

## ZOETIS HISTORY

With more than 60 years of experience and a singular focus on animal health, Zoetis is working every day to better understand and address the real-world challenges faced by those who raise and care for animals. This timeline offers an overview of major milestones over the last six decades, including significant product developments and key business acquisitions.

### YEAR PRODUCT INNOVATION AND CORPORATE GROWTH

1950

- Pfizer researchers discovered Terramycin (oxytetracycline), which is an antibiotic shown to be effective against more than 100 different infectious organisms. It continues to be an effective medicine in protecting the health of livestock today.



1952

- Pfizer established a dedicated Animal Agriculture division, renamed Pfizer Animal Health in 1988.

1980

- Launched Liquamycin LA 200, a product that can treat several cattle diseases in one single injection.



1993

- Launched Dectomax, an innovative broad-spectrum parasiticide that continues to be a best-selling product today.

1995

- Pfizer acquired SmithKline Beecham's animal health division (previously Norden Laboratories), and entered the vaccine and small-animal businesses, thereby securing a place in the field of companion animal care.

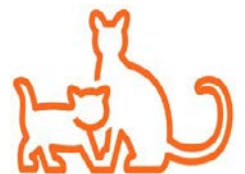
1997

- Launched Rimadyl, the first non-steroidal anti-inflammatory medicine for dogs, as well as Clavamox, an anti-infective medicine for dogs and cats.



1999

- Launched Revolution, the first FDA-approved topical medicine that protects against heartworm and flea infestations, kill fleas, and treat and control ear mites.



2003

- Pfizer acquired Pharmacia Corporation, which allowed the company to add a variety of animal health assets to its cattle product portfolio.
- Pfizer acquired CSL Animal Health, which strengthened the company's global pipeline and portfolio in Australia and New Zealand.
- Established dedicated R&D headquarters in Kalamazoo, Michigan.



2004

- Launched Draxxin, a novel antibiotic for livestock that delivers a full course of therapy in a single dose.

## YEAR PRODUCT INNOVATION AND CORPORATE GROWTH

2006

- Launched Convenia, the first anti-infective for the treatment of common bacterial skin infections in cats that provides an entire course of treatment in a single injection.



2007

- Pfizer acquired Embrex Inc. and expanded into the poultry devices and vaccines business.
- Launched Cerenia, the first antiemetic therapy developed specifically for dogs.

2008

- Pfizer acquired Catapult Genetics (Australia and New Zealand) and Bovigen LLC (U.S.) and gained expertise in animal genetics, including DNA technology and gene markers for livestock producers.

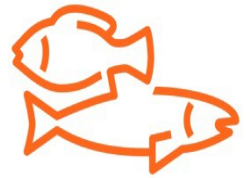


2009

- Launched Palladia, the first drug to be approved by the FDA for treating mast cell cancer tumors in dogs.
- Pfizer acquired Wyeth, along with Fort Dodge Animal Health, which brought key brands such as ProHeart for dogs, Synovex for cattle and West Nile Innovator/Duvaxyn vaccines for horses, as well as a complementary poultry vaccines business.
- Pfizer acquired Vetnex Animal Health Ltd. in India and expanded in a key emerging market.

2010

- Pfizer acquired Microtek International Inc. and entered into vaccines for aquaculture.
- Pfizer acquired Synbiotics Corporation and entered into animal diagnostics.



2011

- Pfizer acquired King Pharmaceuticals, Inc., along with Alpharma, which strengthened the company's position in the poultry business with a medicated feed additives business, and further strengthened the company's position in the cattle and swine business.
- Established vaccine manufacturing capabilities in China through formation of the Jilin Pfizer Guoyuan joint venture.
- Launched Improvest in the United States, the only product to reduce boar taint in male pigs as an alternative to surgical castration.



2012

- Pfizer announced that its Animal Health business would become a separate company called Zoetis™ (zō-EH-tis).



## YEAR

## PRODUCT INNOVATION AND CORPORATE GROWTH

### 2013

- Zoetis celebrated its Initial Public Offering (IPO), becoming the world's leading publicly traded animal health company.
- Announced approval of Apoquel® (oclacitinib tablet) in the United States, the European Union and New Zealand. In the United States, Apoquel is indicated for the control of pruritus associated with allergic dermatitis and the control of atopic dermatitis in dogs at least 12 months of age.
- Opened new global headquarters in Florham Park, New Jersey, USA.
- Became a member of the S&P 500.
- Completed separation from Pfizer and became a fully independent animal health company.
- Announced the approval of Rui Lan An™, a specialized vaccine to help control the highly pathogenic porcine reproductive and respiratory syndrome (HP PRRS) in mainland China. Rui Lan An is the first vaccine to result from the company's joint venture in China in 2011.



### 2014

- Launched Apoquel® (oclacitinib tablet) in the U.S. and Europe. In the United States, Apoquel is indicated for the control of pruritus associated with allergic dermatitis and the control of atopic dermatitis in dogs at least 12 months of age.
- Conducted first Annual Meeting of Shareholders in Short Hills, New Jersey.
- Granted a conditional license in the U.S. for a vaccine to help fight porcine epidemic diarrhea virus (PEDv\*) *This product license is conditional. Efficacy and potency studies are in progress.*
- Named among the top 10 on *Working Mother* magazine's "100 Best Companies for Working Mothers" list.
- Agreed to purchase the animal health assets of Abbott, which will expand the Zoetis companion animal product portfolio to bring veterinarians solutions for pain, diabetes and oncology.
- Held inaugural Investor Day at the New York Stock Exchange.
- Announced the reintroduction of Zoamix® (zoalene), a versatile synthetic anticoccidial for the prevention and control of coccidiosis in broilers and turkeys.

