

Innovative Partnerships

Progress Toward Achieving the Millennium Development Goals



Working together for a healthier world™

Pfizer's Commitment to the Millennium Development Goals and People Living in Developing Countries



With access to good health care, people have the chance to lift themselves into prosperity. Without it, they remain trapped in poverty. More than a billion people face this reality today.

We all have a responsibility to help.

At Pfizer, we're changing the way we do business, and working with new partners to achieve equitable, sustainable health solutions. We know we have a special responsibility to be a leading voice in improving every person's opportunity for reliable, affordable, quality health care. We're bringing together the best scientific minds to challenge the most feared diseases of our time, because adequate treatments do not yet exist for many diseases that are common in developing countries. Pfizer is committed to using our global presence and scale to make a difference in the world we serve.

We recognize that our corporate responsibility encompasses both "what we do" and "how we do it." We are integrating corporate responsibility into all parts of our company. We are taking steps to help people in the developing world gain improved access to health solutions. This includes establishing an Emerging Markets Business Unit that enables greater focus on diseases of the developing world and the needs of people who live there. We've also developed a Global Access strategy to develop commercially viable, socially responsible approaches to improving access to medicines.



Pfizer strongly supports all eight Millennium Development Goals, but we know we can help advance some goals more than others. We are particularly able to help combat HIV/AIDS, malaria and other diseases, and we are working hard to improve access to essential medicines in developing countries. We are making vaccines available to help combat pneumococcal disease, the leading cause of death among children younger than five worldwide. We are striving to find medicines to help avoid HIV infection, the leading cause of death in women during their childbearing years. And we are focused on transforming our business so that we are better able to serve the needs of people everywhere with new, life-enhancing health care solutions.

This report shows many of the ways we are working together for a healthier world. Thanks for reading it, and for your commitment to advancing the important goals we all share.

Sincerely,

A handwritten signature in black ink that reads "Jeff Kindler". The signature is written in a cursive, flowing style.

Jeff Kindler
Chairman and Chief Executive Officer
Pfizer Inc

MDG 1: ERADICATE EXTREME HUNGER AND POVERTY

- **Young Producer's Project** enhances the diets of families in small cities and helps them generate more income.
- Partnership with the **Global Alliance for Livestock Veterinary Medicines** improves the health of livestock and food security in Africa, Latin America and Asia.

MDG 2: ACHIEVE UNIVERSAL PRIMARY EDUCATION

- Florence Nightingale International Foundation **Girl Child Education Fund** nurtures the development of girls in Kenya, Swaziland, Uganda and Zambia.
- The **Goat School** project aims to eradicate child labor, improve primary school attendance and increase the income of needy families in Brazil.

MDG 3: PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

- Partnership with **Arpana Research and Charitable Trust** promotes maternal health, gender empowerment, women's literacy, micro-finance and public health.
- The **Pankaruru Health and Culture Project** provides basic health care information and trains health agents and midwives to serve the Pankaruru Indian community.

MDG 4: REDUCE CHILD MORTALITY

- Support of the **Advanced Market Commitment (AMC)** aims to prevent pneumococcal disease in the world's poorest countries, the leading cause of vaccine-preventable death in young children.
- ViiV Healthcare, formed by Pfizer and GlaxoSmithKline, launched a partnership with **amfAR/TREAT Asia** strives to optimize HIV treatment for children in Asia.
- **Pediatric formulations** of medicines for trachoma, uncomplicated malaria, iron deficiency and parasitic diseases serve the special needs of children.

MDG 5: IMPROVE MATERNAL HEALTH

- WOMAN trial explores the efficacy and safety of tranexamic acid to **reduce maternal death and serious injury** associated with uncontrolled bleeding after childbirth.
- ViiV's collaboration with the **International Partnership for Microbicides** explores the potential of maraviroc to be used as a microbicide in HIV/AIDS prevention.
- Partnerships with NGOs including USAID and UNFPA make **Depo-Provera** available in family planning programs.

- Pfizer, Medicines for Malaria Venture and the London School of Hygiene & Tropical Medicine's development of a **fixed dose combination of azithromycin and chloroquine** aim to meet the need for intermittent treatment of malaria in pregnant women.

MDG 6: COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

- **ViiV Healthcare** works exclusively on research, development and commercialization of HIV treatments.
- **Diflucan Partnership Program** has provided \$840 million in medicine to more than 2,000 sites in 63 countries.
- **Infectious Diseases Institute** is a Center of Excellence for care, treatment, training and research in sub-Saharan Africa.
- Pfizer's partnership with the **Critical Path to TB Drug Regimens** accelerates the development of new, safe and shorter duration TB drug regimens.
- Partnership with the **Clinton Foundation HIV/AIDS Initiative** enables reduced prices and expanded availability of an essential antibiotic that treats TB.
- **Mobilize Against Malaria** program aims to prevent the spread of malaria and improve access to high quality treatments.
- **International Trachoma Initiative** combats trachoma, the world's leading cause of preventable blindness.
- **Research partnerships** with Medicines for Malaria Venture, Drugs for Neglected Diseases *initiative*, and WHO Special Programme for Research and Training in Tropical Diseases help battle tropical diseases.
- Pfizer's partnership with the **World Bank's eTransform Initiative** aims to improve the health care infrastructures and supply chains in developing countries.

MDG 7: ENSURE ENVIRONMENTAL SUSTAINABILITY

- **Green chemistry** reduces chemical waste and yields significant energy savings in the manufacture of medicines.
- Partnerships with **WaterAid** aim to improve children's hygiene behavior and increase latrine use.

MDG 8: DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

- Our work in support of achieving the Millennium Development Goals is done in partnership with key stakeholders, which is essential for global development.

A Framework for Change

In 2000, a gathering of global leaders met for the United Nations Millennium Summit and established a new partnership that has become known as the Millennium Development Goals (MDGs). These goals address poverty and hunger, disease, maternal health, child mortality, gender equality, education, environmental sustainability and the need for a partnership to advance global development. The subsequent agreement to commit to measurable targets for progress toward these eight goals launched an unprecedented global effort to engage governments, businesses

and nongovernmental organizations (NGOs) in alleviating the suffering of the world's poorest people, and holding all committed parties responsible for measurable progress.

There has been significant progress toward these goals, but results have been inconsistent. Some countries are moving ahead toward their targets, while others are falling behind. There is an opportunity—and need—for the entire international community to take action and accelerate the pace of progress.

Pfizer's mission supports the MDGs and in 2008, Pfizer re-affirmed its

commitment to the goals by signing U.K. Prime Minister Gordon Brown's Private Sector Declaration on the MDGs. This "business call to action" commits companies to work collaboratively with governments and civil society to contribute to the fulfillment of the eight MDGs. With less than five years remaining to achieve the MDGs, we at Pfizer are renewing our dedication to the goals and are taking practical steps to speed progress. We cannot do it alone and are committed to working in partnership to find ways to do more.

Below: Scientists at work in Groton-New London laboratories; Facing page: Malaysia's Care-A-Van Program



Malaysia: Launched in August 1999 to mark Pfizer's 150th Anniversary and endorsed by the Ministry of Health, the **Pfizer Care-A-Van** has become a friendly and familiar sight on Malaysia's roads as it crisscrosses the country providing free health screening and health education to underserved populations. Care-A-Van plays a critical role in educating Malaysians about the importance of health screenings and healthy lifestyles in preventing and managing diseases. Child health is a priority for this project and teams conduct vision tests, administer de-worming medications and educate parents on proper nutrition. Pfizer is the first and only pharmaceutical company in Malaysia to have ventured into this community health service on such a large scale. Since its launch, the Care-A-Van has visited over 500 locations and screened more than 100,000 Malaysians nationwide.



