



Worldwide Biopharmaceutical Businesses

Ian Read
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 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%)
Total	\$14,606	\$11,241	30%	4%	26%	4%

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

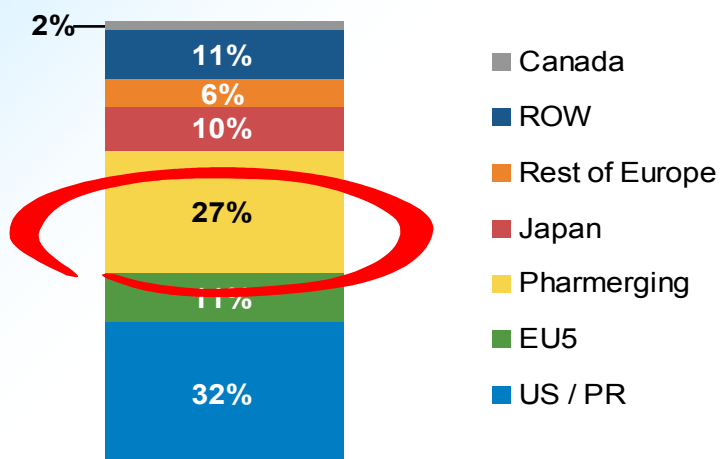
Invest in development to deliver a differentiated, innovative pipeline

