

Pfizer **Benefits**
for each of life's moments

2024-2025 U.S. & Puerto Rico Healthy Pfizer Incentive Program

Powered by Personify Health (Formerly Virgin Pulse)

Supporting your health, your way

August 1, 2024–July 31, 2025

Pfizer is as powerful as our people. When we say Pfizer is focused on creating a healthier world for everyone, that includes our colleagues. The Healthy Pfizer Incentive Program helps you better understand your personal health — both your strengths and any risk factors you may have — and earn entries to win prizes!

The best prize of all is your physical, emotional, financial, and social wellbeing!

This program year provides flexibility and opportunities to earn prizes including:

Five random prize drawings plus a Grand Prize sweepstakes.

250 random prizes will be rewarded throughout the program year for completing wellbeing activities. PLUS, three \$1,500 Grand Prizes to help you stay motivated! See page 6.

Personify Health activities and resources

to support your wellbeing as you earn Personify Health Points to move through levels 1–4. See page 3.



Know Where to Go:

Be sure to bookmark landing.personifyhealth.com/pfizer for easy access to Personify Health!


Personify Health Features

Personify Health powers the Healthy Pfizer Incentive Program and offers tools and resources to help you on your wellbeing journey.



Don't Miss Out:


Be sure to add Personify Health to "safe senders" in your Pfizer email and download the Personify Health app so you receive important program notifications.



Track *Healthy Habits*, review *Daily Cards* for quick health tips, use *Stats* to track steps, workouts, sleep, and more.




Take the *Health Assessment* to understand your health risk factors, access the *My Care Checklist* for age and gender-based preventive care recommendations, and complete *Journeys* (self-guided courses).




Complete *Know Your Numbers* to learn more about your current health and track how these numbers change over time.



Get social by adding *Friends*, participating in *Challenges*, engaging in online health-related communities through *Groups*, and more.



Access online resources like sleep and nutrition *Journeys* as well as videos on various health topics through the *Media* tab.





View your progress toward opportunities to earn prizes under the *Home* tab
▶ Select *Rewards*.

Ways to Earn Personify Health Points

Below are **examples** of activities to support your wellbeing goals. To view the full list, visit [Personify Health](#) ▶ *Home* tab ▶ *Select Rewards*.

Note: Unless noted otherwise, the deadline to complete most activities is July 31, 2025.

 = Self-reported activity.

