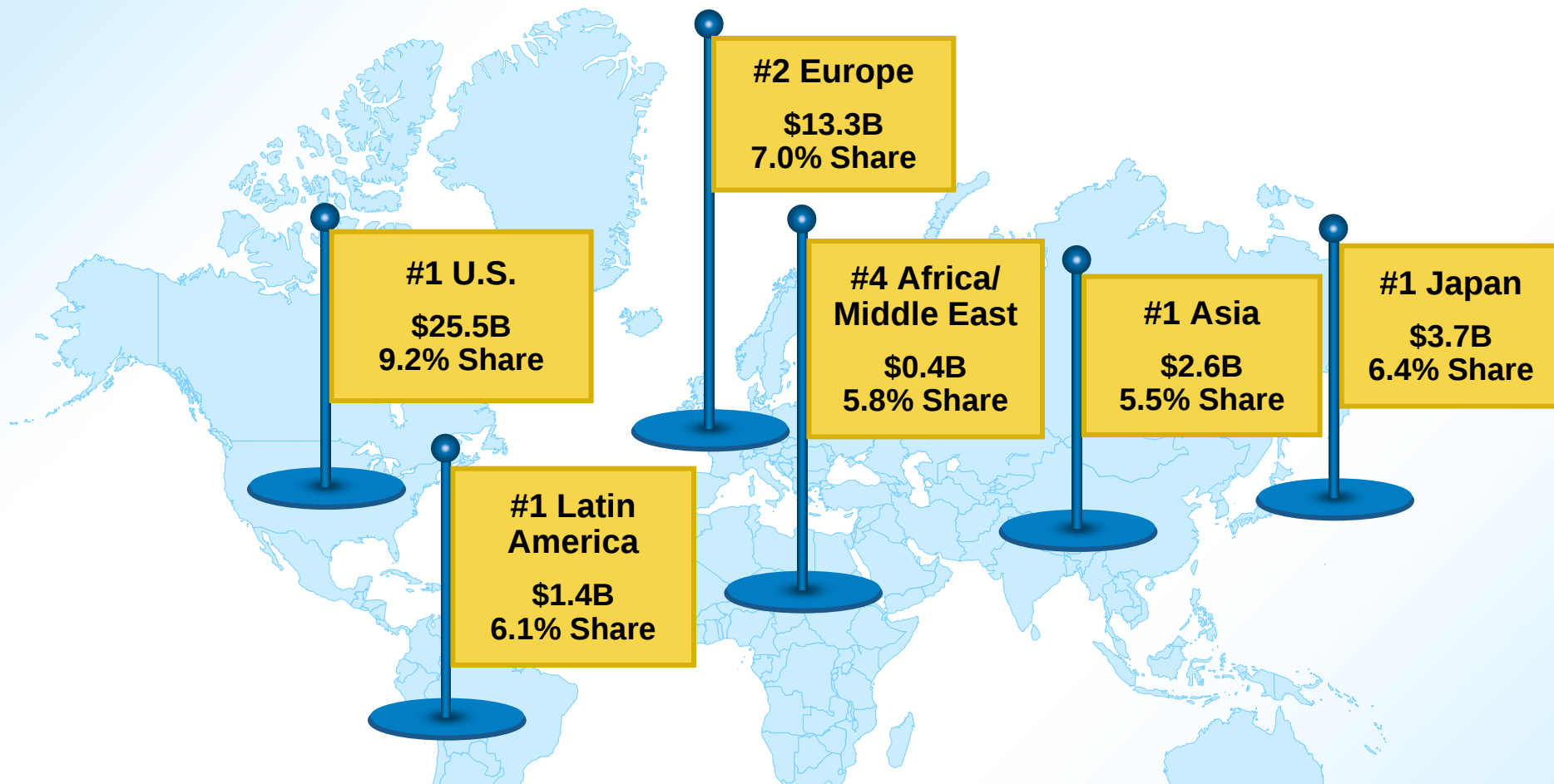
3

**Develop
Partnerships
to Accelerate
Our Pace**

5 Key Strategies



Right Geographies



The Powerful Forces of Globalization Play to Our Strength

Right Products



New	In-Line	Established
CHANTIX™ (varenicline) TABLETS	GEODON® (ziprasidone HCl)	NORVASC® (amlodipine besylate)
	LIPITOR® atorvastatin calcium tablets	Fragmin® (dalteparin sodium injection)
	CELEBREX® (CELECOXIB CAPSULES)	Neurontin® (gabapentin)
	ARICEPT® (donepezil HCl)	Glucotrol XL® (glipizide) Extended Release Tablets
LYRICA® PREGABALIN capsules	Xalatan® latanoprost ophthalmic solution	
SELZENTRY™ (maraviroc) tablets	VIAGRA® (sildenafil citrate) tablets	ARTHROTEC® (diclofenac sodium/misoprostol) 50 and 75 mg tablets with 200 mcg misoprostol
SUTENT® capsules sunitinib malate	Rebif® (interferon beta-1a) sc injection	RELPAK® (eletriptan HBr)
	ZYVOX® IV/Oral (linezolid)	Dynastat® IV/IM (parecoxib sodium injectable)
	SPIRIVA® HandiHaler® Once-Daily (tiotropium bromide inhalation powder)	Xanax XR® alprazolam extended-release tablets
SOMAVERT® (pegvisomant powder and solvent for solution for injection)	VIRACEPT® nelfinavir mesylate tablets and oral powder	CAMPTOSAR® irinotecan HCl injection
Eraxis™ (anidulafungin IV)	VFEND® IV/Oral (voriconazole)	Zithromax® (AZITHROMYCIN)
	Caduet® amlodipine besylate/atorvastatin calcium from 5mg/10mg to 10mg/40mg tablets	Zmax™ (azithromycin extended release) microspheres suspension
	Genotropin® (somatropin recombinant)	depo-suba provera 104® medroxyprogesterone acetate injectable suspension (104 mg/0.65 mL for subcutaneous use)
	AROMASIN® exemestane tablets	Accupril® quinapril HCl tablets
	inspra™ eplerenone	Diflucan® (fluconazole 150-mg tablet)