Focused Efforts to Save Lives

Innovation is one of Pfizer's core values and is at the heart of our business. We add value to health care through our research—taking risks and often making substantial investments—to find new ways to prevent and treat disease, extend lives and promote the quality of life. The search for novel solutions drives our scientific investigation and motivates us to engage stakeholders and seek results-driven partnerships. It inspires us to do things differently in order to satisfy the needs of people today, while advancing the interests of generations to come.

To make meaningful advances in improving health care around the world, we continually strive for progress in biomedical science both on our own and through effective collaboration with the governments, organizations and individuals who share our concern for global well-being. Working together to advance shared goals in health and development ensures that the people who need our medicines and other products to stay healthy or to get well have reliable and affordable access to them.

Selected examples of our contributions to global wellness through innovation and partnership include:

- Wyeth, now part of Pfizer, developed **Prevenar 13**, which is built on the scientific foundation of

Prevenar. Prevenar 13 provides the broadest serotype coverage of any pneumococcal conjugate vaccine and includes the seven serotypes in Prevenar plus six additional serotypes. Together, these serotypes represent the most prevalent invasive disease-causing strains in young children worldwide. Prevenar 13 is the only pneumococcal conjugate vaccine to include serotypes 3, 6A and 19A.

- In a pioneering partnership with the **GAVI Alliance**, the **Bill & Melinda Gates Foundation**, donor governments and other organizations, Pfizer participates in the **Advance Market Commitment (AMC)** program for pneumococcal disease immunization. The AMC, a novel approach to public health funding, is designed to procure vaccines at an affordable and sustainable price for least-developed countries.
- Pfizer, in conjunction with **Medicines for Malaria Venture (MMV)** and the **London School of Hygiene & Tropical Medicine**, is developing a fixed-dose combination of azithromycin and chloroquine (AZCQ) for the intermittent preventive treatment of malaria in pregnant women (IPTp) in sub-Saharan Africa. This key intervention to battle malaria is aimed at lowering the incidence of adverse pregnancy outcomes associated with malaria. The AZCQ

development program is now in Phase III clinical development.

- We have entered into collaborations to expand scientific research with **MMV**, the **Drugs for Neglected Diseases initiative (DNDi)**, and the **World Health Organization Special Programme for Research and Training in Tropical Diseases (WHO-TDR)**. These organizations have access to our library of chemical entities and are screening them for compounds that can serve as catalysts to develop new drugs that target malaria and other tropical diseases. The collaboration with WHO-TDR has already led to the identification of a number of novel compounds exhibiting antimalarial activity and has brought scientists from developing countries into our laboratories for training in the latest drug discovery techniques.
- We responded to the call for treatment of blinding trachoma by donating more than 200 million doses of Zithromax, an easy-to-administer, single-dose, broad-spectrum antibiotic approved in formulations for both adults and children. Underserved patients in 18 countries have benefited from Zithromax treatments, which are part of the **International Trachoma Initiative**, a comprehensive effort to eliminate blinding trachoma by the year 2020.

Egypt: In 2010, Pfizer Egypt, in collaboration with Project Hope International and the Ministry of Health (MOH), created a partnership to encourage millions of smokers to enjoy healthier, nicotine-free lives. Egypt's MOH estimates that 37,000 people die each year due to smoking. This comprehensive smoking cessation initiative aims to raise awareness about the health risks connected to smoking and second-hand smoke through distribution of educational materials, radio announcements and television programming. The program includes mobile health units that travel to businesses and provide on-site medical advice and counseling for smokers interested in quitting.





- We are attacking **Alzheimer's disease** on a number of fronts and have several compounds in Phase II and Phase III studies. Contrary to public perception, the prevalence of dementia is greatest in developing nations, which account for more than 50 percent of current cases and are expected to account for over 70 percent of cases by 2025.
- We are aggressively pursuing new treatments for **lung and other cancers**, an especially grave concern with the growth of tobacco use in emerging nations. Through Pfizer and the Pfizer Foundation's **Global Health Partnerships** program, we have invested approximately \$50 million over four years in the growth of 31 promising cancer and tobacco control organizations united by a shared mission—to accelerate the pace of progress in the fight against cancer, with an emphasis on underserved populations.
- ViiV Healthcare Limited, a joint venture of Pfizer and GlaxoSmithKline, is exploring opportunities to create a **"female-initiated" HIV prevention** option with the **International Partnership for Microbicides**. The program is exploring a new class of oral HIV medicine discovered and developed by Pfizer for its potential application as a microbicide, such as a vaginally-applied gel or film. Recently, ViiV announced a new initiative to support people living with HIV/AIDS in all least developed and low income countries and all of sub-Saharan Africa. ViiV Healthcare will grant voluntary licenses, royalty free, to generic manufacturers in these countries for all of their current portfolio, including the newer innovative products and future pipeline developments.
- We are in a unique partnership with **WHO** on development of a drug that may have the potential to eliminate **onchocerciasis**, or river blindness. The compound, called moxidectin, is currently being evaluated in a WHO-TDR sponsored Phase III clinical trial with Pfizer providing the medicine and operational support.
- Through our **Global Health Fellows** program, Pfizer colleagues with specialized skills volunteer for three-to-six month assignments with nongovernmental, multilateral and community-based organizations to address HIV/AIDS, tuberculosis, malaria and other devastating diseases, largely in developing countries.

Fighting Disease With Scientific Exploration and Creative Alliances

MDG 6: Combat HIV/AIDS, malaria and other diseases
MDG 8: Develop a global partnership for development

As the world's largest research-based biopharmaceutical company, Pfizer is well-positioned to contribute to combating widespread infectious diseases such as HIV/AIDS, malaria and other diseases (MDG 6). However, we do not operate in a vacuum. We know that our scientific exploration will have a positive effect only if the resulting treatments and the expertise to deliver them can get to the people who need them most. In alignment with the call to develop a global partnership for development (MDG 8), Pfizer is committed to working together with allies for a healthier world.

Confronting the Most Feared Diseases of Our Time

Fighting HIV/AIDS: The World's Leading Infectious Killer

More than 95 percent of all HIV-positive people live in low- and middle-income countries, with sub-Saharan Africa home to two-thirds of the world's people living with HIV. In this region, more than 14 million children under the age of 15 have lost one or both parents to AIDS. Most people dying of HIV/AIDS today do so out of sight of a paved road.

Pfizer has been instrumental in building productive partnerships to combat HIV/AIDS. We have established new research alliances, medicine distribution methods and capacity-building programs to enhance locally sustainable, high-quality HIV/AIDS services.

To have a deeper and broader focus on HIV/AIDS, Pfizer and GlaxoSmithKline joined forces to establish **ViiV Healthcare**, a specialized HIV medicines company.





Thailand: In collaboration with the Population and Community Development Association (PDA), Pfizer launched the **Positive Partnership**, a program seeking to help people living with HIV/AIDS become financially independent and to reduce the social stigma associated with the disease. Under the program's guidelines, HIV-positive applicants join forces with noninfected business partners to start an income-generating business. Since the program's launch in 2004, loans valued at nearly \$700,000 have been approved, benefiting more than 900 people in 494 partnerships.

This venture works exclusively on research, development and commercialization of HIV treatments and builds on earlier work to combat HIV by combining the pipeline and marketed HIV portfolios of two companies known for innovation in this area. ViiV's goals are to deliver advances in treatment and care for people living with HIV, take new approaches to delivering effective and new HIV medicines, and support communities affected by HIV.

In a long-term relationship with several governments in the South African Development Community (SADC) and NGOs, we are donating the medicine needed to treat two AIDS-related fungal infections. Through the **Diflucan Partnership Program**, we have provided, in just over 10 years, \$840 million in medicine to more than 2,000 sites in 63 countries and training for more than 20,000 health care providers.

