

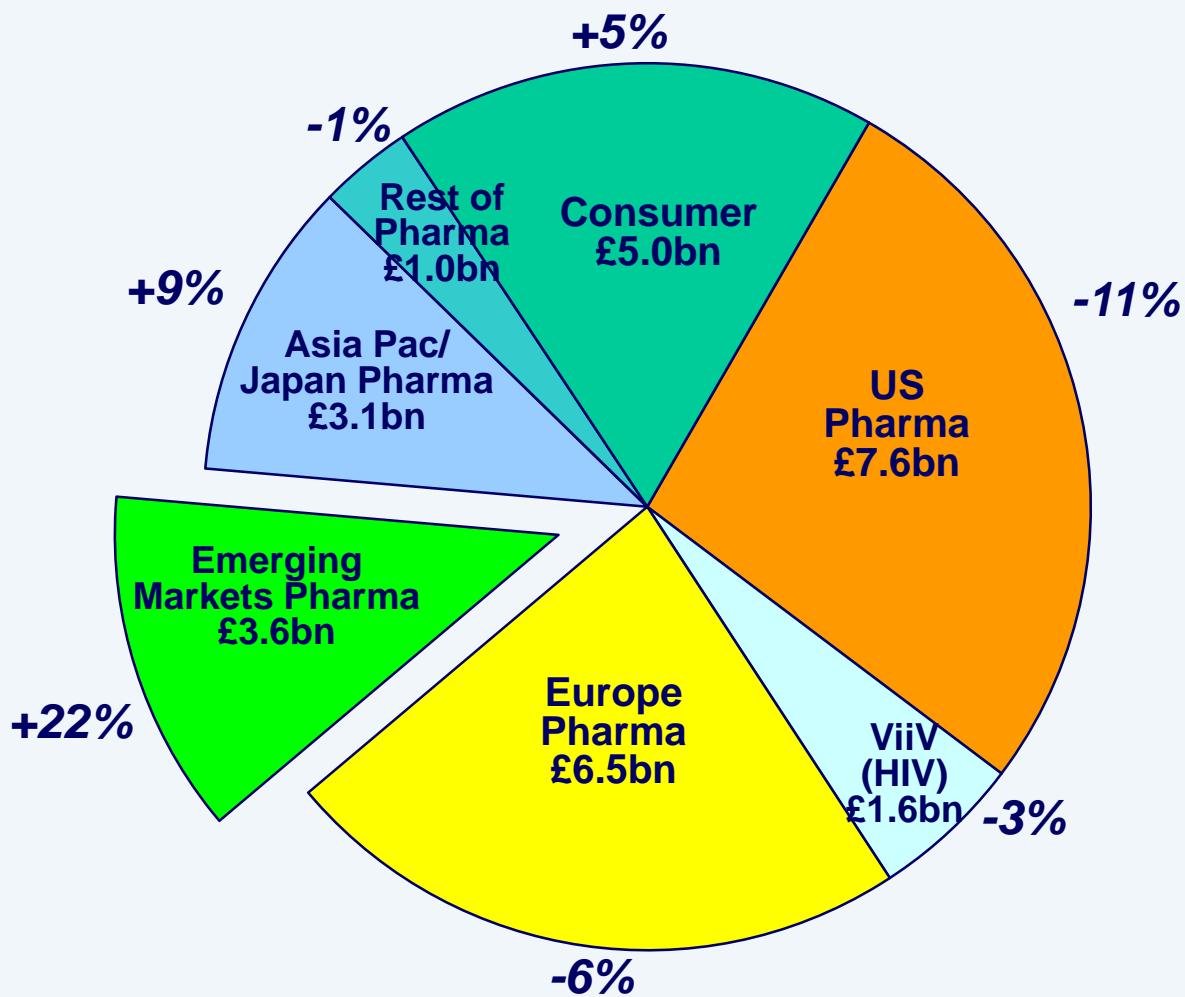


GSK

Abbas Hussain

President, Emerging Markets

GSK FY2010 Turnover £28.4bn (-1%*)



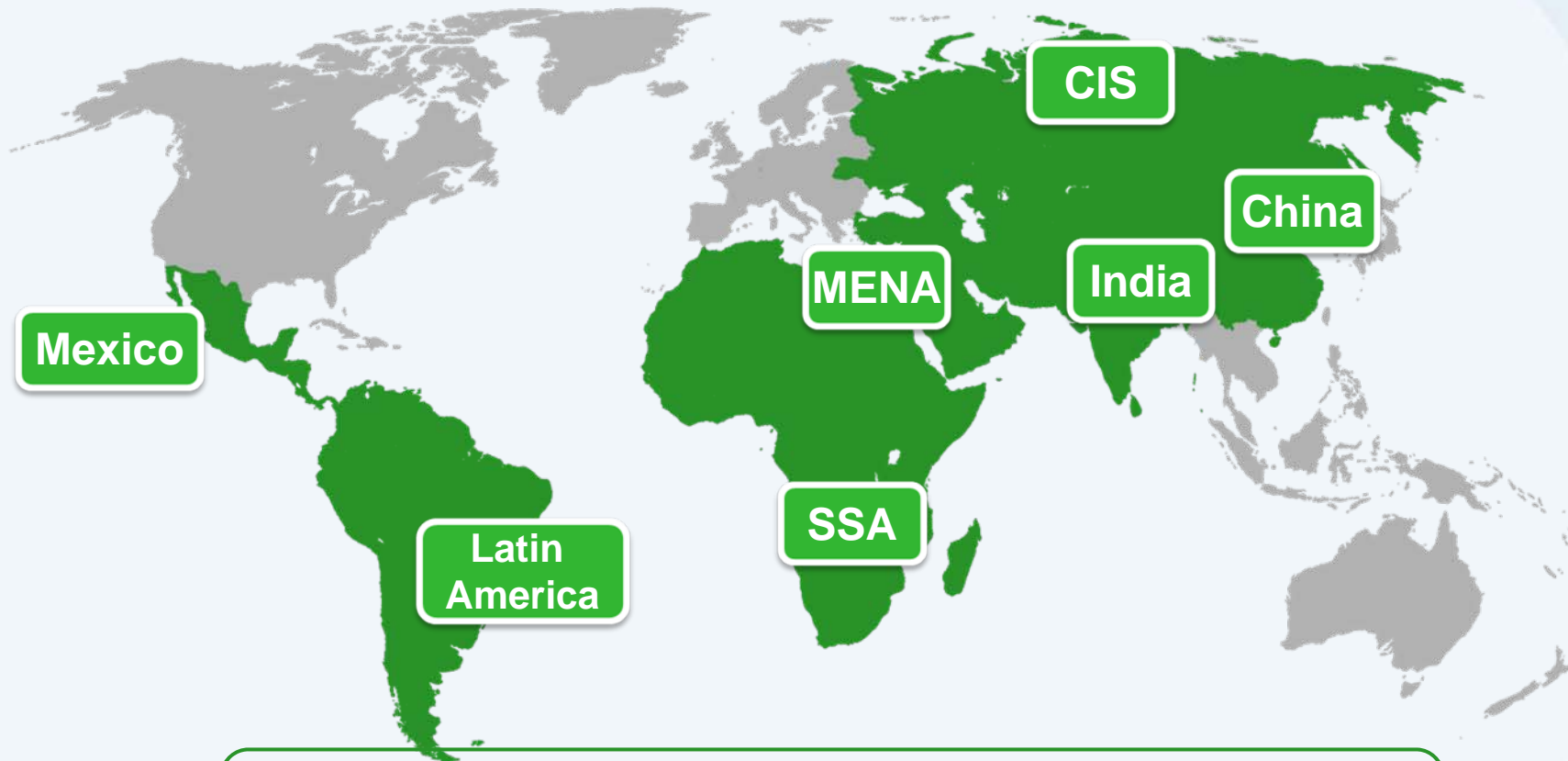
CER growth rates; Business performance

* Underlying global sales growth excluding pandemic products, Avandia and Valtrex = +4.5%

