



# Getting to know Wyeth Nutrition

**Bill Partyka**  
VP Brand Management  
and Innovation

# A rich history: launches, innovations

Many landmark achievements, beginning with the creation of the first physiologic infant formula

**1910**

- First serious scientific effort to create a physiologic formula. Dr. Gerstenberger begins quest for a nutritionally complete product patterned after human milk

**1919**

- SMA was born; bottles prepared in hospital kitchen and delivered to Cleveland physicians

**1933**

- SMA Corporation becomes world's major supplier of carotene

**1996**

- Launch of AR, an anti-regurgitation formula, in several countries
- Wyeth Pharma dedicates global resources

**1997**

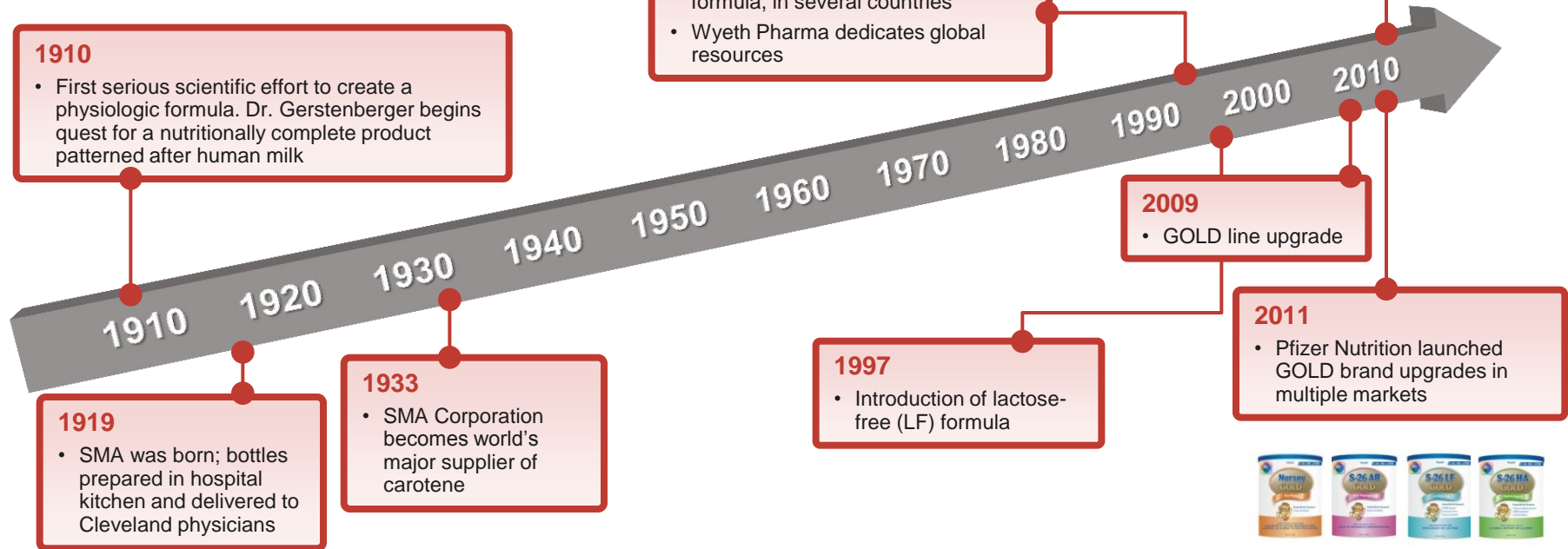
- Introduction of lactose-free (LF) formula

