CEO’s statement

Our company has an important purpose: to help people do more, feel better, live longer. PULSE, our flagship volunteering programme, enables our talented employees to both support society's most pressing needs and develop and enrich themselves.

Since we launched PULSE in 2009, 770 employees have volunteered with 127 non-profit organisations at home and abroad. These PULSE volunteers have created positive, sustainable change in communities all around the world. They are role modelling our expectations of courage, accountability, development and teamwork, and building trust within and outside the company.

When PULSE volunteers return to GSK, they are more confident, resilient and better leaders. I am truly inspired by our PULSE volunteers' energy and passion and I would like to sincerely thank them and the many other employees who have taken the time to volunteer during the past year.

Emma Walmsley,
Chief Executive Officer

GSK at a glance

Our purpose
To help people do more, feel better, live longer

Our goal
To be one of the world's most innovative, best performing and trusted healthcare companies.

Our business
We are a global healthcare company with three businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products.

Our values and expectations

Our values
Patient focus
Transparency
Respect
Integrity

Our expectations
Courage
Accountability
Development
Teamwork

98,462
Employees

150
Countries
GSK’s volunteering commitment

Our commitment is to extend volunteering opportunities to bring positive change to communities and global health while providing individual development. To achieve that, we offer two unique volunteering opportunities: PULSE and Orange Days.

**PULSE**

PULSE is a programme where employees work with non-profit organisations for 3 or 6 months, either in their local community or internationally. PULSE is directly supporting our mission to help people live better, longer lives. Since 2009, PULSE has contributed a total of £27m worth of skilled services to non-profit organisations across the world.

**Orange Days**

Each year, employees get one paid day off to volunteer at a non-profit of their choice. This initiative is called an Orange Day. There is a variety of ways to complete an Orange Day, either individually or as a team. Events include cleaning up a local park, visiting the elderly, lifting spirits of ill children, building houses, or packaging or serving food at a food pantry or soup kitchen.

**Global Month of Volunteering**

2017 brought about GSK’s first ever Global Month of Volunteering, a companywide initiative that united our employees to volunteer during the month of October. GSK volunteers engaged with local non-profit organizations through community service projects, team activities, and skills-based volunteering workshops.

This initiative sets GSK apart by actively encouraging employees to concentrate all of their volunteering efforts throughout the month of October, fostering the spirit of volunteering and giving back across the company and bringing people together for the greater good.

The theme ‘Be the Change’ led employees to volunteer their time to 137 Orange Days in 20 countries, a combined 80,448 hours of service given to their local communities.

- **137** Orange Days during Global Month of Volunteering
- **+80k** volunteering hours accumulated by GSK employees in October 2017
- **770** employees have been a PULSE volunteer since the programme’s inception in 2009
- **£27m** worth of skilled services donated to non-profits through PULSE
Global month of volunteering

For the first time in 2017, we introduced skills-based volunteering workshops, where 30 senior leaders based in Philadelphia and London supported six different non-profits on some of their strategic challenges. “One wouldn’t imagine that a day’s intervention would lead us to such important changes. Our business plan now stands changed and we have much greater clarity of what will go into our new franchise model,” said Paul Brooks, Executive Director for Project Hope UK, one of the NGOs supported by our leaders.

300 colleagues formed a large Orange Day in Germany at the 1,250-year-old Benediktbeuern monastery in Upper Bavaria. The group assisted with preparing for a large renovation, building bridges, landscaping, and storing works of art. The marketing team created a marketing concept for the monastery as well, incorporating skills-based volunteering within their Orange Day.
GSK employees around the world take part in an annual celebration of volunteerism, Global Month of Volunteering, a time when GSK promotes organised opportunities for employees to help reach specific goals. GSK employees can take an Orange Day anytime of the year, but during the Global Month of Volunteering, they get the opportunity to unite with other employees worldwide to impact communities at a large scale.

In Japan, 370 employees that work at the Imaichi factory took an Orange Day together. Hideo Yoshioka, who manages volunteering efforts in Japan, said: “Volunteering is part of the DNA of our company. GSK wouldn’t be the same without our volunteering programmes.”

Africa had a unique Orange Day initiative where 276 GSK employees from 8 countries in Africa did their Orange Day to support causes related to health and education. Colleagues came together to volunteer at local schools, public nurseries, and orphanages. Some employees worked on renovating classrooms and providing school supplies to nearly 3,000 students in need, totalling to over 2000 volunteering hours.

