

Pfizer 2025

**Methodology Note Supporting
The Disclosure Report For
Transfers Of Value For
Members Of The Public In 2024**

Pfizer United Kingdom

1. INTRODUCTION - PFIZER'S COMMITMENT TO TRANSPARENCY REPORTING	3
2. TRANSFER OF VALUE CATEGORIES	4
3. DEFINITIONS	5
4. SCOPE OF DISCLOSURE	6
5. PUBLICATION	7

1. Introduction - Pfizer's Commitment to Transparency Reporting

Pfizer engages members of the public, including patients, carers, health economists and others to provide expert advice and guidance on many aspects of the work that we do. For example patients and carers are often engaged to advise on the design of our clinical trials, helping us ensure that our trials reflect the real experience of patients living with a particular disease. They also advise us on assessing the treatment outcomes that matter to patients and their carers so that we assess the efficacy and safety of our medicines in development in ways that are meaningful for the patients that they are ultimately intended for. Health Economists help us understand the economic value of the medicines that we develop and advise us on which outcomes demonstrate the greatest impact of a medicine to society and the economy. We believe that the disclosure of payments to members of the public is another important step forward in the work we are doing to ensure that the public can have confidence in the way our industry operates. Payments to members of the public are disclosed in an aggregated format to ensure that the privacy of patients, carers and other members of the public are appropriately protected.

We believe that transparency is essential to building and maintaining confidence in us and in our medicines and strongly support the work being done by The Association of the British Pharmaceutical Industry (ABPI) and The European Federation of Pharmaceutical Industries and Associations (EFPIA) to improve transparency across the pharmaceutical industry.

This methodological note presents how the transfers of value are categorized and in what format they are disclosed.

2. Transfer of Value Categories

The following table defines which transfers of value are reported in which category and subcategory.

Category	Subcategory	Example Activities
Contracted Services Provided	Fees	<ul style="list-style-type: none">• Advisory Boards• Study-related engagements• Speaker engagements• Preceptorships• Medical writing• Data analysis• Development of educational materials• General consulting / advising• Any other activity that qualifies as General Consultancy according to Pfizer's Anti-Corruption Policies
	Expenses	<ul style="list-style-type: none">• Travel (e.g. flight, train, taxi, car hires, tolls, mileage reimbursement, parking)• Accommodation• Other sundry expenses incurred during delivery of contracted services

3. Definitions

HCP: any natural person that is a member of the medical, dental, pharmacy or nursing professions or any other person who, in the course of his/her professional activities, may prescribe, purchase, supply, recommend or administer a Medicinal Product and whose primary practice, principal professional address or place of incorporation is in Europe. The definition of HCPs includes: (i) any official or employee of a government, agency or other organisation (whether in the public or private sector) that may prescribe, purchase, supply, recommend or administer Medicinal Products and (ii) any employee of a Member Company whose primary occupation is that of a practising HCP

ORDM: The term 'other relevant decision makers' particularly includes those with an NHS role who could influence in any way the administration, consumption, prescription, purchase, recommendation, sale, supply or use of any medicine but who are not health professionals.

Patient: an individual who is under medical care or treatment

Journalist: (i) individuals trained to collect/gather information, process them to a news-worthy form and disseminate them to the public and (ii) incl. influencers: individuals with power to affect others because of their authority, knowledge, position, or relationship with his or her audience

Public: an individual excluding the above providing services for the purpose of supporting healthcare, research or (medical) education. For example, **Carer:** individuals that look after a family member, partner or friend who needs help because of their illness, frailty, disability, a mental health problem or an addiction and cannot cope without their support; or **Health Economist:** an expert in the application of economics to healthcare markets, healthcare programmes, public health policies, and healthcare interventions.

TOV: Transfer of Value - Direct and indirect TOV, whether in cash, in kind or otherwise, made, whether for promotional purposes or otherwise, in connection with the development and sale of prescription only medicine exclusively for human use. Direct TOVs are those made directly by a company for the benefit of a Recipient. Indirect TOVs are those made on behalf of a company for the benefit of a Recipient, or those made through a Third Party and where the company knows or can identify the Recipient that will benefit from the Transfer of Value.

4. Scope of Disclosure

This report includes transfers of value processed by Pfizer United Kingdom legal entities during the reporting period for 2024.

Timing of TOV: The disclosure report includes transactions which have a reportable date within the reporting period being disclosed.

Reportable date: the dates to be considered for disclosure reports are as follows:

In Cash TOV's – the clearing date is the reportable date

In Kind TOV's – meeting or event: end date is the reportable date

TOV in case of “No Shows” or cancellation:

- Cancellation Fees are not reported
- No-shows are not reported if Pfizer is unable to confirm the in-kind benefit was received

Multi-year contracts: Where contracts are valid for more than one year, each individual TOV is captured and disclosed in the reportable disclosure period.

Cross Border Reporting - TOV from Pfizer legal entities in other countries: The disclosure report includes TOV to individuals who are residents in the disclosure report country. This includes all TOV (direct and indirect) made by any Pfizer affiliates in the European countries included in the EFPIA disclosure code. For non EFPIA countries, Pfizer will make its best effort to collect and disclose direct TOV made by Pfizer affiliates.

Currency: TOV are reported in local currency on the disclosure report. TOV 's made in a non-local currency are converted to local currency prior to publication. The Pfizer standard exchange rates for the TOV on the day of payment are applied.

Disclosure language: Disclosure reports will be published using the language as defined by the local trade association code/law.

Value Added Tax (VAT): Treatment of VAT depends on the TOV:

Where possible In kind related TOV's will be reported **including tax**

Where possible Direct payment TOV's will be reported **excluding tax**

5. Publication

Publication/Republication: Pfizer will publish transparency disclosure reports in line with country timelines as defined by the trade association or government. Republication will be carried out as and when needed in line with local codes/laws.