2011 Strategic Priorities

Financial

Customer

Key Business Drivers

People and Culture

Maximize Shareholder Value

Maximize Pipeline Value with Efficient ROI

Grow Earnings

Grow Revenue

Become the Most Trusted and Valued Global Healthcare Company

Deliver Value to Patients, Physicians, and Other Customers

Enhance Merck's Reputation with Key Stakeholders

Drive the Core

Drive global growth and performance of key products and successfully launch new products

Deliver the late stage pipeline

Prioritize, Align, and Simplify

Prioritize and drive strategic growth levers through a globally aligned organization

Integrate global operations, achieve merger synergies, and establish flexible, efficient, best-in-class operating models

Invest in High Growth Opportunities

Execute on high growth global opportunities

Develop long-term strategies that grow the business

Create a High Performance Organization

Build a sustainable culture characterized by customer focus, courage and candor, and rapid, disciplined decision-making

Build, engage, and retain diverse talent globally



