FOR IMMEDIATE RELEASE

Veeva OpenData Now Available in 35 Countries – Adds 12 New Western European Countries and Canada

Veeva Systems' healthcare professional and organization affiliations data offering now spans most major markets and more than 19 million practitioners

BARCELONA, Spain — 15 March 2016 — Veeva Systems today announced the expansion of Veeva OpenData customer reference and affiliations data to 12 Western European countries and Canada. Veeva OpenData is now available in a total of 35 countries, spanning more than 19 million practitioners and representing more than 85% of global healthcare expenditures. With this expansion, life sciences companies can rely on a single data provider in all major markets for more targeted, compliant customer engagement. And because data is priced by the record – with a defined-per country maximum – companies now have fair pricing and a predictable cost of ownership.

"For too long, sales and marketing have been forced to purchase the same data multiple times across teams and departments," said Jim Cushman, senior vice president and general manager of Veeva OpenData. "It's our aim to put an end to these exploitative practices. Companies purchase Veeva OpenData just once and get comprehensive customer data, with consistent quality, to use how and where they need it, without restrictions."

Veeva OpenData provides rigorously verified and continuously updated reference data for each country, drawing upon local market expertise, while also delivering a standard, worldwide approach to data structure, quality, customer service, and pricing. As a result, subscribers have easy access to available healthcare professionals (HCPs), organizations (HCOs), and affiliations data, in major life sciences markets worldwide.

With seamless integration to Veeva CRM, high-quality customer data is readily accessible to commercial teams so they can better target customers and tailor engagements – and do so far more efficiently. Subscribers can engage in the right discussions, correctly track and report aggregate spend, and ensure compliant activity with more accurate data.

"Reliable customer data has been notoriously difficult to obtain across major countries, compromising compliance," said Cushman. "Veeva OpenData assures quality and completeness through stringent validation processes in every one of the 35 countries Veeva serves. Taking this global approach, Veeva OpenData can deliver a consistent standard for data quality and customer service that is unmatched in the industry."

Data change requests are a standard service included in subscriptions, and most are resolved in less than one business day. Veeva also introduced an industry first with its Veeva OpenData Partner Program, eliminating the hassle of complicated three-party data access agreements. Freed to fully leverage the customer data they purchase, companies can easily share Veeva OpenData with any third party in an extensive partner ecosystem.

As of this month, Veeva OpenData is available in Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Brazil, Canada, China, Denmark, Finland, France, Georgia, Germany, Greece, Ireland, Italy, Japan, Kazakhstan, Kyrgyzstan, Luxembourg, Moldova, The Netherlands, Norway, Portugal, Russia, Spain, Sweden, Switzerland, Tajikistan, Turkmenistan, Ukraine, United Kingdom, The United States, and Uzbekistan. The company will continue to expand Veeva OpenData to additional countries throughout 2016.

For a complete Veeva OpenData global coverage map, click here.

Additional Information
For more on Veeva OpenData, visit: veeva.com/eu/opendata/
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About Veeva Systems
Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 400 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit veeva.com/eu.

Forward-looking Statements
This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions, particularly in the life sciences industry. Any forward-looking statements contained in this press release are based upon Veeva's historical performance and its current plans, estimates, and expectations, and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Veeva's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. Additional risks and uncertainties that could affect Veeva's financial results are included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's filing on Form 10-Q for the period ended October 31, 2015. This is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.
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