

Make an **Impact** on Your Future at...

gsk



GlaxoSmithKline
Consumer Healthcare

where you can...

Grow
your brand

Strengthen
your career

Keep
*your life
in balance*



Hit the ground **running**

To those of us at GlaxoSmithKline Consumer Healthcare (GSKCH) this means making an immediate impact as soon as you begin your brand management career. It's an **impact** that will affect not only the company and the business you run, but your career, your life and the lives of others as well.

We know this because we operate in an environment where operating a lean organization is valued – and bureaucracy is not. We hire the best and brightest because we expect a contribution right away. And we give you the resources to get your job done.

If the thought of immediately being entrusted with responsibilities that might take months or even years to achieve elsewhere and of being able to grow leading, over-the-counter healthcare products appeals to you, then why look further than GSKCH?

GlaxoSmithKline Consumer Healthcare, an organization with a prestigious past and a progressive view of the future.

Empowered

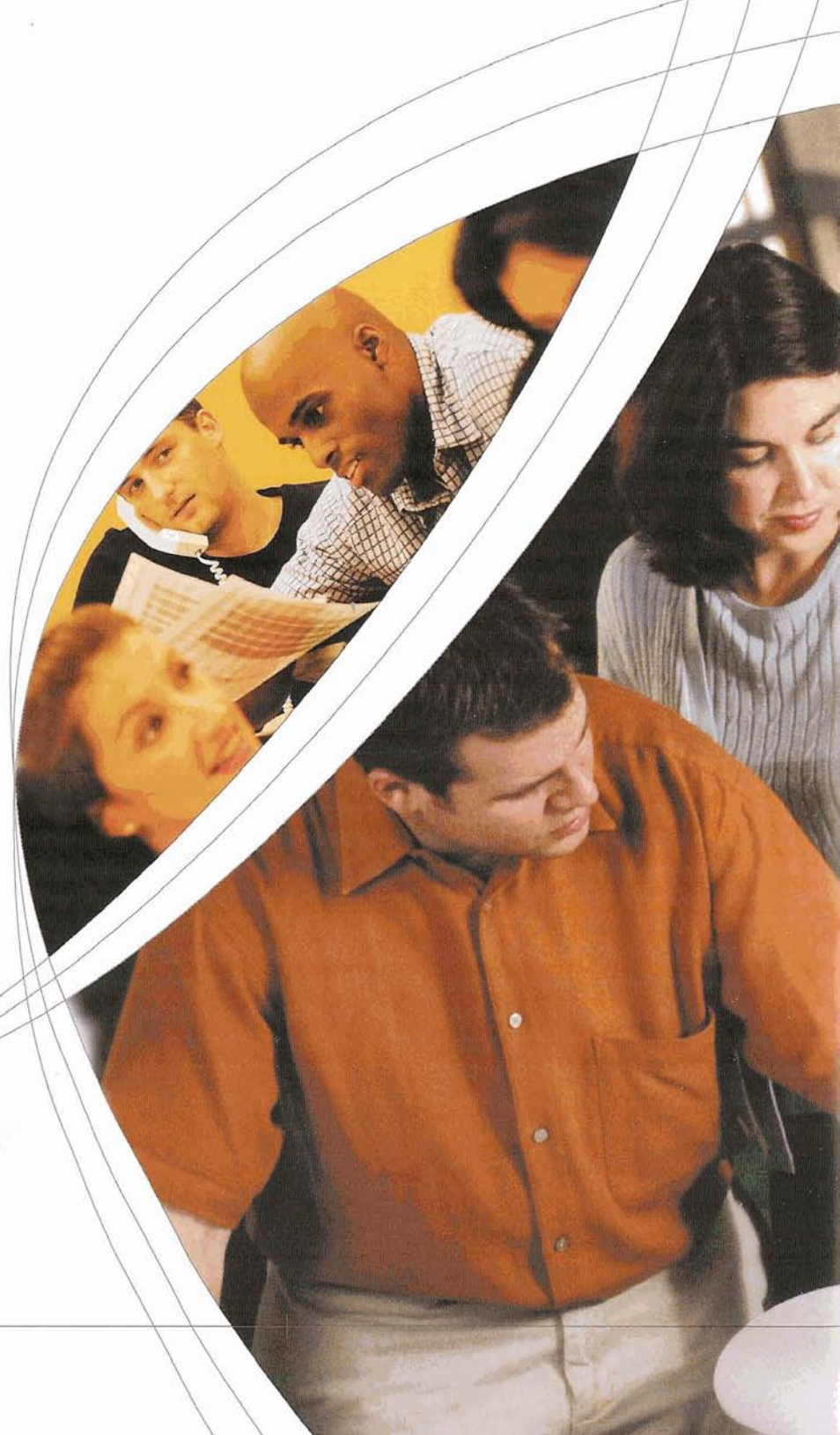
When you join the Brand Management team at GSKCH you'll find yourself empowered with a meaningful level of responsibility – right from day one. You will immediately share in your brand team's ownership to drive your business, and will see the results of your decisions.

