



Pfizer And Acacia Living Partner To Support Seniors In Living Independently

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(BUSINESS WIRE)--Pfizer Inc. and Acacia Living, Inc. (Acacia) announced today they have entered into a strategic alliance to develop an innovative holistic technology solution dedicated to helping seniors age positively and independently.

Acacia Living is developing an at-home assisted living connectivity platform to support the ability of a growing aging population to live independently, by improving what Acacia calls access to C.A.R.E.: Community, Activities, Resources, and Education. Acacia is also being designed to offer family members and caregivers greater comfort and assurance about the health and safety of their loved ones and patients. The Acacia platform is expected to support an expanding community of content, services, e-commerce transactions, social collaboration and engagement tools, as well as comprehensive financial, health and wellness decision-making and support tools.

"At Acacia Living, we recognize that as the population continues to age, it faces a growing universe of physical, economic and medical challenges that can be difficult to navigate. Our solution is Acacia, a connectivity platform intended to improve access to the tools and resources seniors need to help them live more productive healthier lives than they can today," says Acacia Living's founder and Chief Executive Officer, Rick Slager, who has provided care and support services to seniors and their families for nearly 30 years.

Partnering with Acacia Living is one more step in Pfizer's long-standing commitment and dedication to wellness and healthy aging. By enabling Acacia Living to access Pfizer's networks, resources and expertise in medicines and healthcare, Pfizer hopes to play an

even greater role in improving the lives of individuals and families facing the inevitable challenges of aging.

“Seniors represent a rapidly growing population globally whose independence and complete health and wellness needs are not fully understood,” says Usama Malik, vice president of Worldwide Innovation at Pfizer. “The Acacia platform is intended to be the first of its kind to holistically engage and empower seniors, their families and caregivers to enable seniors to live happier, healthier, more independent lives. Pfizer is committed to providing seniors with high quality and affordable consumer-directed health and wellness solutions, and this innovative partnership with Acacia Living further demonstrates our commitment to empowering patients and consumers.”

About Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world’s best-known consumer products. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

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