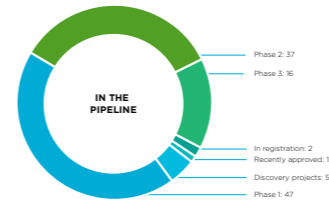
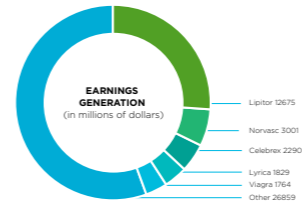


PROGRESS + PROMISE

Annual Report 2008-09

PFIZER FACTS

- Headquarters in New York City
- 89,000 employees worldwide
- Lines of Business:
 - Human Health Pharmaceuticals
 - Animal Health Pharmaceuticals and Vaccines
- Operates in more than 100 countries
- \$48.4 billion in revenues, the world's largest pharmaceutical company
- \$7.6 billion in Research & Development
- 11 R&D therapeutic areas
- One of the world's leading medicines, Lipitor®, which is a treatment for high cholesterol
- World's largest animal health company and leader in annual animal health R&D investment
- US EPA Climate Leader member
- \$1.7 billion in Pfizer Inc. philanthropic contributions



This chart shows how many compounds we have in the current development pipeline. This chart is updated twice-yearly. It can be found at www.pfizer.com/pipeline.

Highlights

PROGRESS.

- In 2007, we did what we said we would do.
- Executed against a broad plan to position Pfizer to deliver long-term value.
 - Delivered solid operating performance, despite losing U.S. market exclusivity for Norvasc in 2007 and Zolofr in 2006.
 - Advanced important programs into Phase III, which are aimed at cancer, fibromyalgia, anxiety and infections.
 - Completed or announced 14 business development agreements in strategic growth areas.
 - Created smaller, more focused businesses.
 - Reduced our employee force by more than 11,000 people.
 - Repurchased \$10 billion of Pfizer common stock.
 - Improved our relationships with key trade and managed-care customers.

PROMISE.

- The trends in health care are in our favor.
- An age wave is sweeping the world.
- The global pharmaceutical business is growing.
- There is a compelling case for greater investment in prevention, wellness and early treatment.
- Biotherapeutics hold tremendous promise.
- Our pipeline of promising compounds continues to expand.
- We have a large portfolio of established products.
- We are well-positioned in both developed and developing nations.
- We have financial strength and a sophisticated global infrastructure.
- Emerging markets beckon.

PLAN.

- The path forward is clear.
- OUR STRATEGIES:
- Refocus and optimise our patent-protected portfolio.
 - Find new opportunities for established products.
 - Grow in emerging markets.
 - Invest in complementary businesses.
 - Instill a culture of innovation and continuous improvement.
 - Continue to meet our commitments to everyone with a stake in our success.

70%

PERCENTAGE OF SMOKERS IN THE U.S. WHO SAY THEY WANT TO QUIT.



CHANTIX/CHAMPIX

Smoking is the world's leading preventable cause of disease and premature death. Many smokers continue to use cigarettes not out of choice, but because they are addicted to nicotine. Most smokers want to quit, however, only a small percentage—less than five percent—achieve lasting abstinence each year without help or support. Around the world, nicotine addiction is a public health catastrophe.

Pfizer's smoking cessation medicine, Chantix (called Champix in many markets), targets the same brain receptors that nicotine does. Studies show that after 12 weeks of Chantix treatment, 44 percent of patients were able to quit smoking.

Along with Chantix, Pfizer offers the GetQuit support plan that is designed to provide each patient with personalized motivation for up to a year after starting treatment.

In October 2008, at the inaugural Prix Galien USA ceremony to recognize advances in biomedical science, the Chantix development team was awarded the medal for Best Pharmaceutical.

The combination of Chantix and the GetQuit support plan was what really made a difference and helped me quit.*

Jim Pierce Washington, Pennsylvania

Key Pharmaceutical Medicines

LIPITOR

\$12.7 BILLION +2%

Despite heavy competition from branded and generic treatments, Lipitor remains the best-selling medicine to treat elevated LDL cholesterol and triglycerides and is prescribed to prevent cardiovascular disease. Lipitor is proven to reduce the risk of a heart attack, stroke, revascularizations and angina in patients with multiple risk factors for coronary heart disease. Although Lipitor has been available to patients for 10 years, Pfizer continues to leverage the extensive Lipitor clinical program to demonstrate this medicine's clinical and economic value. In 2008, Lipitor became the first cholesterol lowering therapy to receive FDA approval for reducing the risk of hospitalization for heart failure in patients with congestive heart disease. (See page 13 for more information on Lipitor.)

NORVASC

\$3 BILLION +38%

After 17 years in the marketplace helping patients who suffer from hypertension and angina, Norvasc began to face generic competition in the U.S. in the first quarter of 2008. In response, Pfizer introduced its own generic version of Norvasc and continues to make the branded product available to patients.

LYRICA

\$1.8 BILLION +58%

Lyrica is a powerful option for treating a variety of neurological conditions. It is widely approved for patients experiencing diabetic nerve pain and for those with postherpetic neuralgia, the pain that often follows shingles. Lyrica is also prescribed in many markets for partial onset seizures for adults who are already taking one or more antiseizure medicines.

In 2008, in the U.S., Lyrica became the first medicine approved to treat fibromyalgia, a condition affecting as many as 6 million women and characterized by chronic widespread pain, poor sleep, stiffness and fatigue. In the E.U., Lyrica is approved for adults diagnosed with Generalized Anxiety Disorder, a common and chronic psychiatric disorder affecting as many as 12 million people in Europe every year. (See the cover and inside front cover for more information on Lyrica.)

VIAGRA

\$1.8 BILLION +6%

One of the world's best-known pharmaceutical brands, Viagra continues to be the world's leading treatment for erectile dysfunction. Viagra is backed by far more patient experience than any competing treatment, and has been shown to work safely and effectively in men of all ages, men who have difficulty all of the time or just some of the time, and men with other health issues, such as high blood pressure, depression and diabetes.

XALATAN/XALACOM

\$1.6 BILLION +10%

Xalatan is one of the world's leading branded treatments for glaucoma, the second-most prevalent cause of blindness in the world. Xalatan's once-a-day dosing reduces pressure in the eye which may cause damage to the optic nerve if not treated. Xalacom (a combination of Xalatan and the beta-blocker timololol) offers a single daily dose that provides greater efficacy for patients with insufficient response to treatment with one agent.