Health Activity	Details	Get Started
Health Assessment & Know Your Numbers	Complete both activities by the deadline to be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards* to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa).	Complete the Health Assessment (landing.personifyhealth.com/pfizer ▶ <i>Health</i> tab ▶ <i>Select Surveys</i>), and Complete Know Your Numbers (preventive blood work) to learn more about your current health status (landing.personifyhealth.com/pfizer ▶ <i>Programs</i> tab ▶ <i>Select Complete the Know Your Numbers Activity</i>).
Fall/Winter/Spring Challenges	Register for a Company-sponsored Personify Health step challenge and complete an average of 7,000 steps per day for three weeks. After you complete a challenge, you'll be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards* to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa).	Watch for more information and registration links in the fall, winter, and spring from Personify Health and in <i>PX News</i> .
TrestleTree Health Coaching	Complete 5 calls with a TrestleTree Health Coach; get help with things like sticking to a wellness plan, making lifestyle changes, and managing health conditions.	Call TrestleTree at 1-888-437-3493 and follow the prompts for <i>coaching</i> to schedule an appointment. Visit trestletree.com/pfizer for more information.
Wellness Challenges 	Join and complete 1 wellness challenge on your own through one of our partners, like Grokker , Peloton , or Thrive .	Visit the partner websites to join available challenges. Self-report this activity to receive Personify Health Points. Visit Personify Health ▶ <i>Home</i> tab ▶ <i>Select Rewards</i> . Scroll down to find the applicable activity to report as completed.
Track Your Activity (e.g., Steps, Workouts, and/or Active Minutes)	Sync your devices/health apps with the Personify Health app to receive Personify Health Points automatically. This is an easy way to rack up points and put yourself on the path to level 4!	Visit Personify Health ▶ <i>More</i> tab ▶ <i>Select Devices & Apps</i> to sync your devices/health apps.
Preventive Care 	Earn points through the My Care Checklist for staying on top of your preventive care: <ul style="list-style-type: none"> Health checkup Dental checkup Eye exam Flu vaccine (including COVID vaccination or booster) Cancer screening (e.g., skin cancer exam, mammogram, colonoscopy, prostate exam) 	Speak with your health care provider about your preventive care needs and to schedule appointments. Self-report these activities to receive Personify Health Points. Visit Personify Health ▶ <i>Health</i> tab ▶ <i>Select My Care Checklist</i> . Find the applicable activity to report as completed.
Personify Health Journeys	Complete Journeys, selecting from a range of topics like getting active or reducing stress. Generally, each of these takes 14 to 21 days to complete.	Visit Personify Health ▶ <i>Health</i> tab ▶ <i>Select Journeys</i>
Personify Health Healthy Habit Challenges	Complete Healthy Habit Challenges; challenges are offered monthly and run for 1 week. You must join the challenge and track 5 out of 7 days to successfully complete each one.	Offered each month during the program year. Watch for monthly emails from Personify Health.
Watch Personify Health Videos	Watch videos, from workout videos to educational videos, through the Personify Health <i>Media</i> tab.	Visit Personify Health ▶ <i>Select Media</i> tab.
And MORE! These are just a few of the valuable activities and resources Personify Health has to offer to help you in all areas of wellbeing. We encourage you to participate in the activities that help you meet your health goals! Visit Personify Health , select <i>Rewards</i> from the <i>Home</i> tab, and then scroll down to <i>Level Rewards</i> to explore all the ways you can earn Personify Health Points.		

*Under IRS rules, prizes are taxable.

For U.S. Based Colleagues: Ways to Complete Know Your Numbers

You have several options for getting preventive blood work for the Know Your Numbers activity. **Note: The deadline to complete this activity is July 31, 2025.**

Had Blood Work Done Recently? No worries! If you had preventive blood work (e.g., cholesterol, glucose) performed on or after **May 1, 2024**, you don't need to get another one. You can submit your official lab report with a completed Self-Submission Form. Get a Self-Submission Form at landing.personifyhealth.com/pfizer ▶ [Programs](#) tab ▶ [Complete the Know Your Numbers Activity](#) ▶ [Start Now](#) ▶ [Self-Submission Form](#).

Where	Details	Website	Reporting
Onsite Screenings	These take place at certain Pfizer locations through November 20, 2024.	Find out if an event will be held at your location by visiting landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Onsite Screening Events Scheduled .	Your test results are automatically submitted for you.
LabCorp Facilities Using a Pfizer-issued LabCorp Voucher	The Pfizer-issued LabCorp voucher is required; you will need to download it from the Personify Health website. You must complete your blood test by July 31, 2025.	Get a LabCorp voucher at landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ LabCorp voucher .	Your test results are automatically submitted for you. Note: If you go to LabCorp or any other lab facility without using the Pfizer voucher, you must use a Self-Submission Form (see below row).
Personal Physician Using the Self-Submission Form (Use this method if you already had blood work done, including at a Pfizer Onsite Wellness Clinic, on or after May 1, 2024.)	To ensure results are received in time, schedule your appointment at least three weeks before the deadline of July 31, 2025. Take a copy of the Self-Submission Form with you.	Get a Self-Submission Form at landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Self-Submission Form .	You are responsible for submitting the completed form and blood test results by July 31, 2025; late submissions will not be accepted for any reason.
At Home by May 31, 2025 (State law prohibits at-home testing if you live in New York.)	Watch this video to learn about doing your own blood draw at home. Note: Your completed test kit must be returned within 24 hours of your blood draw. Collect your blood sample by June 15, 2025.	Request a kit by May 31, 2025 at landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Home Test Kit .	Your test results are automatically submitted for you.