We are looking for people who are innovative, self-motivated and achievement-oriented leaders, and who understand the importance of balancing that drive with integrity, humor, and a team orientation.

The Entrepreneurial Spirit

We also are looking for people who can think like an entrepreneur: who have a creative spirit coupled with the judgment to evaluate and weigh risks and benefits. You will be given the freedom to develop ideas and concepts to improve your brand, and encouraged to bring them to management for discussion.

2



Grow your brand



"Within three months, I realized there was an opportunity for a product line extension. I made that recommendation, got agreement, and from that point, I was in charge of the launch activity on my own."

We Like it Lean

We strive to have a lean organization without bureaucracy and "red tape." That keeps decision-making efficient and nimble. This means that all of us – at every level – must assume authority and responsibility. It also provides more opportunities for interaction with senior management at all levels.



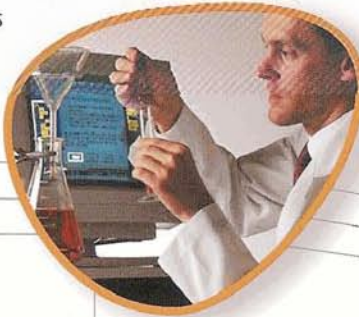
GlaxoSmithKline: Improving the Quality of Human Life

GlaxoSmithKline, headquartered in London and with operations based in the US, is one of the world's leading research-based pharmaceutical and healthcare companies, with over 100,000 employees worldwide and annual sales exceeding \$27 billion.

Working to fulfill our mission to *improve the quality of human life by enabling people to do more, feel better, and live longer*, GSK produces over 4 billion packs of medicine each year. Every second somewhere in the world, 30 people receive a GSK vaccine, and every minute, 1,100 people receive a prescription for a GSK medicine. Internally, every hour, GSK spends more than \$450,000 to develop new medicines.

How We Got to Where We Are

The path to today's GSK started with the efforts of industry pioneers over a hundred years ago, dating as far back as 1715. After centuries of growth and innovation, today's GlaxoSmithKline was formed in December 2000 through the merger of Glaxo Wellcome and SmithKline Beecham, bringing together two premier pharmaceutical companies.



As just one specific example of our commitment to our mission, since 1998 GSK has been working with the World Health Organization in one of the most ambitious global disease-elimination programs ever. GSK is donating the drug Albendazole for as long as it takes to eliminate lymphatic filariasis (elephantitis), a disfiguring disease that affects over 120 million people in 73 countries.

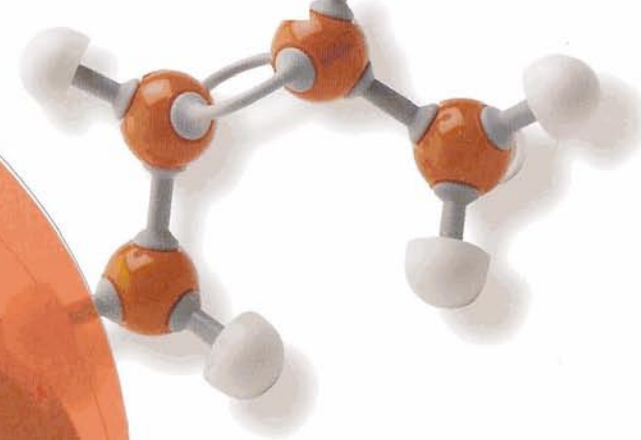


4

"In my first ten months on the job, I managed the launch of two new products. You're given as much responsibility as you can handle."



