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For Immediate Release

Pfizer partners with Tokio Marine Life & MiCare Group to launch iEMBRACE

- The collaboration unites the three partners around the common goal of increasing access to innovative medicines for metastatic breast cancer (mBC) patients.
- iEMBRACE is a patient assistance program led by Pfizer and Zuellig Pharma CareConnect to support HR+/HER2- mBC patients' treatment continuity
- Many patients continue to live fulfilling, and productive lives while being treated for mBC. It is important to explore treatment plans with your healthcare providers and learn more about available financing options such as iEMBRACE

KUALA LUMPUR, 7 January 2021 – Pfizer Malaysia, Tokio Marine Life Insurance Malaysia Bhd. ("Tokio Marine Life") and MiCare Group jointly launched iEMBRACE today, a patient assistance program to support HR+/HER2- mBC patients. Through this program led by Pfizer and Zuellig Pharma CareConnect, mBC patients can better manage their finances and gain access to innovative medicines.

Metastatic breast cancer is the most advanced stage of breast cancer in which the cancer can spread beyond the breast to other organs in the body¹. It is the second leading cause of cancer related death among women today². In Malaysia, affordability remains one of the main barriers faced by patients when it comes to mBC treatments. A survey conducted by the Breast Cancer Welfare Association Malaysia in September 2019 revealed that 80% of respondents believed affordability is the main barrier preventing patients from seeking effective medical treatment³.

Through the collaboration and its common goal of increasing access to innovative medicines and healthcare services at an affordable cost, mBC patients are able to live fulfilling and productive lives despite their ailment.

"Beyond developing innovative treatments, Pfizer is committed to supporting mBC patients throughout their treatment journey, including financial needs. We understand and appreciate patients' concerns about the cost of their prescription medicines – the financial burden of mBC is real and hard to ignore. Our aim is to put effective treatments in the hands of those who need it," said Luksanawan Thangpaibool, Country Manager, Pfizer Malaysia & Brunei.

Based on the BCWA survey, 70% of respondents cited poor awareness of treatment options as one of the major barriers that prevents mBC patients from seeking effective medical treatment, second to affordability³.

1. BreastCancer.org. Stages of breast cancer. Retrieved from: <http://www.breastcancer.org/symptoms/diagnosis/staging>. Last accessed on 4 Jan 2021.

2. National Cancer Institute. Cancer Stat Facts: Common Cancer Sites. Retrieved from <https://seer.cancer.gov/statfacts/html/common.html>. Last accessed on 4 Jan 2021.

3. Metastatic Breast Cancer Survey by Breast Cancer Welfare Association Malaysia, supported by Pfizer Malaysia. September 2019. Article from The Sun retrieved from <https://www.thesundaily.my/style-life/zest/embracing-life-YY1652032>. Last accessed on 4 January 2021.



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In light of this, the partnership seeks to leverage each other's strengths, matching Pfizer's capabilities in developing innovative medicines and ability to reach out to a wider group of patients through patient programmes with Tokio Marine Life's policyholders as well as MiCare Group's network in Malaysia.

Mr. Toi See Jong, Chief Executive Officer of Tokio Marine Life Insurance Malaysia Bhd. said, "We are pleased to be part of this tripartite partnership, with a programme that was specially designed to extend value to our policyholders. With iEMBRACE, we are able to go the extra mile to provide an affordable solution to innovative medicine and treatment.

Moses Hee, SVP CareConnect and CEO of MiCare Group said, "We are excited to partner with Pfizer and Tokio Marine Life to help make healthcare more accessible and affordable to patients in Malaysia. This unique collaboration leverages both our Payor and PatientCare capabilities so that breast cancer patients can easily afford and access treatment options. We hope to expand this offering to other treatment areas as well to ensure all patients in the communities we serve get the healthcare they need."

For more information about iEMBRACE, please consult your oncologist or healthcare providers.

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About Pfizer Inc.: Breakthroughs that change patients' lives

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products, including innovative medicines and vaccines. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 170 years, we have worked to make a difference for all who rely on us. We routinely post information that may be important to investors on our website at www.pfizer.com. To learn more, please follow us on Twitter at [@Pfizer](https://twitter.com/Pfizer) and [@Pfizer_News](https://twitter.com/Pfizer_News), [LinkedIn](https://www.linkedin.com/company/pfizer), [YouTube](https://www.youtube.com/pfizer) and like us on Facebook at [Facebook.com/Pfizer](https://www.facebook.com/Pfizer).

About Tokio Marine Life Insurance Malaysia Bhd.

Tokio Marine Life Insurance Malaysia Bhd. ("Tokio Marine Life") has 70 years of presence in Malaysia and is financially strong with total assets of RM9.1 billion** as of 31 December 2019. Today, Tokio Marine Life is a member of Tokio Marine Group in Japan with more than 38,000 employees, 46,000 agents and operates in 483 cities in 38 countries worldwide. The core company of Tokio Marine Group, Tokio Marine & Nichido Fire is financially strong with asset worth more than USD208.5 billion and has a credit rating⁺ of A+ by Standard & Poor's Aa3 by Moody's and A++ (Stable) by A.M. Best.

About Zuellig Pharma: Making Healthcare More Accessible

Zuellig Pharma is one of the largest healthcare services groups in Asia and our purpose is to make healthcare more accessible. We provide world-class distribution, digital and commercial services to support the growing healthcare needs in this region. The company started almost a hundred years ago and has grown to become a US\$13 billion business covering 13 markets with 12,000 employees. We serve over 350,000 medical facilities and work with more than 1,000 clients, including the top 20 pharmaceutical companies in the world. More recently, we launched our Zuellig Health Solutions Innovation Centre to



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develop new services and address some pressing healthcare needs in Asia. Since then, our teams have been focused on creating data, digital and disease management solutions, supporting patients with chronic conditions and helping payors manage healthcare costs.

About MiCare Group

MiCare Group, a subsidiary of Zuellig Pharma, is a Third-Party Administrator (TPA) and Managed Care Organization (MCO) that also builds the connectivity applications and infrastructure for the exchange of transaction information through the Internet, linking up key players in the healthcare sector (doctors, patients, insurance companies, corporate & government organizations) to bring about a seamless and efficient management of healthcare services. MiCare has a membership size of more than 11 million members across 3 countries - Malaysia, Thailand & Philippines. We manage and administer medical claims for 40 insurers in Malaysia, Thailand & the Philippines with 6,500 corporate clients.

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