

## **VIDEO ONE**

**Question:** Are there different rules or maybe a, a different form of social responsibility in establishing pricing policies in the developing world as opposed to the industrialized world?

**Answer:** I think there is and I think that we have tried to exercise that responsibility by being very prudent about how we price medicines in the developing world and indeed, give them away. Diflucan which is an agent that we have that treats opportunist infections associated with HIV/AIDS; we give that away in many countries in Africa and in the developing world, I do think we have that responsibility. Now, having said that, there needs to be a recognition on the part of global policymakers that somebody has to pay for that because our ability to discover, develop and ultimately give away these medicines to people who need them requires us to have gotten the capital to invest and to make those discoveries in development and that has to be paid for by someone. So, there are two sides to this issue -- we clearly have a responsibility to make our products available to the people that need them and can't otherwise afford them, not just in the developing world but in the developed world, as well, but the other side of that is we have to find ways of paying for that.