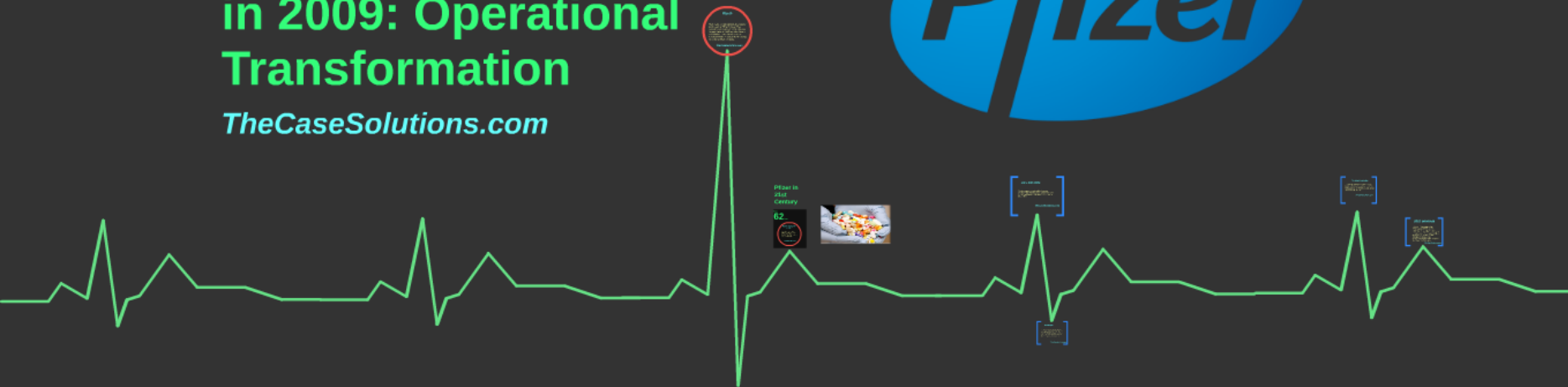




Wyeth Pharmaceuticals in 2009: Operational Transformation

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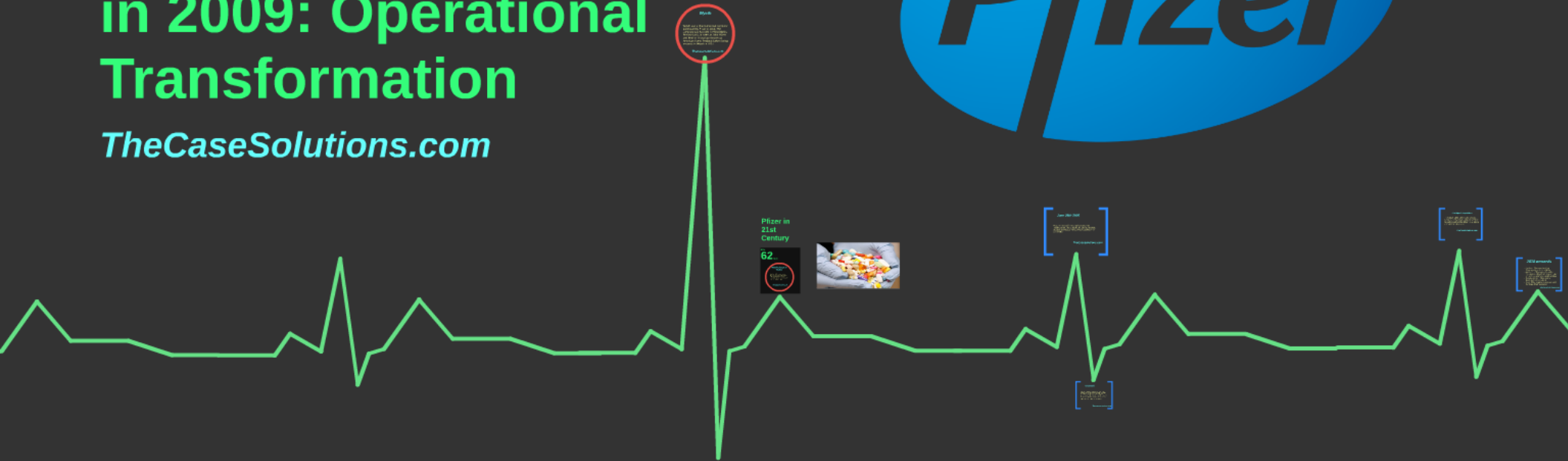
Pfizer has now turned its attention on acquiring British firm Astra-Zeneca, with its latest bid valuing the firm at \$100 billion, as a final offer, which was rejected.

Should it have been accepted, it would have been the largest acquisition in British history and would have made Pfizer the largest drug firm in the world.



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Wyeth

Wyeth was a pharmaceutical company purchased by Pfizer in 2009. The company was founded in Philadelphia, Pennsylvania, in 1860 as John Wyeth and Brother. It was later known as American Home Products before being renamed to Wyeth in 2002.

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Wyeth Change in Tactics

For the past 100 years, Wyeth Nutrition has pioneered innovative nutrition science with premium-quality products that meet the needs of infants, young children

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June 26th 2006

Wyeth announced it would sell its Consumer Healthcare unit (manufacturer of Listerine, Nicorette, Sudafed and Neosporin) to Johnson & Johnson for \$16.6 billion.

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Torcetrapib

A drug, which Pfizer heavily invested in, which was meant to reduce the risk of heart disease. The clinical trials showed that there were more deaths when patients were using the drug rather than other drugs on the market. Plans were scrapped in December 2009.

Pfizer lost nearly \$1 billion and their value fell.

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The Wyeth Acquisition

In October 2009, after a year of talks, between the two rival companies, Pfizer bought Wyeth for \$68 billion, after taking out a \$22.5 billion loan.

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2010 onwards

- October - Pfizer acquires King Pharmaceuticals for \$3.6 billion
- April 2011 - Pfizer agreed to sell its Capsugel unit (the world's largest maker of hard capsules) for about \$2.38 billion
- November 2011 - Pfizer acquired Excaliard Pharmaceuticals
- 2012 - Pfizer acquired Alacer Corp and Net Wave Pharmaceuticals

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