Pfizer Emerging Markets

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May 6, 2009

Emerging Markets

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 2008 Annual Report on Form 10-K and in our reports on Form10-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 (GAAP). 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 April 28, 2009.

These reports are available on our website at www.pfizer.com in the "Investors—SEC Filings" section.

Overview

- Introduction to Pfizer Emerging Markets
- Strategic Priorities
- Focus on Priority Markets

Pfizer Emerging Markets: Who We Are

16,000 colleagues

More than **70** countries

Across **20** time zones

Approximately **5 billion** people

Our Vision and Mission

Vision

We will be recognized for meeting the **diverse medical needs** of patients in Emerging Markets **around the world** in an **innovative**, **socially responsible** and **commercially viable** manner.

Mission

We will…

- develop **bold** and **innovative** partnerships
- reach patients we have **never reached before**
- provide medicines and services in an **affordable** manner
- be recognized for having the **best talent** in healthcare
- become a **leading biopharmaceutical company** in Emerging Markets

Pfizer's Global Footprint Supports Growth in EMs

Established, **well-known brand** in EMs

Commitment to dedicate **significant resources**

Global **research** and **manufacturing** capabilities

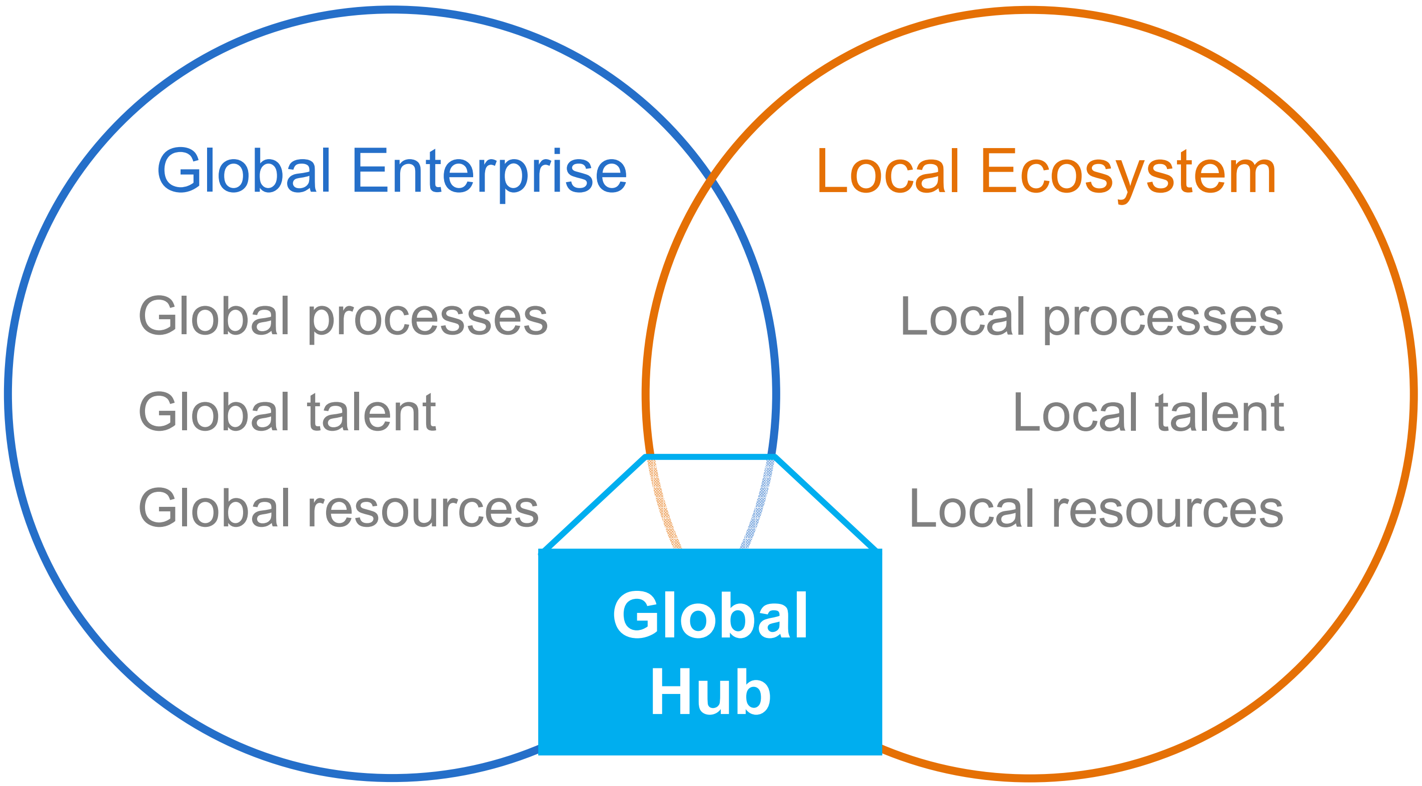
Capitalizing on the **power of scale**

New Business Model Actively Addresses Key Capabilities

	Previous Model	New Model: **Pfizer Emerging Markets**
Governance	EM grouped with developed markets	• One leadership team with **100% focus** on EM • Strong **local presence** • Maintain **high engagement**
Business Development	Needs not well understood or resourced in EMs	• Clear process with **faster responses**
Global Access	Bottom of pyramid is forgotten customer	• **New** business **models** to improve access • Bottom of pyramid becomes **strategic imperative**
Medical & Development	Focus on US, EU and Japan	• **Dedicated resources** focused on EM • Acceleration of **clinical trials** • Development of **medicines** for developed <u>and</u> **EM**
Commercial Model	Global marketing Established Products are second priority	• Brand management **customized** • **Branded Generics** are priority • **Regional hubs** – effective replication of success

