

**CONTENTS****SPOTLIGHT OVERVIEW****SPOTLIGHT FOCUS**

Pfizer

Deal Making Subsidiaries

**DEAL MAKING**

Deal Making Overview

Financial Information

Partnering Companies

Interest Areas

Licensing Deal Focus

R&amp;D Deal Activity

Marketing Deal Activity

**PFIZER DEALS 2000-2005:**

FIELD DEFINITIONS

Deal Types

Product Types

Interest Area

Company Types

PFIZER DEALS 2000-2005 - CATALOGUE

**APPENDICES**

Indications and Interest Areas

Pfizer articles reprinted from the *PharmaDeals Review***CATALOGUE INDEX****GUIDE TO PHARMAVENTURES' INTELLIGENCE CENTRE****LIST OF FIGURES****Figure 1**

The proportion of the total annual revenues of the top 10 global pharmaceutical companies in 2004 generated by each company.

**Figure 2**

The total number of deals made each year between 2000 and 2005 by Pfizer compared to the average number of deals made by the top 10 global pharmaceutical companies.

**Figure 3**

Deal making activities of Pfizer between 2000 and 2005.

**Figure 4**

Percentage of deals made by Pfizer between 2000 and 2005 involving each deal type.

**Figure 5**

Comparison of the total potential deal values based on deal type.

**Figure 6**

Comparison of deal structure financial components based on deal type.

**Figure 7**

Proportion of partnering companies by size and type.

**Figure 8**

Number of deals involving each therapy interest area.

**Figure 9**

Number of deals involving each technology interest area.

**Figure 10**

In- and out-licensing deals by product area.

**Figure 11**

In- and out-licensing deals by phase of product development.

**Figure 12**

Number of licensing deals by therapy interest area.

**Figure 13**

Number of licensing deals by technology interest area.

**Figure 14**

Number of R&D deals by therapy interest area.

**Figure 15**

Number of R&D deals by technology interest area.

**Figure 16**

Proportion of marketing deals by territory.

**Figure 17**

Number of marketing deals by therapy interest area.