

**Pfizer Hellas Cyprus Branch 2021  
Disclosure of donations, sponsorships and  
other collaborations with Patients'  
Associations according to KEFEA CODE OF  
PRACTICE ON RELATIONSHIPS BETWEEN  
THE PHARMACEUTICAL INDUSTRY AND  
PATIENT ORGANIZATIONS**

**Methodology Note for calendar year 2020**

**Pfizer Hellas Cyprus Branch**

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## 1. Introduction

In Pfizer we are guided by our goal "breakthroughs that change patients' lives". Patients are at the heart of our activities. It is the motivation to constantly innovate, to invest in the development of science, to utilize the most advanced technologies, to discover new therapies that save or improve people's lives. We regularly work with Patient Organizations (POs) , we enhance their work, by supporting their actions and events while, at the same time, they provide us with information on a wide range of issues, such as patients' needs in the various treatment categories and the role of a drug in their treatment. These working relationships are essential to gaining the real-world information we need in order to deliver treatment choices that improve the health of patients and to share information that may be relevant to clinical decision making.

We want people to know, and understand, what we do and how we do it. We are committed to transparency about how we operate as a business and about the relationships we have with POs. Sharing information about these relationships in a straightforward and open way will, we hope, help explain the critical value these relationships bring to patient management.

We believe that transparency is essential to building and maintaining confidence in us and in our medicines and strongly support the work being done by The Cyprus Association of Research and Development Pharmaceutical Companies (KEFEA) to improve transparency across the pharmaceutical industry.

The KEFEA CODE OF PRACTICE ON RELATIONSHIPS BETWEEN THE PHARMACEUTICAL INDUSTRY AND PATIENT ORGANIZATIONS provides a common basis for reporting in relation to transfers of value (ToV). For more information on this Code, please visit: <http://kefea.org.cy> .

Excerpt from the current SFEE code:

“a) Each company must make publicly available a list of Patient Organizations to which it provides financial support and/or significant indirect/non-financial support. This should include a description of the nature of the support that is sufficiently complete to enable the average reader to form an understanding of the significance of the support. The description must include the monetary value of financial support and of invoiced costs. For significant non-financial support that cannot be assigned a meaningful monetary value the description must describe clearly the non-monetary benefit that the Patient Organization receives. This information may be provided on a national or European level and should be updated at least once a year.

b) Companies must ensure that their sponsorship is always clearly acknowledged and apparent from the outset.

c) Each company must make publicly available a list of Patient Organizations that it has engaged to provide significant contracted services. This should include a description of the nature of the services provided that is sufficiently complete to enable the average reader to form an understanding of the nature of the arrangement without the necessity to divulge confidential information. Companies must also make public the total amount paid per Patient Organization over the reporting period.”

This report discloses all the ToV made to Patient Organizations in 2020, according to the provisions of KEFEA Code as referred above. This methodological note presents some of the key aspects of how the transfers of value are categorized and in what format they are disclosed.

1. The ToV disclosed in this report cover all the payments made by Pfizer to POs resident in Cyprus

## 2. Pfizer activities per Type of Support

The following table defines what activities are reported.