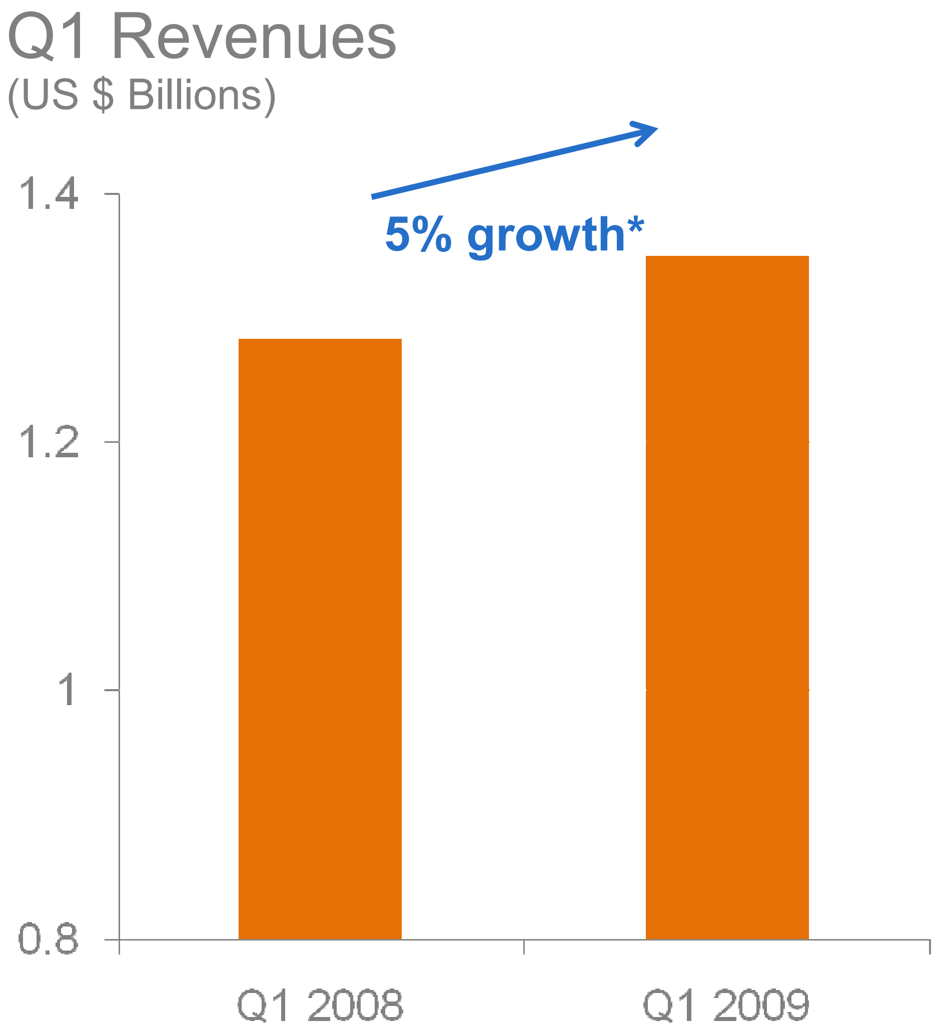
Pfizer Emerging Markets

Established Commercial Model Builds Local Capabilities



Adapted from Gupta, Anil K. & Wang, Haiyan: *Getting China and India Right: Strategies for Leveraging the World's Fastest-Growing Economies for Global Advantage*

Pfizer Emerging Markets Current Performance



*Q1 2009 Operational Growth

Our Strategic Priorities

1. Drive incremental organic growth
2. Pursue strategic acquisitions/partnerships
3. Seek game-changing opportunities for innovation

1 Drive Incremental Organic Growth

Focus on core brands and new product launches

LIPITOR atorvastatin calcium tablets · CHAMPIX varenicline tartrate · CELEBREX (CELECOXIB CAPSULES) · LYRICA PREGABALIN capsules

Prioritize Oncology as a major growth driver

