



For Immediate Release

PFIZER MALAYSIA CELEBRATES 50 YEARS OF HEALTHIER LIVING

The 50th anniversary is more than just a celebration – it is a commemoration of our contribution towards Malaysia’s healthcare industry and an organization that has been dedicated to bringing life-saving innovative medicines to generations of patients in Malaysia.

KUALA LUMPUR, 6 November 2015 – Pfizer Malaysia, one of the leading innovative biopharmaceutical companies in Malaysia, today celebrates 50 years of improving the health and well-being of Malaysians at every stage of life. The organization aims to keep the next fifty years filled with as much drive, innovation, inspiration and growth as the last.

In 1964, Pfizer Malaysia, then known as Pfizer Agricare, began its operations in Malaysia as a branch office from Singapore. With a team of 17 people in Petaling Jaya, the company subsequently brought many breakthroughs in healthcare for Malaysia, including improving access to medicines by the introduction of many remarkable, novel and revolutionary medicines for all Malaysians.

Today, with a team of 350 employees, Pfizer Malaysia’s headquarters is located in the commercial centre of Bangsar South with eight offices throughout Malaysia, serving more than 18,000 healthcare practitioners. The company has 91 product brands registered in this country and ranks number one by IMS Health for 2015.

“Medicines are responsible for preventing and treating disease, for improving or maintaining health, and for avoiding exacerbations of existing conditions. This can result in fewer trips to the emergency room, fewer surgeries, or delaying the need for long term care. Since the early days of the company, innovation has been our driving force, pushing us forward to find newer and better therapies for many diseases and conditions; in this way, we make a positive impact in the lives of millions of patients,” said Mr. John McKendry, Country Manager for Pfizer Malaysia during the celebratory event at Publika Shopping Gallery, Kuala Lumpur.

“Today, this has not changed – our mission to be the premier innovative biopharmaceutical company means that research and development continues to be a core focus, helping us to stay ahead of the curve as healthcare needs continue to evolve at a rapid pace. In Malaysia, we have 91 product brands of varying portfolio from Immunology & Inflammation, Cardiovascular, Metabolic Disease, Oncology, Vaccines and Neuroscience & Pain and Rare Diseases.”

Pfizer Malaysia regularly collaborates with public and private healthcare partners such as Ministry of Health, National Population and Family Development Board (LPPKN) and various medical societies to support local communities with health awareness and education. Through these partnerships, the company is able to work towards achieving its ultimate goal, which is to ensure improved access to innovative treatments and quality health care, in support of the government health goals such as the reduction of Non Communicable Diseases (NCD) and achievement of Millennium Goals.

Meeting the Patients’ Future Needs

Pfizer Malaysia is at the forefront of science and technology, committed to innovating medicine to improve health and well-being at every stage of life. The company conducts



clinical trials in Malaysia with local healthcare institutions, with a focus on high-priority disease areas: neuroscience, inflammation/immunology, oncology, vaccines and CVMed (Cardiovascular and Metabolic Diseases Research Unit).

Since 1994, the company has invested millions in a total of 95 clinical trials in Malaysia, with 74 completed and 21 still on-going. These trials are collaborative efforts with local government, private and teaching hospitals and have resulted in a total of 15 registered products made available in Malaysia. Pfizer Malaysia currently has the highest number of clinical trials sponsored or conducted in collaboration with local hospitals and research universities, a strong measure of the company's dedication to transforming the way diseases are treated in the future.

50 Years of Working for a Sustainable Future in Malaysia

As a leader in the pharmaceutical industry, Pfizer Malaysia invests their expertise and resources in the smart delivery of healthcare services to both the urban and rural communities. To ensure long-term sustainability in community healthcare, the company takes a multilateral approach that touches on four pillars of support: Treat, Teach, Build and Serve.

Pfizer Malaysia has rolled out several significant community initiatives such as SWAT (Sharing with a Touch), MenCare Male Support for Breast Cancer Screening, Malaysia Health Fellows, IJN Foundation Patient Assistance Program, HOPE program amongst others.

One of its most prominent CSR project is Pfizer's Care-A-Van, a dedicated, mobile health screening unit which has been deployed to hundreds of communities across Malaysia. Over the last 16 years, the van has carried medical supplies and volunteer physicians and employees to remote villages and towns across Peninsular and East Malaysia every two weeks to provide free health screening and health education to those in need. It has been a familiar and welcome sight in over 800 locations across the nation. To date, Pfizer's Care-A-Van has screened over 180,000 people with approximately 1,600 volunteers clocking in over 35,000 hours. Recently this initiative won the Frost & Sullivan's Corporate Social Responsibility Company of the Year under Community Health. It also holds the title of being the first ever mobile health screening program as well as the longest-serving CSR project in Malaysia.

Celebrating 50 Years of Healthier Living Commemorative Book

As part of the 50th anniversary celebration, Pfizer announced the launch of its new, full colour commemorative book, with a detailed archive of photographs and stories, including stories of people – past and present – involved in various partnerships with the company.

The 50-page commemorative book also pays tribute to 50 individuals who have made an impact in the healthcare landscape through their compassion and dedication. These 50 individuals were chosen based on votes from all Pfizer colleagues in Malaysia. From a long list of nominees, a panel of independent judges selected 50 individuals. Judges comprise of representatives from a communications agency, Asia Foundation and MERCY Malaysia.

Present at the event as the Guest of Honour was Yang Berbahagia Tan Sri Dato' Seri Dr. Hj. Mohd. Ismail Merican, former Ministry of Health Director General and former President of the Malaysian Medical Council, who has been instrumental in shaping the healthcare policies in Malaysia.



“Malaysia has received many accolades for its achievements in the healthcare sphere. Our nation boasts a sophisticated system of modern healthcare, advanced medicines and trained healthcare professionals. This is the result of excellent partnership and persistent efforts, not only by the government, but through collaborations with many private healthcare companies that call this country home such as Pfizer. It is through the people, at all levels, across the many organisations, working for a common purpose that the Malaysian healthcare ecosystem has become such a success,” said Yang Berbahagia Tan Sri Dr. Ismail Merican.

“On this momentous occasion, it is with pleasure that I offer a hearty congratulations to the entire company and all the Pfizerians who have selflessly worked so hard and contributed so much over the past 50 years in advancing and enhancing the field of medicine to where we are today,” added Yang Berbahagia Tan Sri Dr. Ismail Merican.

The public are invited to take part in the celebrations at Pfizer’s exhibition which aims to educate visitors on the science and innovation behind the development of medicines. The exhibition will be held at Publika Shopping Gallery from 7 – 8 November 2015. Various activities at the exhibition include maze-like interactive exhibition, educational games, kids’ corner and free health screenings for BMI and blood pressure as well as breast examination and consultations in a specially sanctioned pink room for women.

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