

# About Zoetis

## What We Do

- Zoetis makes vaccines, medicines, diagnostics and other technologies for pets and farm animals.
- A Fortune 500 company traded on the NYSE (ZTS), we generated \$9.3 billion in revenue in 2024.
- Our revenues are split between companion animal and livestock (68%/31%), and between the U.S. and International segments (55%/44%). This excludes revenue associated with Client Supply Services and Human Health, which represented 1% of total 2024 revenue.

## Why We Do What We Do

- We know animal health is essential to public health and people's well-being.
- We are driven by a singular purpose: to nurture our world and humankind by advancing animal care.



**70+**

years of experience in animal health

**300**

approximate product lines sold in 100+ countries serving 8 core species

**17**

blockbuster products in 2024 (more than \$100M in annual sales)

**2,000+**

new products and lifecycle innovations introduced in the last 12 years

## How We Do It

- Our vision is to be the most trusted and valued animal health company, shaping the future of animal care through our **innovation, customer obsession and purpose-driven colleagues**.
- Our future performance is focused on **six strategic priorities**:



Lead through innovation across our diverse portfolio



Deliver an exceptional experience to delight our customers



Power our business through digital solutions and data insights



Support a workplace where our colleagues can thrive



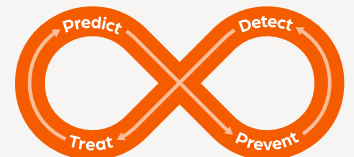
Advance sustainability in animal health for a better future



Perform with excellence and agility

We take an integrated approach to animal health, building a **diverse and durable portfolio** of products to keep animals healthy. We focus on innovative solutions that **predict, prevent, detect, and treat diseases** —what we call the **Continuum of Care**.

Our colleagues are committed to caring for animals, our customers and their communities, living every day by our **Core Beliefs**:



**Our colleagues make the difference**

**Always do the right thing**

**Customer obsessed**

**Run it like you own it**

**We are one Zoetis**

**zoetis**

# What Sets Us Apart

## Worldwide Market Leader

- Zoetis is a **Fortune 500 company** and the **world leader in animal health, with 13,800 colleagues around the world, and \$9.3 billion in annual revenue in 2024**

## Diverse, Durable and Innovative Portfolio

- Broad portfolio with approximately **300 product lines across 7 major product categories and 8 core species**
- Leading brands including **17 blockbuster products** in 2024 (*A blockbuster in animal health generates more than \$100 million dollars in annual revenue*)
- **Diversified revenue streams** with top 10 products and product lines accounting for approximately 55% of total revenue in 2024
- **Durable portfolio** with average market life of top products being approximately 30 years
- **Continuous innovation flow** with ~2,000+ new products and lifecycle innovations introduced in the last 12 years

## Track Record of Financial Results

- We have **consistently grown revenue in line with or faster than the market, and grown adjusted net income faster than revenue** through **operational discipline** and maintaining **strong margins**
- Our strong financial results have helped us to make **important investments for growth, while returning excess capital to our shareholders**

## On Course for Future Growth

- With **more than \$650 million in R&D spending in 2024** – our largest ever annual investment for R&D – we continue progressing research to address allergies, livestock health, chronic pain and inflammation, chronic kidney disease and diagnostics through our vaccines, therapeutics and digital technology portfolios
- In 2025, our **major catalysts for growth** include:
  - **Companion animal parasiticides**
  - **Key dermatology franchise**
  - **Osteoarthritis (OA) pain franchise**
  - **Global diagnostics**
  - **Emerging markets**

## Clear Strategic Priorities and Focus on Execution

- Our long-term value proposition has been tied to the execution of our growth strategy. We are committed to continuing with this strategy and are focused on **six priorities**:
  - **Lead through innovation across our diverse portfolio**
  - **Deliver an exceptional experience to delight our customers**
  - **Power our business through digital solutions and data insights**
  - **Support a workplace where our colleagues can thrive**
  - **Advance sustainability in animal health for a better future**
  - **Perform with excellence and agility**

## Commitment to Sustainability

- We have long-range goals supporting United Nations' Sustainable Development Goals (SDGs) across three strategic pillars, known as Driven to Care.
  - **Communities – Care and Collaboration**  
We support and partner with our colleagues, communities and the people who care for animals. We achieve more by working together toward our common goals.
  - **Animals – Innovation in Animal Health**  
We use our expertise in animal health to solve sustainability challenges facing animals and people.
  - **Planet – The Drive to Protect Our Planet**  
We steward resources responsibly and minimize our impact, as we deliver products and services that advance the health of animals.

## Delivering on Our Long-Term Value Proposition to Shareholders

- Our **long-term value proposition** remains anchored in **four main objectives**:
  - To grow revenue faster than the market
  - To invest in innovation and growth capabilities
  - To increase adjusted net income faster than revenue
  - To return excess capital to shareholders