



# FOR ANIMALS FOR HEALTH FOR YOU



**zoetis**



**WORLD LEADER  
IN ANIMAL HEALTH**



At Zoetis, we discover, develop, manufacture and market veterinary medicines, vaccines and diagnostics, complemented by genetic tests, biodevices and a range of services. We work to help meet the growing worldwide demand for meat, poultry, fish, eggs and dairy foods and to care for the increasing number of pets. With our singular focus on animal health, we strive to make our products, services and people the most valued by veterinarians and livestock farmers around the world.

**WE SUCCEED  
WHEN OUR  
CUSTOMERS  
SUCCEED**



## SUPPORTING AN INDUSTRY THAT TOUCHES EVERYONE

The animal health industry serves two segments: livestock — such as beef and dairy cattle, pigs, poultry, fish and sheep — and companion animals including dogs, cats and horses. Powerful and durable trends are driving demand for animal health products and services in both segments and fueling the industry's 5 to 6 percent compound annual rate of growth. These include human population growth, a rising middle class in emerging markets, and a steady migration of people from rural communities to urban centers. Nevertheless, our customers are challenged by limited natural resources, the threat from transboundary and emerging infectious diseases, and other constraints. This creates opportunities for innovations that lead to new animal health solutions.

To help our customers address these challenges in ways that are truly relevant for their businesses and animals, we put three interconnected capabilities to work for our customers:

- Our ability to work shoulder to shoulder with veterinarians and livestock farmers, thanks to the most well-trained sales, veterinary and technical professionals in the industry.
- The development of clinical innovations rooted in veterinary medical needs, evidence-based research, and an understanding of market opportunities, which comes from continuously listening to our customers.
- A global supply chain team that provides our high-quality products at a competitive price when and where our customers need them.

## BUILDING A CULTURE OF LISTENING AND PROBLEM SOLVING

We make the most of our local presence and relationships to address our customers' most pressing health challenges. When the animals in their care thrive, we all benefit. Our model is clear: our customers are the experts in their businesses, and we provide products and services that help them protect their animals' health and improve their profitability. We best serve our customers when we have honest, face-to-face conversations about their needs and the solutions we can deliver to help meet them.

Playing such an important role requires the best use of our science and technology as well as our day-to-day, hands-on support. By developing new products and enhancing our current portfolio, we address current needs and anticipate future ones. Veterinarians and livestock farmers around the world know they can count on us to solve their problems, so they can care for their animals and run their businesses productively.

## DELIVERING SOLUTIONS TO PREDICT, PREVENT, DETECT AND TREAT DISEASE

Our customers — be they veterinarians or livestock farmers — demand solutions across the continuum of animal care to predict, prevent, detect and treat illness, as well as solutions to help improve livestock animal productivity. Our products and services for cattle, pigs, poultry, sheep and fish help conditions that can adversely impact their health and performance, while also ensuring the sustainable production of quality meat, poultry, fish, eggs and dairy foods. Our products and services for cats, dogs and horses help them live longer, healthier lives and address conditions such as arthritis pain and inflammation, skin allergy, parasitic disease and bacterial infection.

At the center of our portfolio are medicines to treat disease, vaccines to help prevent it and diagnostic tests to evaluate health rapidly and accurately. We are expanding complementary solutions such as genetic tests to help predict wellness and performance traits in cattle and sheep to help inform selection of replacement animals for herds and flocks. Our portfolio of biodevices sets the standard for *in ovo* vaccination technology and the efficiency of related operations in poultry hatcheries worldwide, as well as for rapid, consistent vaccination of farmed fish against disease threats. Our sensor technologies paired with data analytics are becoming ever more important tools to help veterinarians and farmers predict and detect disease and ultimately make better healthcare decisions.

# THE ZOETIS DIFFERENCE

## OUR CHARACTERISTICS



### DIVERSE PRODUCT PORTFOLIO

We have a diverse and durable portfolio of approximately 300 product lines comprised of medicines, vaccines and diagnostic products complemented by biodevices, genetic tests and a range of technical services.



### GLOBAL LEADERSHIP AND SCALE

We market our products in more than 100 countries, giving veterinary professionals, livestock farmers and pet owners access to our product portfolio and technical expertise on a global scale.



### SINGULAR FOCUS

Our people have a singular focus on animal health. We are passionate about our customers and the health of the animals in their care. We take ownership of delivering results that matter to our customers.