GSK “Emerging Markets” business

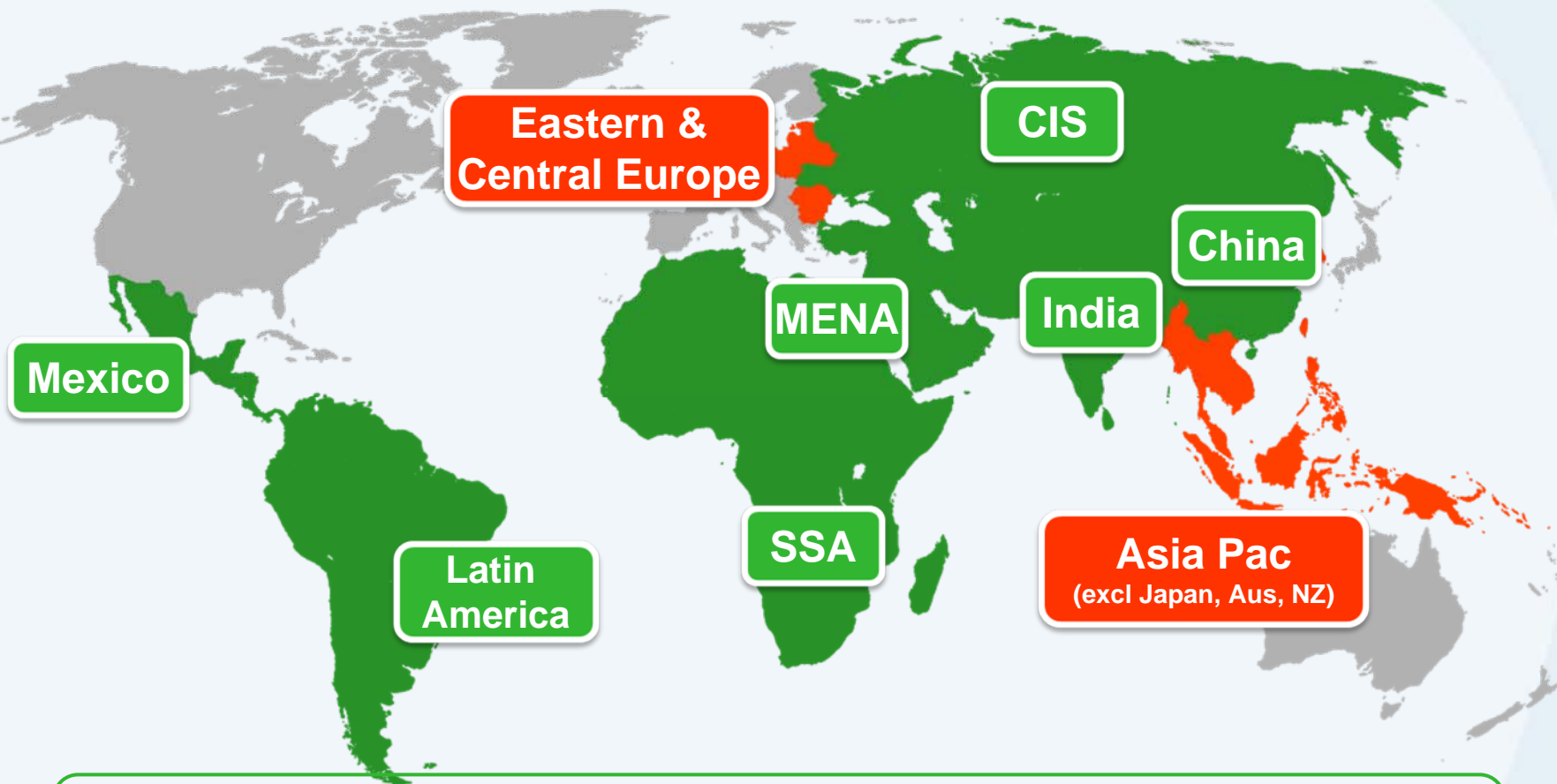
85 countries

~13,000 sales reps



**Emerging Markets FY2010 £3.6bn (+22%)*
= 13% of GSK Group Turnover**

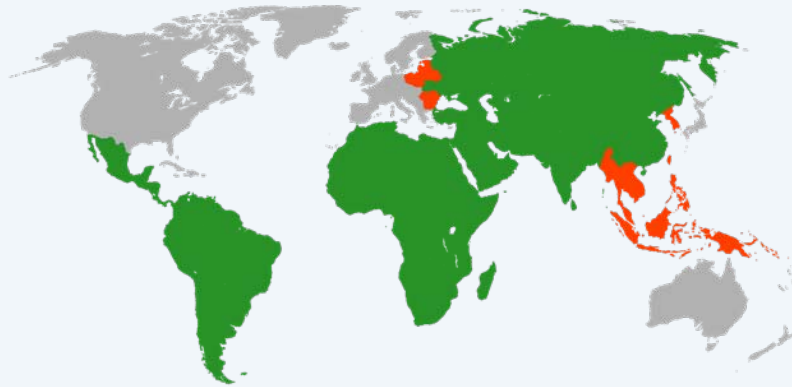
GSK's pharma presence in Emerging Markets



**+ Asia Pac (excl Japan, Australia, NZ), Eastern and Central Europe
= £5.0bn (+16%) FY2010**

GSK's total presence in Emerging Markets

Rx



**£5.0bn FY2010
(+16%)**

+

Cx



**£1.8bn FY2010
(+13%)**

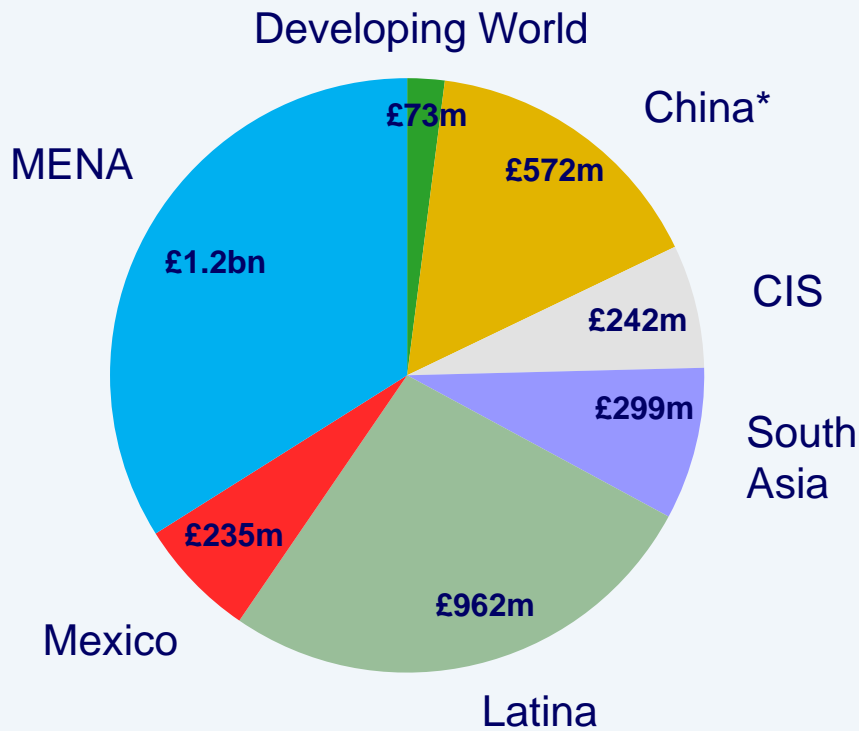
**£6.8bn (+15%)
FY2010**

24% of GSK Group Turnover

GSK Emerging Markets FY2010 turnover

FY2010 £3.6bn (+22%)

