



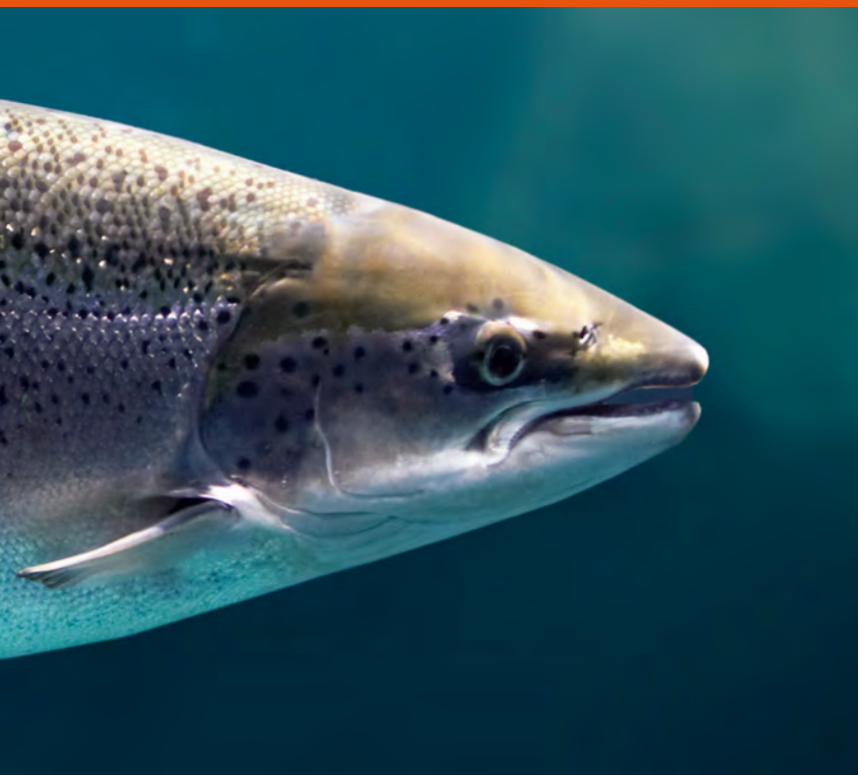
zoetis

**BECAUSE THE
WORLD DEPENDS
ON ANIMALS,
THOSE WHO CARE
FOR THEM CAN
DEPEND ON US**

zoetis



**WE FOCUS
SOLELY ON
ANIMAL
HEALTH**





Zoetis is a world leader in discovering, developing, manufacturing and marketing veterinary medicines and vaccines — as well as complementary diagnostics, genetic tests, and services. We work to help meet a global need: the growing demand for both animal protein and animal companionship. With our singular focus on animal health, we strive to make our products, services and people the most valued by our veterinarian and livestock producer customers around the world.



OUR SUCCESS IS OUR CUSTOMERS' SUCCESS

HELPING TO OVERCOME HEALTH CHALLENGES

SUPPORTING AN INDUSTRY THAT TOUCHES EVERYONE

The animal health industry consists of two key segments: livestock — such as cattle, swine, poultry, sheep and fish — and companion animals — including dogs, cats and horses. Because of human population growth, an expanding middle class in emerging markets, and a steady migration of people from rural to urban locations, the need for both livestock and companion animals will continue to grow. While these trends are good for our industry, we are all nevertheless challenged by increasingly limited natural resources, emerging infectious diseases, and other constraints.

To help our customers address these concerns and challenges in ways that are truly relevant, we combine three unique and interconnected competitive advantages:

- Our ability to work shoulder-to-shoulder with veterinarians and livestock producers, thanks to the most well-trained sales, veterinary and technical professionals in the industry
- The development of clinical innovations based on medical need, evidence-based research, and market opportunities
- A global supply chain that provides our high-quality products when and where our customers need them

BUILDING A CULTURE OF LISTENING AND PROBLEM SOLVING

With our local presence, we try to understand what it takes to help our customers address their most pressing animal health challenges. And when their animals thrive, we all benefit. Our model is clear: our customers are the experts in their businesses, and we provide effective products and services that help them care for their animals and improve their profitability.

But to make it work, it's important to have honest, face-to-face conversations about real needs and how we can better meet them. In short, we want to learn what's working, what's not and how we can do more to help.

Playing such an important role requires science and technology, as well as our day-to-day, hands-on support. By developing new products and enhancing existing ones, we continually respond to both immediate and future needs. For livestock producers and veterinarians around the world, we do everything we can to anticipate and solve their problems, so they can care for animals more effectively and run their businesses more productively.



THE ZOETIS ADVANTAGE

DRIVEN BY OUR CORE BELIEFS

Since our founding as an independent company in 2013, we have chosen to base our culture on five Core Beliefs that connect and inform our diverse work force, shape our work environment, and guide us in our activities around the world. Essentially, these Core Beliefs are the promises we make to our customers, colleagues and stakeholders each and every day.

