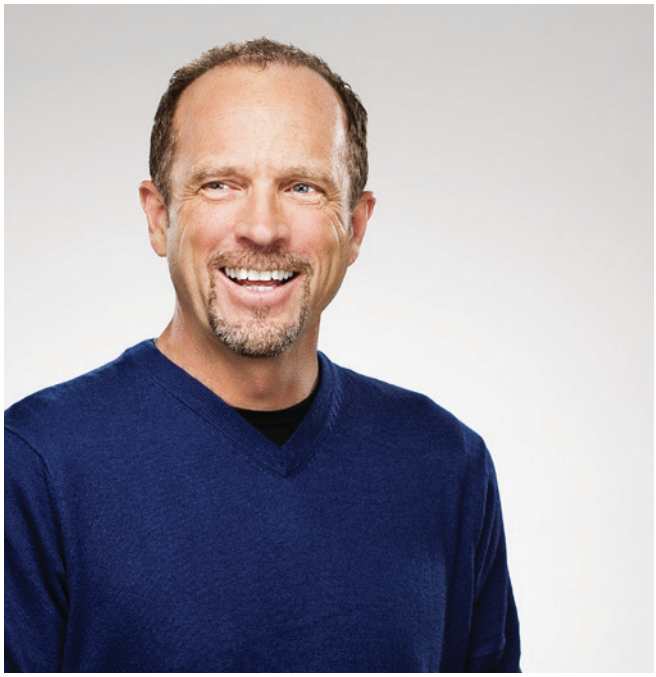

"I fight."

"I was in the waiting room. My lung cancer was back, and the prognosis was grim. And they told me my oncologist was delayed for 90 minutes. So I started looking things up on my smart phone. That's when I first heard about crizotinib, which became Xalkori. Suddenly, 90 minutes wasn't enough! When I got called in, I asked to be tested for the ALK gene.

"As a patient, you have to fight with everything you've got. It's up to you, your faith, your strength, your focus. And you need to know what's out there. That's why I've started Surviveit.org. I want to help people like I've been helped. I've been blessed. Thanks to Pfizer, I got to see my wife go back to college, my granddaughter's second and third birthdays, my son marry the love of his life, my stepson win a state championship. I am so grateful to be able to thank the people who developed this drug."

Matt Ellefson
Xalkori patient and founder of surviveit.org

Precision Medicine at Work

Xalkori® (crizotinib) is a kinase inhibitor indicated for the treatment of patients with metastatic non-small cell lung cancer (NSCLC) whose tumors are anaplastic lymphoma kinase (ALK)-positive as detected by an FDA-approved test. Pfizer was granted Fast Track designation by the FDA for Xalkori for ALK+ NSCLC in December 2010. The Fast Track designation process is designed to facilitate development and expedite FDA review of drugs that treat serious or life-threatening diseases and demonstrate the potential to address unmet medical need. In January 2011 Pfizer announced it had initiated the rolling submission of a New Drug Application (NDA) for Xalkori, which was facilitated by the Fast Track designation. In August 2011 Xalkori was granted accelerated approval due to the critical need for new agents for people living with ALK+ metastatic NSCLC. In late 2013, the FDA granted regular approval, marking the conversion of the previous accelerated approval. In October 2012 the European Medicines Agency granted conditional marketing authorization for Xalkori for the treatment of adult patients with previously-treated ALK+ advanced NSCLC. Xalkori has received approvals in more than 60 countries, including Canada, China, South Korea, Japan and Australia. To date, more than 6,000 patients globally have been treated with the therapy, including those who received it in clinical trials.

Innovating Treatments That Improve Lives

Leading Medicines

Our Top 10 Best Selling Medicines in 2013

Lyrica
(pregabalin)
$4,595 million

Prevnar 13/ Prevenar 13
(pneumococcal polysaccharide conjugate vaccine)
$3,974 million

Enbrel
Outside the U.S. and Canada
(etanercept)
$3,774 million

Celebrex
(celecoxib)
$2,918 million

Lipitor
(atorvastatin)
$2,315 million

Viagra
(sildenafil)
$1,881 million

Zyvox
(linezolid)
$1,353 million

Norvasc
(amlodipine besylate)
$1,229 million

Sutent
(sunitinib malate)
$1,204 million

Premarin Family
(conjugated estrogens)
$1,092 million

For more information on any of these medicines, visit: Pfizer Pharmaceutical Products

Noteworthy in 2013

Duavee Team Owns Accelerated Approval

The U.S. FDA approved DUAVEE™ (conjugated estrogens/ bazedoxifene) 0.45mg / 20mg tablets, a novel therapy for women with a uterus, for the treatment of moderate-to-severe vasomotor symptoms associated with menopause and the prevention of postmenopausal osteoporosis.

DUAVEE was approved by the FDA within the projected timeframe established by the new Prescription Drug User Fee Act (PDUFA) V process thanks to the Pfizer Asset team's ownership of the process. The team reinvigorated efforts within Pfizer and partnered closely with the cross functional and medical/clinical teams to help shape and optimize the label that was ultimately approved by the FDA. Their work has culminated in a great brand platform that has strong and aligned enthusiasm to propel the launch of this exciting new therapy to patients who may benefit from it.

Noteworthy in Our Portfolio

Bosulif (bosutinib)	Eliquis (apixaban)	Inlyta (axitinib)
Quillivant XR (methylphenidate HCl)	Xalkori (crizotinib)	Xeljanz (tofacitinib)

For more information on any of these medicines, visit: Pfizer Pharmaceutical Products

PATIENT SAFETY

Advancing Patient Care and Safety

Pfizer is a leader in both medical research and in bringing meaningful and helpful information derived from that research to patients, health care professionals, caregivers and others with a stake in better medicine. We also continue to invest in new tools and technologies that help physicians and other health care professionals improve patient care and ensure patient safety.

"Patient safety is a core value and our **absolute first priority** — from the moment a compound is cleared for clinical trials, to its approval by regulators for use by patients, through its manufacture and distribution, and for as long as it is for sale and in use anywhere in the world."

Freda Lewis-Hall, M.D.
Chief Medical Officer

Watch Dr. Freda Lewis-Hall speak to many issues concerning your health and well-being at gethealthystayhealthy.com

Safe Medicine Use Campaign Against Counterfeiting

Pfizer and its partners around the world have joined forces in an effort to ensure that patients get genuine medicines and vaccines, not counterfeits. The Safe Medicine Use campaign is provider led, consumer focused and government engaged.

In India, the campaign launched with endorsement by the government and various local and international health professions groups. Consumer outreach focused on working women with families, encouraging them to choose medicines with the same care that they use when choosing food for the family table. The U.S. campaign, focused on oncology medicines, is slated to be launched in 2014 in conjunction with the Centers for Disease Control and Prevention.

Counterfeit medicines are easy to make and pose a serious public health risk. To protect patients, Pfizer works very closely with national and international law enforcement authorities, health care providers and multinational coalitions to fight the counterfeiting of medicines.