Confirm Your Know Your Numbers (KYN) Submission

However you complete the Know Your Numbers (KYN) activity, **you are responsible for ensuring your results are received and accepted by the July 31, 2025 deadline.**

You should receive an email confirmation from Vitalogy, our biometrics partner, within 10 to 14 days of your KYN submission — whether your results were automatically submitted for you or self-submitted based on the Program rules. You can contact Vitalogy at support@vitalogyinc.com if you have questions.

When your KYN submission is received, Vitalogy notifies Personify Health that you've completed this activity. If you do not see the activity shown as completed at landing.personifyhealth.com/pfizer ▶ [Home](#) tab ▶ [Select Rewards](#) ▶ [Scroll down to Complete the Know Your Numbers Activity](#), contact Personify Health by phone at **1-888-437-3493** (option 1 for Rewards, Incentive Activities, or Technical Questions) or by email (pfizersupport@personifyhealth.com) as soon as possible, but no later than July 31, 2025. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET.

For Puerto Rico Based Colleagues: Ways to Complete Know Your Numbers

You have several options for getting preventive blood work for the Know Your Numbers activity. **Note: The deadline to complete this activity is June 30, 2025.**

Had Blood Work Done Recently? No worries! If you had preventive blood work (e.g., cholesterol, glucose) performed on or after **May 1, 2024**, you don't need to get another one. You can submit your official lab report with a completed Self-Submission Form. Get a Self-Submission Form at landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Self-Submission Form.

Where	Details	Website	Reporting
Quest Diagnostics Facilities Using a Pfizer-issued Lab Voucher	The Pfizer-issued Quest Diagnostics Lab voucher is required; you will need to download it from the Personify Health website. You must complete your blood test by June 30, 2025.	Get a Quest Diagnostics Lab voucher at landing.personifyhealth.com/pfizer ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Lab voucher.	Your test results are automatically submitted for you. Note: If you go to a Quest Diagnostics or any other lab facility without using the Pfizer voucher, you must use a Self-Submission Form (see below).
Personal Physician Using the Self-Submission Form (Use this method if you already had blood work done on or after May 1, 2024.)	To ensure results are received in time, schedule your appointment at least three weeks before the deadline of June 30, 2025. Take a copy of the Self-Submission Form with you.	Get a Self-Submission Form at ▶ Programs tab ▶ Complete the Know Your Numbers Activity ▶ Start Now ▶ Self-Submission Form.	You are responsible for submitting the completed form and blood test results by June 30, 2025; late submissions will not be accepted for any reason.

Confirm Your Know Your Numbers (KYN) Submission

However you complete the Know Your Numbers (KYN) activity, **you are responsible for ensuring your results are received and accepted by the June 30, 2025 deadline.**

You should receive an email confirmation from Personify Health within 10 to 14 days of your KYN submission — whether your results were automatically submitted for you or self-submitted based on the Program rules.

If you do not see the activity shown as completed at landing.personifyhealth.com/pfizer ▶ Home tab ▶ Select Rewards ▶ Scroll down to Complete the Know Your Numbers Activity, contact Personify Health by phone at **1-888-437-3493** (option 1 for Rewards, Incentive Activities, or Technical Questions) or by email (pfizersupport@personifyhealth.com) as soon as possible, but no later than June 30, 2025. Representatives are available Monday through Friday from 8 a.m. to 9 p.m., ET.





Five Random Prize Drawings Plus a Grand Prize Sweepstakes

Complete these wellbeing activities to support your physical, emotional, financial, and social wellbeing your way and become eligible for random prize drawings.