OUR COLLEAGUES MAKE THE DIFFERENCE

Our colleagues distinguish Zoetis from our competition. We grow our company when we create an environment where colleagues excel.

ALWAYS DO THE RIGHT THING

Integrity is the guiding principle for all our decisions and relationships. We are honest and trustworthy in our words and actions.

CUSTOMER OBSESSED

We are passionate about our customers and the animals in their care. Our customers come first, and when they succeed, we succeed.

RUN IT LIKE YOU OWN IT

We take ownership to deliver results that matter. We constantly pursue faster, simpler and better ways of doing business.

WE ARE ONE ZOETIS

Zoetis is much more than the sum of its parts. We work together with a common purpose, sharing knowledge and resources, for the best interest of our company as a whole.

THREE INTERCONNECTED CAPABILITIES

1. CUSTOMER RELATIONSHIPS

We can't do what we do without building strong relationships through direct interaction with our customers. So, we work where they live and work, making an effort every day to listen to their concerns and help them succeed.

2. INNOVATION

Building on our current offerings, we remain committed to researching and developing ever-better solutions designed to address our customers' most pressing animal health challenges.

3. HIGH-QUALITY MANUFACTURING & SUPPLY

We have established an efficient, effective and global manufacturing and supply network because we know our customers depend on high-quality, reliable supply at competitive prices. Our network draws strength from its mix of internal sites, external partners and various technologies to serve diverse customer needs.





1. CUSTOMER RELATIONSHIPS

WE ARE WHERE THEY ARE

We work where our customers live and work, making an effort every day to listen and address their needs.

STANDING SIDE BY SIDE

We work with producers to address emerging diseases that can potentially decimate their herds. We help veterinarians introduce pet wellness programs and run their practices more efficiently. We want to understand what's important to our customers and how to help them grow their businesses successfully.

In addition to having a presence around the world, our sales representatives and support personnel speak our customers' language. Many of us working in livestock

grew up in agriculture and on farms. And on the companion animal side, many of us grew up working in veterinary practices.

Moreover, our technical service team is made up of licensed veterinarians and nutritionists, with expertise in disease education. In each of these animal health segments, we have a deep knowledge of the environment, the opportunities, the challenges and the products being used. And we focus on solutions that come from a diverse portfolio, including not

only market-leading products, but also animal health expertise and the experience and passion of people who know firsthand what our customers experience.

As one customer put it, "What sets Zoetis apart is that they go beyond the product. They offer other services to help us analyze our performance. That allows us to get better at what we do. You might say they care both about what *they* do and what *we* do."

OUR GLOBAL PRESENCE



2. INNOVATION

DEVELOPING PRODUCTS TO MEET CHANGING NEEDS

As the challenges of veterinarians and livestock producers around the world continue to evolve, we strive to anticipate needs and health trends, and develop new ways to help our customers care for animals more effectively and run their businesses more productively.

SOLVING THE MOST CHALLENGING ANIMAL HEALTH PROBLEMS

Our Research & Development (R&D) efforts are comprised of more than 400 programs and reflect our commitment to better solutions. We create new insights for preventing and treating disease and for maximizing healthy performance and production. Our R&D delivers new platforms of knowledge that can become the basis for continuous innovation. Leveraging internal discoveries, complemented by external research collaborations, results in the delivery of novel vaccine, pharmaceutical or biopharmaceutical products to help our customers face their toughest

challenges. Our rigorous approach to project selection and prioritization helps us develop these solutions with speed, flexibility and efficiency.

Our commitment to continuous innovation means we actively work to broaden the reach of our existing products by developing claims for additional species, more convenient formulations and combinations, and by expanding usage into more countries. We also create opportunities to use our capabilities in diagnostics and genetics research, so we can help our customers diagnose, prevent and treat a variety of conditions.

Our advantage in R&D is supported by our extensive network of R&D centers on four continents, as well as research partnerships around the globe. These partnerships include more than 300 research alliances with leading universities and research institutes. With this approach, we gain access to new technologies, pharmaceutical targets and vaccine antigens to develop and commercialize.

LIVESTOCK HEALTH BRANDS



COMPANION ANIMAL HEALTH BRANDS



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3. HIGH-QUALITY MANUFACTURING & SUPPLY

BEING A TRUSTED PROVIDER

Our manufacturing and supply network — including more than two dozen manufacturing facilities around the world — provides expertise in biological and pharmaceutical production. Colleagues at these facilities collaborate with R&D to make sure we transition technology from the lab to full-scale production easily and efficiently. The result: high-quality, reliable supply at competitive costs.

STAYING FLEXIBLE

In addition to our own manufacturing sites, we work with third-party manufacturers around the world. By balancing internal and external resources, we're able to maximize our investment in biologics and high-value formulations; provide access to niche products and technologies; benefit from the efficiencies of other large-scale producers; increase speed to market; and optimize the network for future growth and efficiency.

