FOR IMMEDIATE RELEASE

Dr. Pfleger Arzneimittel Scales Digital Field Engagement
with Veeva Commercial Cloud

*Mid-sized pharmaceutical company sets digital foundation
to drive more effective and precise engagement*

BARCELONA, Spain — 27 Feb. 2024 — Veeva Systems (NYSE: VEEV) today announced that mid-sized pharmaceutical company Dr.Pfleger Arzneimittel GmbH has selected Veeva Commercial Cloud, including Veeva CRM and Veeva CLM, alongside Veeva OpenData. With Veeva Commercial Cloud, Dr.Pfleger's field team can lead more effective field engagement in Germany and Austria, reaching the right healthcare professionals (HCPs) with timely, relevant content.

"Veeva is an important partner for us, with its deep industry expertise and consistent innovation to help our field team work more digitally and efficiently," says Dr. Günter Auerbach, managing director at Dr. Pfleger. "With Veeva Commercial Cloud and Veeva OpenData, we have the foundation for a single source of truth for HCP relationships," added Ralf Will, managing director at Dr. Pfleger.

Located in Bamberg, Germany with over 400 employees, Dr. Pfleger specializes in developing, manufacturing, and distributing pharmaceuticals and medical products, including prescription medicines across (Rx) urology and gynecology, as well as over-the-counter medicines, like well-known brands ipalat® and BIO-H-TIN®. Veeva CRM provides Dr. Pfleger with important functions for creating customer profiles, territory and account planning, and documenting field service visits. Combined with Veeva CLM and Veeva OpenData, Dr. Pfleger can manage interactive content with insights into what resonates most with customers and access a comprehensive customer reference database for a complete picture of the healthcare ecosystem.

"As Dr.Pfleger continues to grow its products and field team in Europe, it needs connected digital solutions to drive impactful conversations with customers," says Florian Schnappauf, vice president of enterprise commercial strategy at Veeva Europe. "By opting for Veeva Commercial Cloud with Veeva OpenData, Dr. Pfleger is setting the foundation for commercial excellence as it expands."

Veeva CRM and Veeva CLM are part of Veeva Commercial Cloud, the technology foundation for commercial innovation in life sciences. Veeva OpenData is part of Veeva Data Cloud, the modern data platform for life sciences that connects commercial and clinical for greater precision and speed.

Additional Information
For more on Veeva Commercial Cloud, visit: veeva.com/eu/Commercial Cloud
Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

About Veeva Systems
Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,000 customers, ranging from the world's largest biopharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.

Veeva Forward-looking Statements
This release contains forward-looking statements regarding Veeva's products and services and the expected results or benefits from use of our products and services. These statements are based on our current expectations. Actual results could differ materially from those provided in this release and we have no obligation to update such statements. There are numerous risks that have the potential to negatively impact our results, including the risks and uncertainties disclosed in our filing on Form 10-Q for the period ended October 31, 2023, which you can find here (a summary of risks which may impact our business can be found on pages 38 and 39), and in our subsequent SEC filings, which you

can access at sec.gov.

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