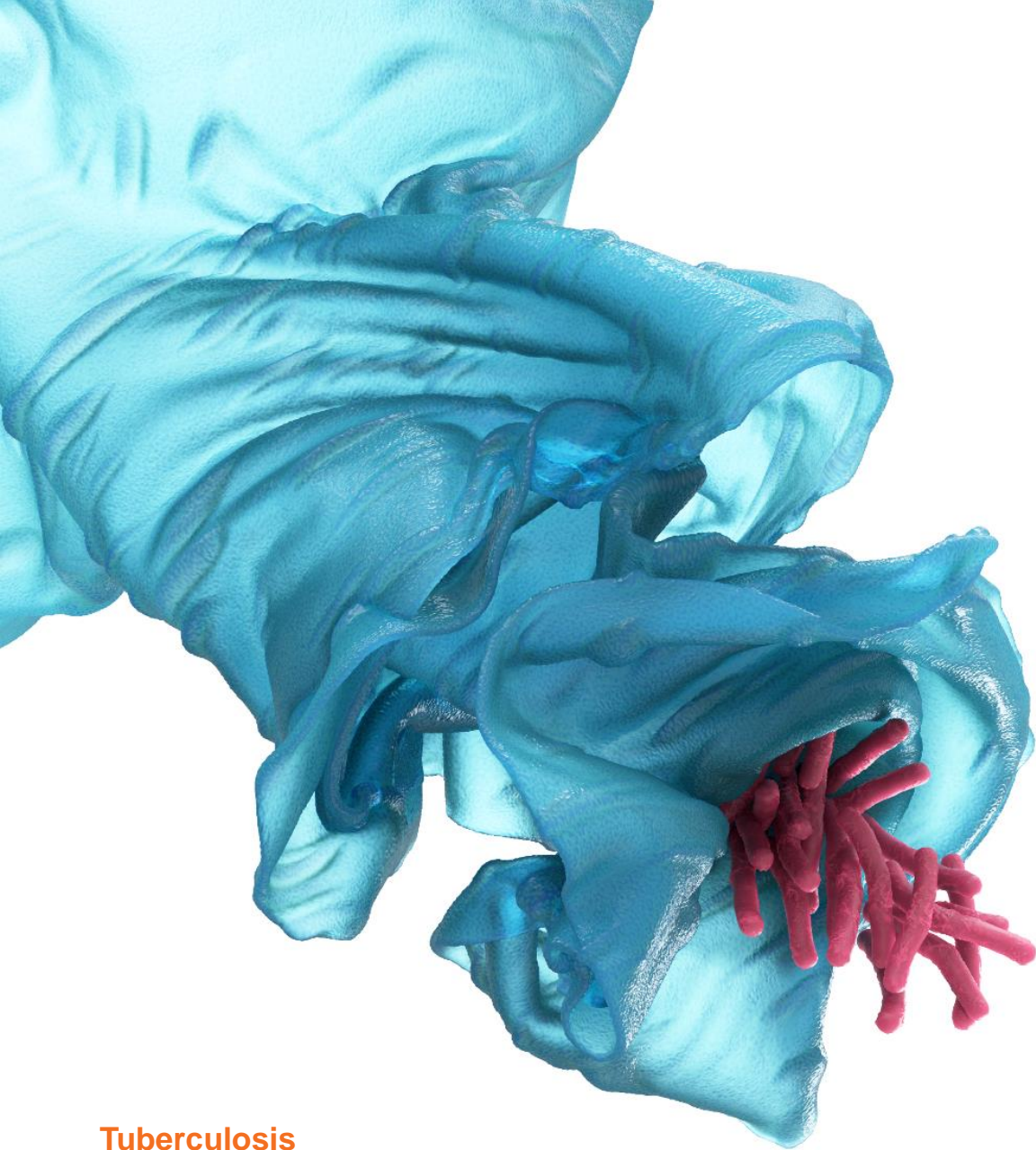




# GSK's CR Strategy

Hannah Green

7<sup>th</sup> October 2019



**Tuberculosis**  
Macrophage engulfing a  
tuberculosis bacterium

**A science-led  
global healthcare  
company with  
a special purpose: to  
help people do more,  
feel better, live longer.**

# How we do it

Everyone at GSK is  
focused on our 3  
long-term priorities:

**Innovation**

**Performance**

**Trust**

**Arthur**  
Oncology Scientist  
USA



# Our Trust framework



## Innovation

By using our

### science and technology

to address health needs



#### New medical innovations

Develop differentiated, high-quality and needed medicines, vaccines and consumer healthcare products to improve health

#### Global health

Improve global health impact through R&D for infectious diseases that affect children and adolescents in developing countries focusing on HIV, malaria and TB

#### Health security

Help the world to better prepare for future disease outbreaks with pandemic potential, and tackle antimicrobial resistance

## Performance

By making our products

### affordable and available



#### Pricing

Improve the health of millions of people each year by making our products available at responsible prices that are sustainable for our business

#### Product reach

Use access strategies to reach 800 million underserved people in developing countries with our products by 2025

#### Healthcare access

Partner to improve disease prevention, awareness and access to healthcare services for 12 million people by 2025

## Trust

By being a

### modern employer



#### Engaged people

Achieve and maintain a competitive employee engagement score by 2022

#### Inclusion and diversity

Accelerate our progress on inclusion and diversity, aiming for over 37% female representation in senior roles and recognition in global LGBT+ indices, by 2022

#### Health, wellbeing and development

Be a leading company in how we support employee health, wellbeing and personal development

## Being a responsible business

#### Reliable supply

Commit to quality, safety and reliable supply of our products for patients and consumers

#### Ethics and values

Operate an ethical, values-driven culture, in which any issues are responded to swiftly and transparently

#### Data and engagement

Use data responsibly and transparently. Improve patient and scientific engagement.

#### Environment

Reduce our environmental impact by one quarter by 2030