Strengthen your career



A World Leader in Science-Based Consumer Healthcare

GlaxoSmithKline is a leader in the fiercely competitive worldwide consumer healthcare market. With a presence in over 130 markets around the world, GSK Consumer Healthcare is ranked second globally in sales of both over-the-counter medicines and oral care products.

North America is the company's largest and most important market, accounting for 34% of GSK's global Consumer Healthcare sales. Brand Management and Marketing for Consumer Healthcare's US Operations takes place in both our Pittsburgh and New Jersey facilities.

5



Bring on the Brands

GlaxoSmithKline Consumer Healthcare is a center of marketing excellence, providing growth opportunities on the most highly recognized healthcare brands trusted by consumers, including Tums, Aquafresh, Sensodyne, Nicorette and NicoDerm CQ.

We offer a broad portfolio of science-driven brands across many categories. Such diversity enables members of our marketing team to develop a complete range of skills for success by gaining experience: on both large and smaller brands, brands in varied therapeutic areas, brand launches, new extensions of traditional brands, or consumer-focused, medically-focused, and prescription-to-over-the-counter switch brands.

"We have some very established brands, but are also bringing some branding innovations to over-the-counter"





"We're continually looking for the next blockbuster in the over-the-counter healthcare market"

World-Class Talent Development

At GSK Consumer Healthcare, we are committed to helping our marketers stay ahead of the curve to develop their Brand Management skills through world-class training and development programs.

To complement the development that arises from the high level of responsibility accorded our new marketing associates, all marketers at GSKCH participate in a world-class formalized training series we call the Marketing Leadership Program (MLP). It is designed to share the best marketing practices from GSKCH sectors around the globe. The MLP utilizes the case study method to develop skills in market research, advertising and media, legal and regulatory, and new product development that marketers can take back to grow their businesses.

When we talk about development we look at it two ways. It's not only about how you get develop your own skill set but also how you can help others achieve their goals. With our Professional Development Process (PDP), we create individual programs of training and rotational assignments to help everyone achieve their full potential. If someday you want to work overseas, it's entirely possible. Or, if you have an interest in direct-to-consumer (DTC) pharmaceutical advertising, you only need to express strong desire and a development plan will be created that helps you to ultimately achieve this goal.

Developing people is an important component of all managers' reviews. We provide training in coaching and upward feedback to all our managers so that they can become better able to help their direct reports grow in their careers. And if having a mentor, or mentoring someone else, is important to you, our comprehensive Mentoring Program is ideal.

At GlaxoSmithKline the opportunities are virtually unlimited. Your aspirations lead the way.



