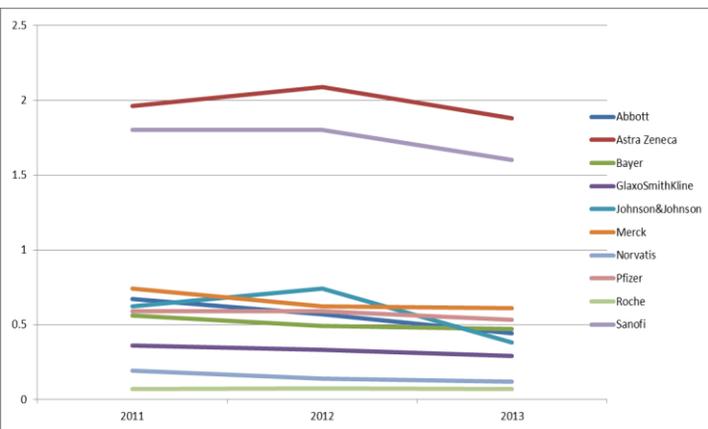


### Overall Results 2014

Over the past three years, the top ten pharmaceutical companies have created impact due to environmental, social, and financial factors. For the most part, between this gap of three years, the companies remained fairly consistent with their data. What the graphs do show us is how the companies compare to one another. While some companies are more transparent in reporting most of their performance, the majority still fail to disclose impact information. A standardized method and terminology for reporting the data would benefit both the pharmaceutical companies and the reporting analysts. Investors would easily understand how much impact a company is having on the world in order to make smarter investment decisions. Analysts would be able to compare their data between other companies easier and with a complete data set.

Financially, Johnson and Johnson outperformed all of the other companies on a more consistent basis. Some data skews caused by incorrect reporting caused other companies to top Johnson and Johnson in a specific year, however, no other company had better financial numbers over this three year period. Environmentally Bayer produced the most amount of hazards. Their total numerical figures over the three-year period are far beyond the statistics of the other nine companies. Roche and Astra Zeneca have the lowest figures consistently in this time period. Socially, Sanofi are towards the top for both incident and accident rate. Most of the companies kept these rates consistent during this period as well.

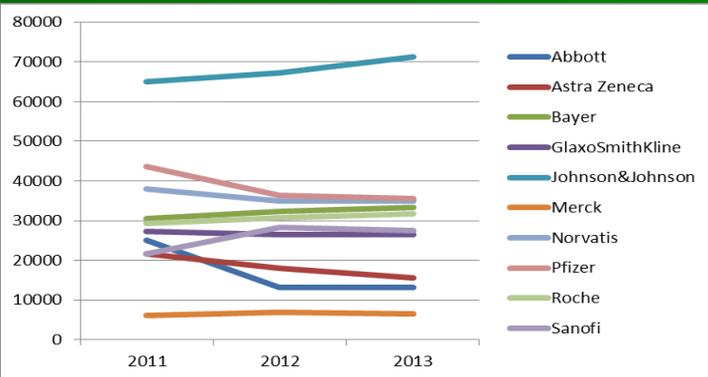
### Social Impact : Injury or Illness Incident Rate



Sanofi and Astra Zeneca have the highest injury and illness incident rates among the top ten companies. However, Sanofi's lost time injury frequency rate (LTIFR) decreased by 23.8% from 2010 to 2013 thanks to ongoing monitoring of our activities and the development of the learning- experience process. Despite the very favourable overall performance, two fatalities of Sanofi employees unfortunately occurred in 2013 after three years without a fatal accident. In 2013, Astra Zeneca's lost time injury/illness rate reduced by 10% from 2012 and we achieved our 2015 target of a 25% reduction in the lost time injury/illness rate from the 2010 baseline, two years early.

Graph showing the number of injuries and rates of illness per 100 employees.

### Financial Impact : Sales



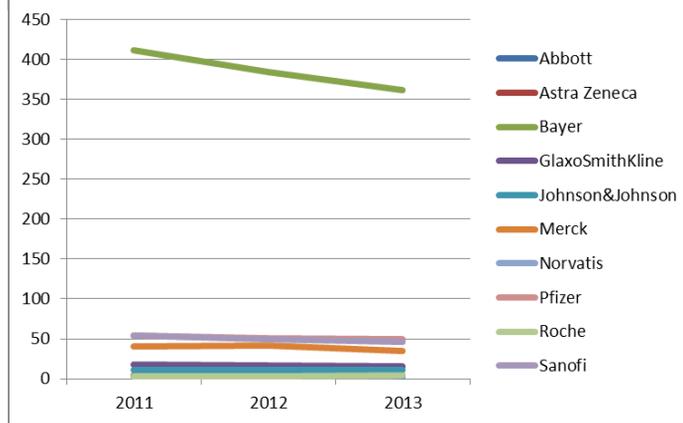
Johnson and Johnson is the biggest pharmaceutical company in terms of sales because of its dominance in the sector. The other companies are around the same numerical value in terms of sales, but Johnson and Johnson's earnings beyond their competitors. This is due to their control of the market in America while still having an extremely globalized organization.

Graph showing the company revenue in million GBP

### Environmental Impact : Water Used

Bayer consumes more than five times the amount of water than any other company in the top ten.

Graph showing the total volume of water used in one year in billion gallons



### About Vertigo Ventures

#### About Vertigo Ventures

Vertigo Ventures specialises in providing tools for organisations to demonstrate social, financial and environmental performance. Organisations use Vertigo Ventures' cutting-edge reporting tools to efficiently demonstrate and assure their social, financial and environmental performance: looking beyond the number of people affected by a project, to how their quality of life is changed.

Vertigo Ventures' tools are aligned with international reporting frameworks and build on established models to be at the forefront of measuring intangibles. The [VV-Good Index](#) is the first impact benchmarking tool, developed with input from leaders of global corporations and international bodies. The VV-Good Index most recently compared the impact of global pharmaceutical companies, the results of which were reported in The Guardian and the Financial Times.

The company founders Laura Fedorciow and Bokani Tshidzu previously worked at L'Oréal and JPMorgan respectively, as well as within a leading university. The wider team also blends corporate experience, academic rigour and social enterprise values to deliver high quality impact reporting.