In India, 464 employees from our Consumer business volunteered at Save the Children and Sakshi NGO. This was one of the largest Orange Days at GSK. One of the tasks included a big effort to clean up and paint an entire school compound. The school compound is much cleaner now and allows children to focus better while learning in a safe environment.
PULSE volunteers are enablers of a 3-fold change process: change communities, change employees and change GSK

Since 2009, 770 PULSE volunteers from 63 countries have worked with 127 non-profits based in 74 countries.

Change communities
By giving our greatest resource, our people, to support non-profit organisations around the world, we aim to contribute real and lasting value to society.

Change employees
Employees step out of their comfort zone and gain more understanding of the global healthcare landscape. PULSE increases their energy, motivation, and resilience.

Change GSK
PULSE volunteers are part of how we evolve GSK to stay in step with society. They represent a cadre of employees who return with a bigger view of the world to change us for the better.

PULSE 10
2018 marks the 10th class of PULSE volunteers: 65 employees serving 26 NGOs in 31 countries.
73 volunteers were deployed on PULSE assignments in 2017 with 31 NGOs in 31 countries. Each PULSE assignment is aimed to help our NGO partners in a problem area or an opportunity where they have a talent gap whilst enabling our employees’ learning and growth. Below are some highlights of our 2017 class.

Born out of a GSK-Barclays-CARE International partnership, Live Well is a social business that trains community health entrepreneurs to promote basic healthcare in rural areas of Zambia. Kirsty and Audrey left their day jobs in the UK and Belgium to help design Live Well’s business and outreach strategy during their PULSE assignments.

“Surprisingly, one of my happiest moments came after two weeks back at GSK. I opened an email with a monthly report from Live Well to see that, for the first time in its two-year history, they met their targets. My immediate feeling was that of pride, and I was really touched to still be included as part of the team.” – Kirsty

“I now understand how we can help remote communities in Africa to create healthier habits. I will forever remember the smiling faces that were so happy to receive education on health care products.” – Audrey

You don’t need to travel afar to become a culturally competent citizen. PULSE opens the doors for employees to immerse themselves in communities with a different background than their own, even when their assignments are based at their hometowns.

“PULSE made me a stronger ambassador for inclusion and diversity. I could see firsthand the emotional response that occurs when someone feels different.” – MaryKate, GSK US and PULSE volunteer at The Food Trust in Philadelphia

“I had numerous invaluable learning opportunities to grow and strengthen my perspectives and respect for others. I’m a better listener now.” – Jennifer, GSK US (pictured on the right during her assignment at East Durham Children’s Initiative in North Carolina)

“My assignment focused on helping transgender women have a voice in Vietnam. I got to attend the launch of the first transgender women’s media platform in the country. It felt like a historic moment, and the outpouring of love and gratitude from this community touched my heart forever.”

“I made months of progress in just a few weeks [while I was on my PULSE assignment]. PULSE is one of the greatest growth moments I have had in my career, and it has enhanced my passion for GSK.”

“I set up a manufacturing plant, supply chain and marketing strategy for low cost sanitary pads, providing access to feminine hygiene in rural areas and employment opportunities for rural females. My project was recognized by the United Nation Global Compact Initiative in India.”
Change communities

All PULSE assignments are NGO led, enabling our NGO partners to tell us what talents they need. Volunteers focus both on the project need and building NGO staff capability to ensure successful completion of the project and sustained impact.

“Our PULSE volunteers have shown a remarkable drive for results. What’s very special is their new and fresh perspective to approach things, which is influenced by their own organisational culture at GSK”

Daniel from UNICEF

Through PULSE, employees support global health or education causes – helping advance the UN Sustainable Development Goals 3 and 4.

91% of our non-profit partners are satisfied with the PULSE programme

83% say that their organisation is doing something differently as a result of PULSE – even 6 months after the volunteer has left

97% agree that their PULSE volunteer delivered against their objectives

“Increasing capabilities through coaching, mentoring or training” was the key contribution that PULSE volunteers made to our non-profit partners
Sue, from GSK US, completed her six-month PULSE assignment with Partners in Health in Rwanda. Her project included scoping and creating a model for a neonatal nursing curriculum. When Sue arrived at Partners in Health, her NGO supervisor told her: “To be successful, you must listen and then listen some more. Make friends, don’t hold back, become a part of the organisation.”