SUTENT sunitinib malate capsules

Development:
- 22 NMEs
- 10 Phase 3 trials

Optimize Established Products revenues

Diflucan (fluconazole) · MEDROL · Sulperazon · Zithromax (AZITHROMYCIN)

Expanding **geographic reach** and **customer base**

E-card program: Once-Daily NORVASC (amlodipine besylate)

② Pursue Strategic Acquisitions/Partnerships

Wyeth **diversifies offering** and **expands presence** in EMs

Pfizer Inc

Pharmaceuticals
- Primary Care
- Specialty Care
- Oncology
- Established Products

Research
- Pfizer Global R&D

Market presence
- Significant in Emerging Markets

Pfizer Inc + Wyeth

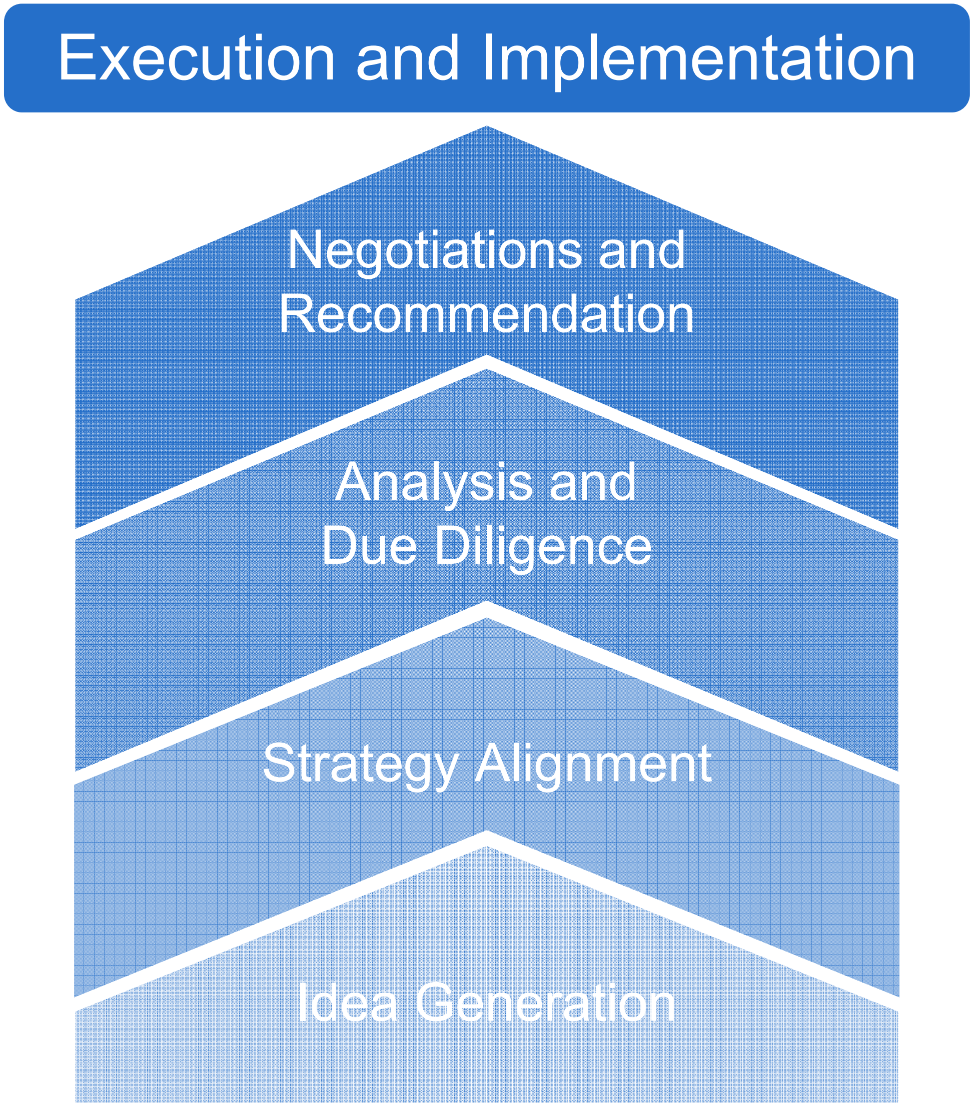
Biopharmaceuticals
- Primary Care
- Specialty Care
  - Vaccines
  - Biologics
- Oncology
- Established Products