Design your wellbeing your way — participate in the wellbeing activities that resonate with you to get healthier AND earn entries for prizes. Throughout the program year, there will be random prize drawings for completing wellbeing activities (see page 3). At the end of the program year, depending on which Personify Health level you've reached (levels 1 through 4), you will earn additional sweepstakes entries for an additional prize drawing (see below). That means the higher your level, the more entries to increase your chances of winning this prize. All colleagues who reach level 4 or higher will also be entered for an opportunity to win one of three **\$1,500 Grand Prizes** (see page 7). Winners will be selected by Personify Health on a random basis from U.S. and Puerto Rico colleagues eligible for each prize drawing.

Five Random Prize Drawings	Details
<p>Prize Drawings 1-3: <i>(150 Winners in Total)</i></p> <p>Complete the fall, winter, and/or spring Personify Health Step Challenge</p>	<ul style="list-style-type: none"> • Register for a Company-sponsored step challenge and complete an average of 7,000 steps per day for three weeks. • After you complete a challenge, you'll be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards* to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa). • Winners will be announced after each challenge ends (i.e., fall, winter, and spring). • Watch for more information and registration links in the fall, winter, and spring from Personify Health and in <i>PX News</i>.
<p>Prize Drawing 4: <i>(50 Winners)</i></p> <p>Complete both the Health Assessment and Know Your Numbers Activities by the deadline</p>	<ul style="list-style-type: none"> • Complete the Health Assessment (landing.personifyhealth.com/pfizer ▶ <i>Health</i> tab ▶ <i>Select Surveys</i>), and • Complete Know Your Numbers (preventive blood work) to learn more about your current health status (landing.personifyhealth.com/pfizer ▶ <i>Programs</i> tab ▶ <i>Complete the Know Your Numbers Activity</i>). See pages 4 and 5 for more details. • For U.S. based colleagues, you have until July 31, 2025 to complete both the Know Your Numbers activity and the Health Assessment. • For Puerto Rico based colleagues, you have until June 30, 2025 to complete the Know Your Numbers activity and until July 31, 2025 to complete the Health Assessment. • If you complete both activities by the deadline, you'll be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards* to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa). • Winners will be announced after July 31, 2025.
<p>Prize Drawing 5: <i>(50 Winners)</i></p> <p>Complete any Personify Health level (1 through 4) by July 31, 2025</p>	<ul style="list-style-type: none"> • The more wellbeing activities you complete through Personify Health, such as step challenges, tracking healthy habits, completing Journeys, and tracking activity such as steps, workouts, or active minutes, the more Personify Health Points you earn and move through the Personify Health levels. • If you reach level 1 or higher (i.e., you earn at least 2,000 Personify Health Points) by the end of the program year, you'll be entered into a sweepstakes for an opportunity to win one of 50 \$200 gift cards* to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa). • Depending on the level you're at by July 31, 2025, you'll earn more entries to increase your chances to win a prize for this drawing. • Winners will be announced after July 31, 2025.

*Under IRS rules, prizes are taxable.

