Credit Suisse 2011 Healthcare Conference

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Transforming GSK's US Pharmaceuticals Business

GSK Portfolio changes

GSK US Pharma business model

Environmental Realities

Changes in US Healthcare Environment

Environmental Realities

Payers

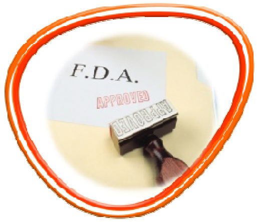
- Payer emerging as major decision maker, increasing demand for meaningful value
- Healthcare reform accelerating pay-for-value trend
- Payer environment remains complex

Patients

- More involved in treatment decisions (utilizing emerging media)
- Economic downturn impacts utilization of healthcare

Providers

- HCPs consolidating, leading account-level influence over prescribing
- HCPs desire better ways to engage with pharma
- HCR payment incentives increase interdependency between providers/payers



Regulation

- Increase regulatory and legal restrictions for sales and marketing

Strategic imperatives for US Pharma

- Transform commercial model to deliver customer value
- Remove barriers to enable execution
- Invest in people to enhance capabilities and build values based culture

Drive Growth

Transforming the Commercial Model to deliver customer value

From	To
Multiple, uncoordinated customer interfaces	Customer-centric model: • Fewer GSK touch points •Account alignment
Discounting for placement of products	Sophisticated analytics and predictive modeling optimize RAR spend
Ad hoc sales training	Comprehensive customer-focused curriculum
Sales / volume-based incentives	Competency & customer value-based incentives

Broad US product portfolio to drive growth

Portfolio breadth across primary and specialist care

Significant primary care franchises
Respiratory, Vaccines,
Urology, Lovaza

Emerging strength in
specialist areas
Urology, Oncology, Immunology

Significant pipeline potential
Respiratory, Diabetes, CNS, Oncology, Cardiovascular, Vaccines, Rare diseases

New adaptive model in place to support pipeline successes

Performing while transforming – GSK is the clear leader in US Respiratory market

Core franchise for GSK based with portfolio of products	▪ £2.4bn YTD (-1%)
Continue to maintain market leadership	~50% share of controller mkt* ~55% share of ICS mkt* (FLOVENT) ~80% share of ICS/LABA mkt* (ADVAIR)
ADVAIR: First ICS/LABA (launched 2001) + Strong product differentiation	▪ Flexible dosing ▪ Only ICS/LABA combo with indication to reduce exacerbations in COPD
Late-stage** pipeline with multiple mechanisms	▪ LABA/ICS, LAMA/LABA, ICS, LABA, LAMA, MABA, anti-IL5, FLAIR, p38

* Based on Q3 2011 TRx IMS data. Controller market = LABA, ICS and anti-cholinergic products.
** Phase III and IIb

Emerging strength in specialist areas

Urology

Jalyn™ (dutasteride and tamsulosin HCl) Capsules

STAXYN™ (VARDENAFIL HCl) ORALLY DISINTEGRATING TABLETS

- Jalyn: only combo of 5ARI + alpha blocker
- Full responsibility for Levitra; Staxyn new ODT

Oncology

Votrient™ pazopanib tablets

Arzerra® (ofatumumab) Injection

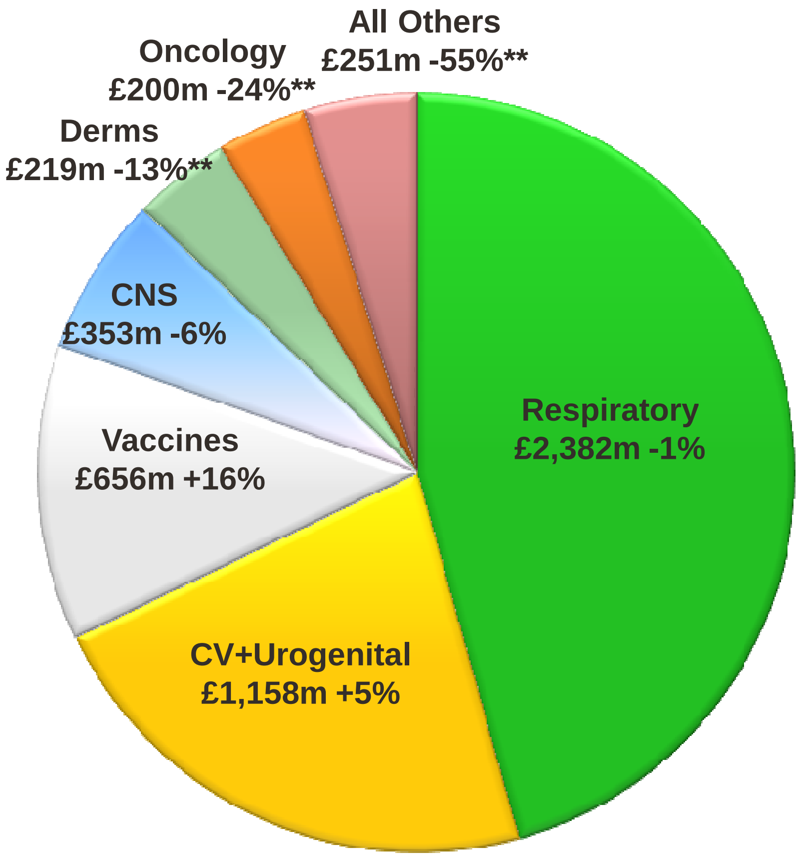
- Votrient: uptake benefiting from tolerability profile
- Arzerra: new biological for refractory CLL ; Ph.III program to expand indications

Immunology

Benlysta® (belimumab)

- First new drug for systemic lupus in more than 50 years
- Vast majority of Rheumatologists already expect to prescribe
- Compelling anecdotal feedback from physicians

GSK's clear objective is to return US Pharma to growth



- YTD reported sales £5.2bn -6%
- YTD underlying sales* £5.1bn, flat
- YTD promoted products £4.0bn, +6%

CER growth rates

Chart is 9 months YTD actual US pharma sales

* Excludes pandemic products, Valtrex, Avandia ** Derms decline includes sale of Zovirax in US; Oncology decline includes impact of generic Hycamtin; All others reflects lower sales of Avandia and Valtrex.

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Drive Growth

Customers starting to recognize differentiated approach

GSK Rankings 2010 / 2011

SDI Sales Force rankings[1]

General Practice: #1

Neurologists: #1

Allergists/Immunologists: #1

Pulmonologists: #1

Pharmacists: #1

Pediatrics: #2

Urologists: #2

Nurse Practitioners: #2

Oncology #4, up from #8 in 2009

Health Strategies Group rankings[2]

#1 Field Professionals in hospitals

Also #1 in:

- Company approach
- Account management
- Contracting

HIRC Retail Chain Drug rankings[3]

#1 in quality of Account Managers

#3 in most valued programs – up from #7 in 2010

[1]SDI: Pharmaceutical Sales Force Structures and Strategies, 2010
[2]Health Strategies Group: Health System-Company Relationships and Performance, March 2011
[3]HIRC: Retail Chain Drug Research, Spring 2011

Thank you