We are aggressively addressing HIV/AIDS in partnership with the **Infectious Diseases Institute (IDI)**, a Center of Excellence for care, treatment, training and research in sub-Saharan Africa. As the founding organization, Pfizer partnered with the Government of Uganda, Makerere University, Pangaia Global AIDS Foundation, the Infectious Diseases Society of America and Accordia Global Health Foundation to build the IDI, located in Kampala, Uganda. In the last 10 years, the IDI has trained more than 5,000 health workers in 27 countries and facilitated IDI's ongoing care for approximately 10,000 HIV/AIDS patients. We also support a growing number of IDI research projects to improve Uganda's national health policy and HIV treatment protocols.

Through the **AID for AIDS** program in the Dominican Republic, Pfizer has joined with the Ministry of Health and several national AIDS

commissions to provide education to nurses, physicians, psychologists and other health care providers on the treatment of people living with HIV.

Controlling Tuberculosis: Addressing Increasing Rates in Priority Nations

Tuberculosis (TB) is the leading cause of death in HIV/AIDS patients and efforts to gain control over the disease have met with limited success in regions with high HIV prevalence. Annually, some 9 million people per year contract TB and nearly 2 million die from the infection.

The global emergence of strains resistant to current treatments has slowed progress in eradicating the disease. We are addressing this concern through investment in research for new compounds that can attack resistant strains of TB, even though it is unlikely that any such medicines will have substantial commercial opportunity. And we are finding new ways to get existing medicines to the people who need them in a responsible and sustainable way.

The **Bill & Melinda Gates Foundation's Critical Path to TB Drug Regimens** initiative brings together the public and private sectors to accelerate the development of new, safe and shorter duration TB drug regimens. Pfizer is highly engaged in this innovative collaboration, which comprises companies, governmental agencies and patient advocacy organizations.

To rapidly advance drug discovery programs, Pfizer is implementing a novel Asia Accelerator strategy. This approach enables us to work with a broad talent pool and share resources to investigate the most common diseases in Asia. One example of the Accelerator strategy in action is our partnership with

MicRx Pharmaceuticals and its China-based subsidiary to develop **new antibiotics for multidrug-resistant tuberculosis (MDR-TB)**. MDR-TB is nearly twice as common in China as it is in the rest of the world, so the opportunity to combine the infectious disease expertise of our respective companies increases the possibility of finding the new agents that are effective against drug-resistant bacteria.

Pfizer is helping treat TB in HIV/AIDS patients through our partnership with the **Clinton Foundation HIV/AIDS Initiative**. The relationship enables reduced prices and expanded availability of an essential antibiotic that treats TB. The unique pricing structure established with the Clinton Foundation gives patients greater access to our medicine, which is recognized on the WHO Model List of Essential Medicines as one that is needed for a basic health care system in affected areas. To help ensure that this treatment option is available as quickly as possible, we have put extra effort into the completion of product registration and regulatory requirements in priority countries. These countries—Botswana, Brazil, Ethiopia, Ghana, India, Kenya, Nigeria, South Africa, Tanzania, Uganda and Zambia—represent more than 80 percent of the world's cases.

Managing Malaria: A Risk to Half the World's Population

About 3.3 billion people—half the world's population—are at risk of contracting malaria. Every year, this leads to about 250 million malaria cases and nearly 1 million deaths. One in five childhood deaths in Africa is caused by malaria, with an African child dying every 30 seconds from the disease.

We are at the forefront of enabling the world's greatest researchers to work together to discover effective new antimalarial treatments. Our own malaria portfolio includes established medicines, medicines in clinical trials or awaiting approval, and medicines that meet the special needs of women and children. Yet we always want to make new discoveries and, to achieve that goal, we believe that a collaborative approach to innovation is crucial.

Pfizer is continuing to expand exploratory efforts in malaria research by establishing additional partnerships that include **Medicines for Malaria Venture (MMV)** and several academic institutions where the current focus is chiefly around validation of new molecular targets. In April 2009 Pfizer signed an agreement with MMV to provide access to over 150,000 compounds in the Pfizer library of novel chemical entities in order to screen for compounds that have the potential to be developed into new treatments for malaria.

Pfizer is also partnering with the Italian company **sigma-tau** on a fixed-dose artemisinin-based combination therapy (ACT), a combination of dihydroartemisinin and piperaquine. Intended to treat uncomplicated *P. falciparum* malaria, the combination therapy recently completed clinical development. Trials have indicated that this new treatment has a relatively long half-life compared to other drugs used in combination with current ACTs. If approved by European and African authorities, its launch is expected in sub-Saharan Africa.

Our commitment to improving people's lives in this region is reflected in our efforts to build local capacity. To accomplish this goal, we collaborate with strong partners such as the **IDI** in Uganda to help train African nurses from several

countries on the signs, symptoms, treatments and core elements of patient education about malaria.

In partnership with leading NGOs in Africa, our **Mobilize Against Malaria** partnership works in Ghana, Kenya and Senegal with programs that prevent the infection and spread of malaria and improve access to high-quality treatments. The program emphasizes symptom recognition, treatment and referral to health care providers through training and community education. In Ghana alone, training sessions with licensed chemical sellers have led to better malaria education for more than 20,000 people, better dispensing of medicines in accordance with national protocols, and referrals of complicated malaria cases and pregnant women to public health facilities.

Pfizer is well-positioned to deliver its antimalarial medicines in Africa as a result of our long-standing **manufacturing presence in Senegal**. In addition to enabling unparalleled distribution capacity, this presence gives us the opportunity to create jobs throughout the continent.

Combating Trachoma: The World's Leading Cause of Preventable Blindness

Trachoma is the world's leading cause of preventable blindness and is endemic in the poorest regions of Africa and Asia. Women and children make up most of the 41 million people with active infections and in need of treatment. Trachoma disfigures and blinds three times as many women as men, possibly due to the early and continuous responsibility of women in many nations to care for children. Women blinded by trachoma must shift many of their child care responsibilities to others,

adding to the strain on families and households, and reducing women's ability to improve their economic status.

A Pfizer-developed antibiotic, Zithromax, can, along with access to surgery, basic sanitation, water and hygiene education, minimize incidents of blinding trachoma. In 1998, when the World Health Assembly (WHA) issued a resolution calling for member states to take steps to eliminate blinding trachoma by the year 2020, Pfizer co-founded the **International Trachoma Initiative (ITI)** with the **Edna McConnell Clark Foundation** in order to support these efforts and create effective multisector partnerships to achieve the elimination goal.

ITI manages the donation of tens of millions of doses of Zithromax annually and collaborates with partners to implement the full WHO-recommended SAFE strategy, which refers to Surgery for people at immediate risk of blindness, Antibiotics to treat infection, Facial cleanliness to reduce transmission and Environmental improvements in availability of water and sanitation. The organization has partnered broadly with governments, **UNICEF**, the **Bill & Melinda Gates Foundation**, and **WHO**, as well as numerous NGOs for implementation. It recently merged with the **Task Force for Global Health** to scale up the quest to eliminate blinding trachoma.

The results to date have been encouraging and have enabled some nations to remove blinding trachoma as an impediment to reaching their MDG targets. Ghana, Morocco and Vietnam have already begun the process to have WHO certify that blinding trachoma has been eliminated as a public health problem.



Indonesia: The **Healthy School Project Health** campaign targets elementary school children, teachers and parents, especially mothers who are considered primary “change agents.” The objective is to encourage all those touched by the program to foster change by helping to improve their health status and the health of their community and family. The campaign provides teaching and mentoring programs on issues such as healthy living, good nutrition and first aid.