By region



Top markets

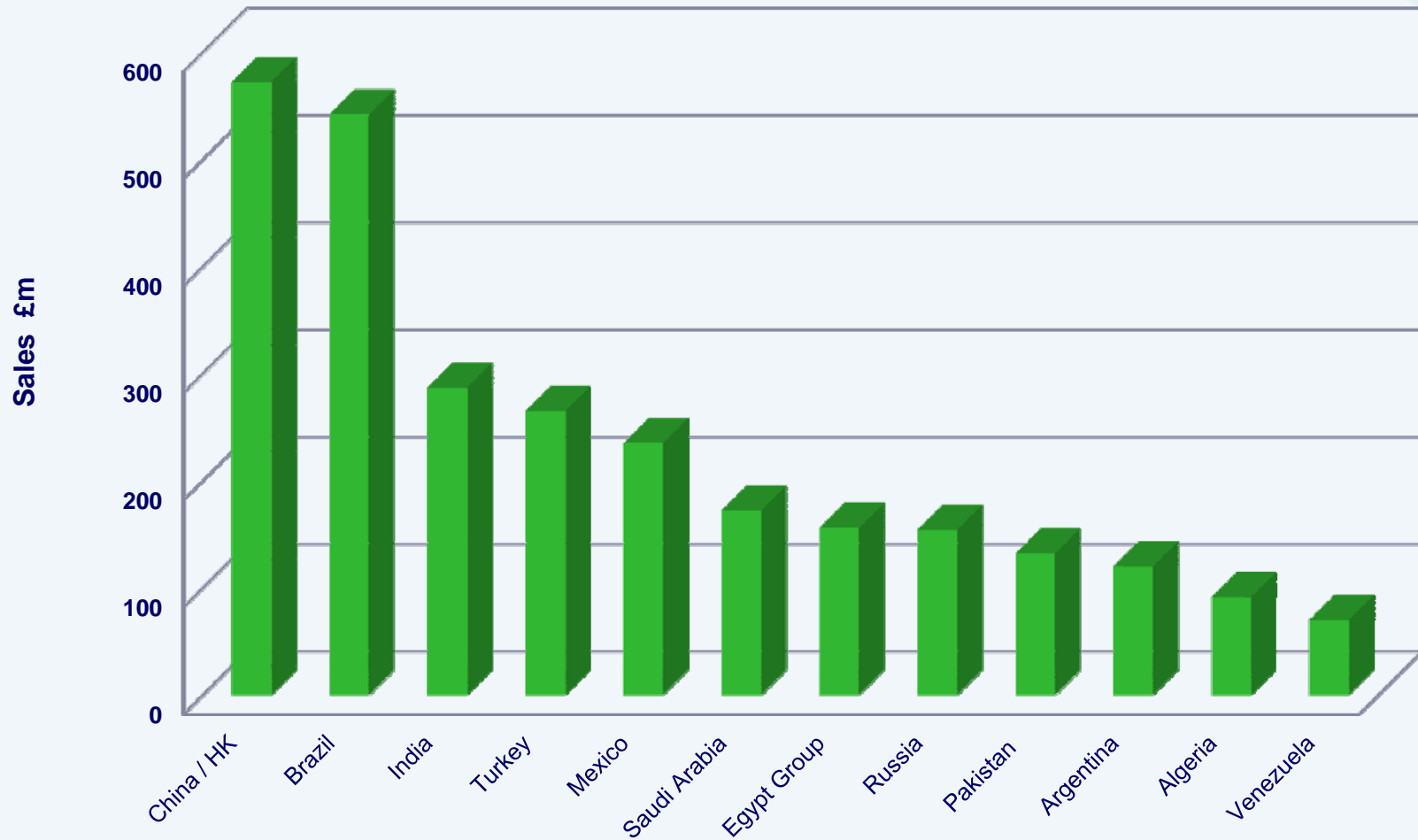


GSK ranking # 11 14 3 6 7 2 1 20 1

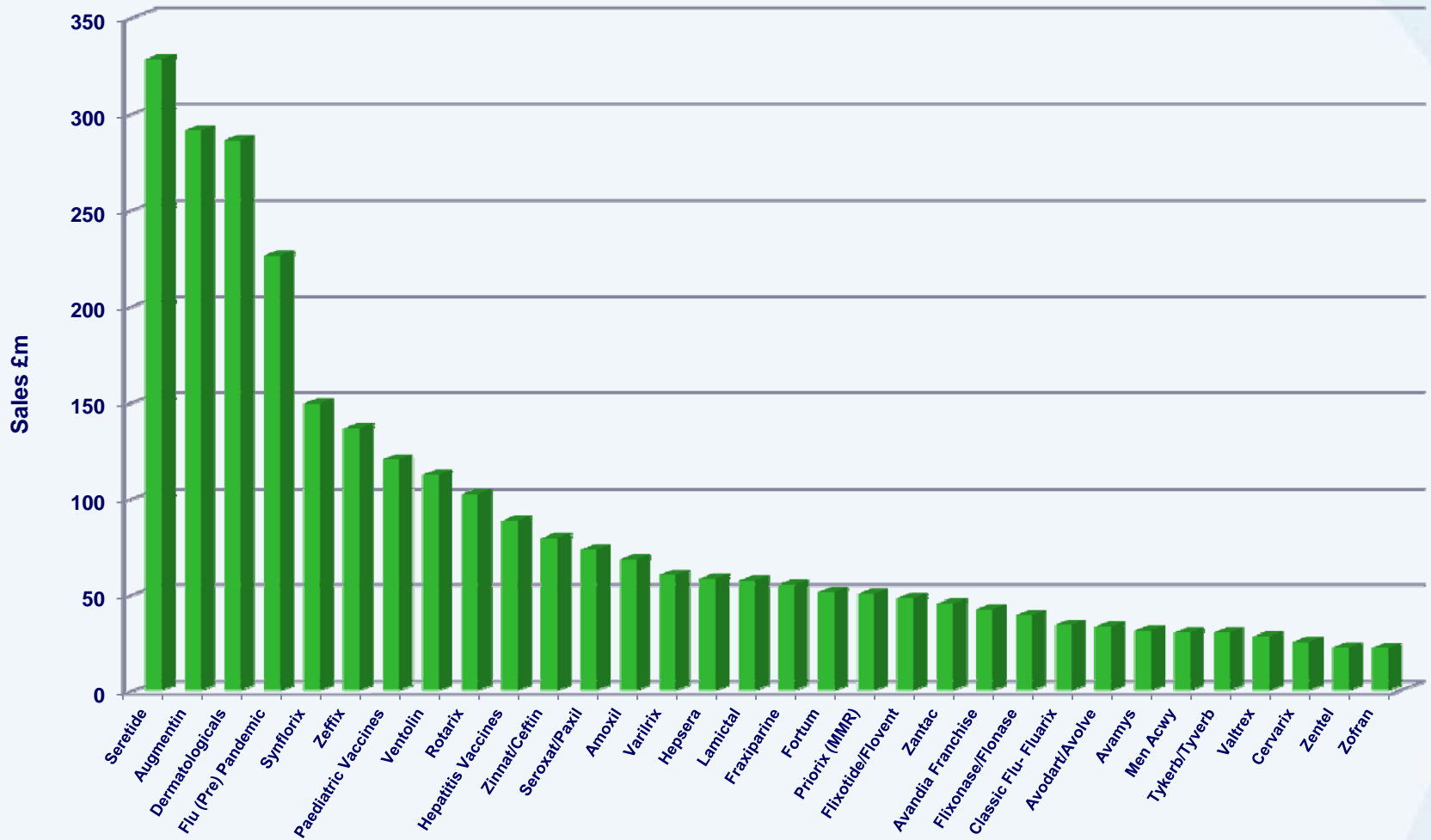
*China includes HK

Source: Turnover and growth is GSK FY2010 as reported. Growth rates are CER. Rankings are IMS MAT Sept 2010

