



FOR IMMEDIATE RELEASE

Veeva Cloud Innovation Helps CPG and Chemical Industries Improve Quality Processes

Veeva QualityOne is gaining momentum with quality teams across several industries

PLEASANTON, CA — April 16, 2018 — Veeva Systems (NYSE:VEEV), a leading global provider of enterprise cloud software, today announced that it is helping some of the world's largest consumer packaged goods (CPG) and chemical companies improve quality processes and maintain regulatory compliance.

Since 2007, Veeva has delivered cloud innovation to the global life sciences industry, including 49 of the top 50 largest pharmaceutical companies. In 2016, Veeva expanded into other regulated manufacturing markets with **Veeva QualityOne**, a unified QMS and document control cloud application. Veeva now has a growing list of customers outside of life sciences, including a top 5 global CPG company, three of the top 30 chemical companies, and one of the fastest growing skincare companies.

Veeva QualityOne helps organizations better manage quality processes, document control, and data in a single cloud application for employees, suppliers, contract manufacturers, and auditors. This helps deliver continuous improvement on quality from product development to manufacturing and in-market claims.

"Product quality and regulatory compliance are mission-critical for every company in highly regulated industries," said Frank Defesche, SVP and GM of Veeva QualityOne. "Veeva QualityOne is providing a modern approach to address increasingly complex quality processes. Now companies can improve control, change management, and visibility across the product lifecycle and supply chain while keeping ahead of the changing regulatory landscape."

Read what Veeva QualityOne customers are saying:

"Veeva gives us a modern quality system to achieve greater efficiency while maintaining compliance," said Trevor Carroll, quality assurance manager at New Chapter, a wholly owned subsidiary of Proctor & Gamble. "With Veeva QualityOne, users log-in to one cloud-based system, regardless of location, to review content, make changes, or do approvals. Processes that used to take weeks can now be done in a matter of days."

"Veeva will help us address BASF's regulatory requirements of our crop protection business," said Rainer Becht-Mattern, head of IS business architecture R&D, crop protection, BASF. "Veeva QualityOne will provide a foundation for our digital transformation."

Learn more about Veeva QualityOne at upcoming events:

Register for the **2018 Veeva Quality Summit**, a complimentary one day educational event for manufacturing quality management professionals and their IT partners, taking place June 5, 2018 in Cincinnati, OH.

Veeva is also proud to be a platinum sponsor at the upcoming **ASQ World Conference on Quality and Improvement**, April 30 to May 2, 2018. Visit us at booth 220.

Additional Information

For more on Veeva QualityOne, visit: qualityone.veeva.com

About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry and other regulated manufacturers. Committed to innovation, product excellence, and customer success, Veeva

has more than 600 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.

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-K for the period ended January 31, 2018. This is available on the company's website at veeva.com under the Investors section and on the SEC's website at 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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