Venezuela: Pfizer launched **Comunidad más saludable** or “Healthier Community,” a sustainable, locally-designed, community-based initiative aimed at improving access to care for the nation’s poor. Through **Comunidad más saludable**, Pfizer community sales representatives visit health clinics in low-income neighborhoods and encourage health care professionals’ education. **Comunidad más saludable** is focused on three strategic pillars: (a) Health care education oriented to physicians and the community; (b) Facilitated access to medicines; and (c) Improve health in the communities where we work, including health education days, first aid programs, education and prevention campaigns on public health issues like dengue.

Battling Neglected Tropical Diseases: Chagas, Onchocerciasis, Dengue and More

We are committed to expanding our research presence in medicines to help battle tropical diseases and this work is reflected in multiple settings.

- Scientists from **WHO's Special Programme for Research in Tropical Diseases** are testing compounds from our chemical libraries for new tools to tackle some of the world's most oppressive parasitic diseases.
- We host scientists from developing countries in our laboratories for training in drug discovery techniques so they can deploy their new skills in their home countries.
- We have provided **grants for investigator-initiated research** to scientists in countries including Argentina, Bangladesh, Brazil, Ghana, Tanzania, Venezuela and Yemen in an effort to help fight against malaria, Chagas and onchocerciasis.
- We have brought together researchers and medical experts in Venezuela and Thailand to serve on **Dengue Advisory Boards**. The outcomes were constructive in determining the need to design a clinical program for innovative research into small molecule medicines.

To facilitate advances in the battle against Chagas, visceral leishmaniasis and human African trypanosomiasis, Pfizer has opened its library of novel chemical entities to **DNDi**. The agreement enables DNDi to screen our extensive collection of chemical compounds to identify molecules that have the potential to be developed into new treatments. The collaboration expands our commitment to fight these terrible diseases and maximizes the chances of identifying attractive starting points for a drug discovery program.

In a public-private partnership, **WHO-TDR** and Pfizer are collaborating on the development of a new drug that may have the potential to eliminate onchocerciasis. Known widely as "river blindness," onchocerciasis is a leading infectious cause of preventable blindness and is endemic in sub-Saharan Africa, six countries in Latin America and Yemen. The compound, called moxidectin, is currently in Phase III clinical trials in Ghana, the Democratic Republic of Congo and Liberia. Over 100 million people are at risk of infection and 37 million are estimated to be infected. More than 90 percent of those affected live in Africa. The disease significantly reduces economic productivity in infected areas by rendering vast tracts of arable land uninhabitable.

Pfizer's collaboration marks our first cooperative research and development program with WHO-TDR. The collaboration includes the development of a formulation for human use and initial studies in healthy volunteers, to clinical studies and community studies in Africa. WHO-TDR, working in partnership with African investigators and institutions, is building the capacity and managing the conduct of the clinical trials conducted in Africa. If the development is successful and results in a positive scientific opinion from the European Medicines Evaluation Agency, Pfizer, with the assistance of WHO, will request approval by national regulatory authorities in the countries where onchocerciasis is endemic.

Collaboration for Greater Access to Health Care

We believe that improving access to medicines around the world is one of our most pressing responsibilities and have instituted a two-pronged approach to helping people get the

medicines and services they need. The approach consists of a Global Access strategy and a robust set of global health programs.

The first prong of our approach, the **Global Access strategy** in our Emerging Markets Business Unit centers on developing new business models that will improve access to quality medicines in a commercially viable, socially responsible manner to patients for whom cost is a barrier to basic health care.

The Global Access strategy is enabling collaborations with leading institutions. Our partnership with the **World Bank's eTransform Initiative** is designed to improve the health care infrastructures and supply chains in developing countries, beginning in Africa. This novel program focuses on enhanced use of information and communication technology.

With **Grameen Health**, we are exploring sustainable models for health care delivery in the developing world. Together, we are evaluating ways to improve Grameen Health's existing low-cost, primary care clinics in rural Bangladesh focusing on maternal/child health. In pilot programs, we plan to work with the clinic staff and community health assistants to improve the clinics' maternal/child health services and increase patient awareness. Ultimately, the goal is to find appropriate business models in maternal/child health that can be replicated in other countries to address the health needs of the low-income population at the base of the socioeconomic pyramid.

The second prong of our approach is to participate in a robust set of philanthropic global health programs that improve access for patients and build health care capacity. Our collaborative efforts to tackle difficult health challenges are exemplified in:



- A multistakeholder relationship led by **International Health Partners (IHP)**, with whom we launched the Pfizer-IHP Gambia Fund. In partnership with IHP, we are helping to develop capacity for quality control and quality assurance of medicines through the entire supply chain to ensure ongoing access to safe treatments in the Gambia.
 - A new model for treating patients with cancer that has the potential to improve the standard of care across all of sub-Saharan Africa. Initiated in Kenya, a nation with a handful of oncologists and 80,000 new cancer cases annually, Pfizer provided a grant to the **Academic Model Providing Access to Healthcare (AMPATH)**. The goal is to provide a cost-effective and sustainable platform for cancer prevention, control and treatment and address the country's most common cancers, many of which are curable for under \$1,000 a case, if treated early.
 - The **Global Nurse Leadership Institute** that Pfizer launched with the **International Council of Nurses**. Experts from multilateral agencies such as the United Nations Development Programme, WHO and the World Trade Organization, along with Pfizer, serve as the faculty who train senior-level executive nurses from around the world in leadership and advocacy.
 - A relationship with the NGO **Philippine Business for Social Progress (PBSP)** that led to development of a health center. We contributed the center's infrastructure, which includes the basic medical equipment recommended by the Philippines Department of Health and training of community health workers.
 - Our partnership with governments and the **World Health Professional Alliance** to help protect patients from the dangerous and potentially fatal effects of counterfeit medicines. This is a significant public health issue that interferes with favorable health outcomes. Anticounterfeiting training has taken place in countries including Thailand, Ethiopia, Ghana, Kenya, Nigeria, Tanzania and Uganda.
 - **Government-Level programs** to improve health care services. With the Egypt Ministry of Health, for example, we are "Bringing Innovation to Patients Faster" by facilitating faster registration of innovative medicines so they can be made accessible to patients more quickly. In Kenya, the "Health Care at Home" partnership involving **USAID**, **PEPFAR** and other organizations uses new GPS and handheld technologies to expand primary health care services.
- We believe that by integrating our new Global Access strategy into the business and supplementing it with strong philanthropic global health programs, Pfizer will be well-positioned to meet public health needs in a sustainable manner, now and in the future.



Vietnam: Pfizer, in collaboration with Vietnamese health authorities and local Vietnamese ophthalmologists, coordinated a 10-day expedition of 16 volunteer ophthalmologists who performed more than 2,300 eye surgery interventions on trachoma-afflicted patients in the Hai Duong and Thai Binh provinces of Vietnam in 2007-2008. The effort was part of Pfizer's ongoing **International Trachoma Initiative (ITI)**, a partnership launched in 1998 with the Edna McConnell Clark Foundation, which works with United Nations agencies and government officials in supporting the World Health Organization's (WHO) goal of eliminating blinding trachoma in Vietnam by 2010. In Vietnam alone, despite the efforts of national health authorities to eliminate the disease, there are still 210,000 cases of trichiasis, a symptom of trachoma, 60,000 of which urgently require surgery in order to prevent blindness. Pfizer won the *Correo Farmacéutico* award for "Best Initiatives 2008" in Spain for its efforts to eliminate blinding trachoma in Vietnam.

Addressing the Unique Health Needs of Women

MDG 5: Improve maternal health

MDG 8: Develop a global partnership for development

Women make up 70 percent of the global poor. In many nations they suffer greatly from inequitable access to basic health services, good prenatal care and expert assistance to help them deliver their children. In keeping with Pfizer's mission, values and capabilities, we strive to find solutions that improve maternal health (MDG 5).

