

# A Slap in the Pface: Pfizer Chief Boasts to Investors that COVID Will Continue to be a ‘Multi-billion Dollar Franchise for Many Years to Come’ — As Firm Prepares to Stick 10,000% Markup on Its Vaccine

By [Cassidy Morrison](#)

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*[Pfizer](#)’s chief financial officer has described the Covid pandemic as a ‘multi-billion dollar franchise’ — and expects profit to continue.*

David Denton [told investors](#) in an earnings call last week his company’s vaccine and antiviral would still be ‘relevant for many years to come’.

The CFO said he expects the Covid virus to be ‘somewhat like a flu... but more deadly’ — meaning therapeutics will still have a massive role in controlling the virus.

So far Pfizer reaped about \$80 billion in yearly revenue from sales of Covid vaccines and the antiviral drug Paxlovid.

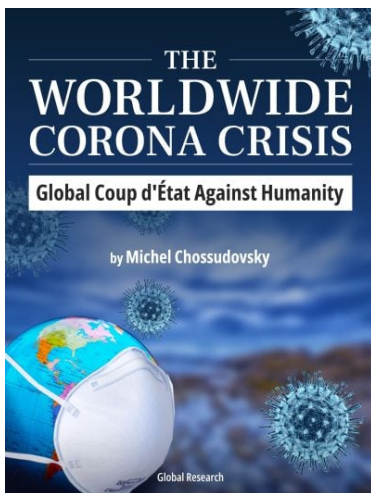
The company [announced last month it will triple the price of its shot to up to \\$130 per dose next year](#) — a far cry from the roughly \$19 to \$30 per dose that the government paid.

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