

It's time to tell the truth about aging. The less you fear it, the more you'll enjoy it. In fact, it can be the best time of your life. So join us and Get Old with a new attitude.

About Get Old

- Get Old, developed by Pfizer in 2012, is a multi-year initiative to foster a candid conversation around aging, redefine what it means to “get old” and encourage individuals to adopt healthy behaviors to age the way they want
 - Since its inception in 2012, Get Old has brought together experts and leading partner organizations to share new insights on a diverse range of aging topics, from new research on chronic conditions to lifestyle changes that help people age well
 - The program has also worked with partners and experts to commission listening and research on the topic of aging to truly understand the conversation and perceptions around getting old
 - Get Old is part of a social movement that will help to redefine aging
 - Adults exposed to GetOld.com report that they have done the following as a result of interacting with the site:
 - Changed my eating habits for the better: 44%
 - Made changes in my life to be healthier: 42%
 - Started or changed an exercise routine: 35%ⁱ
- In July of 2014, Pfizer has re-focused the program to address consumers’ fears of aging head-on using #FOGO or Fear of Getting Old
- In its third year, the program is using a mix of wit and wisdom to talk about aging in a new way with the hope of engaging consumers of all ages to talk about getting old and to make choices to help them age well
- The digital and social effort includes a new website — GetOld.com— that features new, engaging, shareable content to address the Fears of Getting Old (#FOGO) including:
 - A social BuzzFeed like quiz on #FOGO determines what “persona” the user might be when they age — including options like “The Dude” and “The Grouchess”
 - Humorous videos with five and six year-old “experts” talking about getting old
 - Educational content on topics such as health and wellness, family and relationships, and love and sex
 - Tools and resources from various partner organizations
- Additionally, the outside of Pfizer’s New York headquarters has been updated with new Get Old creative focusing on FOGOs, the #FOGO quiz and the new website on 2nd Avenue and 42nd street

Why Get Old?

- Life expectancy continues to climb—up to more than 81 years for women and 76 years for menⁱⁱ
- More than 10,000 people are expected to turn 65 every day through 2030ⁱⁱⁱ, and by 2056, the population 65 years and over is projected to become larger than the population under 18 years of age^{iv}
- At Pfizer, helping people live longer, healthier lives is our business and our societal responsibility. For the past 165 years we have been working to help people Get Old and research shows products like the ones we make have contributed to longevity

GET OLD

Fear Less. Live Longer.

- A World Health Organization study found that pharmaceuticals account for 73% of the increase in life expectancy between 2000 and 2009^v

Other Pfizer health and aging efforts include:

- Get Healthy, Stay Healthy — Pfizer's Chief Medical Officer Freda Lewis-Hall's health and wellness education site
- The Pfizer Foundation's partnership with Grantmakers In Aging, working with five American communities to accelerate their efforts to become "age friendly communities"
- In addition, Pfizer is a founding member of ReACT (Respect a Caregiver's Time) an employer-focused coalition dedicated to addressing the challenges faced by employee caregivers

Consumer Fears around Getting Old

- A new survey commissioned by Pfizer's Get Old and conducted online by Harris Poll on American's fears on aging found^{vi}:
 - 87% surveyed report having a fear about getting old
 - Decline in physical abilities is the thing feared most by Americans at 23%
 - Followed by memory loss at 15% and having a chronic disease or running out of money at 12% each
 - Interestingly — these are higher than the fear of dying at 10%
 - 55% of American's agree that they "worry" about aging and getting old

Twitter and the Aging Conversation

- A new 2014 study commissioned by Pfizer, Twitter and the Aging Conversation, found^{vii}:
 - On average there are were 350,000 tweets a month about aging from June 2013 to May 2014; for a total of 4.2 million in the last 12 months – which is an increase of 1.2% over the previous 12 months
 - The majority – 62% – of the 4.2 million Tweets about aging in the last 12 months were negative with 31% neutral and 7% positive
 - Health and wellness posts are the most commonly discussed topics and appear to be driven by a growing concern around brain health and attention to aging parents – and are up 48% in 2014 versus 2013
 - When people talk about aging, they usually mention responsibility (37%), well-being (31%) and express emotion (17%)

About Pfizer's Get Old Research

Harris Poll Research:

This survey was conducted online within the United States by Harris Poll on behalf of Pfizer, Inc. from July 10-14, 2014 among 2,088 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Brenna Robinson 212-733-4631.

Social Research:

The study was commissioned in early 2014 by Pfizer Inc., to assess how aging is being discussed in the social media platform Twitter. Crimson Hexagon used its ForSight™ platform with patented technology developed at Harvard University's Institute for Quantitative Social Science (IQSS) and led by Albert J. Weatherhead III University Professor Gary King, and his team of social scientists and statisticians. The study's goal was to determine the size, growth or decrease, and sentiment of the aging conversation and to identify common themes and topics.

ⁱ Pfizer 2013 GetOld.com Impact Survey: National online survey of 405 adults 18-74 who visited GetOld.com. Survey was conducted by Marketing & Research Resources; margin of error +/- 4.9%

ⁱⁱ Pharmaceutical Research and Manufacturers of America. Medicines in Development for Older Americans. *PhRMA.org*. <http://www.phrma.org/sites/default/files/pdf/2014-meds-in-dev-older-americans.pdf>

ⁱⁱⁱ Pew Research Center. *Baby Boomer's Retire*. Online October 2011. <http://www.pewresearch.org/daily-number/baby-boomers-retire/>

^{iv} *Census.gov. The Baby Boom Cohort in the United States: 2012 to 2060. May 2014. Pg 1.* <http://www.census.gov/prod/2014pubs/p25-1141.pdf>

^v World Health Organization. (2010). *World Health Statistics 2010*. http://www.who.int/gho/publications/world_health_statistics/EN_WHS10_Full.pdf

^{vi} Harris Poll Research 2014 commissioned by Pfizer's Get Old

^{vii} Crimson Hexagon ForSight™: Aging Conversation 2014 commissioned by Pfizer's Get Old