Saving Mothers' Lives: Successful Reproductive Health Medication

One unique initiative, called The WOMAN Trial, is being executed presently in over 30 countries including Vietnam, Thailand and China with the **London School of Hygiene & Tropical Medicine**. This clinical trial is exploring the efficacy and safety of an inexpensive, widely used blood-clot agent (tranexamic acid) to reduce maternal death and serious injury associated with uncontrolled bleeding after childbirth.

For women at the base of the socioeconomic pyramid in the least developed countries, the ability to decide if and when they want to have a family is a huge benefit. Pfizer works in partnership with many aid agencies to make Depo-Provera, a three-month injectable contraceptive, available to this population. It is used in family planning programs by **USAID**, **UNFPA**, the Bangladesh Ministry of Family Planning and other governmental and NGOs operating in Africa, Latin America, Eastern Europe and elsewhere in the developing world.

Combating HIV/AIDS: Women Disproportionately Affected

HIV remains the leading cause of death among women between 15 and 44 years of age. Women account for nearly half the HIV infections globally, with the rates of infection among women rising at a faster pace than men's. The issue is of great concern for women who plan to become or who are pregnant or nursing, both for their own well-being and that of their children. Initiatives designed to slow the pace of HIV infection are described below.

Many public health experts believe that "female-initiated" HIV-prevention options may be a critical tool in preventing the spread of HIV. In response, Pfizer began working with the **International Partnership for Microbicides (IPM)** to explore the potential of maraviroc—marketed as Selzentry in the U.S and as Celsentri in other countries and currently only approved for use in oral form—to be used as a microbicide in HIV/AIDS prevention. Maraviroc, discovered by Pfizer and now marketed by ViiV Healthcare Limited, a company jointly owned by GlaxoSmithKline and Pfizer, is a new class of oral HIV medicines known as CCR5 blockers.

Through the agreement, IPM will work to develop and produce maraviroc as a microbicide, such as a vaginally-applied gel or film that a woman could use on her own to dampen the odds of HIV infection. If it is approved, IPM will then distribute the new medication

in ways that make it affordable in resource-poor nations. The IPM relationship marks only the second time that a pharmaceutical company has licensed an already-approved HIV therapy for development as a microbicide.

In 2005 Pfizer's **Global Health Fellows** became involved with **mothers2mothers**. This NGO helps prevent mother-to-child transmission of HIV/AIDS and provides an effective, sustainable model for the education and support of pregnant women and new mothers living with HIV/AIDS. We helped mothers2mothers develop and refine its approaches to financial management, human resources and community education and engagement.

Our efforts have helped the organization grow from a small grassroots NGO in South Africa to an international organization operating in seven African countries.

Through NGO relationships in Latin America, Pfizer has a strong presence in the effort to help mothers take control of their health. In Argentina, for example, Pfizer collaborates with **Fundación Huésped**, an HIV/AIDS advocacy organization, on developing a comprehensive approach to reproductive health and HIV/AIDS services for people living in poverty, including women of childbearing age. Many of the women served are from indigenous populations living in remote villages in northwest Argentina.



A program in Colombia called **Mujer Segura** educates young women about safe sexual practices, health and family planning. Based on *Mujer Segura* and other health education programs, *Portafolio*, an influential business publication, honored Pfizer with its award for improving the health and quality of life of Colombians through corporate social responsibility.

Fighting Malaria: Lessen the Risk to Mothers and Babies

WHO estimates that 30 million pregnant women are at risk of contracting malaria in endemic areas of Africa every year. Up to 200,000 of their newborns die as a result of malaria in pregnancy.

Pfizer, with MMV and the **London School of Hygiene & Tropical Medicine**, is developing a fixed-dose combination of azithromycin

and chloroquine (AZCQ) for the intermittent treatment of malaria in pregnant women (IPTp) in sub-Saharan Africa. IPTp is aimed at lowering the incidence of adverse pregnancy outcomes associated with malaria in pregnancy. Clinical trials have reached Phase III and are under way in sub-Saharan Africa.

Education and Training: The Foundation for Advancements

Pfizer has taken a leadership role in addressing maternal health issues through specialized education, training and policy programs.

We have arranged and participated in activities including:

- An **African First Ladies Health Summit** that brought together global health leaders, policy experts and first ladies of several African nations. Signature discussions

identified ways to expand and enhance local health care programs and public-private partnerships that would empower women and girls to deal successfully with issues of HIV/AIDS, malaria, maternal mortality and education.

- A dialogue on malaria issues between the **Uganda National Association of Nurses and Midwives** and the **IDI**
- Sponsorship of a **Women's Health Multidisciplinary Team Fellowship**, through which we host teams of African graduate students with Columbia's Mailman School of Public Health's nonprofit entity, the **International Center for AIDS Care and Treatment Programs (ICAP)**. The fellowships involve intense mentorship and hands-on practice during a 12-week learning experience.



China: Pfizer, in partnership with the Chinese Ministry of Health (MOH), launched the **Cooperation Project for Maternal Health Education** which aims to educate pregnant women on improved maternal and infant health. Launched in 2004, the program has reached about 60,000 women in China. The Cooperation Project has developed an effective platform within 30 provincial hospitals to provide maternal health and breast-feeding courses. A significant outcome of this project has been the development of the **National Guidelines for Maternal Health Education** and the systematic dissemination of this information to expectant mothers across China. Pfizer and the MOH recently committed to the fourth phase of this project, from 2010 to 2013, with a kick-off ceremony in Shanghai.

Committed to Reducing Child Mortality

MDG 4: Reduce child mortality

MDG 8: Develop a global partnership for development

While substantial progress has been made toward reducing child mortality (MDG 4), still, in 2008, nearly 9 million children under five died from a disease or combination of diseases that could have been readily prevented or treated. We mourn these deaths and are committed to doing our part, in collaboration with governments and other partners, to prevent statistics like these in the future.

Fighting Pneumococcal Disease: Vaccine Breakthroughs

The leading vaccine-preventable cause of death among children younger than five is pneumococcal disease, which kills up to 1 million young children annually, a majority of which are in least developed countries.

Scientific Innovation Yields High-Impact Outcomes

To confront the challenge of this disease, Wyeth, now part of Pfizer, developed Prevnar, known as Prevenar outside the U.S. First introduced in the US in 2000, infants and young children in nearly 100 countries have been immunized with Prevenar, a seven-valent pneumococcal conjugate vaccine. A next-generation version of this vaccine, known as Prevnar 13, and Prevenar 13 outside the US, covers the most prevalent serotypes worldwide and is now

approved in more than 60 countries and is covered in the next section of this report.

In a breakthrough effort to reduce the pneumococcal disease burden in least developed countries, Pfizer partnered with **UNICEF**, the **GAVI Alliance** and the governments of Rwanda and the Gambia to donate more than 3 million doses of Prevenar for the period 2009-2010.

Pfizer is leading the fight against pneumococcal disease in China, where one in every four children is a carrier of the bacteria. Jointly with the nonprofit **Chinese Medical Association** and the **China Preventive Medicine Association**, a national academic society under the leadership of the Ministry of Health, we developed and sponsored the launch of "Guidelines on Control Techniques of Children's Pneumococcal Disease."

A compelling body of research has documented the public health benefits associated with the routine use of Prevenar. Studies include:

- An evaluation of the **clinical and economic benefits** of routine infant vaccination in Asia Pacific, based on data gathered from Hong Kong, Singapore and Taiwan. Results indicated that use of a seven-valent pneumococcal conjugate vaccine reduced the impact of the disease across the total population, due to the "herd effect" or protection of

unvaccinated adults. This broad impact proved to fall within the WHO threshold of cost-effectiveness.