Sue took heed to her supervisor’s advice and she pursued a nursing license in Rwanda. She knew that without a license, she wouldn’t be allowed to go into the neonatal units – and that would prevent her from listening and understanding how to help improve the education of neonatal nurses.

During her assignment, Sue put together a learning programme that used various educational techniques, including interactive games, workshops, simulation training, and in-hospital mentoring. “Before leaving Rwanda, I identified a nurse educator who took on the task to complete the curriculum and submit it to the National Board of Nursing for professional credits,” she explained. Since returning from her assignment, she has learnt that the curriculum was approved and will be piloted in 2018. “It will improve the quality of care provided by nurses inexperienced in the treatment of neonates, and ultimately save the lives of the most vulnerable.”

Sue’s story is an example of how, sometimes, it is only not about what PULSE volunteers can accomplish within the 6 months of their assignment, but also the seeds they plant. “This meaningful piece of work will last beyond my brief time there, and so will the great friendships I made.”

Jyoti, from GSK UAE, resonates with this sentiment. She was a PULSE volunteer at the Clinton Health Access Initiative in Laos, where she helped to improve and speed up the procurement process of medicines. “It was a very satisfying feeling to make a small difference to a process that will eventually lead to larger results for Laos’ health-reform,” she said.
Change employees

“Lifechanging!” We often hear this answer to the question: “How would you describe your PULSE assignment?”

4 out of 5 volunteers have acquired, improved or developed leadership skills as a result of their PULSE experience.

90% of PULSE volunteers are doing something differently at GSK after PULSE.

87% of PULSE volunteers’ line managers say that the PULSE volunteer brought back new ideas and fresh ways of working to GSK.

81% of PULSE volunteers have increased their engagement in community service outside of work.

“Strengths will only thrive if put into practice; life will only get better if you do something about it. But sometimes you need a catalyst – something to help you find new ways to use your strengths, to become stronger. PULSE was mine. It sparked the new in me.”

Patricia (pictured above, on the left)
PULSE volunteer at Leonard Cheshire, Kenya

In 2017, we donated £3.1 million worth of skilled services to our non-profit partners through the PULSE programme.
Many PULSE volunteers experience unfamiliar challenges and learn how to find quicker solutions with less resources. They grow in areas they did not expect and test their ability to be more independent and self-directing. “There was no procurement department to define preferred suppliers, no legal team to help me understand regulations, or no risk manager to advise me on safety. I had to think of everything and still ensure that things ran smoothly,” remembers Tomoyuki, GSK Japan and PULSE volunteer with SeriousFun Children’s Network in Ireland. “PULSE made me stronger and more accountable for everything I do. It was a highlight in my life and career.”

Emotional strength is also put into practice during a PULSE assignment and, more often than not, PULSE volunteers are braced with unpredictable challenges that they otherwise wouldn’t need to deal with. Alberto, GSK UK and PULSE volunteer at Pro Mujer Mexico, lived this firsthand: “I was in Mexico City when a massive earthquake hit the city. When you are abroad and those things happen, it’s difficult to cope. It was then that I understood the complexities of a disaster and what it takes to recover from a crisis.”

For some, going through such an eye-opening journey sparks new ideas. Alex, GSK Panama and PULSE volunteer at Clinton Health Access Initiative (CHAI) Uganda, is one of them: “I want to influence how our industry can transform and do more to improve access, impact more patients, and reduce the poverty divide. I feel like the opportunity to make a difference is at reach.”

According to Muhammad, GSK Pakistan, the chance to make a positive contribution to communities combined with accelerated development is what makes PULSE special: “I feel like I was injected with new life. I learned so much at CHAI Nigeria, it is even hard to explain! Now I just have to focus all that energy to keep growing back home.”

PULSE gives our employees the chance to stop, step outside and experience for themselves the impact our business and industry can – and does – have on patients.