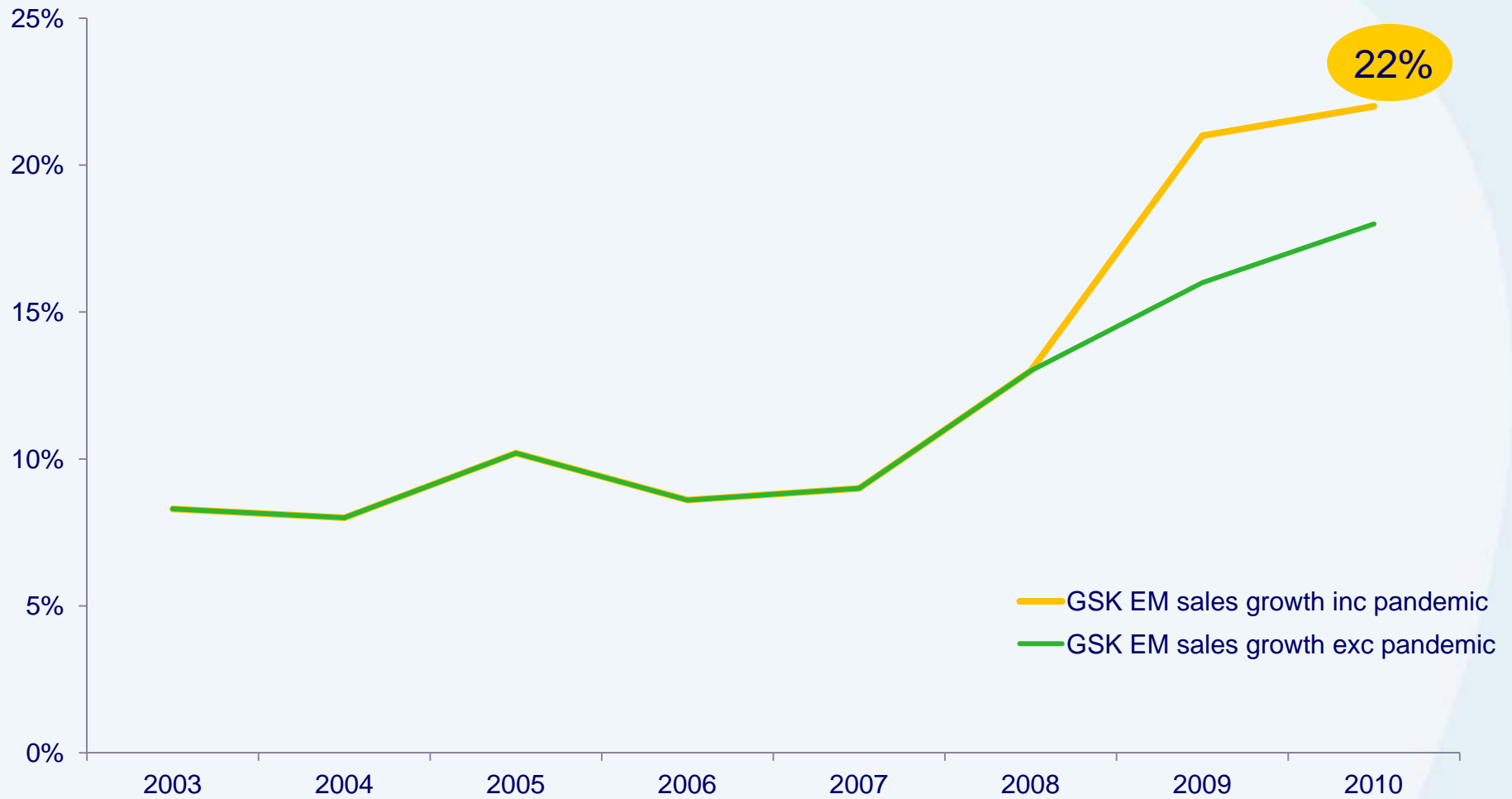
Markets representing 80% of GSK EM business



Brands representing 80% of GSK EM business



History of GSK EM sales growth



Emerging market characteristics

Large markets

Need for greater access

Untapped potential

Fast growing

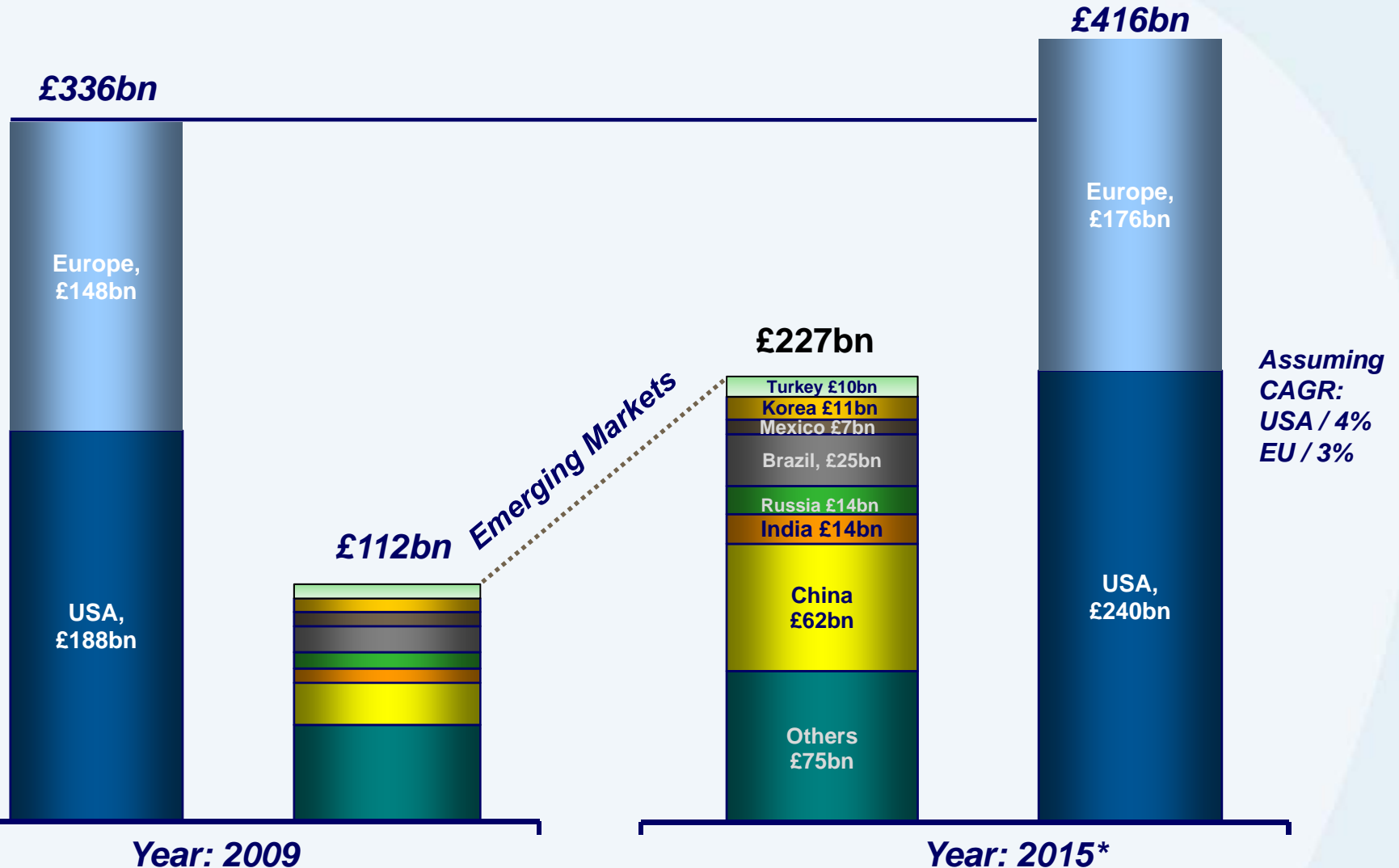
Pay out of pocket

Smaller products

Longevity of brands

**Evolving healthcare
programmes**

EMAP will outgrow Developed Markets



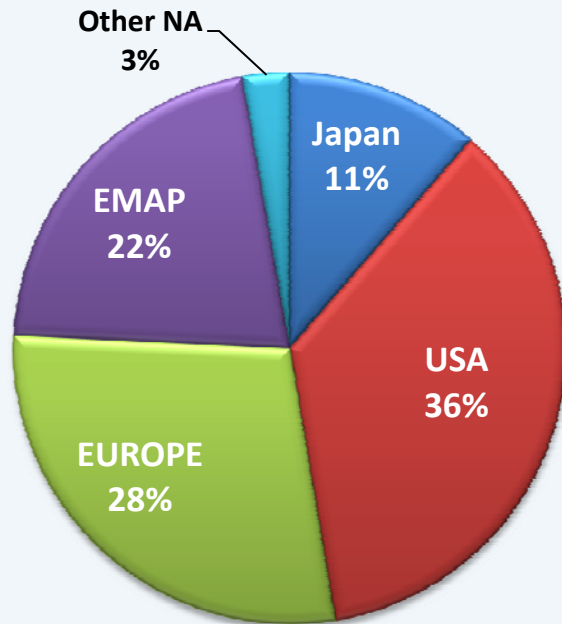
Source: IMS 2009 - 2014 Global Prognosis Report. Total Pharmaceutical Market