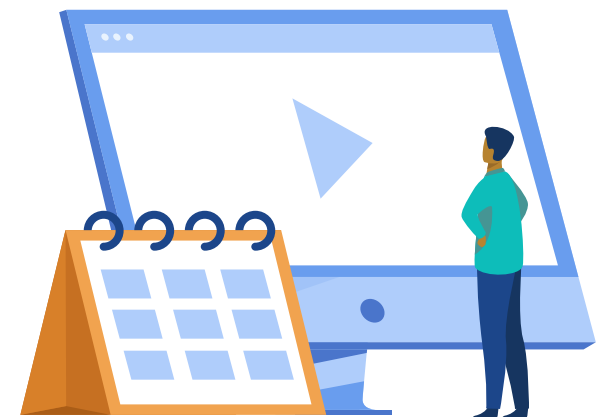
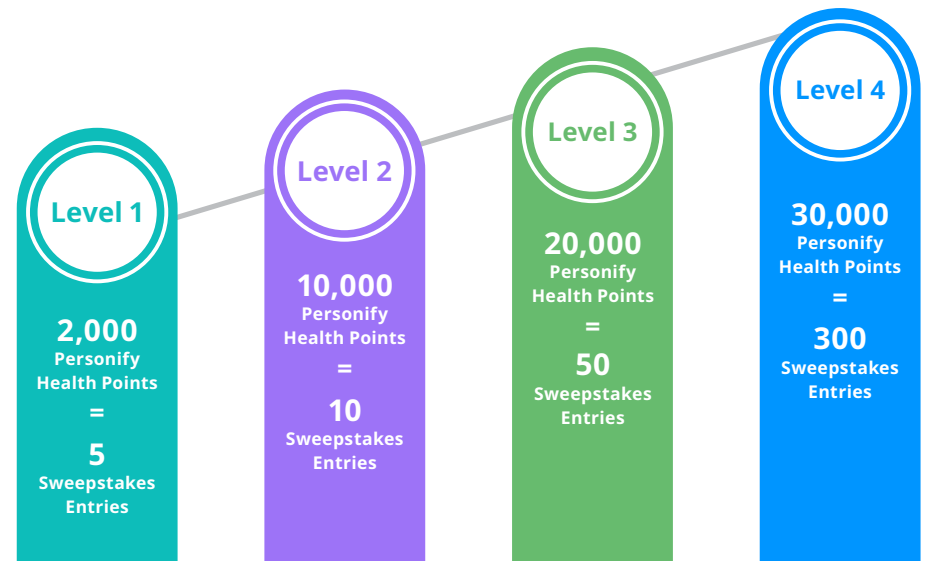
PLUS, Three Grand Prizes

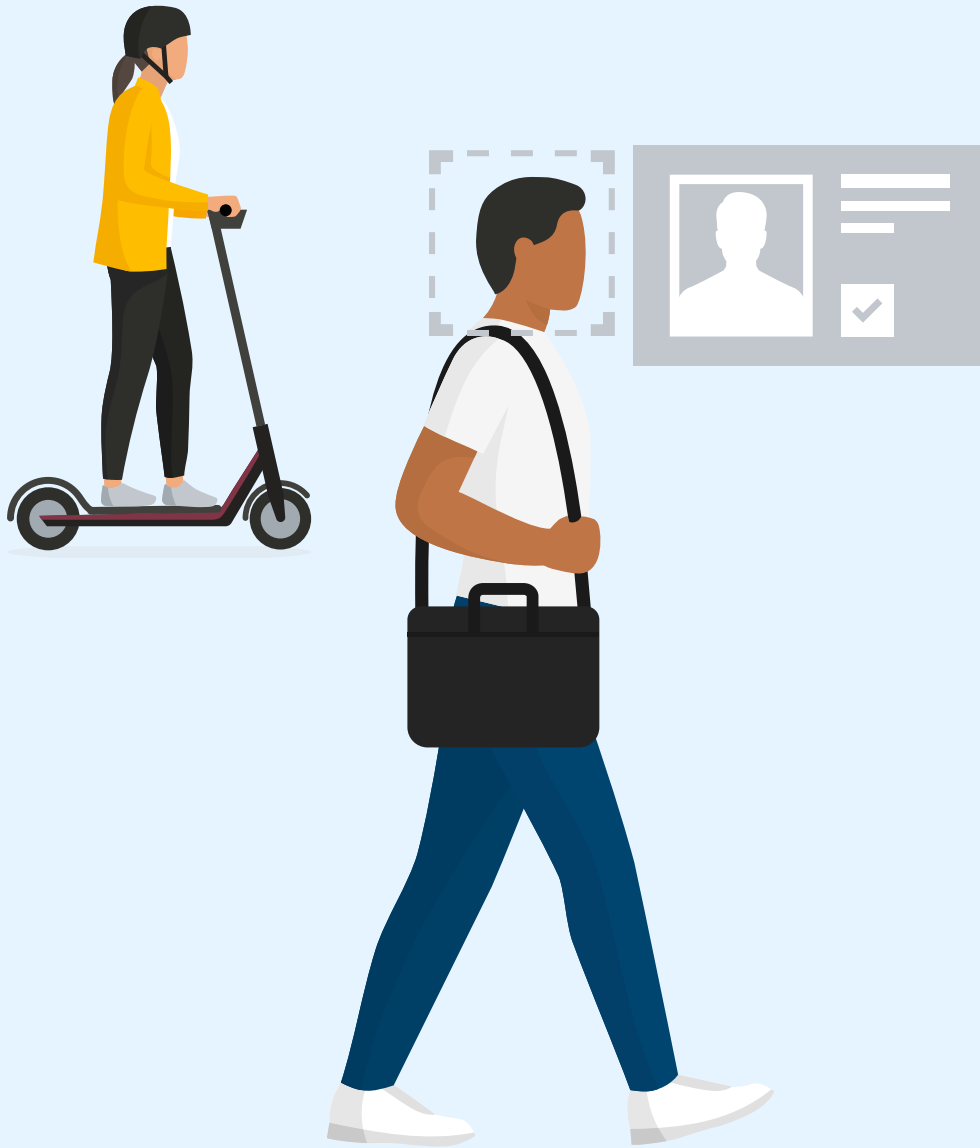
If you reach level 4 or higher (i.e., you earn at least 30,000 Personify Health Points), you will be eligible for a chance to win one of three **\$1,500 gift cards*** to spend with the Personify Health partner of your choice (e.g., Amazon, Nike, Visa). Grand Prizes will be announced after July 31, 2025.