Keep Your Life in Balance

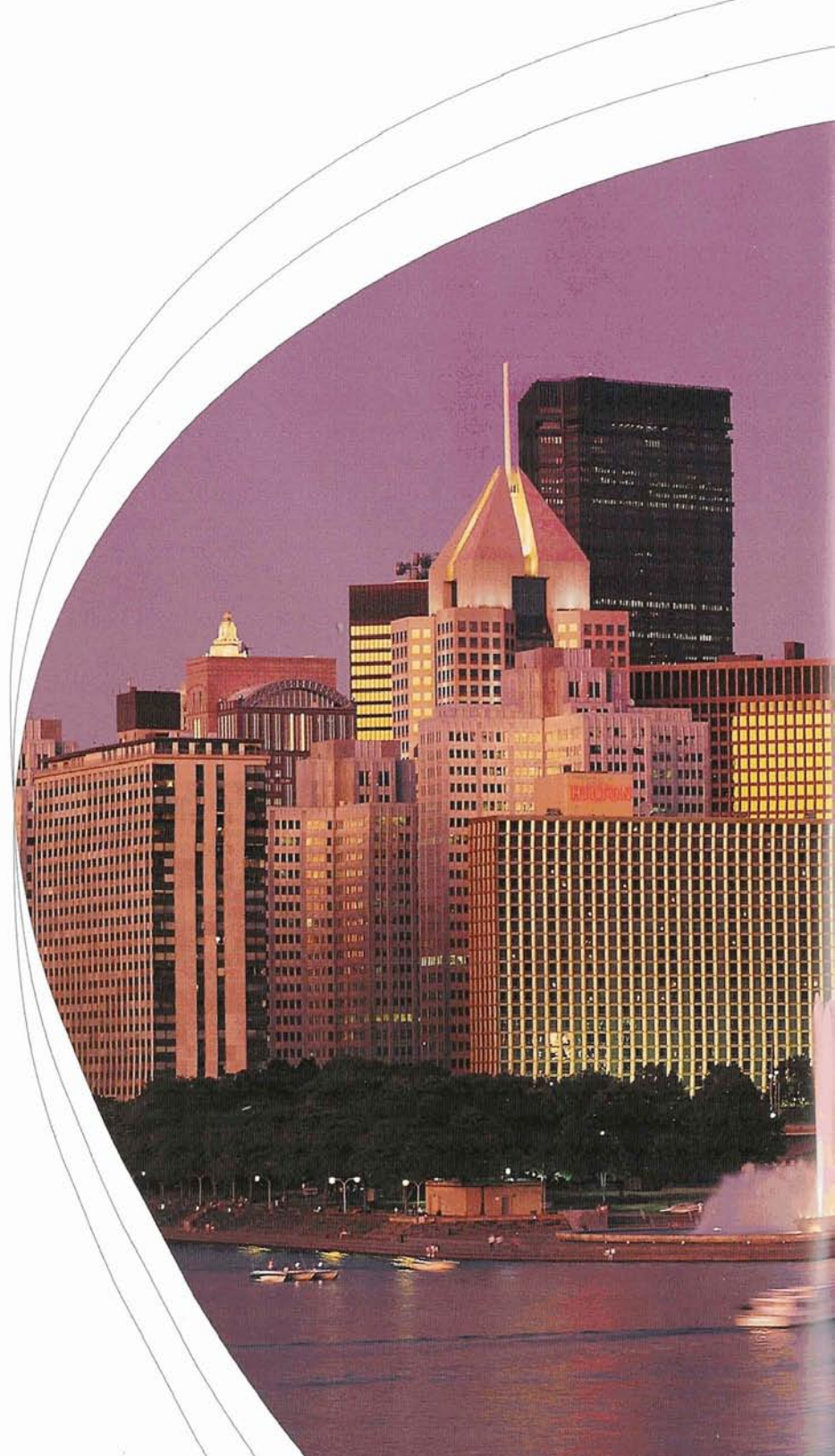
The success of GSKCH and our brands is not measured solely by their contribution to the company's bottom line. We also consider the impact they have on the lives of others. Our brands really do make people's lives healthier, something of which we are all very proud. Our two smoking cessation brands, Nicorette and NicoDerm CQ, enable people to quit a deadly habit. Tums and OsCal have helped countless numbers of women battle osteoporosis. And Sensodyne toothpaste is widely used by people suffering from painful gum disease and sensitive gums.

In addition, at GSKCH, opportunities to make an **impact** don't come solely at work. For us, it's just as important off the job as it is on. Our corporate support of worthy causes as diverse as the Greater Pittsburgh Food Bank and the Mario Lemieux Golf Classic benefiting cancer research are only successful because they are as important to the individuals of GSK as they are to the company as a whole.

Work to Live, Not Live to Work

We embrace this phrase every day. We just don't pay lip service to work-life balance. We conduct yearly surveys to gauge the level of balance people have in their lives. We offer workshops on pushing back and time management. And we work in an environment where leaving at a reasonable hour every day is not only tolerated, but expected. Our generous paid time off, casual dress, flex time and organized family activities further contribute to this vital balance in our lives.

So, wherever your career at GSKCH may lead, you can relax knowing that your life will be as rich as your career.