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The Emerging Asian Markets Opportunity



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Source: Projections based upon IMS Market Prognosis March 2007 & Internal Analysis (excludes Japan, Australia, New Zealand)

Pfizer Well-Positioned and Investing for Growth in Emerging Asian Markets



Asia Footprint

- Significant 2007 Sales Growth
- #1 Rank in Asia
- Regional support footprint in Hong Kong with cross-functional capabilities
- Marketing and sales infrastructure in all countries

People

- Programs to develop and retain talent across markets
- Strong cadre of very experienced managers
 - ◆ Three-quarters of talent local
- Regional management team together for nearly 10 years

Reputation as a Good Partner, Corporate Citizen and Employer

Capturing Global Advantage – Building Out Today's Presence



R&D

- \$300 million investment in South Korea
- R&D facility in China
- Establish incubators to aid Asian start-ups
- New Asia R&D head based out of Shanghai and reporting to M. Mackay

Manufacturing

- Manufacturing sites and experience across Asia
- First trigeneration power plant in Singapore – an environmental-friendly energy source

Business Development

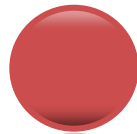
- Asia strategy founded on organic, internally driven growth
- Business development opportunities also exist to supplement growth and hedge against risk
- New head of regional and local business development based out of Hong Kong



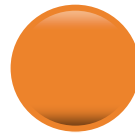
Goals



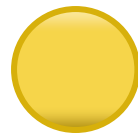
Reinforce market leadership in the region, grow market share from 4% to 7–9%