*Under IRS rules, prizes are taxable.

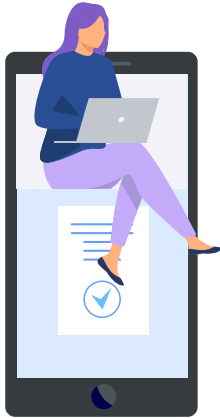
Personify Health Levels and Sweepstakes Entries





Your Health Is Your Business: Protecting Your Privacy

Your health information is just that ... yours. Our external wellness partners maintain and protect your personal health information. Your individual health results are never available to anyone at the company. The aggregate summary we receive helps us understand the health challenges faced by our colleagues, and helps us develop and provide appropriate programs, tools, and resources to support you and your health.



Access to Personify Health

Through Your Personal Electronic Devices

To access the Personify Health website or download the Personify Health app from outside the Pfizer network on your personal electronic devices, follow the steps outlined here.

You will need access to your Pfizer email for this one-time process.

1 Go to landing.personifyhealth.com/pfizer.

2 Select to sign-in or register with a personal device; you will be directed to <https://app.personifyhealth.com>. (If you select to connect through your Pfizer-issued device at the top right, you will be connected automatically.)

3 Enter your *username* (Pfizer email address) and select *Forgot password* to receive a password reset email.

4 **Note:** You will need access to your Pfizer email. You will receive an email from *no-reply@info.personifyhealth.com*; click *reset password* from that email.

5 Once you click *reset password* from the email referenced above, you will be prompted to enter a new password.

Reminder: When creating your new account, do not use your Pfizer network password, and do not re-use passwords from other websites. Always remember to create a strong password.

6 Once you reset your password, you will be able to access Personify Health from your personal device by entering your *username* and *password* through either landing.personifyhealth.com/pfizer or by logging directly into the Personify Health app.

This document highlights key features of certain Pfizer benefits for eligible Pfizer U.S. and Puerto Rico colleagues not represented by a collective bargaining agreement. Benefits provided to active union-represented colleagues are subject to the terms of their collective bargaining agreements.

This document does not contain complete descriptions of the Healthy Pfizer Incentive Program. The information in this document is applicable to eligible colleagues only. For more information, please contact the Pfizer Colleague Service Center at 1-866-476-8723 or refer to the Pfizer Medical Plan Summary Plan Description, which is available on netbenefits.com.