Keep your life in balance

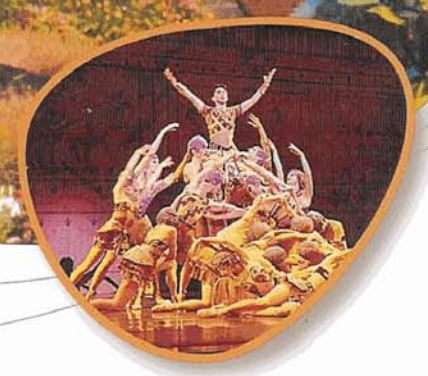
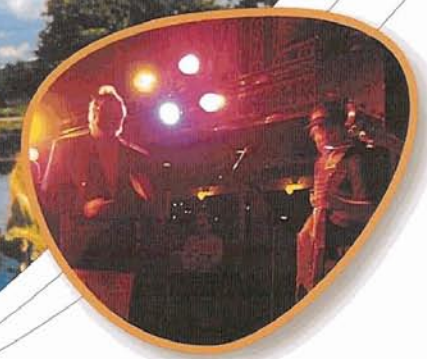
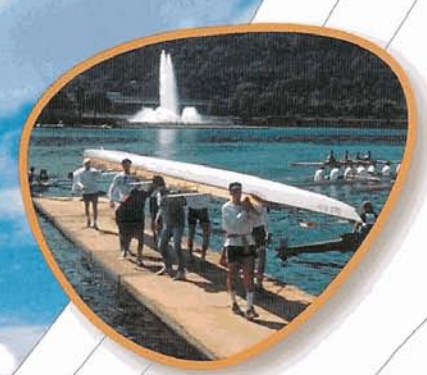
Pittsburgh – A Perfect Blend of Amenities and Affordability

By now you know we are dedicated to helping our employees achieve professional success, as well as a balance in their personal lives. Living in Pittsburgh makes that task that much easier. As one of our two locations for marketing positions, it's a great place to live if you like friendly people, a low cost of living and a variety of cultural, athletic and outdoor activities.

A former steel town, Pittsburgh comes as a surprise to a lot of people. The Pittsburgh of today is vibrant, energetic, surprising, diverse, and full of contradictions. It's a place where you can have big city amenities without the big city hassles.

Where else can you leave the office and, in less than half an hour, be in the midst of a galaxy of restaurants and nightspots? Or enjoying world-class performing arts and museums? Or taking in a game with the Steelers, Penguins or Pirates in any of our new, state-of-the-art stadiums.