With our experience in managing the complexity of animal health supply — including a long-standing culture of continuous improvement — we not only provide consistent product quality, but we also manage change effectively, partner on innovation for rapid development and supply, and integrate promising acquisitions seamlessly.

With this integrated supply network, we have the flexibility to put our

innovative products into the hands of our customers quickly, efficiently and at a competitive cost.

In fact, many of our R&D operations are co-located with manufacturing sites, so our development and manufacturing teams can work side by side and embed production design directly into the R&D process. Veterinarians and livestock producers benefit from this close collaboration because it moves R&D projects to commercial-scale production more efficiently and helps us bring new and enhanced products to market faster.

Last, but certainly not least, we work closely with government agencies and other key regulators in the countries where we operate to ensure that we follow their guidelines and regulations and maintain high-quality manufacturing standards.

ZOETIS AT A GLANCE



CAPABILITIES

We Provide

**MEDICINES
VACCINES
DIAGNOSTICS
GENETIC TESTS
SERVICES**

300+

Product Lines

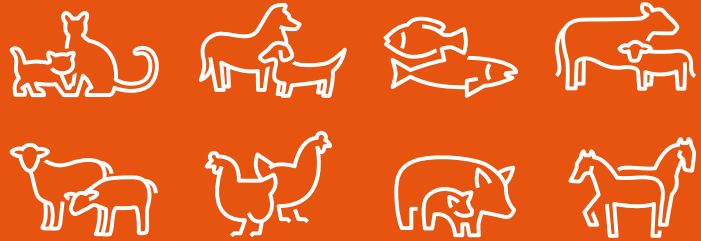
60+

Years of Experience

120+

Countries in Which Zoetis
Products Are Sold

8

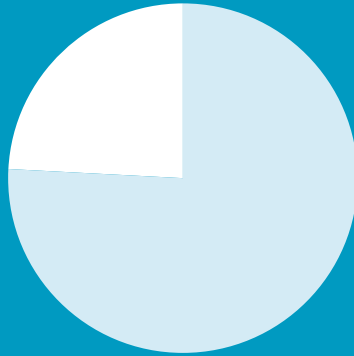


Species Supported by Zoetis

PERFORMANCE

\$4.8

Billion in Annual Revenue



76%

Developed Markets



65%

Revenue from Livestock
Products

24%

Emerging Markets

34%

Revenue from Companion
Animal Products

*Chart excludes Client Supply Services, which represented approximately 1% of 2014 revenue.

COLLEAGUES

Approximately

10,000

Colleagues Worldwide

SUPPORTING THE PROFESSION

WE RESPOND TO OUR INDUSTRY'S NEEDS

INVESTING IN THE FUTURE

Veterinarians play a crucial role in sustaining the world's food supply and in caring for companion animals. That's why we invest in the future of the profession by supporting research, education and specialized skills training. We want veterinarians to have the products and solutions they need to provide the best animal health care possible.

SUPPORTING RESEARCH

We partner with leading scientists and research institutes to identify and address the most pressing challenges facing animal health today and in the future. Through our partnerships with a range of organizations, we support veterinary medical research and development initiatives that aim to manage disease more effectively and help safeguard a sustainable, global supply of animal protein.

ADVANCING VETERINARY EDUCATION

Our support of the veterinary profession ranges from continuing medical education to developing a market and infrastructure for animal health in emerging markets. Our company can play various roles... as a founding member of the world's first international animal health consortium to help advance veterinary medical education and practice standards in the People's Republic of China... as a founding industry member of the STAR-IDAZ Global Research Network, which brings together research organizations, the pharmaceutical industry

and international animal health bodies to make progress in infectious disease research... as the funder of the Zoetis Industry Support and Zoetis Scholarship Programs in the U.S., which provide resources and scholarships to thousands of students pursuing leadership roles in agriculture and degrees in veterinary medicine... as a member of the African Small Companion Animal Network, which aims to create a sustainable network of companion animal veterinarians, associations and specialist groups in sub-Saharan Africa... and as a leading member of a UK consortium developing visual imaging methods and digital technologies to help producers improve the health and wellness of pig herds and improve production efficiency.

We even sponsor events like the popular DogRun Argentina each year, in which more than 1,000 dog owners and their pets gather to run or walk in celebration. The aim is to raise awareness among dog owners about the importance of regular veterinary care for their pets and the vital role that veterinarians play in protecting animal health.







FOR ANIMALS FOR HEALTH FOR YOU

Our name, Zoetis, with its roots in such familiar words as zoo and zoology, is derived from zoetic, meaning “pertaining to life.” It signals our dedication to supporting the livestock producers and veterinarians everywhere who raise and care for the farm and companion animals on which we all depend. We pledge to continue working hard every day with our customers, so they can achieve the success they deserve... and provide the animal care the world needs.



FIND OUT MORE AT
ZOETIS.COM



zoetisTM

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