#1 pharma company in China, grow market share from ~2% to ~8–11%



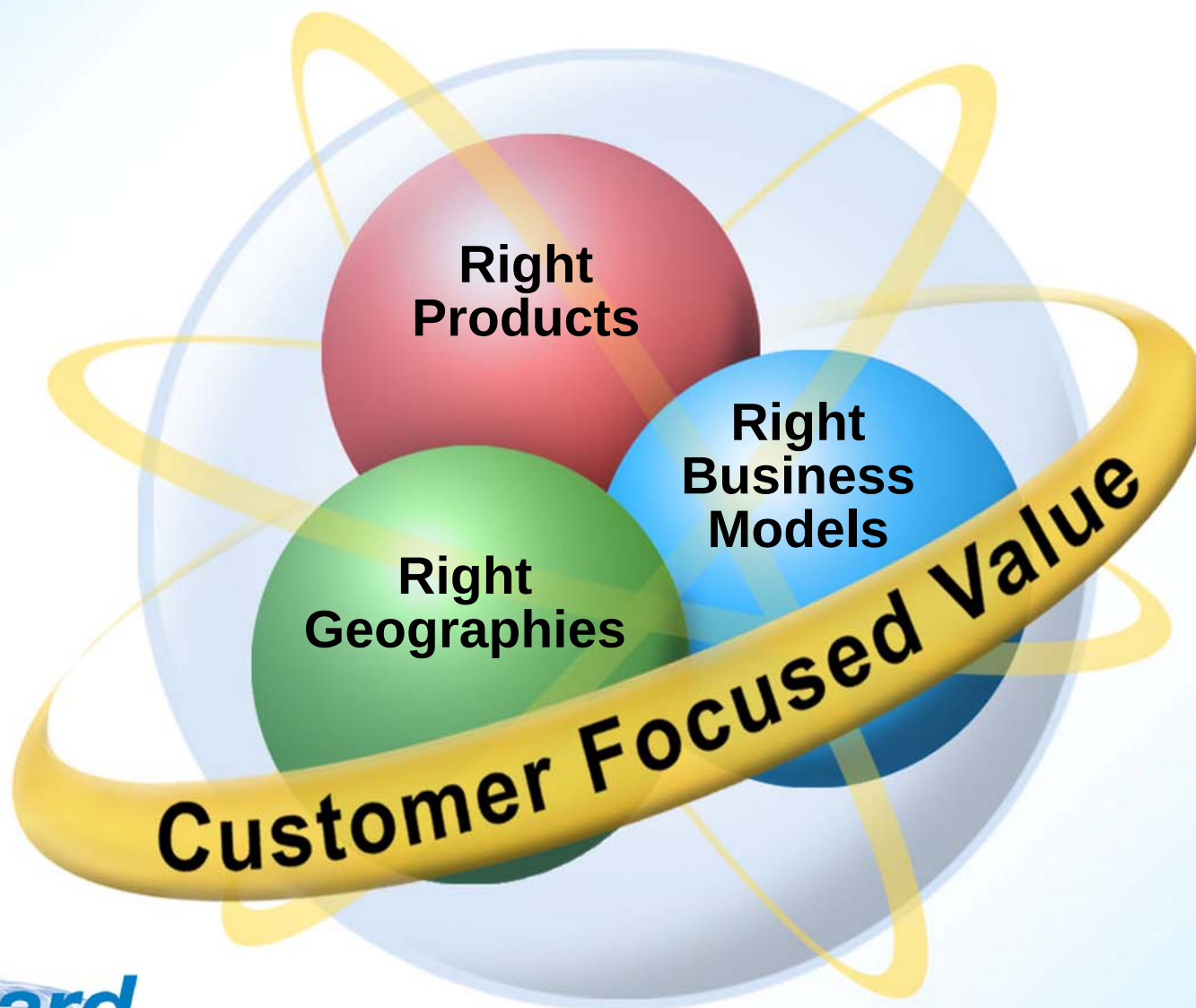
Drive Korea to \$1 billion business



Top 3 in fast-growing Asian oncology market



Capture global advantage



5 Key Strategies



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Our Path Forward

Joe Feczko

Senior Vice President & Chief Medical Officer

