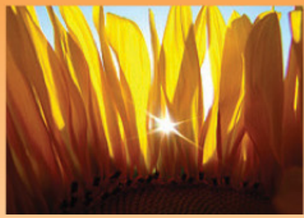




Pfizer Emerging Markets

Jean-Michel Halfon
President and General Manager

May 26, 2010



Forward-Looking Statements and Non-GAAP Financial Information

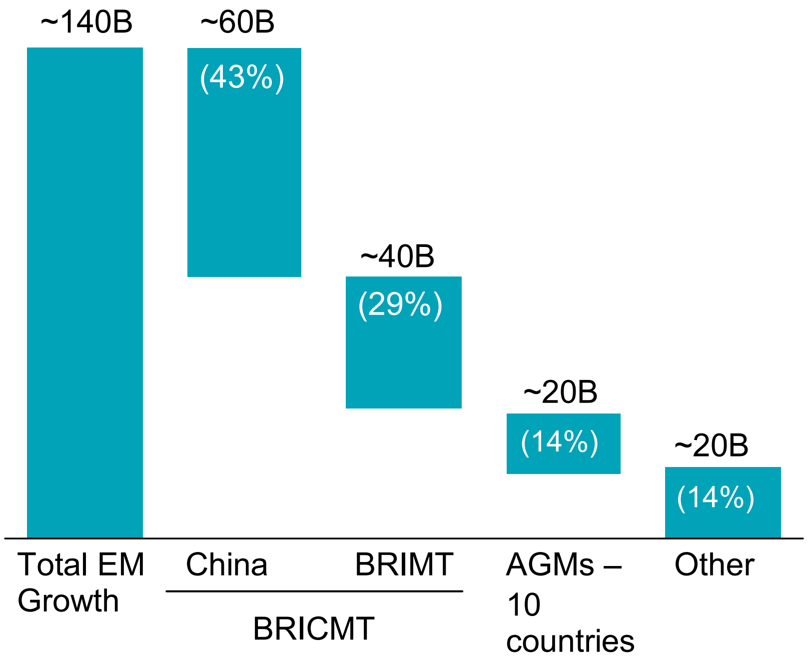
- Our discussions during this presentation will include forward-looking statements. Actual results could differ materially from those projected in the forward-looking statements. The factors that could cause actual results to differ are discussed in Pfizer's 2009 Annual Report on Form 10-K and in our 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 (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 May 4, 2010.

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

Six Markets Projected to Drive ~75% of EM Growth

Emerging markets industry growth 2009–14 (US $ Billion)



- Current market size is nearly $200B
- Priority markets expected to drive ~75% of total EM growth over next 4 years
  - China: 43%
  - Other 5 priority markets: 29%
- Accelerated growth markets (AGMs) represent the next significant opportunity

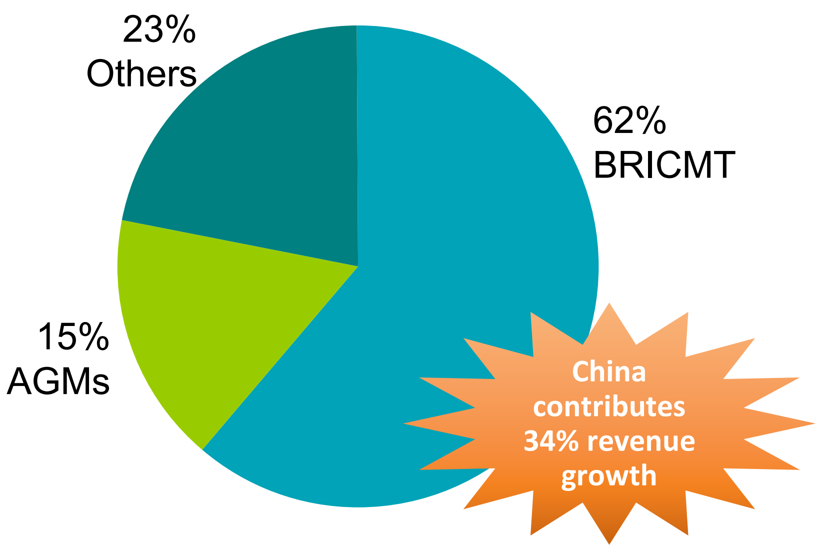
Legacy Pfizer **FY 2009: 8% operational growth**** **Q1 2010: 6% operational growth***

Source: IMS, Pfizer internal analysis
* *Legacy Pfizer operational growth including S Korea
* Legacy Pfizer operational growth excluding S Korea.

Expected Key Growth Drivers for Pfizer Emerging Markets

Priority Markets

Contribution to 2009–14 revenue growth



Top Products

Prevenar 13
Pneumococcal polysaccharide conjugate vaccine (13-valent, adsorbed)

Once-Daily 5-mg and 10-mg tablets
NORVASC (amlodipine besylate)

