

FOR YOU OUR COLLEAGUES All about zoetis

TO OUR COLLEAGUES AROUND THE WORLD:

After much preparation and planning, we are now Zoetis.

I am proud to share this historic milestone with all of you. You are the people who make us the impactful business that we've always been—and the people who will make us better than ever as a standalone company.

It's a new day for our animal health business as we introduce ourselves to our customers and stakeholders around the world as Zoetis, home to the brands and people they've known as Pfizer Animal Health for more than 60 years. But introductions aren't just about explaining a name change or a fresh identity. They are also a way for us to share our passion for the work that we do every day.

I think you will find this booklet to be a helpful guide to who we are as Zoetis, how we are presenting ourselves to our stakeholders, and what it means to work closely with our customers.

Sincerely,

Juan Ramón Alaix



NE ARE ALE ZOETIS

Zoetis is derived from *zoetic*, meaning "pertaining to life."

OUR COMPANY BETTER TOGETHER

Each of us is part of the future of animal health. Drawing upon our strengths as Pfizer Animal Health, we are Zoetis: a global, standalone company focused exclusively on animal health products and services.

Some of us are veterinarians, scientists, manufacturers, marketers, communicators or customer service experts. Others are finance, human resource, technology, legal, procurement, public affairs or sales professionals. Together, we are a global organization working to make animals healthier and to support our customers. Regardless of your specific role, you are helping to make Zoetis the most valued animal health company in the industry. Your direct and indirect contributions to innovative research, to quality products and services, and to valued customer relationships strengthen our reputation. Your contribution is clear every time we develop a new vaccine that prevents disease, every time we gain a customer's trust by putting his or her needs first, and every time a Zoetis product is used to treat an animal or help protect a flock or a herd.



ESTER HEALTH NMA)DA WE ARE ZOETIS

OUR HISTORY BUILDING ALEGACY

The technologies that became the foundation of the animal health industry and our business can be traced back to some of the earliest Pfizer antiinfectives and vaccines.

1952

When Pfizer discovered Terramycin, the proprietary antibiotic went into wide production and distribution for livestock and helped launch modern agriculture.

1995

As companion animals became a more important part of people's lives, we acquired SmithKline Beecham Animal Health in 1995 to support our other strategic acquisitions and to build a presence in caring for dogs, cats, and horses. Over the years, other strategic integrations helped us better serve our changing industry.

2013

Today, we are evolving to address new challenges and opportunities. We are responding to rising demand for animal protein in rapidly growing emerging markets. We are developing new technologies that allow for efficient production in a world of finite resources. We are contributing to the health of companion animals, which enrich our lives. We are building upon our history of quality products, solutionsoriented innovation, and close relationships to better serve our customers and our industry with greater agility, flexibility, and focus.

OUR DIFFERENCE READY TO SUCCEED

For decades, we've been successful in the animal health industry. Through our culture of innovation and execution, we are ready to support our customers so that their businesses prosper for another 60 years—and beyond.

HERE ARE THE DEFINING CHARACTERISTICS OF WHO WE STRIVE TO BE TO OUR CUSTOMERS:

WE'RE WORKING FOR YOU EVERYWHERE YOU ARE

WE'RE DEDICATED TO BUILDING STRONG RELATIONSHIPS

WE'RE DEVELOPING NEW AND EVER BETTER PRODUCTS AND SERVICES

WE'RE FAR-REACHING IN OUR BUSINESS BUT FOCUSED ON YOURS



OUR PURPOSE AS ZOETIS AND AS COLLEAGUES

OUR VISION AND MISSION THE RIGHT DIRECTOR

Our vision answers the question, **"Who do we want to be?"** It's the goal to which we all aspire: Our products, services and people will be the most valued by animal health customers around the world.

OUR VISION AND MISSION

Our mission answers the question, **"What do we do?"** Each of us should contribute to our mission every day: We build on a six-decade history and singular focus on animal health to bring customers quality products, services, and a commitment to their business.

WE SUCCEED THROUGH HUMAN

OUR CUSTOMERS WORKING (CLOSELY

As Zoetis, we are committed to having real conversations with our customers to learn what is working, what is not, and how we can better meet their needs in the future.

What they have to say drives us to do more, and be better, for them.

ZOetis

You don't just sell products. You understand what I need and offer me advice on the challenges that I have.

You give me products that work and help my business prosper.

You care about me, my business, and my customers, as well as the animals.

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OUR ROLE REAL COMMITMENT

We have always believed that when our customers and our strategic partners thrive, we thrive with them. As Zoetis, we'll continue to look beyond ourselves in our work and our ambitions, understanding their broader impact.

Thus, our brand promise and tagline is:

FOR ANIMALS FOR HEALTH FOR YOU

IT MEANS THAT...

...we work to provide results-driven products, education, and business support to help address the real-world challenges of veterinarians and livestock producers.

...we are completely focused on supporting our customers and their diverse business needs through the development of quality medicines and vaccines, complemented by diagnostics products and genetics tests and supported by a range of services.

...we strive to contribute to a healthier world by supporting the needs of those who raise and care for animals.

...we work every day to listen to our customers and better understand and address their real-world needs through our diverse portfolio of products and services and our local presence.

...we combine decades of experience with the latest science to deliver relevant, high-quality products and services that support healthier animals and businesses.

