



## Veeva Acquires Physicians World

*Companies join forces to deliver best-in-class events management software and speakers bureau services*

**PLEASANTON, CA — Nov. 7, 2019** — **Veeva Systems** (NYSE:VEEV) today announced it has acquired **Physicians World**, a leading provider of speakers bureau services. Veeva and Physicians World are joining forces to meet the industry's need for a complete solution to plan and execute live and virtual events for healthcare professionals. Together, the companies are combining industry-leading cloud software and services to streamline events management and compliance.

"Physicians World has been a strategic partner to Veeva for many years and has a track record of delivering exceptional services and customer success," said Peter Gassner, founder and CEO of Veeva. "We're excited to welcome the Physicians World team to Veeva. By bringing together best-in-class software and services, we're making it easier for life sciences to leverage events as part of a more holistic engagement strategy and build stronger customer relationships."

Physicians World is a trusted provider of full-service speakers bureau logistics in the U.S. for life sciences companies of all sizes. **Veeva CRM Events Management** provides more than 70 customers modern cloud software to manage in-person and digital events. Bringing together industry-leading software and services gives customers a single end-to-end offering for planning and compliance that is easy to use and flexible.

"As the first speakers bureau service provider to partner with Veeva, our collaboration has only gotten stronger over the years," said Mark Fleischer, CEO of Physicians World. "Becoming part of Veeva is great for our customers and employees. Our companies share a common vision to deliver leading technology and services to meet the industry's event logistics and compliance needs."

Veeva will continue to give customers choice in working with other speakers bureau providers and support an open partner program to integrate and certify services offerings with Veeva CRM Events Management. Veeva CRM Events Management is fully integrated with **Veeva CRM** to deliver complete customer insight and a coordinated, personalized experience with speakers and attendees.

Physicians World will operate as an independent business unit led by Mr. Fleischer and remain focused on services for the U.S. market. For more information, visit [veeva.com/EventsManagement](http://veeva.com/EventsManagement).

### **About Veeva Systems**

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 775 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. For more information, visit [veeva.com](http://veeva.com).

### **About Physicians World, a Veeva Company**

Physicians World has more than 20 years of experience and is an established leader in providing full-service speakers bureau management solutions to help clients maximize the efficiencies, effectiveness, and compliance of their speakers bureau programs. Physicians World, a Veeva company, provides end-to-end logistical services and workflow software to support the needs of speakers and other client stakeholders for customers of all sizes. Our offerings are built to enable services that seamlessly scale up and down based on individual customer needs, while focusing on a long-standing service-centric model to support their success. For more information, visit [physiciansworld.com](http://physiciansworld.com).

### **Forward-looking Statements**

This release contains forward-looking statements, including the market demand for and acceptance of

the software solutions and services offered by Veeva and Physicians World, the results from use of such offerings, the benefits of Veeva's acquisition of Physicians World, 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, including Veeva's ability to successfully integrate Physicians World's business and products; costs related to the acquisition; whether demand for Physicians World's offerings will grow as anticipated; the competitive environment in the industry and competitive response to the acquisition; Veeva's and Physicians World's success developing new products or modifying existing products and the degree to which these gain market acceptance; general market and business conditions; and the accounting impact of the acquisition. 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 July 31, 2019. This is available on the company's website at [veeva.com](http://veeva.com) under the Investors section and on the SEC's website at [sec.gov](http://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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