* Extrapolations from 2009 to 2015 based on IMS projections

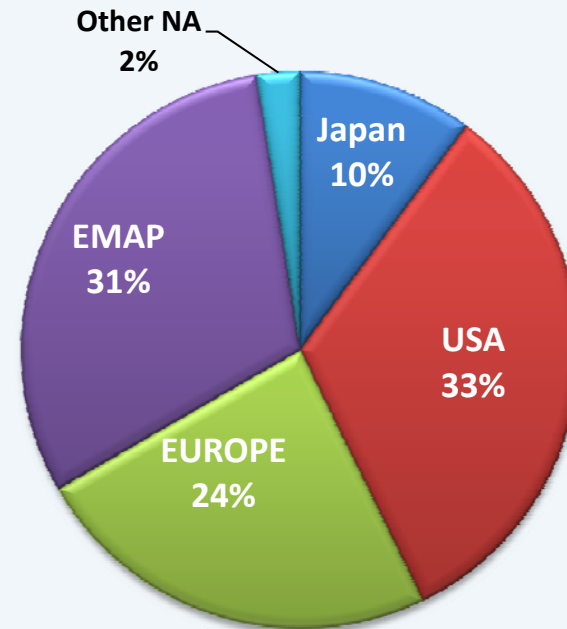
Emerging Markets: 12% CAGR, USA: 4% CAGR, Europe 3% CAGR

EMAP will outgrow Developed Markets

2009



2015



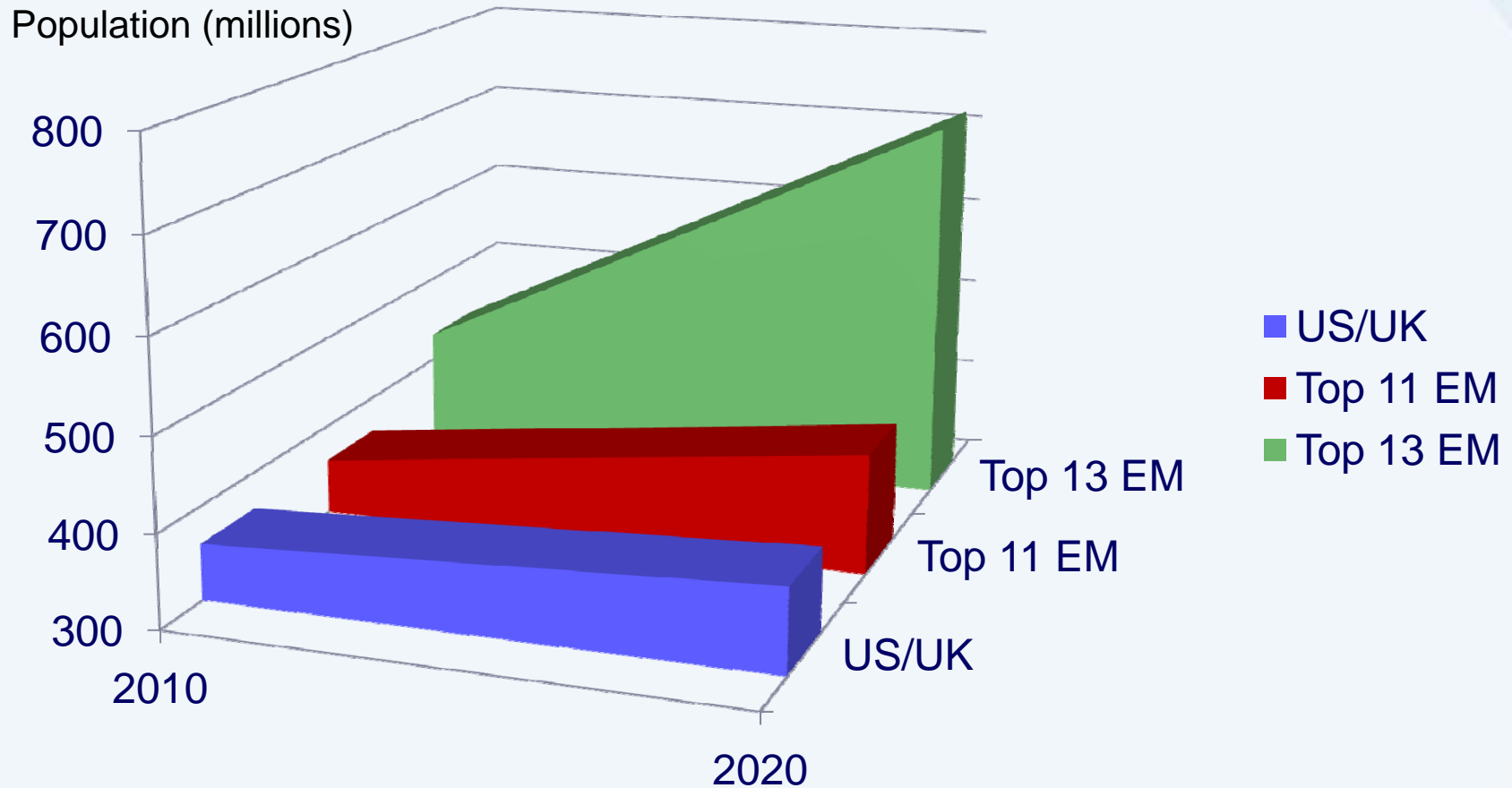
Growth in 'Pharmerging Markets'