**2009**

- GOLD line upgrade

**2011**

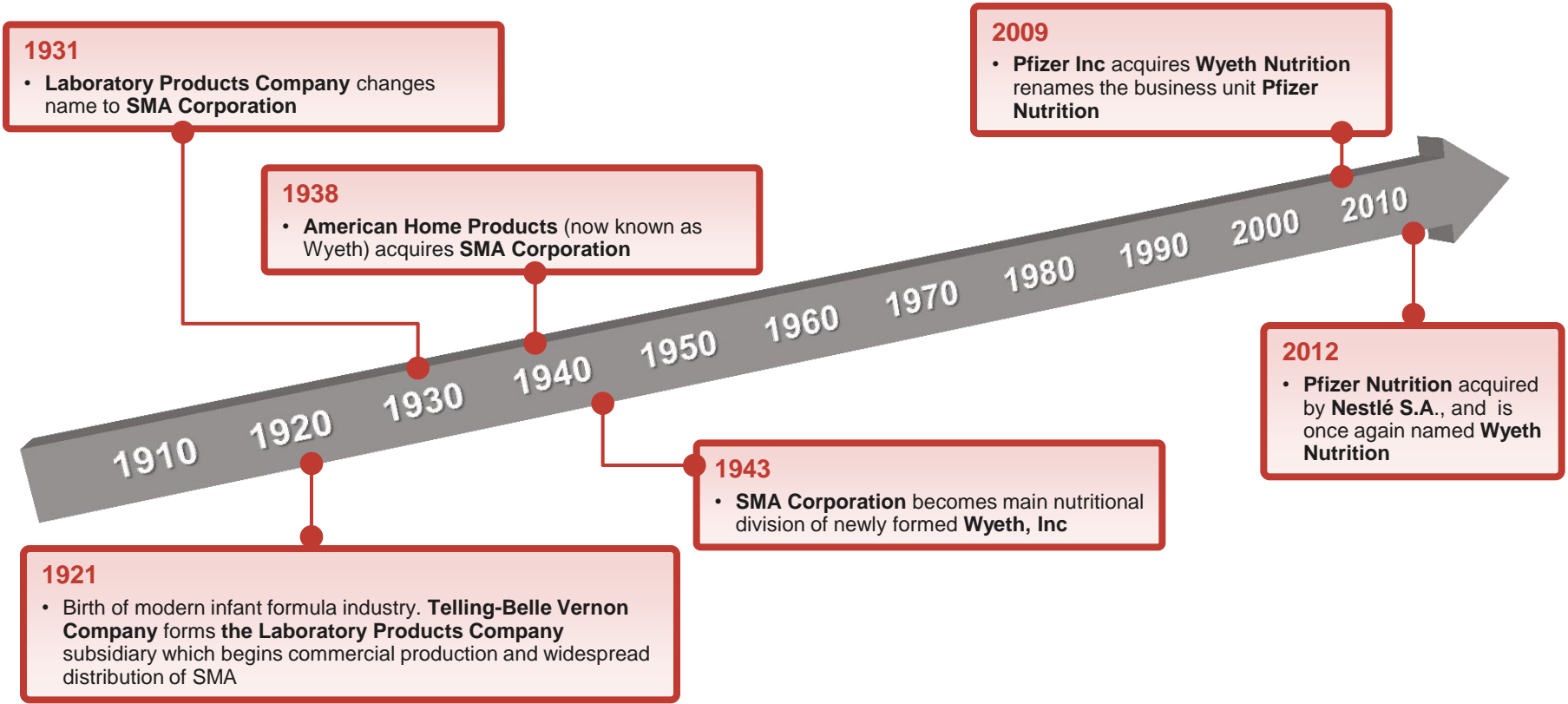
- Pfizer launches ILLUMA, a super-premium line




# Disclaimer

This presentation contains forward looking statements which reflect Management's current views and estimates. The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

# A rich history: ownership, acquisitions



# Wyeth Nutrition key priorities



**Structure the business model  
to focus on premium, differentiated products**



**Become HCP preferred by delivering meaningful scientific innovation  
and best-in-class medical marketing**



**Focus on highest-potential emerging markets**

# Presence in key emerging markets

## Wyeth Nutrition at a Glance

**Our customers:**  
Mothers, HCPs, hospitals &  
retailers

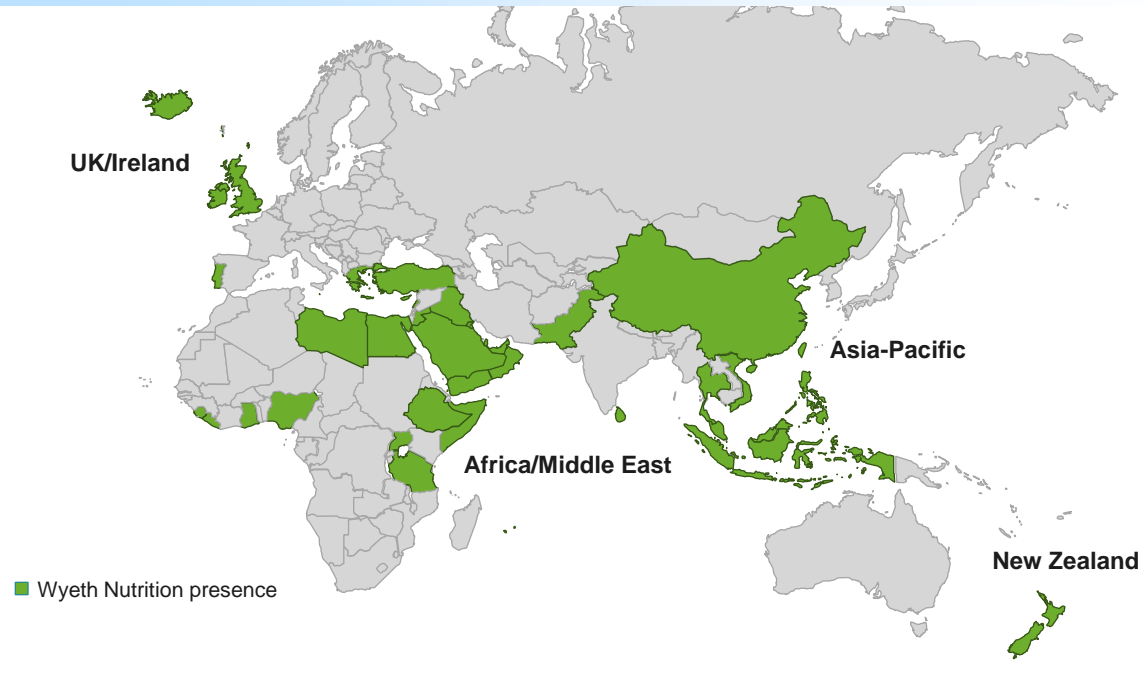
**Our business:**  
Based on science  
and innovation