## THREE INTERCONNECTED CAPABILITIES

### DIRECT CUSTOMER RELATIONSHIPS

We achieve all that we can by building strong relationships through direct interaction with our customers in approximately 45 countries. Our sales and technical service professionals seek to delight our customers, listening to their needs and concerns and helping them succeed.

### INNOVATION

We are committed to researching and developing ever-better solutions to address our customers' most pressing animal health challenges and deliver real value to their businesses.

### HIGH-QUALITY MANUFACTURING AND SUPPLY

We know our customers depend on a reliable supply of high-quality products at competitive prices. We have built an efficient global manufacturing and supply network of internal sites and external partners to meet our customers' expectations.

## GUIDED BY OUR CORE BELIEFS

Our people drive our success. We have instilled a highly collaborative culture guided by our Core Beliefs where colleagues have a sense of ownership and derive satisfaction from seeing and measuring the impact of their achievements on the success of our company, our customers and their businesses.

**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 health of animals in their care. Our customers come first, and when they succeed, we succeed.

**RUN IT LIKE YOU OWN IT**

We take ownership of delivering 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.

## KEY FACTS

**45**

APPROXIMATE NUMBER OF COUNTRIES WHERE WE HAVE A DIRECT PRESENCE

**100+**

COUNTRIES IN WHICH WE MARKET OUR PRODUCTS

**300**

APPROXIMATE NUMBER OF PRODUCT LINES

**65+**

YEARS OF EXPERIENCE IN ANIMAL HEALTH

## WE PROVIDE:

**MEDICINES  
VACCINES  
DIAGNOSTICS  
GENETIC TESTS  
BIODEVICES  
SERVICES**

# DIRECT CUSTOMER RELATIONSHIPS

We use our global scale and local presence to our customers' advantage by working alongside them, listening to their most pressing challenges and developing integrated solutions to address their needs.

## STANDING SIDE BY SIDE

We work with veterinarians and producers to address both chronic and emerging diseases that can impact their herds and flocks. We help veterinarians introduce pet wellness programs and run their practices more efficiently. We strive to understand what matters most 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 technical services professionals speak the same language as our customers and share the same experiences. Many of our people working in the livestock side of Zoetis grew up in agriculture and on farms. On the companion animal side, many grew up working in veterinary practices and are caring pet owners themselves.

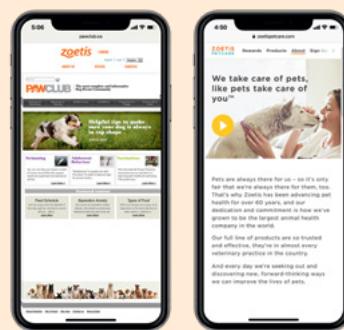
Our technical services team is made up of veterinary professionals and nutritionists who are skilled educators and have expertise in the prediction, prevention,

detection and treatment of disease. We have a deep knowledge of the marketplace, the opportunities, the challenges, and the products being used. We focus on bringing our customers integrated solutions. These solutions come not only from our diverse product portfolio, but also from the expertise and experience of our people, who are passionate about bringing together comprehensive offerings that solve our customers' most pressing challenges.

We work to make the experience of doing business with Zoetis exceptional, by continuously connecting with customers in ways that are important to them. We empower our people to perform at their best through learning and development opportunities; offering outstanding products that meet our customers' critical needs; and delivering them with high quality at the right time. We strive to make it easier for customers to do business with us, when, where and how it's convenient for them.

## DIRECT ENGAGEMENT WITH PET OWNERS

At Zoetis, we understand the importance of the human-animal bond and how pets are increasingly seen as members of the family. In several markets around the world, we are connecting directly with pet owners by supporting their needs for healthcare information through online resources and social media communities.





# INNOVATION

We focus our innovation on discovering and developing integrated solutions that our veterinarian and livestock producer customers need to succeed.

We create new insights to better predict, prevent, detect and treat disease and to maximize healthy performance and production. Our Research and Development delivers new platforms of knowledge that can become the basis for continuous innovation. Internal discoveries, coupled with external research collaborations, result in the delivery of novel vaccine, pharmaceutical or biopharmaceutical products, diagnostics, biodevices, and genetic tests, as well as sensor technologies combined with data analytics, which help our customers overcome their toughest challenges. We also seek to integrate products for maximum benefit to our customers, such as using diagnostic tests in combination with vaccination and treatment protocols to manage specific disease conditions, or combining our automation solutions for vaccination with safe and effective Zoetis vaccines.