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

Accelerate our powerful Emerging Markets and Established Products businesses

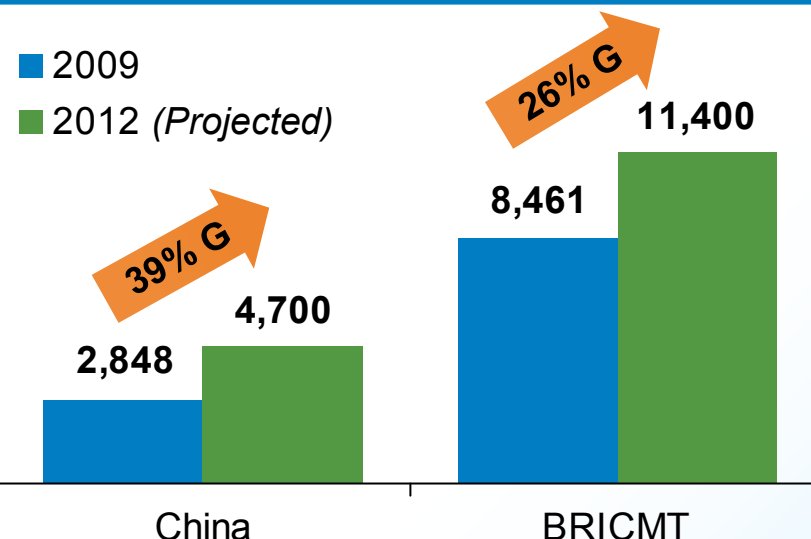
Emerging Markets

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**

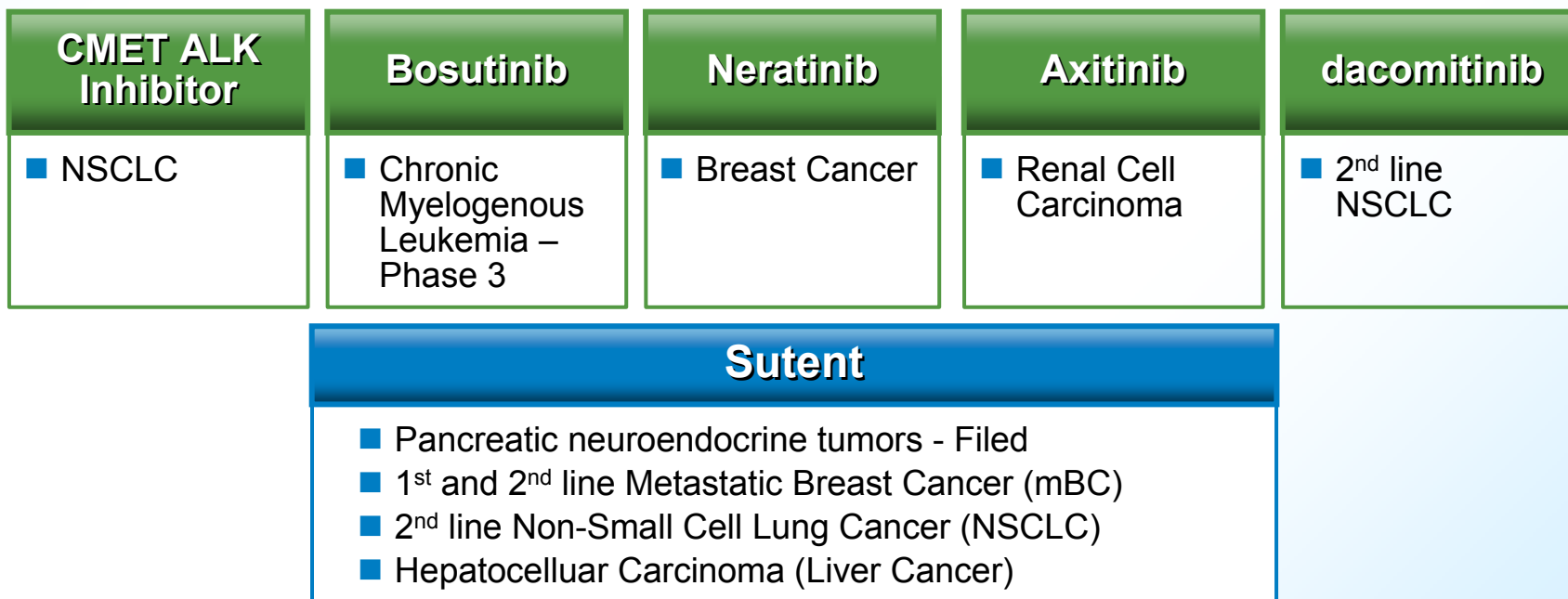
Performance & Key Strategies

- 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 / norgestrel 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