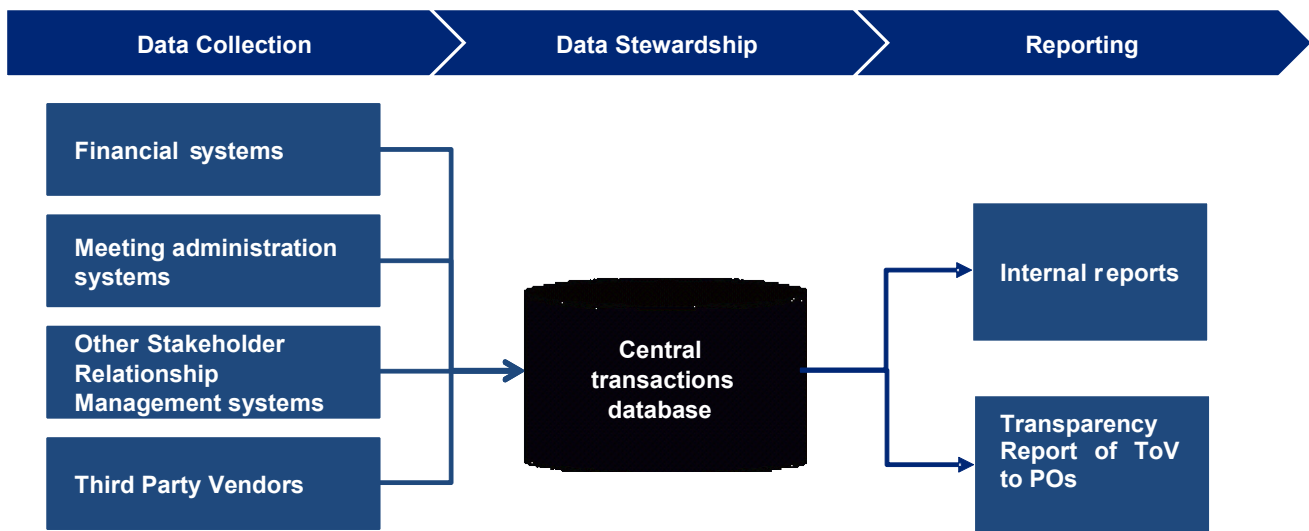
Type of Support or Services		Activities
Donations and Grants		<ul style="list-style-type: none"> <li>• Charitable contributions</li> <li>• Business Donations</li> <li>• Educational grants (participations of Patient Organization Representative - PO Representative - in scientific conferences, not organized by Pfizer)</li> <li>• In kind Donations</li> </ul>
Contribution to Cost of Events		<ul style="list-style-type: none"> <li>• Placement of a brand logo in a conference program or invitation communication – organized by a POs - in exchange for supporting the program</li> <li>• Funding an event in return for an advertising company space – that is not associated with Pfizer Products</li> <li>• Other advertisement company space (in paper, electronic or other format) that is not associated with Pfizer Products</li> <li>• Any other activity qualified as “Corporate Sponsorship” according to Pfizer’s Anti-Corruption Policies</li> <li>• For contributions provided to Events through Professional Conference Organizers (PCOs): ToVs through PCOs are reported in the name of benefitting PO</li> </ul>
Fee for services and consultancy	Fees to POs	<ul style="list-style-type: none"> <li>• Contracts with POs, for services offered by PO Representatives who cooperate with Pfizer as consultants and / or experts in accordance with the provisions of KEFEA Code.</li> <li>• PO Representatives’ travels (e.g. flight and train tickets, taxis, car rental, tolls, parking) related to the provision of these services</li> <li>• PO Representatives’ accommodation related to the provision of these services</li> <li>• In exceptional cases, in case of clear health needs (e.g. disability), the travel meals, accommodation and registration fees cost of an accompanying person considered to be a care giver can be taken.</li> </ul>

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### 3. Source of Information

The data for the ToV disclosed in this report are taken from a variety of source systems within Pfizer. Below is a high-level overview of the processes for collection and reporting of the data.

The ToV are collected from the internal and external data sources and systems and then fed into a central database where data is validated and stewarded. From the database, the disclosure reports are generated.



## 4. Definition of the Transfers of Value (ToV)

This section outlines some key aspects of how the ToV are defined.

**“Patient Organisation (PO)”** a non-profit organisation which represents and supports the needs of human beings suffering from medical conditions.

**“Patient Organisation Representative (PO Representative)”** a natural person authorized to represent a PA and express its collective views on any particular matter or therapeutic category.

**ToV date:** the dates to be considered for disclosure are:

Direct ToV (in value): payment date is the date of payment in the Systems Applications and Products in Data Processing (SAP) - SAP system of company. The Transparency Report of ToV to POs, includes all actions with Patients Organizations that have been executed within the year to which the report refers to. If an action is completed next year, this action will be included in next year's report.

**ToV in case of partial attendances or cancellation:**

-Cancellation Fees are not reported

-Transfer of value in case of PO Representative partially attending an event is disclosed

Direct or Indirect ToV (in Kind): ToV date is the delivery date of Goods, that is the date of dispatch note.

Indirect ToV (in value): payment date is the date of payment in the Systems Applications and Products in Data Processing (SAP) - SAP system of company. The Transparency Report of ToV to POs, includes all actions with Patients Organizations that have been executed within the year to which the report refers to. If an action is completed next year, this action will be included in next year's report.

**Currency:** ToV are reported in Euro (€). ToV made in a different currency were converted to Euro (€) when this report was created. The Pfizer standard exchange rates for the ToV day of payment were applied.

**Value Added Tax (VAT):** Treatment of VAT depends on the ToV:

Scenario	Reported as...
Corporate Sponsorships	Gross Value Reporting (VAT included non-deductible)
Donations and Grants (in Value)	Gross Value Reporting (including charges and withholding taxes VAT does not apply - not deductible)



Donations and Grants (in kind)	Gross Value Reporting (VAT non-deductible)
Consultancy services fees	Net Value Reporting (VAT does not apply)
Other expenses related to Consultancy Services fee (e.g. Travel) *	Gross Value Reporting (VAT included non-deductible)

**Valuation of in kind donations:** As transfer of value for in kind donation will be deemed either value of purchase or the residual value in case of fixed assets as this is reflected in company's records at the time of the donation. In case of Pfizer products donation, the transfer of value will be deemed the billing cost.

<b>Definition of reporting amounts:</b>
<b>Gross Value Reporting = Expense Amount + {VAT &amp;/or Other Tax}</b>
<b>Net Value Reporting= Expense Amount</b>
<b><u>where</u> 'Expense Amount' = 'net of VAT &amp; other taxes'</b>