- A 2008 economic analysis of infant inoculation with pneumococcal conjugate vaccine in Latin America and the Caribbean. The study estimated that introduction of the vaccine had the potential to **reduce childhood mortality** and be **highly cost-effective**. At the time of the study, Latin American countries including Brazil, Chile, Colombia and Mexico had targeted immunization programs in place, while Costa Rica, Guyana, Honduras, Nicaragua and Panama were among those planning to introduce such a program.
- A comparison in Brazil of the estimated costs and benefits of pneumococcal conjugate vaccination compared with no vaccination from the perspectives of the health care system and society. The study estimated that a vaccination program had the potential to be a **cost-effective investment** compared to other options to control childhood diseases.
- A 2010 study in Poland on use of a seven-valent pneumococcal conjugate vaccine. The study shows a significant **fall in the average pneumonia admission rates** and suggests that for children younger than two years old, pneumonia-related health care utilization declined substantially.

Rwanda: Pfizer, the GAVI Alliance, UNICEF and leading stakeholders collaborated to achieve a breakthrough donation of more than 3 million doses of Prevenar to the countries of Rwanda and the Gambia, thereby enabling these governments to launch **National Immunization Programs** in 2009. A first in the least developed countries, the donation forms the basis for the GAVI Alliance to provide people in these countries the same access to an important, potentially lifesaving vaccine, available throughout the industrialized world. The WHO and USAID provided extensive technical support to the program, USAID donated the necessary cold storage equipment and several countries provided financial support.

Below left: Patient receiving service through Global Health Fellows program in South Africa; Right: Boys in Siem Reap, Cambodia





Philippines: Pfizer in partnership with the Philippine Association of Diabetes Educators created the **Health-promoting, Diabetes-preventing School Program**, to educate school administrators, teachers, parents and students about diabetes prevention and management. The program emphasizes practical ways to prevent diabetes and promote healthy lifestyles.

Novel Alliances Leverage New Discoveries

In partnership with health leaders worldwide, Pfizer is a strong supporter of a new approach to public health funding, the **Advance Market Commitment (AMC)** that is being used to address the scourge of pneumococcal disease in the world's poorest countries. The pilot AMC is for vaccines that prevent pneumococcal disease and is recognized in the **2010 WHO Report by the Secretariat** on the "Treatment and prevention of pneumonia" as a breakthrough approach to public health funding. Early estimates by the **GAVI Alliance** suggest that the pneumococcal pilot could prevent more than 7 million childhood deaths by 2030.

The AMC depends on public-private partnerships among many stakeholders. Working closely with the **GAVI Alliance** since its inception, Pfizer was among the first companies to sign the AMC Supply Agreement that will make our latest vaccine, Prevenar 13, more readily available to infants and young children in least-developed countries. In August 2010, WHO granted prequalification to Prevenar 13 for active immunization of infants and children from six weeks through five years of age against invasive disease, pneumonia and otitis media caused by the 13 serotypes contained in the vaccine. WHO prequalification allows for the procurement of Prevenar 13 by UN agencies including UNICEF, governments and other organizations for use in National immunization programs and is a requirement for participating in the AMC. As a participating supplier in the AMC, Pfizer has agreed to a low pricing structure and the long-term supply of Prevenar 13 at affordable and sustainable

prices. The **Bill & Melinda Gates Foundation** and governments of five countries have committed the funds needed to subsidize a reduced price for the vaccine. GAVI, with a co-financing contribution paid by the developing-country governments that introduce the vaccine, will also pay part of the price.

Pediatric Formulations: Specialized Research

Not long ago, children were viewed as "little adults" when it came to medications. Now we understand that the body chemistry of children means that specialized research is needed to determine if a given medicine is appropriate for pediatric use. We apply our scientific, funding and intellectual support to seeking discoveries that address pediatric needs when possible. These efforts include an annual award for "Excellence in Pediatric Global Health Research" to promote research in this under-resourced area.

Focused research on children's unmet medical needs, especially in developing countries, has led to discoveries including treatments for:

- **Trachoma.** Our formulation of Zithromax allows for a single oral dose to serve as a complete course of treatment for children. This dosage is much simpler and easier to use in the field than prior medicines.
- **Uncomplicated malaria.** With children accounting for 80 percent of malaria deaths in sub-Saharan Africa, this is an important contribution to reducing child mortality.
- **Iron deficiency.** We developed liquid iron supplements to support healthy development of the many children in the developing world whose diets lack sources of iron.

- **Parasitic diseases.** We developed a medication to fight ascariasis, hookworm and pinworm, which can stunt mental and physical development among children and are a near-universal problem among the rural poor in the developing world.

Given the pressing need to drive advances in research for children living with HIV, one of **ViiV Healthcare's** core objectives is addressing the current treatment and formulation gaps faced in responding to pediatric health concerns. ViiV's programs include:

- Efforts to develop fixed-dose combinations (FDCs) including significant seed funding to support public-private partnerships to develop new and affordable antiretroviral (ARVs) FDCs for children.
- Implementation of a 10-year, US \$75 million **Positive Action for Children Fund**. The Fund's focus is on the prevention of HIV transmission from mother to child, and the health and well-being of women, orphans and vulnerable children around the globe.
- A partnership with the **Elizabeth Glaser Pediatric AIDS Foundation** to expedite early detection of HIV and access to ARVs for more infants and young children. The program includes advocacy to strengthen government leadership and policies around pediatric HIV/AIDS and to improve the quality and use of care and treatment data to improve the effectiveness of the partners' services.
- A partnership with **amFAR/TREAT Asia** to optimize HIV treatment for infants and children in Asia. This initiative was created to generate clinical evidence and develop strategies to support lifelong pediatric care and to help inform global treatment guidelines.



Pediatric Nutrition for a Healthy Start in Life

It is well recognized that **mother's milk is the best** and only food most newborns need for the first six months of life. After that time, breast milk must be supplemented with other foods that in combination provide necessary nutrients for the young child's healthy growth and development. Infants and young children require the highest quality nutrition optimized to meet their unique situations and needs. Pfizer makes ongoing **investments in nutrition research** to discover and make available products that support a healthy start in life.

Based on extensive investigation into the key nutrients required for healthy development, we have created fully nutritious formulas for the early months and beyond, as well as supplemental formulas for older infants and young children. To ensure that pregnant and lactating women receive the nutrients they need for their own and their infant's health, we have created a complete multivitamin and mineral supplement and a balanced nutritional beverage.

Studies show that breast-feeding alone may not meet all the immediate neonatal needs of very preterm or low birth weight infants. For these babies we have developed **specially-**

formulated products for use in hospitals. We are also one of the first to offer an easy-to-use, post-hospital-discharge food for low birth weight and preterm newborns.

Pfizer is committed to marketing its infant formula in accordance with the aim and principles of WHO's International Code of Marketing of Breast-milk Substitutes, and abiding by national codes wherever they exist. We are continually strengthening efforts to monitor code compliance and ensure that our marketing of infant formulas is carried out with the best interests of parents and babies first and foremost.

Equality, Education, Empowerment for Women and Girls

MDG 2: Achieve universal primary education

MDG 3: Promote gender equality and empower women

MDG 8: Develop a global partnership for development

Good health is one step toward women's empowerment. Having access to sufficient and equitable economic and educational opportunities is also fundamental to the achievement of universal primary education (MDG 2) and the promotion of gender equality (MDG 3). We support these goals through several powerful women-oriented partnerships as well as by encouraging our own female colleagues to advance in their careers and family lives.

Pfizer's deep-rooted belief in women's empowerment is reflected in our relationship with **Arpana Research and Charitable Trust**, an organization that focuses on maternal health, gender empowerment, women's literacy, micro-finance and public health programming for underserved populations in urban and rural areas of India. Since the initiation of our partnership in 2002, people in more than 65 villages have been affected by the various health initiatives. The result has been a reduction of more

than 20 percent in low birth weight babies, significantly greater control over preventable diseases such as malaria and diarrhea, especially in women and children, and greatly improved awareness of and access to health services for pregnant women and children. Economic initiatives have led to the formation of over 250 Self Help Groups that have allowed over 3,000 rural women to start their own small-scale enterprises, earn a livelihood and begin saving money in local banks.

