

# 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 \$8.5 billion in revenue in 2023.
- Our revenues are split between pet care and livestock (65%/34%), and between the U.S. and the rest of the world (53%/46%). This excludes revenue associated with Client Supply Services and Human Health, which represented 1% of total 2023 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 as the global leader in animal health

**300**

product lines sold in 100+ countries serving 8 species

**15**

blockbuster products in 2023 (more than \$100M in annual sales)

**2,000+**

new products and lifecycle innovations introduced in the last 11 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



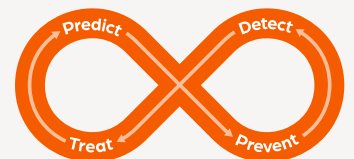
Advance sustainability in animal health for a better future



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 14,100 colleagues around the world, and \$8.5 billion in annual revenue in 2023**

## Diverse, Durable and Innovative Portfolio

- Broad portfolio with approximately **300 product lines across 7 therapeutic areas and 8 species**
- Leading brands including **15 blockbuster products** in 2023 (*A blockbuster in animal health generates more than \$100 million dollars in annual revenue*)
- **Diversified revenue streams** with top 10 products accounting for approximately 49% of total revenue in 2023
- **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 11 years

## Track Record of Financial Results

- We have **consistently delivered on our goal of growing revenue in-line with or faster than the market, and growing adjusted net income faster than revenues** 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 \$600 million in R&D spending in 2023** – 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 2024, our **major catalysts for growth** include:
  - **Companion animal parasiticides**
  - **Key dermatology portfolio**
  - **Osteoarthritis (OA) pain products**
  - **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