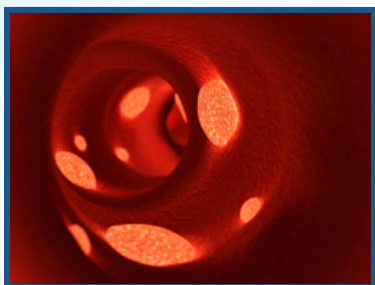
Pristiq
desvenlafaxine

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*



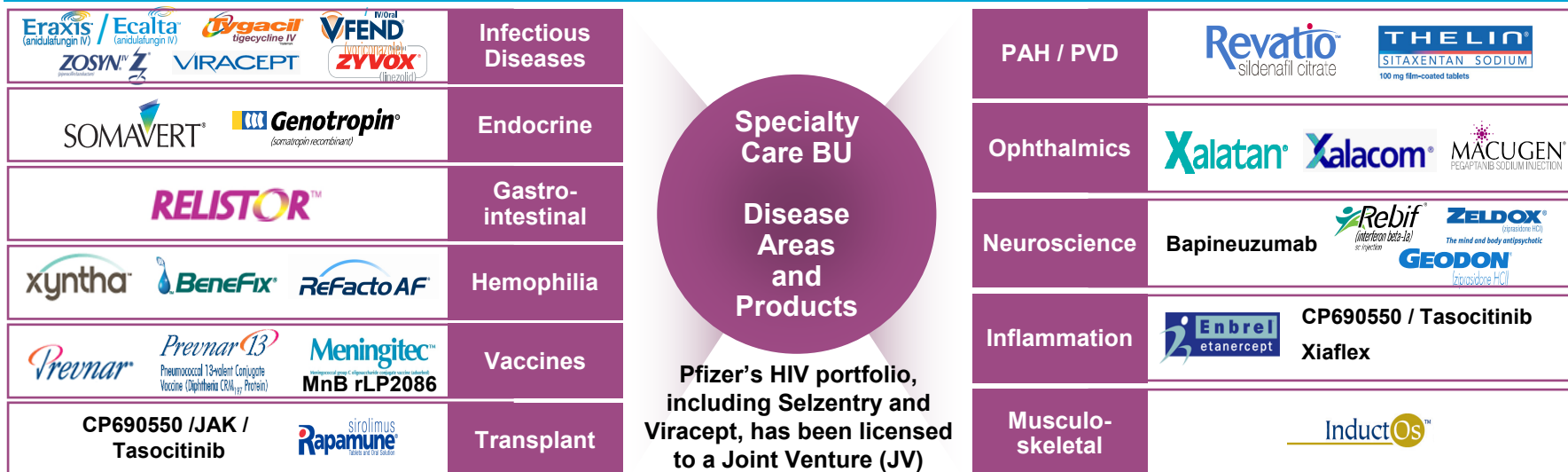
Geno Germano

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

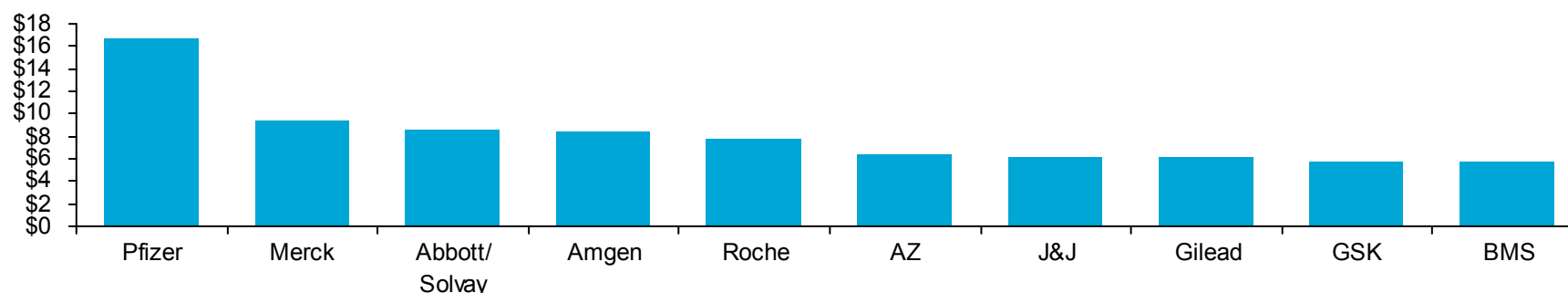
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Pfizer is the Number One Specialty Care Company in the World

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



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

Prevnam13 (Adult Indication)

Huge Population

Significant Unmet
Need

Expanding Conjugate
Technology in Adults

*Significantly expand the
Prevnam Franchise by
offering effective and long-
term PD prevention to adults*

Tasocitinib / JAK (Inflammation)

Novel MOA Inhibiting
the Jak Kinase
Inflammation Pathway

Large Unmet Medical
Need Across Multiple
Indications

Potential to Offer
Biologic-like Efficacy
in a Tablet

*Comprehensive Ph III
program is underway for
Tasocitinib in Rheumatoid
Arthritis across 6 trials*

Partnered Development

Bapineuzumab (Alzheimer's)

Disease Modification
in Mild-to-Moderate
Alzheimer's

Acts to Clear
b-amyloid and
b-amyloid Plaques

Potential to Reduce
Rate of Decline in
Cognitive and
Functional Status

*Currently, four Ph III
studies in over 4,000
patients worldwide*

Xiaflex (Dupuytren's)

Significant Unmet
Need for Less
Invasive Treatments

Clinically Proven
Profile

Approved in the US;
A novel, first-in-class,
biologic for adult
Dupuytren's contracture
patients with a palpable cord*

*Pfizer has rights in 27 EU and 19 Eurasian countries



***Working Together for a
Healthier World™***