Our approach to responsible business

We are investing in a new set of commitments across three priority areas, to deliver **greatest possible long-term impact in improving health around the world**. These are supported by our fundamental commitment to running our business responsibly.

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Our purpose is to help people do more, feel better, live longer

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Performance</th>
<th>Trust</th>
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</thead>
<tbody>
<tr>
<td>By using our science and technology to address health needs</td>
<td>By making our products affordable and available</td>
<td>By being a modern employer</td>
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</table>
| New medical innovations  
Develop differentiated, high-quality and needed medicines, vaccines and consumer healthcare products to improve health | Pricing  
Improve the health of millions of people each year by making our products available at responsible prices that are sustainable for our business | Engaged people  
Achieve and maintain a competitive employee engagement score by 2022 |
| Global health  
Improve global health impact through R&D for infectious diseases that affect children and adolescents in developing countries focusing on HIV, malaria and TB | Product reach  
Use access strategies to reach 800 million underserved people in developing countries with our products by 2028 | Inclusion and diversity  
Accelerate our progress on inclusion and diversity, aiming for over 37% female representation in senior roles and recognition in global LGBT+ indices, by 2022 |
| Health security  
Help the world to better prepare for future disease outbreaks with pandemic potential, and tackle antimicrobial resistance | Healthcare access  
Partner to improve disease prevention, awareness and access to healthcare services for 12 million people by 2025 | Health, wellbeing and development  
Be a leading company in how we support employee health, wellbeing and personal development |

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Being a responsible business

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<tr>
<th>Reliable supply</th>
<th>Ethics and values</th>
<th>Data and engagement</th>
<th>Environment</th>
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<td>Commit to quality, safety and reliable supply of our products for patients and consumers</td>
<td>Operate an ethical, values-driven culture, in which any issues are responded to swiftly and transparently</td>
<td>Use data responsibly and transparently. Improve patient and scientific engagement</td>
<td>Reduce our environmental impact by one quarter by 2030</td>
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