Facing page: HIV-positive mother and her daughter in front of their Kampala home;
Below: Kampala, Uganda: Infectious Diseases Institute





USAID and the **CAP Foundation** are also joining the partnership with a program aimed at employment for rural youth.

We support educational opportunities for the orphaned daughters of nurses in Kenya, Swaziland, Uganda and Zambia through the **Florence Nightingale International Foundation Girl Child Education Fund**. This innovative program pairs each girl with a nurse volunteer from her country's national nurse's

association who shepherds the girl through primary and secondary education, and helps her deal with the issues of growing up.

Empowering Women in Our Workforce

In our commitment to encourage our own women colleagues and create pathways for their success, we have developed numerous programs that support recruitment and retention of women around the world. Among them are the:

- Establishment of a **Diversity through Women Allies (DIWA)** initiative that promotes diverse thinking and creates a work environment that attracts and harnesses the potential of women's talent in India
- Networks of colleagues, including a Global Women's Council, the Pfizer China Women's Council, the Pfizer India Women's Resource Group and the Employer of Choice Council in South Africa that support enterprise initiatives to ensure



women and diverse talent are enabled to contribute and achieve their full potential

- **Career Advancement for Women** program in Mexico that provides enriched self-development tools and a communications campaign that defines successful women colleagues at all levels and functions within our organization
- The **Emerging Markets Leadership Summit, held in Dubai** in 2009 for over 250 colleagues representing 70 countries. Attendees were

identified by senior leadership as “change agents within Pfizer” and are being held accountable for identifying solutions that lead to inclusion and ensure that women’s unique perspectives are integrated into business and human resource planning in all of the developing nations where Pfizer has a significant presence.

- Leadership of panel discussions on workplace gender parities at an annual **World Economic Forum on Latin America**. Held in Colombia, it was attended by more than 100

representatives from the public and private sectors who are concerned with women in the workplace in Latin America.

- Launch of an initiative to recognize and minimize “unconscious bias” in hiring and promotion of women within Pfizer’s emerging markets businesses
- Research on the advancement of women in emerging markets in collaboration with the **Center for Work-Life Policy**

Colombia: Pfizer partnered with Mutual Ser, one of the country's leading health alliance organizations, to launch **De Todo Corazón** ("With All [our] Heart"). This program aims to lower cardiovascular-related risks through a managed-health program that includes delivery of brand-name medicines at reduced prices. The program assesses patients' cardiovascular risk levels, explains their condition and how to cope with it through diet, exercise and stress-level management and provides lower-priced brand-name medicines. Patients attend regular checkpoints with general physicians to follow up on achievement of their goals and receive periodic home visits by health professionals who emphasize healthier habits and verify patients' adherence to the program.

Brazil: Pfizer and Associação Saúde Sem Limites (Unlimited Health Association) have been working together on **The Pankararu Health and Culture Project** since 2005. The project provides 5,000 Pankararu Indians in townships located in the Borborema Mountain Range with basic health care information. Our technical and financial support enables young members of this indigenous tribe to benefit from education on sexual and family planning practices. In the course of just two years, the project trained 60 traditional midwives who serviced more than 1,600 prenatal medical appointments and assisted more than 400 women. The project has also trained 40 Pankararu Indians to act as Indigenous Health Agents. Since the beginning of the project, not a single death has been registered during pregnancy, upon delivery or following a birth.



Animal Health for the Well-Being of Rural Farmers

MDG 1: Eradicate extreme hunger and poverty

MDG 8: Develop a global partnership for development

Pfizer's Animal Health business directly contributes to the Millennium Development Goals by supporting the health, nutrition and livelihood of people in developing areas across the world. Ensuring livestock health is fundamentally important in areas where agriculture and livestock are the backbone of economic sustainability and growth. Because the majority of livestock in many countries are raised on small, family-run farms with only a few animals, the loss of a single animal to disease can devastate a whole family by removing an essential source of nutrition and income.

We help alleviate poverty by helping rural farmers at the base of the economic pyramid increase production and realize economic gains. In addition, healthier animals increase the availability of food, especially in the case of dairy cows and egg-laying hens. As the middle class of countries expands, demand for meat grows rapidly, creating pressure on farmers to expand the production of meat proteins. Our livestock products help farmers maximize productivity to keep up with rising demand in low- and middle-income countries.

Pfizer invests more in research and development than any other animal health company and maintains an extensive research network, with major centers on four continents. The research conducted and funded by Pfizer Animal Health results in new vaccines and medicines for diseases that can devastate livestock. For example, our teams are currently developing a potential vaccine for Rift Valley Fever, which causes significant losses of cattle in sub-Saharan Africa and potentially severe illness in humans.

We also follow a model to develop products that address specific local needs. In Brazil, Treo ACE, a powerful medicine that fights parasites that sicken cattle was developed to address special local needs and market requirements, thereby enabling us to address animal disease conditions that are unique to a variety of developing market settings. As a result of Pfizer's purchase of Vetnex, a large producer of generic animal medicines based in India, we now have greater capability to develop economically-priced medicines for farmers and producers that address their needs.

As a testament to our continued investment in treatments for animal diseases, Pfizer Animal Health recently received the largest-ever grant from the **European Commission** to an animal health consortium. The grant will provide funding to develop vaccines and diagnostics against parasitic worms in livestock, a constant worldwide threat.

More than 600 million of the poorest people in sub-Saharan Africa, Latin America and Asia rely on livestock for their physical, economic and social livelihoods. Their very survival depends on the health of their herds and flocks. To improve the health and food security of these livestock keepers, Pfizer was a key partner in creating and launching the **Global Alliance for Livestock Veterinary Medicines (GALVmed)**. We continue our support as GALVmed targets parasitic diseases affecting cattle in East Africa, poultry throughout the world and zoonotic diseases such as trypanosomiasis or African sleeping sickness that migrate from animals to people.



Mexico: Pfizer has begun a **Fragmented Trade Initiative** to provide rural veterinary pharmacies with information management and support to maximize their ability to address customer needs. The Initiative allows Pfizer Animal Health to provide comprehensive solutions to the large number of rural small-scale cattle farmers in the Mexican countryside who normally lack medicines for their livestock.

Pfizer Animal Health also sponsors a consortia of veterinary and agriculture professionals dedicated to advancing veterinary medical education and practice standards on farms in a number of developing countries that are experiencing rapid development of their livestock populations. Such consortia are committed to improving animal productivity and veterinary public health by promoting universal standards of care and standard operating procedures on farms.

These efforts have the potential to increase food safety and productivity, and reduce the prevalence of dangerous zoonotic diseases. Pfizer is also piloting a training program for dairy farmers to institute protocols of care and pair farmers with diagnostic labs to monitor and diagnose problems in milk production.

Operating in over 60 countries across the globe, Pfizer Animal Health is developing a worldwide surveillance system to detect emerging livestock diseases and begin developing solutions early. In India, home to the world's largest dairy cattle population and a third of the world's poor, we are working with the government to better understand the causes of illness in cattle to facilitate the development of appropriate treatments. Such solutions are desperately needed in India, where nearly six out of 10 people earn their main income from agriculture. As part of our efforts to reach the lowest socioeconomic level by providing better animal health care, veterinary services and access to affordable veterinary medicine, we have already launched Bovical and Vitamix, two locally developed products that maintain and enhance livestock productivity and general health. We are hopeful that the fruits

of this initiative will help protect the nutrition and livelihood of millions of people.