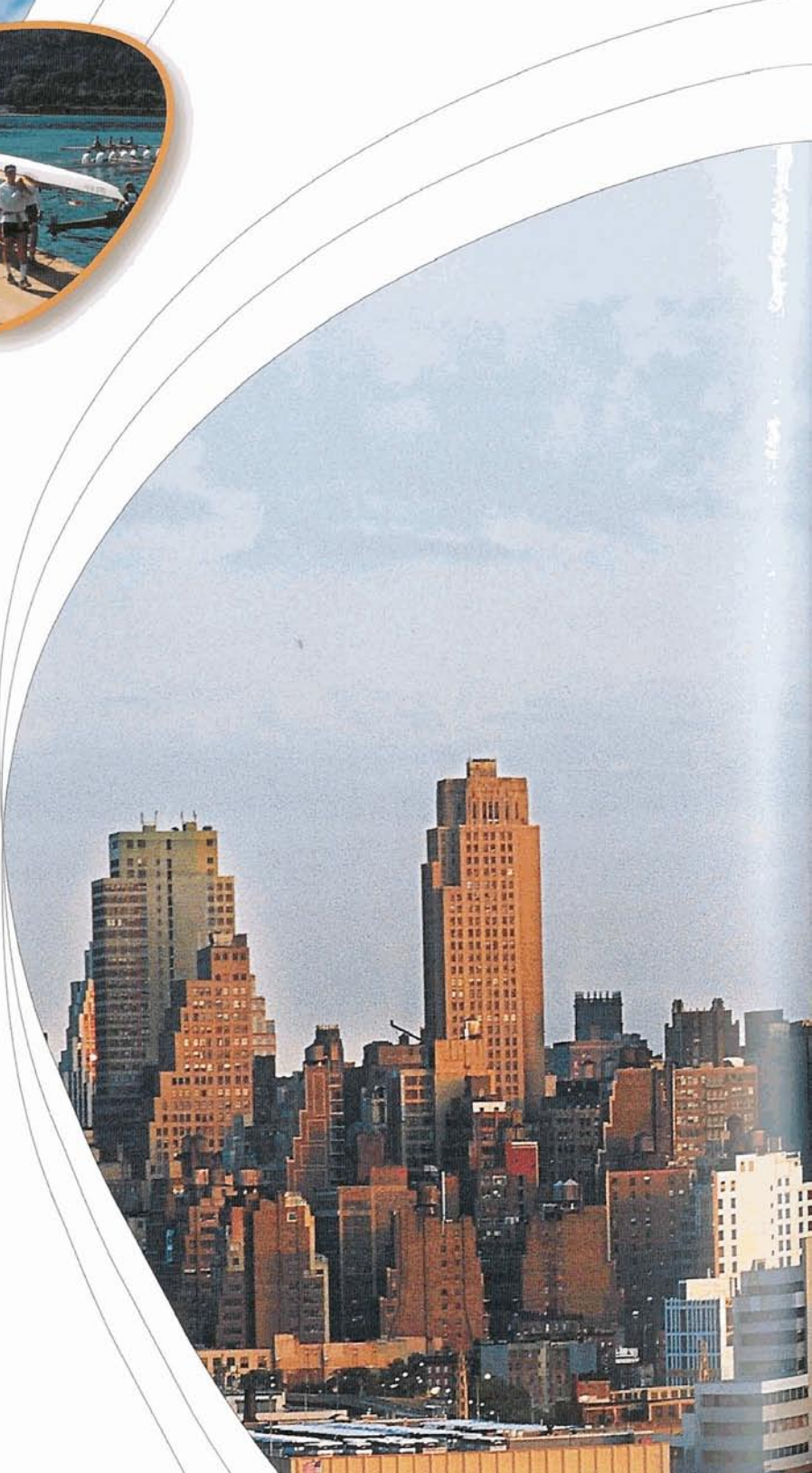


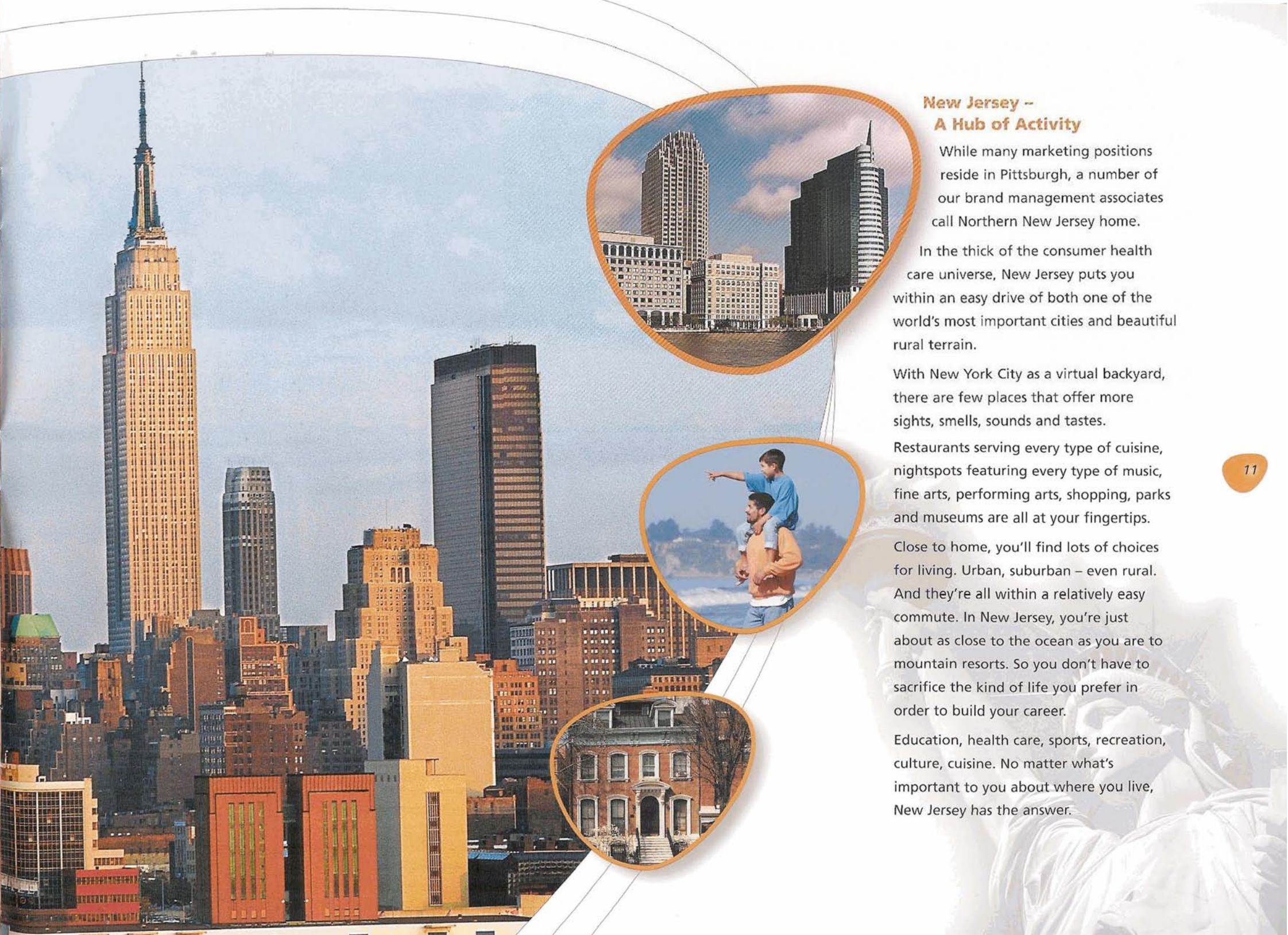
If you'd rather do than watch, in Pittsburgh that works just as well. There are hundreds of golf courses, rivers, parks and lakes. Whether it's skiing or tennis, rollerblading or biking, there are places that are perfect – and perfectly accessible.