IMS Tier 1, 2, 3 Pharmerging Markets

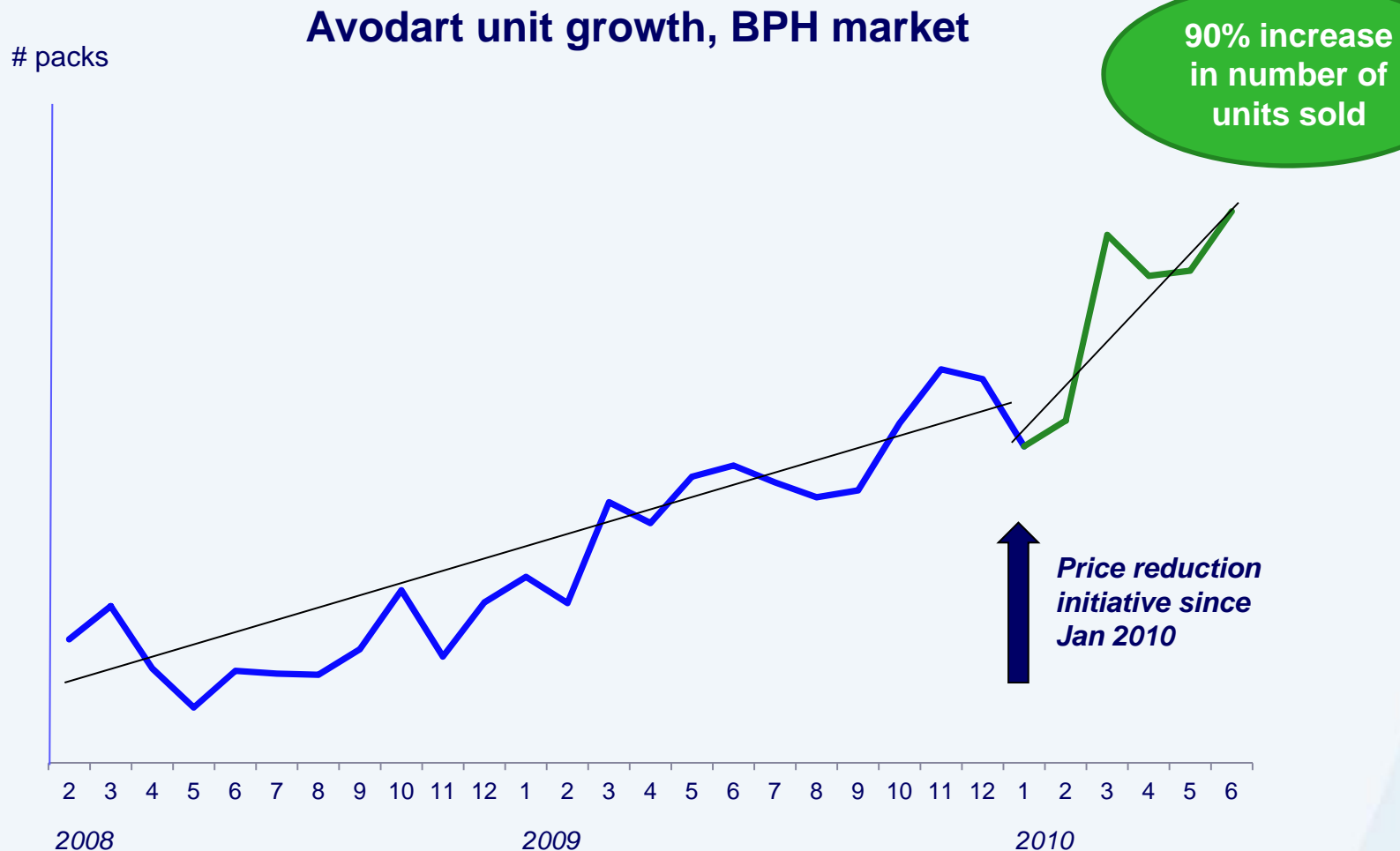


Total Population with household income in excess of £10,000 per annum

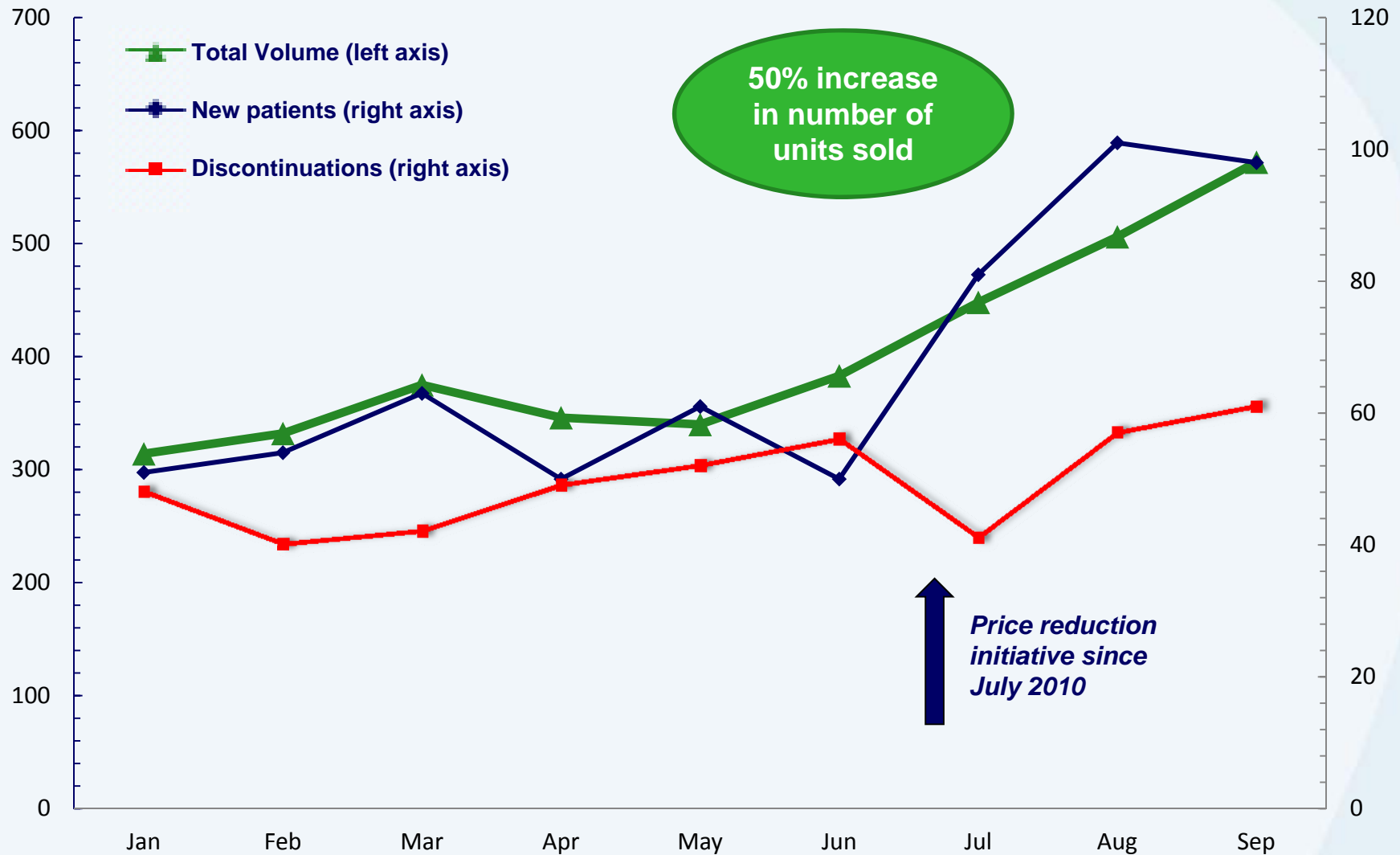


Top 11 EM markets: Brazil, Mexico, Chile, Turkey, Venezuela, Saudi Arabia, Argentina, Egypt, Russia, Algeria and Pakistan
Top 13 EM markets include 11 plus India and China

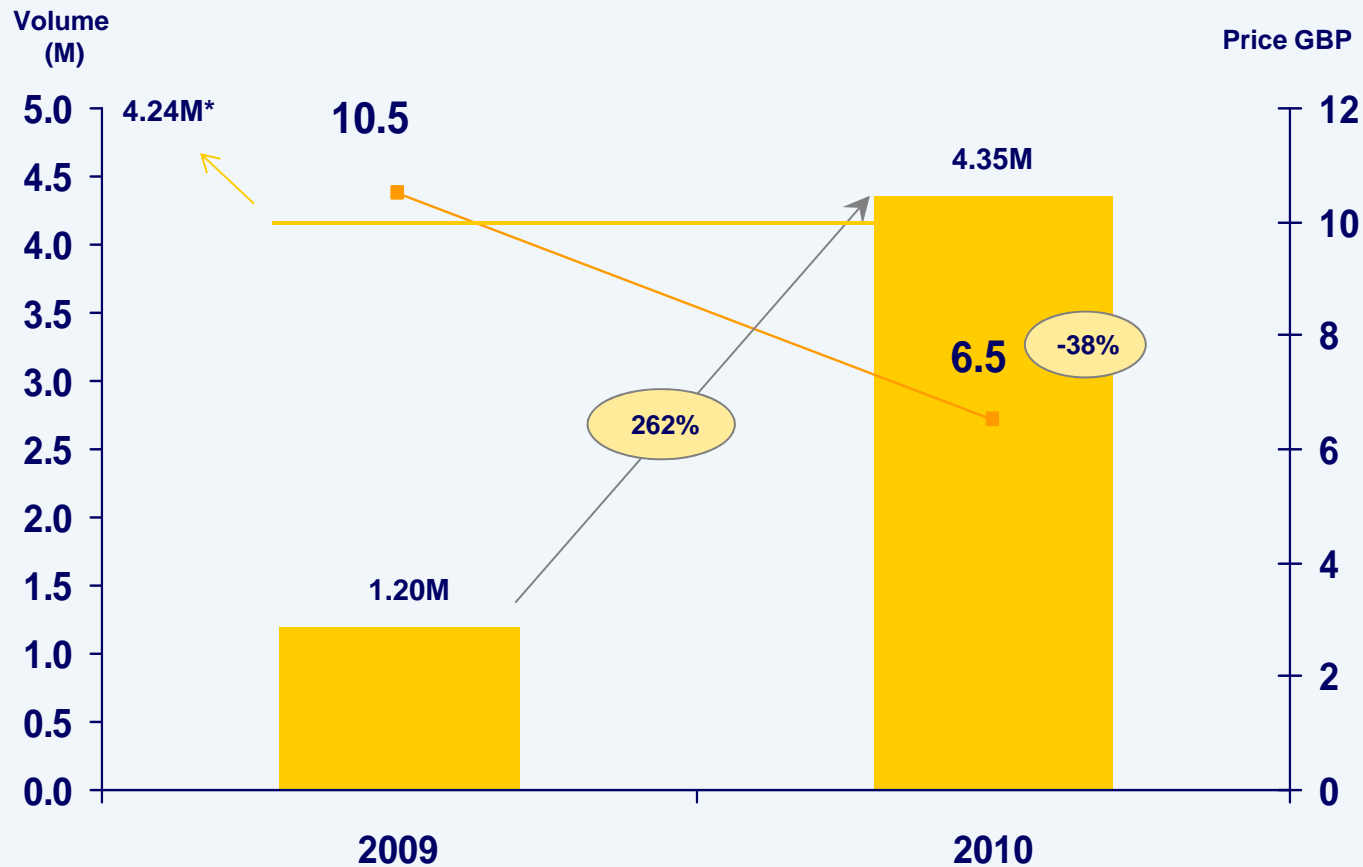
Avodart in Russia: Optimal pricing delivers rapid uptake