To enhance the prospects for success of small-scale farmers, we sponsor many innovative programs on animal breeding that help build sustainable sources of food and income. Examples include:

- **Young Producer Project (Brazil):** This project with CARE encourages rural entrepreneurship among individuals 16 to 25 years old by means of swine and poultry breeding. Each participant receives four pigs and 33 poultry along with lessons on small business management, animal marketing and sustainable production. Its goal is to enhance the diet of families living in small cities and help them generate more income. Since the project was implemented in 2006, over 2,000 people have benefited, with monthly family incomes increasing up to 40 percent.
- **The Goat School (Brazil):** We established, with the Community Organization Movement (MOC), a project aimed at eradicating child labor and increasing the income of needy families. To participate in this program, farmers must keep their children in school and attend qualification courses in goat breeding, fattening and marketing. Since its inception, the average number of animals on the properties involved has risen by four times, the per capita income of the families has increased 32 percent, the average daily intake of milk has more than doubled per family and child malnutrition rates have been reduced by 47 percent.
- **Assistance for Small-Scale Producers (Colombia):** With InterActuar, a nonprofit organization whose mission is to lift people

out of poverty through stable employment, Pfizer is helping improve the productivity of rural, low-income subsistence farmers who raise dairy cattle and swine. Nearly 200 small dairy and swine farmers have received training, technical assistance and financing through this program.

- **Food for the Hungry Partnership (Philippines):** This partnership strives to improve the lives of low-income families in the economically disadvantaged countryside on the outskirts of Manila. We recommended to the initial community assessed that its best long-term farming strategy was to shift from swine- to goat-raising. This was deemed to be a more cost-effective and sustainable approach given the farmers' limited resources. Our commitment continues, as we provide instruction in goat-raising technology and help find markets for the goats so that these "backyard" farmers develop viable ways to feed and support their families.

Environmental Sustainability Affects Us All

MDG 7: Ensure environmental sustainability

MDG 8: Develop a global partnership for development

In conjunction with our long-standing commitment to environmental responsibility, we have set measurable and ambitious goals. To help achieve them, we established an Environmental Sustainability Program that pursues a more strategic, integrated and transparent approach. These actions align with MDG 7, which highlights the need for environmental sustainability.

Reversing the Loss of Environmental Resources

Given that climate change and its potential impact on global health are among the most serious environmental challenges facing society today, we make continual and substantial efforts to reduce our carbon and energy footprint through energy conservation, efficiency improvements and implementation of renewable energy projects where they make good environmental and business sense. The **U.S. EPA** and the **Carbon Disclosure Project** have both acknowledged our environmental leadership in the area of climate change, helping to mitigate impact and reducing emissions of greenhouse gases.

Similarly, we continue to decrease our emissions into the air and water, reduce our ozone depletion potential, minimize the waste we produce and improve our methods of recycling, reuse and recovery. We are broadening the scope of our supplier partnerships, with a focus in developing countries through energy assessments, capacity-

building, knowledge transfer and environmental footprint evaluation.

Green Chemistry is becoming intrinsic to the way all Pfizer scientists and engineers perform their work. By employing chemicals and processes designed to reduce or eliminate environmental impact, Green Chemistry is a highly effective way to minimize pollution and improve the environment. Consistent with our core strength and competency in scientific innovation, we were the first pharmaceutical company to appoint a full-time leader in Green Chemistry with cross-functional teams across the globe.

Our innovations are seen in practical, real-world projects that embrace Green Chemistry. These include:

- “Naturalizing” Lyrica, which involves taking advantage of nature’s own chemical catalysts (enzymes) through biocatalysis. We estimate that the process will save more than 200,000 metric tons of chemical waste between 2007 and 2020.
- “Greening” Lipitor, through a new biocatalysis process in manufacturing that yields significant energy savings by changing the temperature at which a reaction is performed.
- “Designing away” more than 25,000 tons of waste per year in the manufacture of Vfend through a modification of the manufacturing process. This novel approach was among finalists in 2006 for the Crystal Faraday Award, recognizing innovation in technical progress.

Supporting Access to Clean Water and Basic Sanitation

We share the serious global concerns about sustainable access to potable water and basic sanitation, one of the targets of MDG 7. Clean water is the most essential nutrient for life, a necessary ingredient of any powdered food product and central to avoidance and treatment of disease. Given the intersection of these concerns with Pfizer’s purpose, colleagues participating in our **Global Health Fellows** program have contributed their expertise and hands-on abilities to clean water initiatives in Nigeria, Rwanda, Swaziland, Tanzania and Uganda.

In partnership with **WaterAid**, our colleagues have:

- Supported local efforts in urban waste and wastewater planning and project implementation
- Established viable and replicable sanitation and training programs
- Advised on marketing communications for an urban sanitation project aimed at introducing latrines in unplanned settlement areas
- Developed a promotion strategy and plan of action for improving children’s hygiene behavior
- Conducted market research to facilitate the popularization of appropriate latrine use

Working with **Population Services International (PSI)**, our Global Health Fellows have contributed to clean water efforts by serving as technical and marketing advisors for social marketing initiatives that encourage use of water purification solutions.

Nigeria: Through the **Global Health Fellows** program, Pfizer loans its most valuable asset, its people, to **WaterAid** in order to assist with Nigeria's vast water and sanitation needs. Currently, only half of the population has access to safe water and fewer are reported to have access to sanitation. With a population of 139.8 million, this means that huge numbers of people are without these essential services. Pfizer also works in Nigeria with the Carter Center and the Ministry of Health to support the **International Trachoma Initiative's** trachoma elimination efforts.

Below: Global Health Fellow, PSI Swaziland



Innovative Approaches: Critical to Progress Toward the MDGs

As we near 2015, WHO has reaffirmed the importance of having all members of the world community contribute their resources and talents toward making MDG accomplishment a reality. For Pfizer, it is an honor to take up this challenge and build on our scientific and collaborative achievements.

In this spirit, we are proud to have contributed to global progress. We have established collaborative

partnerships with a broad range of stakeholders, including governments, NGOs, multilateral organizations, academic institutions and even competitors. And we have made an ongoing effort to turn our research into discoveries that help prevent and treat disease and promote better health.

We will continue on this path. Whether by researching and developing groundbreaking medical treat-

ments, devising new ways to deliver quality health care to those in need, or by creating imaginative and productive partnerships with those who share our goals, we are committed to working toward finding innovative solutions that enable all members of the global community to improve their health and well-being.

Below: Kampala, Uganda: Infectious Diseases Institute



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Forward-Looking Information Cautionary Statement

The information included in this report is as of August 2010. Pfizer assumes no obligation to update forward-looking information included in this report as the result of new information or future events or developments.

This report includes forward-looking information that involves substantial risks and uncertainties about the Company's plans and prospects; the success of health care initiatives by the Company, both on its own and in collaboration with third parties; and in-line products and product candidates, including their potential benefits and projections with respect to research and development, regulatory and commercial advancement of certain product candidates. Among the factors that could cause actual results to differ materially are the following: the uncertainties inherent in research and development; whether and when regulatory applications will be submitted in various jurisdictions for product candidates; decisions by regulatory authorities regarding whether and when to approve any such applications as well as their decisions regarding labeling, ingredients and other matters; the speed with which regulatory authorizations, pricing approvals and product launches may be achieved; difficulties or delays in manufacturing and distributing; legislation, regulations or other governmental action affecting the Company's operations, including pharmaceutical product approval, access and pricing; claims and concerns that may arise regarding the efficacy or safety of in-line products and product candidates; the Company's ability to protect its patents and other intellectual property; and uncertainties related to general economic, political, business, industry, regulatory and market conditions.

A further list and description of risks, uncertainties and other matters can be found in Pfizer's Annual Report on Form 10-K for 2009 and in our reports on Forms 10-Q and 8-K.

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