You can have all of this in an incredible physical setting. In addition to our rivers, we have rolling hills and trees of all types that flower in spring, shade the summer and blaze with color in the fall. And, while our proximity to the Great Lakes is perfect for recreation in the summer, the slight distance makes our winters surprisingly mild.

Best of all, the low cost of living means that whatever kind of setting appeals to you, you'll get more for your money than you would in other cities of comparable size.

So open your mind and your eyes and see the possibilities of a life that has the lifestyle you're looking for.





New Jersey – A Hub of Activity

While many marketing positions reside in Pittsburgh, a number of our brand management associates call Northern New Jersey home.

In the thick of the consumer health care universe, New Jersey puts you within an easy drive of both one of the world's most important cities and beautiful rural terrain.

With New York City as a virtual backyard, there are few places that offer more sights, smells, sounds and tastes.



Restaurants serving every type of cuisine, nightspots featuring every type of music, fine arts, performing arts, shopping, parks and museums are all at your fingertips.

Close to home, you'll find lots of choices for living. Urban, suburban – even rural. And they're all within a relatively easy commute. In New Jersey, you're just about as close to the ocean as you are to mountain resorts. So you don't have to sacrifice the kind of life you prefer in order to build your career.



Education, health care, sports, recreation, culture, cuisine. No matter what's important to you about where you live, New Jersey has the answer.

So, as you finish your MBA and are looking to positively impact your future, remember that being a part of the brand management team at GlaxoSmithKline Consumer Healthcare means:

Growing your Brand

Strengthening your Career and

Keeping your Life in Balance

all while helping to *improve the quality of human life by enabling people to do more, feel better, and live longer.*

If that's what you're looking for, your search is over.

A career at GSKCH offers all of that. And much more.

It offers a life as rewarding as the job.

12

If you're interested in learning more about Brand Management opportunities at GlaxoSmithKline Consumer Healthcare, please contact us at:

**GlaxoSmithKline
Consumer Healthcare**

Attn: Marketing Recruiting

**100 Beecham Drive
Pittsburgh, PA 15205**

www.gsk.com

GlaxoSmithKline Consumer Healthcare is an equal opportunity employer – M/F/D/V.

Developing talent through equality of opportunity.

©2001 GlaxoSmithKline Consumer Healthcare





GlaxoSmithKline
Consumer Healthcare

www.gsk.com



Photos courtesy of: Greater Pittsburgh Convention and Visitors Bureau;
PNC Park and the Pittsburgh Pirates;
Western Pennsylvania Conservancy.