Enbrel etanercept

CHAMPIX varenicline tartrate

CELEBREX 100mg CELECOXIB

LIPITOR atorvastatin calcium tablets

Zmax (azithromycin extended release) for oral suspension

LYRICA PREGABALIN capsules

Tygacil tigecycline IV

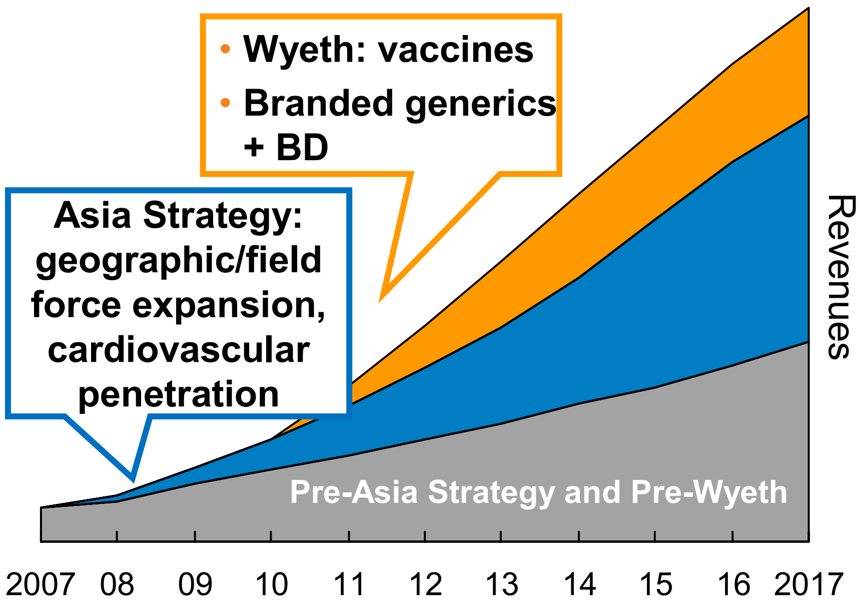
SUTENT sunitinib malate

Pristiq desvenlafaxine EXTENDED-RELEASE TABLETS

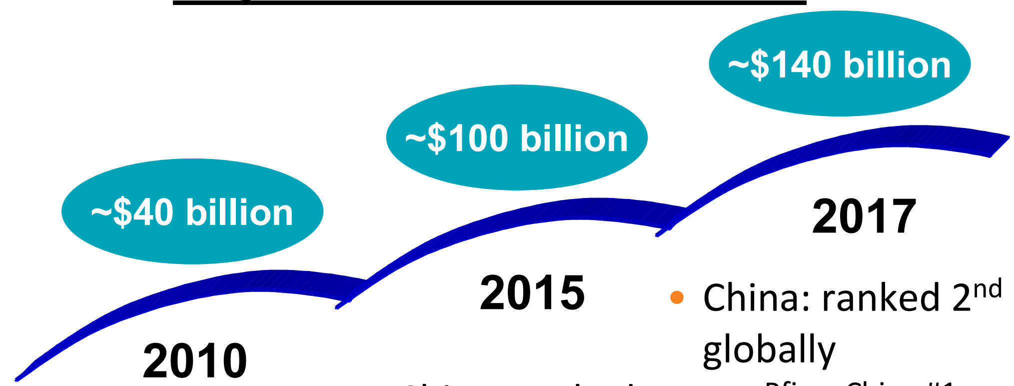
Projected Average CAGR 2009-2014: 14%

Projected Acceleration of China Growth Organically and Via Business Development

Projected Pfizer Growth



Projected China Market Growth



2010
- China: ranked 5th globally
  - Pfizer China #1
  - Pfizer's 10th largest market

2015
- China: ranked 2nd globally
  - Pfizer China #1
  - Pfizer's 3rd largest market

2017
- China: ranked 2nd globally
  - Pfizer China #1
  - Pfizer's 2nd largest market

- Opportunities with healthcare reform
- Unique business model evolving
- Strong leadership
- Success with core brands
- Business development
- Strategic partnerships

Projected Pfizer Expansion

2010	2012
3,300 field force	5,400 field force
272 cities	360 cities

Prevenar 13: A Projected Growth Driver for Pfizer

Prevenar 13
Pneumococcal polysaccharide conjugate vaccine (13-valent, adsorbed)

Prevenar 13 Pediatric

- Builds on the scientific foundation and proven experience of Prevenar
- Provides the broadest coverage of any pneumococcal conjugate vaccine
- Launched in all four regions; received approval in more than 20 countries in emerging markets, including India and Turkey

Prevenar 13 Adult

- Expected to become the first vaccine for adults and the standard of care for the long-term prevention of pneumococcal disease
- Filing for the adult indication expected by the end of 2010

Partnerships

- Established more than 45 partnerships through national immunization programs worldwide, the majority of which are within emerging markets
- Entered agreement with GAVI to improve access to Prevenar 13 in the developing world

Research

- Continue to develop in-house vaccines pipeline beyond Prevenar 13
- Actively exploring other research collaborations to leverage our vaccines capabilities

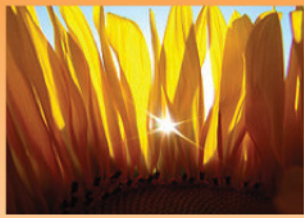
Pricing Strategy Is Based on Local Market and Competitive Dynamics

- Key considerations:
  - Disease areas
  - Socioeconomic
  - Market dynamics
  - Viable margins
  - Tenders and tiered pricing – e.g. vaccines
  - Institutional buyers – e.g. rifabutin
  - LDC strategy
- Not a “one size” strategy

Local markets empowered to make pricing decisions

55% average price differential between US and emerging markets

60% price reduction to make available at $1 per dose in developing countries





Q & A

Pfizer Emerging Markets