Our comprehensive R&D efforts are comprised of more than 300 programs and reflect our commitment to advancing animal health with better solutions. 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 and enhance the value they bring to customers by developing more convenient formulations and combinations; obtaining new claims that expand product benefits; adapting for use in additional species; and by expanding approval into more countries.

Our R&D network, with global headquarters in Kalamazoo, Michigan, includes teams in the United States, Latin America, Europe and Asia. Our regional footprint, supported by our in-country and global market research, allows us to listen to livestock producers and veterinarians, region by region, and translate their challenges into practical and cost-effective products tailored to meet their needs. Our global presence is at the core of our ability to respond rapidly and accurately when emerging infectious diseases spread and threaten the lives of people, animals and livelihoods.

Our internal innovation is strengthened by approximately 100 research alliances. We join forces with partners throughout the animal health, pharmaceutical, biotechnology and agribusiness industries, as well as leaders in academia and public and private institutions. We strive to be the animal health partner of choice.

## INNOVATION ACROSS THE CONTINUUM OF VETERINARY CARE

Our broad R&D capabilities place Zoetis in a unique position to serve the needs of veterinarians across the continuum of animal healthcare as they strive to predict, prevent, detect and treat disease.

PREDICT

PREVENT

DETECT

TREAT



GENETICS



VACCINES, BIODEVICES  
& AUTOMATION



DATA ANALYTICS  
& SENSORS



DIAGNOSTICS



MEDICINES



# HIGH-QUALITY MANUFACTURING AND SUPPLY

Our manufacturing and supply network — including more than two dozen manufacturing facilities around the world — provides expertise in production for biologicals, pharmaceuticals, medicated feed additives, biodevices and diagnostics. Our manufacturing and supply colleagues work closely with R&D teams 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.

## AN UNWAVERING COMMITMENT TO QUALITY

In addition to our owned manufacturing sites, we work with third-party manufacturers worldwide that meet our high standards. By balancing internal and external resources, we 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 our network for future growth and efficiency.

With our experience in managing the complexity of animal health product 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 in the hands of our customers quickly, efficiently and at a competitive price.

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 farmers benefit from this close collaboration because it helps move projects to commercial-scale production more efficiently and helps bring new and enhanced products to market faster.

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 standards.



# DIVERSE PORTFOLIO

Zoetis offers a diverse portfolio comprised of approximately 300 product lines that serve eight core species: beef and dairy cattle, pigs, poultry, sheep, fish, dogs, cats and horses. Our portfolio includes six product categories: anti-infectives, vaccines, parasiticides, medicated feed additives, animal health diagnostics and other pharmaceuticals.

## LIVESTOCK HEALTH BRANDS

We support those who raise and care for farm animals with a range of products and services that offer tangible solutions to the many health and productivity challenges they face every day.



## COMPANION ANIMAL HEALTH BRANDS

Our products help improve the quality and extend the lives of cats, dogs and horses. We strive to make it easier for pet owners to maintain the health and wellness of their companions.





# BRINGING VALUE TO SOCIETY

## OUR SIX AREAS OF SOCIAL RESPONSIBILITY

We create value for our business and for society by improving the health of animals; enhancing the sustainability of animal agriculture; and enriching the lives of our customers, colleagues and communities around the world. We strive to use our global leadership, resources, expertise and product portfolio to make a difference in six areas of responsibility.



### ADVANCE ANIMAL HEALTH

We understand that the single most important commitment we make is to advance animal health. By doing so, we help protect and enhance public health as well.

We invest in research and development programs within Zoetis and in collaboration with public and private partners to bring novel and enhanced animal health products and technologies to market. Our product portfolio supports our customers in their work to predict, prevent and treat illness in animals and address unmet medical needs.



### PROMOTE THE VETERINARY PROFESSION

Veterinary professionals play a vital role in society, serving as stewards of animal and public health. We are proud of our six-decade commitment to promote the veterinary profession and help assure a vibrant future led by a new generation of talented leaders.

For practicing professionals, we provide technical support and continuing education. We partner with veterinary professional associations and institutions to provide scholarships, career development programs and research fellowships for veterinary students.