Diversified businesses
- Animal Health
- Capsugel
- Consumer Health
- Nutritional Health

Research
- PharmaTherapeutics Research Group
- BioTherapeutics Research Group

Market presence
- Enhanced in Emerging Markets

② Pursue Strategic Acquisitions/Partnerships



③ Seek Game-Changing Opportunities for Innovation

Global Access Strategy

- Commercially viable
- Sustainable
- Socially responsible

Healthcare Financing	New Commercial Models	Key Account Management	Access to Innovative Products	R&D for Unmet Medical Needs

③ Seek Game-Changing Opportunities for Innovation

Pfizer, PlaNet Finance Partner to Study Options for Expanding Access to Healthcare in China

Pfizer to set up 600 smoking cessation clinics in 2 years The Times of India

(photo: WN / Yolanda Leyba)

Grameen Health to Establish Independent Collaborations with Pfizer, GE Healthcare, and Mayo Clinic to Create Sustainable Healthcare Delivery Models for the Developing World

Partnerships Will Support Development of Business Models That Meet the Health Needs of 4 Billion People Around the World Who Live on Annual Incomes of Less Than $3,000

BOSTON--(BUSINESS WIRE)--Grameen Health, an affiliate of Grameen Bank, the pioneering micro-financing organization in Bangladesh that shared the Nobel Peace Prize in 2006 for its work to alleviate poverty, announced today that it will establish independent partnerships with Pfizer Inc., GE Healthcare, and Mayo Clinic to create sustainable models for healthcare delivery in the developing world.