After returning from their PULSE assignments, both PULSE volunteers, as well as their line managers, have reported development and growth on the following capabilities and skills:

<table>
<thead>
<tr>
<th>Capability</th>
<th>PULSE Volunteer</th>
<th>Line Manager</th>
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<tbody>
<tr>
<td>Resilience</td>
<td>98%</td>
<td>90%</td>
</tr>
<tr>
<td>Learning agility</td>
<td>92%</td>
<td>90%</td>
</tr>
<tr>
<td>Cultural competence</td>
<td>96%</td>
<td>84%</td>
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<tr>
<td>Teamwork</td>
<td>90%</td>
<td>85%</td>
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<tr>
<td>Self-confidence</td>
<td>98%</td>
<td>94%</td>
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Change GSK

PULSE not only aims to create sustainable change for our non-profit partners, but also supports a positive culture change at GSK. PULSE volunteers come back with new ideas to help improve daily operations across the company.

4 out of 5 PULSE volunteers are more motivated to perform in their work at GSK after coming back from their PULSE assignment.

98% of PULSE volunteers are more likely to tell others about GSK because of PULSE.

92% say that PULSE helped them better understand GSK’s role as a corporate citizen.

88% On average, 88% of PULSE volunteers stay at GSK for at least 1 year after coming back from their PULSE assignments.

87% of PULSE volunteers’ line managers say that the volunteer brought back innovative ideas and fresh ways of working to GSK.

“PULSE volunteers return to GSK more familiarised with the real challenges in the external environment. Bringing the outside in makes GSK a better organisation. PULSE helps GSK build trust in communities and our people return buzzing with inspiration, which is an added bonus.”

Fabio Landazabal
SVP Emerging Markets, Pharmaceuticals
“Volunteering plays a key role in our company’s purpose. Though few in number relative to the nearly 100k employees around the world, the PULSE community is an energetic and committed group. With every new volunteer, the energy and passion of the PULSE community grows and amplifies across our many businesses and geographies and contributes to a higher level of employee engagement.”

Carissa
PULSE volunteer at PATH

PULSE exposes our employees to real-life challenges and cultural differences, bringing them a step closer to the patient and to the impact GSK makes on global health. This enables them to think differently, challenge assumptions and bring fresh insight into our business, unlocking innovation and driving positive change into our company.

Purpose
Carissa was part of our Vaccines division in Canada when she went on a PULSE assignment with PATH Senegal in 2015. Three years after, she is now in Belgium, at our global Vaccines headquarters, looking at ways to promote access to vaccines in low-income countries while maintaining a sustainable business. “PULSE was a chance for me to bridge my past life in international development with my career in the pharmaceutical industry. Working at a non-profit for six months, full time, helped me develop the right skills I needed for the role I currently have, where I am managing commercial contracts with organisations like Gavi, UNICEF and MSF. To Carissa, PULSE is an example of what is most special about our purpose-led culture. “Having engaged employees and an environment where people feel like they are contributing to something meaningful is one of the best ways to bring our purpose to life.”

Development
Sue was one of our first PULSE volunteers in 2009, working with the Down’s Syndrome Association. Now a Coaching Director, she was part of R&D at the time. “After my assignment, I was so inspired to do something impactful and bigger that I applied to a role within the PULSE operations team. During the 6 years I spent in this team, I had the chance to train as a professional coach, regularly using coaching to support many PULSE volunteers, who like me had life-changing experiences.” Two years ago, Sue moved to a fulltime role in the Coaching team. She now supports the Accelerating Difference programme, which aims to accelerate the development of talented women at GSK. “Group and individual coaching are key elements of Accelerating Difference. With 135 participants in 2018, and multiple stakeholder groups, I have the fantastic opportunity to combine my programme management skills from my PULSE days and my passion for coaching. I have no doubt that PULSE played a critical role in my development and, without it, my career trajectory would have been very different.”

Steven completed his PULSE assignment in 2011 with Alex’s Lemonade Stand Foundation, a childhood cancer organisation. Upon returning to GSK, he has led key projects across our three business, including the planning and implementation for the GSK-Novartis Oncology sale and the ViV Healthcare purchase of the BMS HIV business. “This was a natural transition thanks to my PULSE assignment. I learned a lot about collaboration between different groups, and this knowledge was very pertinent to my new job.”

67% of 135 volunteers who went on PULSE between 2009-2015 had a promotion and/or lateral move since once or twice/more since returning to GSK

85% of those who said they had a career change say that PULSE was a contributing factor to their move