

GSK Consumer Healthcare

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Cautionary statement regarding forward-looking statements



This presentation may contain forward-looking statements. Forward-looking statements give the Group's current expectations or forecasts of future events. An investor can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as 'anticipate', 'estimate', 'expect', 'intend', 'will', 'project', 'plan', 'believe', 'target' and other words and terms of similar meaning in connection with any discussion of future operating or financial performance. In particular, these include statements relating to future actions, prospective products or product approvals, future performance or results of current and anticipated products, sales efforts, expenses, the outcome of contingencies such as legal proceedings, and financial results.

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A number of adjusted measures are used to report the performance of our business, which are non-IFRS measures. These measures are defined and reconciliations to the nearest IFRS measure are available in our Q4/FY 2018 earnings release and Annual Report on Form 20-F for FY 2017.

All expectations and targets regarding future performance and the dividend should be read together with "Assumptions related to 2019 guidance and 2016-2020 outlook" on page 45 of our full year and fourth quarter 2018 earnings release.

Positive consumer healthcare industry trends



Increasing health awareness and self care

77%¹ of consumers want to take more control over decisions about their health

Emerging middle class

Almost **2.4 billion**³ more emerging middle class consumers by 2030 vs 2015



Ageing population

1.4 billion² aged 60+ by 2030, an increase of 0.5 billion vs 2015

Innovation

Unmet consumer needs (switches, products, formats, channels, devices)

Creation of a global leader in consumer healthcare



With scale and strong capabilities

Combined sales of approximately £9.8bn¹

#1 in OTC

- Leadership positions in Pain Relief, Respiratory and VMS³

#1 position in Therapeutic Oral Health²



Strong geographic footprint

- #1 in US, #2 in China³
- 29% of sales in Emerging Markets¹

Proven integration capability

Value creation

- £0.5bn cost synergy potential

1. Based on 2017 reported results. £GBP figure includes: Pfizer 2017 revenues reported under US GAAP translated at 1.30 \$:£ and GSK JV sales reported under IFRS and adjusted for perimeter changes that GSK will make to the business it contributes to the Joint Venture. Figure excludes any impact from potential future divestments.

2. GSK analysis based on Nielsen, IRI and Euromonitor data; 3. Nicholas Hall's DB6 Global OTC Database, 2017

Category leading positions of combined portfolio



1. Nicholas Hall's DB6 Global OTC Database, 2017. For Skin Health, share and ranking based on OTC derms category. 2. GSK analysis based on Nielsen, IRI and Euromonitor data

Our Consumer Healthcare strategy and priorities



Our purpose:

to help people do more, feel better, live longer

Our strategy:

meet the everyday healthcare needs of consumers by building consumer preferred and expert recommended brands, differentiated by science and insight-driven innovation

Our priorities:

Innovation

- Brilliant execution of launches
- Strong, differentiated pipeline of consumer-led, science-based innovation and claims

Performance

- Sustained above market growth
- Competitive cost structure, margin and cash flow

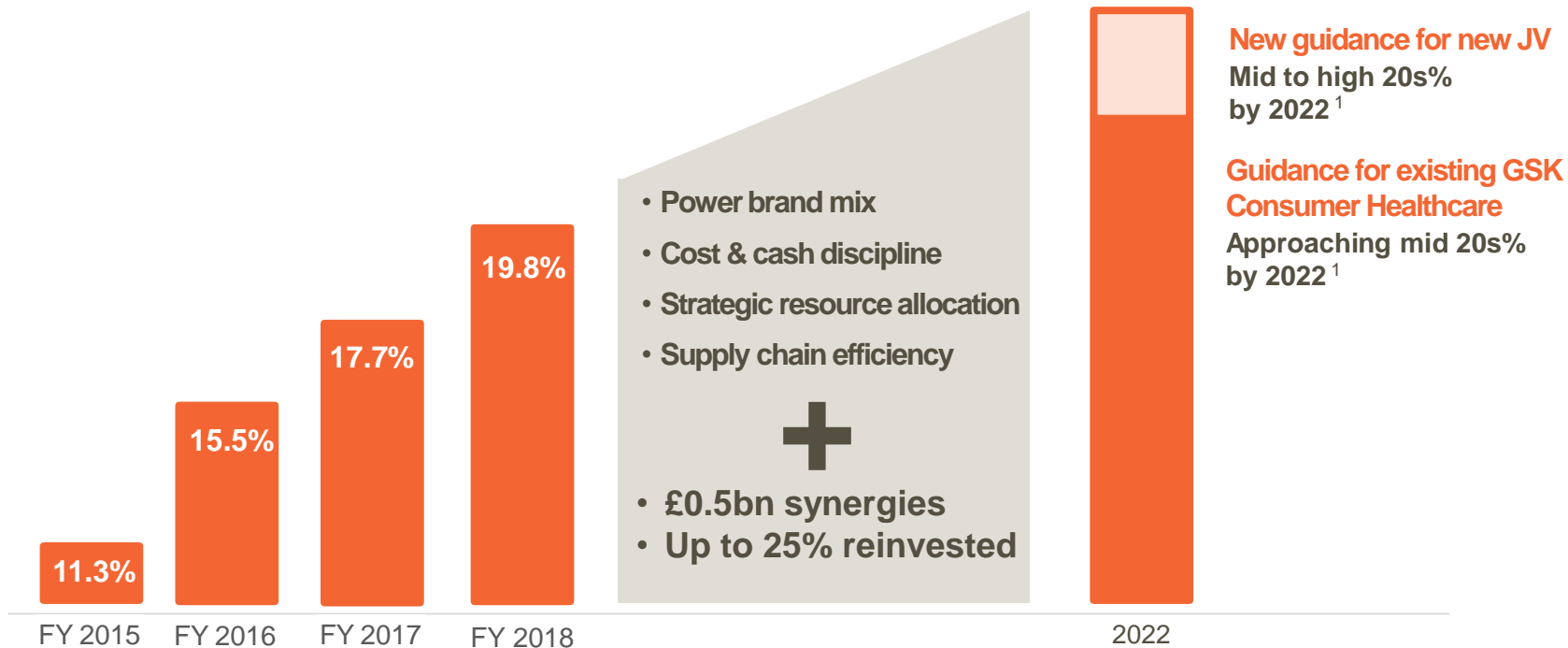
Trust

- Reliable supply
- Improved reputation
- Highly engaged employees

Investing in the business to drive sustained above market growth while delivering margin commitments



Deliver an industry leading margin



¹At 2017 constant exchange rates. Expected 20%+ operating margin by 2020 at 2015 constant exchange rates. Historical margins shown for the GSK Consumer Healthcare segment are at respective actual rates