Tykerb in India: Optimal pricing delivers rapid uptake and fewer discontinuations



EM Avamys Repricing Initiative



Source: SB-14 and market data

* Breakeven in margin comparing UP2 2010 volumes and prices given by markets prior of re-pricing Avamys

EMAP Region Leading 10 Companies for SU Volume (Doses)

	Rank	SU (m)	Share	Growth
Emap		748,212	100%	10%
GSK	1	42,707	5.7%	12%
Novartis	2	29,467	3.9%	5%
Sanofi-Aventis	3	25,353	3.4%	9%
Pfizer	4	17,091	2.3%	5%
Cipla	5	16,484	2.2%	13%
Lab Unknown (generics)	6	12,637	1.7%	-5%
Abbott	7	8,229	1.1%	9%
Astrazeneca	8	7,938	1.1%	7%
Merck Kgaa	9	7,936	1.1%	8%
Bayer	10	7,415	1.0%	4%
Merck & Co	11	7,387	1.0%	-2%

Notes:

Data excludes "other Infusions" which is attributed only to Baxter Int. and inaccurate
GSK includes Aspen in South Africa

Source: IMS Sept 2010 MAT

EMAP Region

Leading 10 Companies (by Value) Average Price (Pack Price: UN, and Dose Price: SU)

	Sales (£m)	Unit Price (£)	SU Price (£)
EMAP	87,018	2.08	0.12
Pfizer	4,722	5.12	0.28
Sanofi-Aventis	4,641	3.41	0.18
Novartis	4,287	4.99	0.15
GSK	3,181	1.94	0.07
Merck & Co	3,046	8.74	0.41
Astrazeneca	2,757	8.02	0.35
Roche	2,372	18.48	0.63
Bayer	2,159	4.87	0.29
Abbott	1,733	4.16	0.21
Johnson & Johnson	1,449	6.89	0.26

Notes:

Data excludes "other Infusions" which is attributed only to Baxter Int. and inaccurate
GSK includes Aspen in South Africa

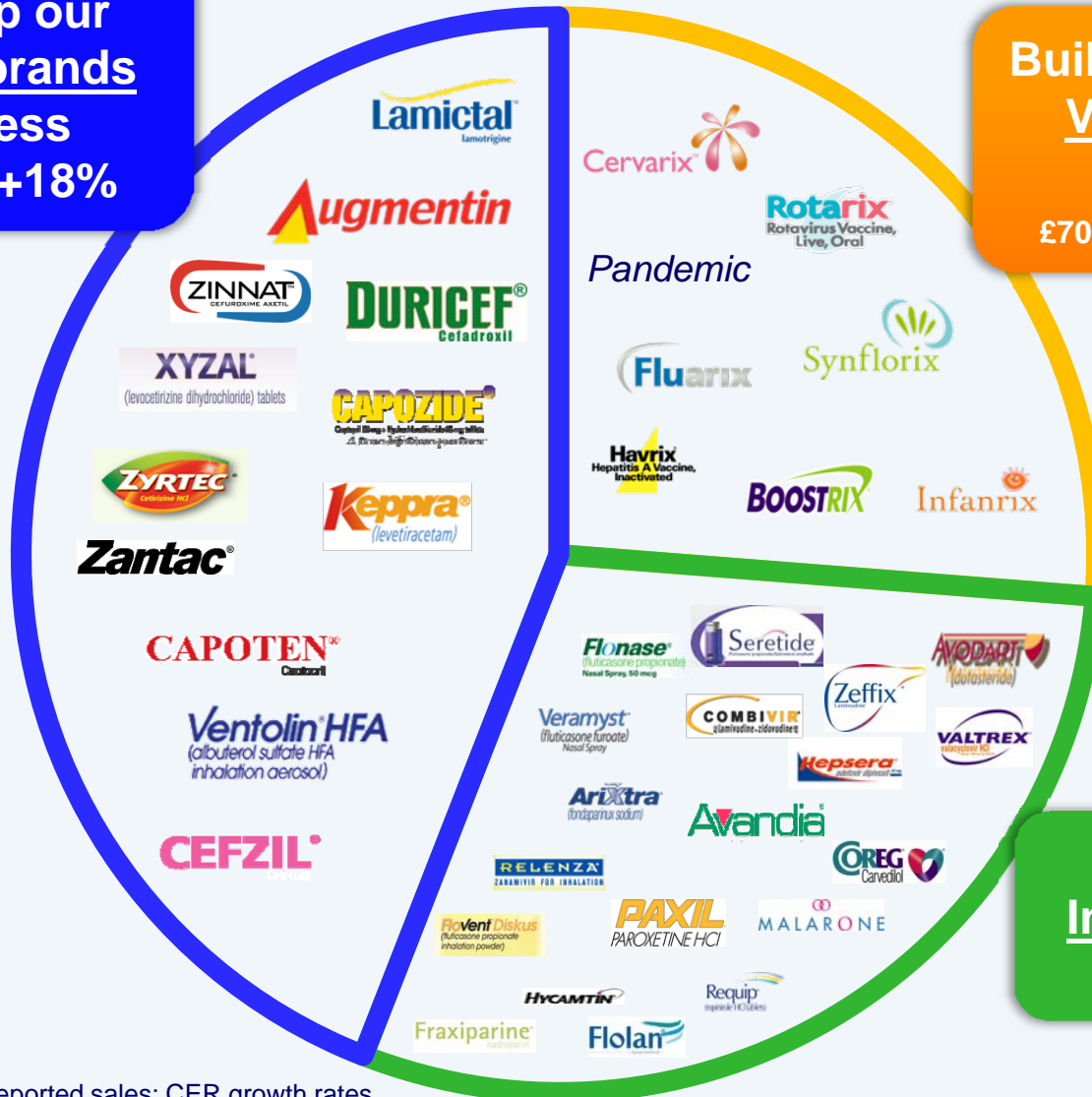
Source: IMS Sept 2010 MAT

Emerging Markets strategy

FY2010 Turnover

Scale up our Classic brands business
£1.6bn +18%


Build and capture the Vaccines market
£927m +38%
£701m +14% excl. pandemic



Drive our Innovative brands
£1.0bn +16%

Scale up our Classic brands business

Our own portfolio


Sales (CER Growth)
2007 2010
 £163m (+11%) £291m(+15%)


*(albuterol sulfate HFA
 inhalation aerosol)*
Sales (CER Growth)
2007 2010
 £69m (+4%) £112m(+19%)

**Total Classic
 Business Growth**
2007 2010
 +5% +18%

Bolt-on acquisitions

 Bristol-Myers Squibb
Egypt Oct 08
Pakistan Dec 08
Near East July 09
 £62m sales 2010

 **EM/AP**
 Mar 09
 £82m sales 2010

 **STIEFEL**
 a GSK company July 09

 **Algeria**
 Dec 09

 **Argentina**
 June 10

Portfolio deals

 DR. REDDY'S
 June 09

 Licensing - July 08

Local Acquisitions

Russia 
Brazil  DR. REDDY'S

Mexico  Novasipino
 The Dual Advantage

Drive our Innovative business

Core portfolio

FY2010 Turnover



£328m
(+16%)