PlaNet Finance

GRAMEEN™

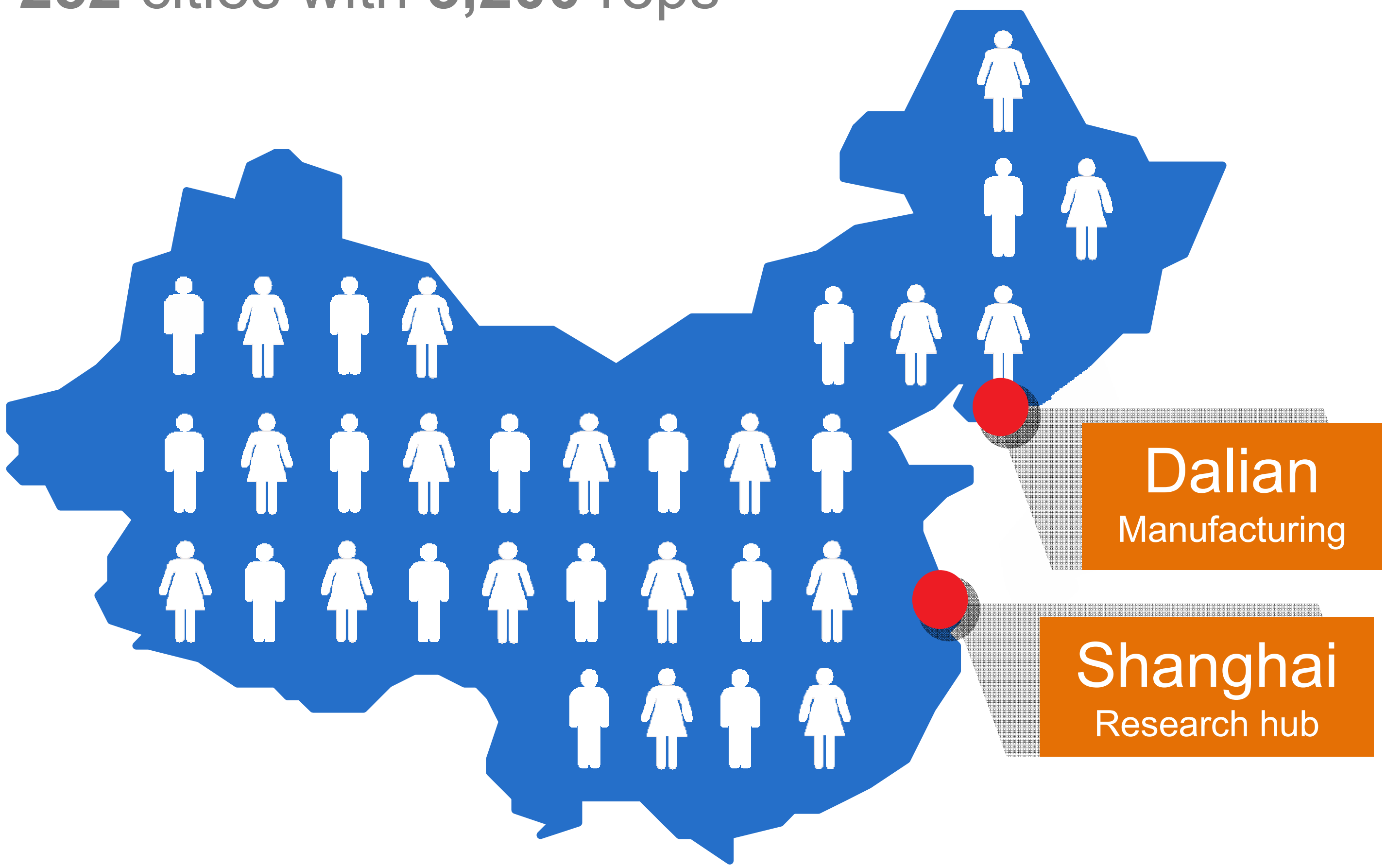
sigma-tau

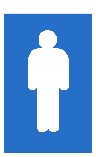
Focus on Priority Markets

Geographic Expansion in China

2009: **177** cities with **2,300** reps

2011: **252** cities with **3,200** reps



 = 100 reps

Private-Sector Involvement in India

Growing research and education

- Preferred Research Centres to build research capacity
- Pfizer Education and Research League training programs

Supporting public health initiatives

- Partnering with leading healthcare provider
- Opening 600 smoking cessation clinics by year-end 2010

Max Healthcare
Caring for you...for life

Focus on Public-Private Partnerships in Turkey

Research and development

- Partnership with Hacettepe University
- Creation of government-supported technoparks
- Supports ongoing collaboration between academia and private sector
- Designated as Key Strategic Site – driving excellence in clinical trials

HACETTEPE UNIVERSITY
To the leading edge... Toward being the best...

Public health partnerships

- Step Forward to Fight Cancer initiative
- Partnership for CV risk management
- Supporting government smoking cessation efforts

Meeting our Goals for Growth

- Driving growth in our **six priority markets**
- Optimizing revenues for **Established Products**
- Concentrating on **key therapeutic areas**, including Oncology

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