...we come together as colleagues to share expertise and insights, doing all we can to meet our customers' needs and solve our industry's most pressing challenges with passion and dedication.



How we work is just as important as what we promise. We are:

COLLABORATIVE IMPACTFUL INVENTIVE RESPONSIBLE

We work closely to support our customers in achieving their goals and needs.

We work to deliver tangible, high-quality results that our customers find truly relevant.

We strive to find better and more creative ways to help our customers solve their most pressing real-world animal health challenges.

We understand the importance of our industry . and we do our work with purpose and integrity.

OUR WORK ANIMAL HEALTH EXCELLENCE

At Zoetis, we serve a range of species to protect and improve both the health of our companions and the safety of our food supply.

LIVESTOCK HEALTH



Our livestock health portfolio represents approximately 66% of our global business revenue, supporting our livestock customers as they produce wholesome, high-quality food.

LIVESTOCK HEALTH

COMPANION ANIMAL HEALTH



Our companion animal health portfolio represents approximately 34% of our global business revenue, helping veterinarians provide better care for dogs, cats, and horses.

COMPANION ANIMAL HEALTH

OUR REACH

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120 COUNTRIES 9,500+ COLLEAGUES

27% EUAFME

15% арас

With our products marketed in 120 countries and more than 9,500 colleagues working for Zoetis—over 1,000 of whom are research and development specialists—we are a committed and responsible company that understands the importance of animal health in our world and in our lives.

OUR TOOLS EXPRESSING OURSELVES

As Zoetis—a dynamic company, rooted in a powerful history of success—we have a number of verbal and visual tools at our disposal. These are exciting, creative expressions of our company. They bring Zoetis to life.





NAME

ZOETIS

Zoetis is the friendly calling card of our company. It's how we introduce ourselves and tell our story. Zoetis (zō-EH-tis) has its root in zo-, familiar in words such as zoo and zoology. It is derived from zoetic, meaning "pertaining to life," and concludes with *-is*, a common suffix for scientific names. It signals our dedication to supporting the veterinarians and livestock producers everywhere who raise and care for the animals on which we all depend.

TAGLINE

FOR ANIMALS. FOR HEALTH. FOR YOU.™

This straightforward statement of our purpose expresses our resultsfocused approach to developing and providing quality products and solutions. It speaks to our positive effect on animals, health, and every person that we serve with our work, highlighting the relationships that are at the heart of our business. Our tagline is the trademarked, external expression of our new company.



IDENTITY

The Zoetis logo evokes the supportiveness of our brand. When you look at the "z," you see a simple, universal gesture of caring—the curve of the letter holding the "o"—that symbolizes our relationships with our customers and our care for animals. Its vibrant, natural color evokes both our energy as a company and our focus on the living world.



VISUAL SYSTEM

Every aspect of our brand, including each visual touchpoint, is an opportunity to connect with our customers. Our bold typography, candid and authentic photography, and distinctive color palette come together to bring Zoetis to life.













FOR NIMALS EALTH zoetis



STORY

As a standalone company dedicated solely to animal health, we focus on our core business so that our customers can grow theirs.

WE ARE WHERE OUR CUSTOMERS ARE

Zoetis combines the local presence and knowledge necessary to serve the unique needs of individual customers with the global reach and resources essential to help address the world's evolving animal health challenges.

WE STRIVE TO PROVIDE WHAT OUR CUSTOMERS NEED

Because animal health is who we are and what we do, it's our job to support our customers with the resources that they need to maximize their business potential today—and with those that will help them grow tomorrow.

WE SUCCEED THANKS TO OUR RELATIONSHIPS

We recognize that the only way we succeed is when those around us succeed. We work closely with our customers, universities around the globe, governments and other animal health companies to help advance the animal health sector in general and the success of those who raise and care for animals in particular.



OUR FUTURE

Because we're a company committed to delivering quality products and services and hands-on customer support, we understand the value of good people and strive to create an environment where all colleagues can do their best work.

As Zoetis, we'll continue to succeed—together.

HELPFUL INFORMATION

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Building on 60 years of experience, we deliver quality medicines and vaccines, complemented by diagnostics products and genetics tests and supported by a range of services. We are working every day to better understand and address the real-world challenges faced by those who raise and care for animals in ways they find truly relevant.



HELPFUL INFORMATION KEY FACTS ABOUT ZOETIS

WE'VE BEEN Working In Animal Health For 60 Years

WE ARE MADE UP OF 9,500+ COLLEAGUES AROUND THE WORLD

WE HAVE A DIVERSE PORTFOLIO OF MORE THAN 300 PRODUCT LINES

WE BECAME A STANDALONE COMPANY IN 2013

WE MARKET OUR PRODUCTS IN 120 COUNTRIES

WE SERVICE EIGHT CORE ANIMAL SPECIES AND FIVE MAJOR PRODUCT CATEGORIES 66% OF OUR REVENUE IS FROM LIVESTOCK HEALTH AND 34% IS FROM COMPANION ANIMAL HEALTH

WE HAVE OPERATIONS IN APPROXIMATELY 70 COUNTRIES

WE HAVE SIGNIFICANT SCALE AND SCOPE IN BOTH EMERGING AND DEVELOPED MARKETS









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