£136m
(+17%)



£55m
(+29%)



£58m
(+10%)

New portfolio

FY2010 Turnover



£30m
(+36%)



£31m
(+>100%)



£10m
(+43%)



£33m
(+50%)

Future portfolio

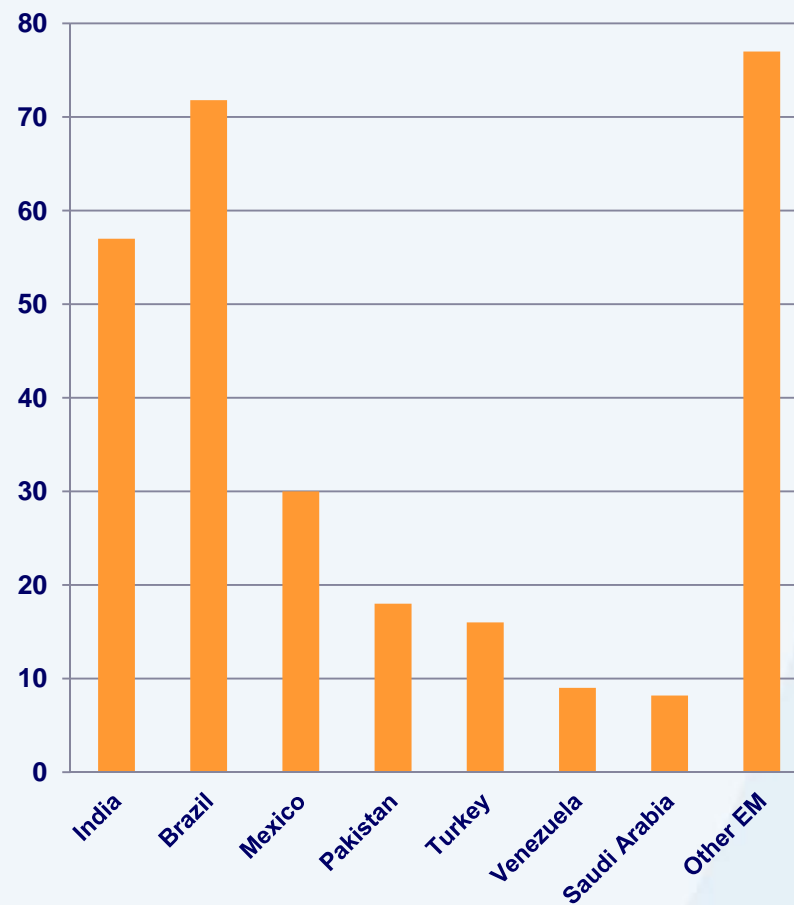
- New products:
 - Votrient
 - Arzerra
 - Prolia
 - Benlysta
 - Relovair
 - darapladib
- Targeted R&D developing EM-specific portfolio
 - Tykerb for gastric and H&N cancers
 - Liver cancer
 - Market-specific FDCs

Stiefel opportunity is greatest in EM

Stiefel acquisition provides access to
~80% of the EM Derms market

	£m	Stiefel	GSK
Topical Corticosteroids	£717	✓	✓
Emollients & Protectives	£470	✓	
Oral Anti-Acne Preps	£239	✓	
Topical Anti-Acne Preps	£202	✓	
Antifungals Dermatologcl	£403	✓	
Topical Antibacterials	£218		✓
Top Viral Inf Products	£69		
Woundhealing Agents	£238		
Antiseptics+Disinfectant	£197		
Non-Ster Prd Inflamm Skin	£82	✓	
Topical Antipruritics	£60	✓	
Gynae.Anti-Infect & antifung	£466		
Total Dermatologicals	£3,363		

FY2010 GSK EM Derms Sales
£286m (+52%)

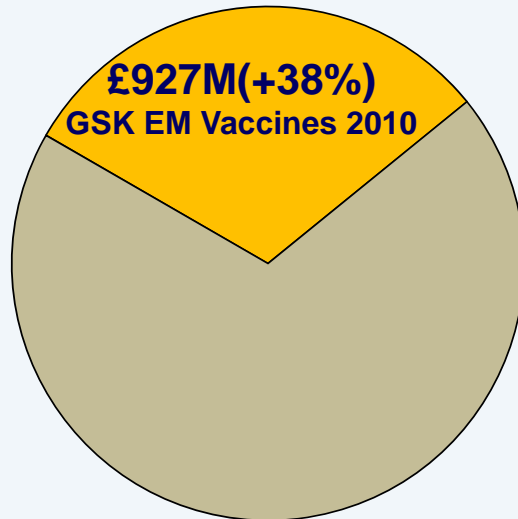


Source: IMS Sept 2010 MAT

Build and capture the Vaccines market

GSK has 38% of the market and is growing faster

**Total EM Vaccines Market 2010
£2.46bn (+28%)**



Significant market growth potential

- Growing government attention to public health agenda
- Large birth cohorts for paediatric vaccines

Significant GSK growth potential

- New geographies
- Broad portfolio, well-positioned to provide for spectrum of needs
- Local partnership is critical

GSK has the broadest vaccine portfolio in EM

	GSK	Merck	Sanofi	Pfizer	Novartis
DTPw combos	✓		✓		✓
DTPa combos	✓		✓		
MMR / Varicella	✓	✓	✓		
Hepatitis A	✓	✓	✓		
Rotavirus	✓	✓			
Meningococcal	✓		✓		d
Pneumococcal	✓			✓	
Influenza	✓		✓		✓
HPV	✓	✓			
Malaria	d				
Dengue	d		d		

✓ = available in EM; d = Ph III / registration in EM

Strong launches are building the vaccines business



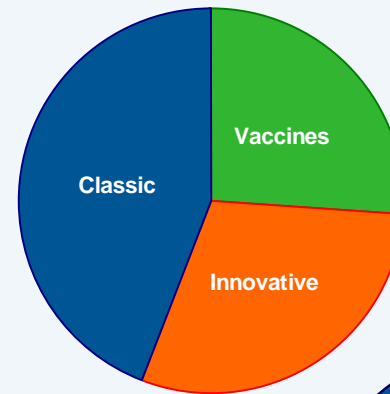
- The best launch in a decade of new launches in GSK - £149M in 2010
- Submitted in 114 & Approved in 78 countries
- Brazil Fiocruz 10+ year contract
- Mexico 3 year contract
- Added to new 6 countries UMV
- AMC 10 year contract for GAVI countries (\$1.3bn)

GSK Emerging Markets in 2015

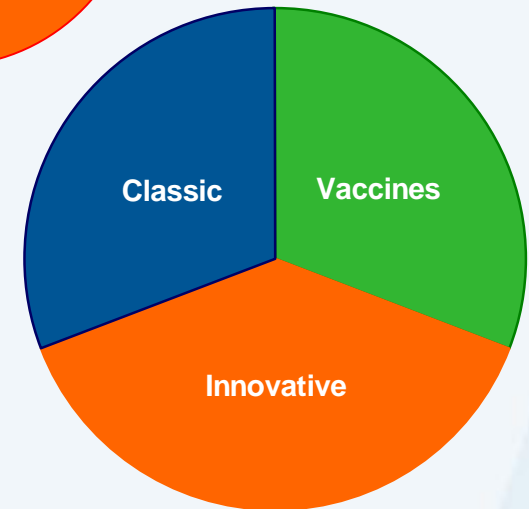
Outgrow the market

- IMS projects EM market growth of 12-14%¹
- Our objective is to grow faster than the market²

Evolve our business



FY2010



2015 ambition

Operating profit margin

FY2010 Operating Profit Margin¹(%)

US	65.9
Europe	57.2
EM	35.7
AP/J	55.8

- GSK's reported regional margins exclude R&D and legal expenses which are heavily weighted towards Europe and US
- EM has been in "investment mode"
- EM margin expected to remain in mid-30s range

¹ Operating margin excluding R&D, legal and other unallocated pharmaceuticals costs, and including pandemic.



GlaxoSmithKline

Targeting both “Haves” and “Have Less” Patients will increase GSK Coverage to almost 50% of the Population*