**Our brands:**  
Almost 100 year equity

### Organisation size:

Worldwide **4,500**

- Global commercial, R&D & regulatory
- Greater China Region
- Southeast Asia
- Europe
- Africa and the Middle East



# Wyeth Nutrition R&D value proposition

1

## R&D organisation with pediatric nutrition expertise

- Early alignment provides seamless transition across development stages
- Scientific and medical expertise results in compelling brand proposition

2

## Focused research teams

- Established platforms: brain development, optimal growth and development, digestive health
- Coordinated R&D efforts aligned with Wyeth Nutrition brands
- Partnerships with external research institutions to introduce new expertise

3

## Strength in collaborative brand support

- Close collaboration builds effective ways of working and individualised market support
- Enhanced brand focus, support and discipline results in increased launches and improved freshness index
- ***In 2010 less than 10% sales linked to innovation/renovation (I/R) compared to approximately 75% sales driven by I/R in 2013***

**A consumer-driven, clinically-focused R&D organisation**

# State-of-the-art manufacturing

- ISO-certified
- Experienced workforce with deeply embedded knowledge of the business
- Discipline in execution of requirements
- Rigorous investigation and corrective action programs

Ireland – Askeaton



Philippines – Canlubang



Singapore – Tuas



China – Suzhou







# Best-in-class medical delegates



# Nestlé and Wyeth Nutrition: the right fit




Complementary brand portfolio, scale and geographic presence



Distinct, compliant marketing and classic pharma sales capabilities



Flexible and cost competitive supply chain



R&D depth and breadth

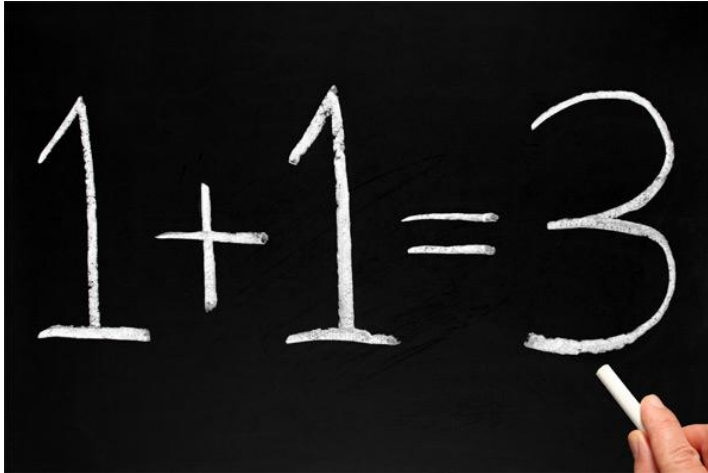


Culture of compliance (FTSE4Good, WHO Code)



Strategy to “embed” not “integrate” the business

# Nestlé and Wyeth Nutrition > sum of its parts



**“Embedding enables great learning and collaboration across the business while maintaining two distinct divisions. We will work hard to make the collective whole larger than the sum of its parts”**

*– Luis Cantarell, comment in an all-colleague letter*

# Complementary global portfolio meets diverse needs

Super premium



Premium



Standard



Economy



Benefit areas

Healthy growth & development

Learning & performance

Gut comfort

Gut health/ immune protection/ allergy prevention

Long term health/ early metabolic programming

# World class portfolio: The First 1,000 Days



Pregnancy

Post-natal

Breastfeeding

Bottle-Fed babies

Toddler and beyond



# Achieving an unrivaled global footprint with Wyeth Nutrition



 Nestlé Nutrition

Wyeth Nutrition



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