In developing countries, we participate in collaborations with veterinary colleges and associations to elevate standards of veterinary education, modernize treatment and standards of care, and grant wider access to care.



### ENSURE A SAFE AND SUSTAINABLE FOOD SUPPLY

We are working to develop a next generation of animal health solutions that will help farmers and veterinarians produce a safe, affordable and sustainable supply of animal protein despite finite natural resources and other constraints.

We seek to hasten the development of digital technologies and diagnostics that help predict disease; genetic tests that can identify traits of resilience to it; vaccines to help prevent disease; and innovative medicines to treat it.

We support our customers in the responsible use of antibiotics and believe that veterinary professionals should have oversight on decisions to use them.

In poor rural communities of developing markets, we support agricultural development programs that bring education in animal husbandry, as well as increased access to veterinary care to farmers, helping them increase productivity and move from subsistence to sustainability.



## SUPPORT THE COMMUNITIES WHERE WE OPERATE

We recognize that our ability to contribute to society goes beyond the medicines, vaccines and diagnostic tools we develop. Our people strive to use our resources and expertise to make a difference in the communities where we operate.

We participate in organizations dedicated to preparing talented young people for careers in animal agriculture. We support organizations worldwide that share our commitment to pet adoption, and we provide medicines, vaccines and diagnostics to shelters that deliver healthcare for animals awaiting new homes.

Zoetis is there when our communities need us most in response to natural disasters. We work with our local teams to respond with financial support and vital veterinary medicines to help protect animal health and welfare.



## RUN OUR BUSINESS ETHICALLY AND RESPONSIBLY

“Always Do the Right Thing” is one of our Core Beliefs. We view operating our business with integrity as the responsibility of every Zoetis employee.

We work to implement sustainable practices directly into the development, manufacture and appropriate use of our products. Zoetis manufacturing sites worldwide strive to reduce waste and water intake and improve energy efficiency.

For as long as it remains necessary to use animals in the discovery, development and evaluation of new medicines and therapies for animals, we remain committed to maintaining high standards of animal care and welfare consistent with or exceeding those required by local, national and international laws and regulations.



## PROVIDE A WORKPLACE WHERE COLLEAGUES FEEL VALUED

We have created a distinct culture at Zoetis grounded in our Core Beliefs – a culture in which integrity, accountability, collaboration and customer focus are the hallmarks of success.

With our singular focus on animal health, Zoetis colleagues join in a common purpose, sharing knowledge and resources for the success of our customers – those who raise and care for animals.

We invest in our people and offer exciting opportunities for colleagues to grow their knowledge and skills and take on more complex challenges. We are committed to fostering a workplace where diversity is valued and discrimination is not tolerated.

# A GREAT PLACE TO WORK

At Zoetis, we know our people drive our success. Our colleagues are proud of our positive company culture and the meaningful role we play in caring for animals. When it comes to our culture, our Core Beliefs are the foundation of the commitments we make to our colleagues, customers and stakeholders every day. They have helped us create an award-winning workplace and become a leading partner of choice in animal health.

Every colleague at Zoetis is encouraged to grow personally and professionally by pursuing their unique career development journey. Supported by managers and the organization, colleagues are empowered to take on challenges and experiences that help them reach their career goals and aspirations.

## WHAT SETS ZOETIS APART

We have a highly collaborative culture at Zoetis, and we work across the business as “One Zoetis” to achieve results that matter.

We believe these results come best in an open, diverse and inclusive environment. As a global business, we operate in 45 countries with colleagues who respect and appreciate each other’s differences and cultures.

**Every Zoetis colleague is encouraged and expected to have a sense of ownership in Zoetis.**

We have a singular focus on animal health that fosters a “run it like you own it” mindset among our teams.

Our colleagues know their decisions and actions make a direct impact on our business and our customers.

**At Zoetis, we strive to “always do the right thing” for our colleagues, for our business and for our society.**

Whether it is helping pets live longer, happier and healthier lives, or helping ensure safe and affordable nutrition for people through healthier livestock, Zoetis colleagues bring value to society and our business by improving the health of animals.

**COME JOIN US**  
[WWW.ZOETIS.COM/CAREERS](http://WWW.ZOETIS.COM/CAREERS)







**ZOETIS GLOBAL HEADQUARTERS**

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