William Blair Growth Stock Conference

June 2015

Safe Harbor

This presentation contains forward-looking statements. All statements other than statements of historical facts contained in this presentation, including statements regarding future results of the operations and financial position of Veeva Systems Inc. ("Veeva" or the "Company"), including financial targets, business strategy, and plans and objectives for future operations, are forward-looking statements. Veeva has based these forward-looking statements largely on its estimates of its financial results and its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs as of the date of this presentation. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in the Form 10-Q for the quarterly period ended April 30, 2015, as filed with the Securities and Exchange Commission (the "SEC"). Moreover, Veeva operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Veeva's management to predict all risks, nor can Veeva assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements Veeva may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

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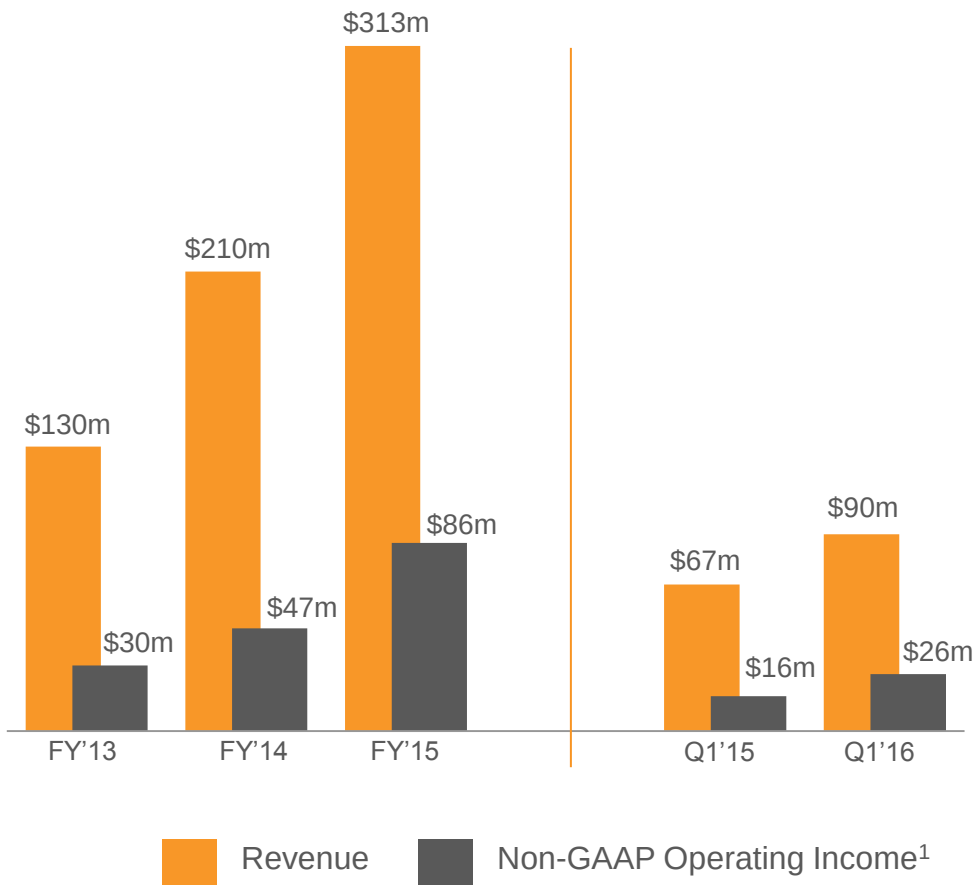
In addition to U.S. GAAP financials, this presentation includes certain non-GAAP financial measures. These non-GAAP measures are in addition to, not a substitute for or superior to, measures of financial performance prepared in accordance with U.S. GAAP. A reconciliation of non-GAAP measures to GAAP measures is contained in the Company's quarterly earnings press release, filed with the SEC on Form 8-K on May 28, 2015.

Investor Highlights

- Industry Cloud Business Model
- Large Market Opportunity
- Broad, Growing Suite of Products
- Blue Chip Customer Base
- Unique Combination of High Growth and Strong Profitability

Revenue and Profitability



Fiscal Year Ending January 31

[1] Refer to our latest earnings release dated 5/28/2015 for GAAP to non-GAAP reconciliation

Industry Cloud Model



Advantages of Industry Cloud

Deeper Customer Engagement



Focused R&D and S&M Spend



Higher Customer Lifetime Value

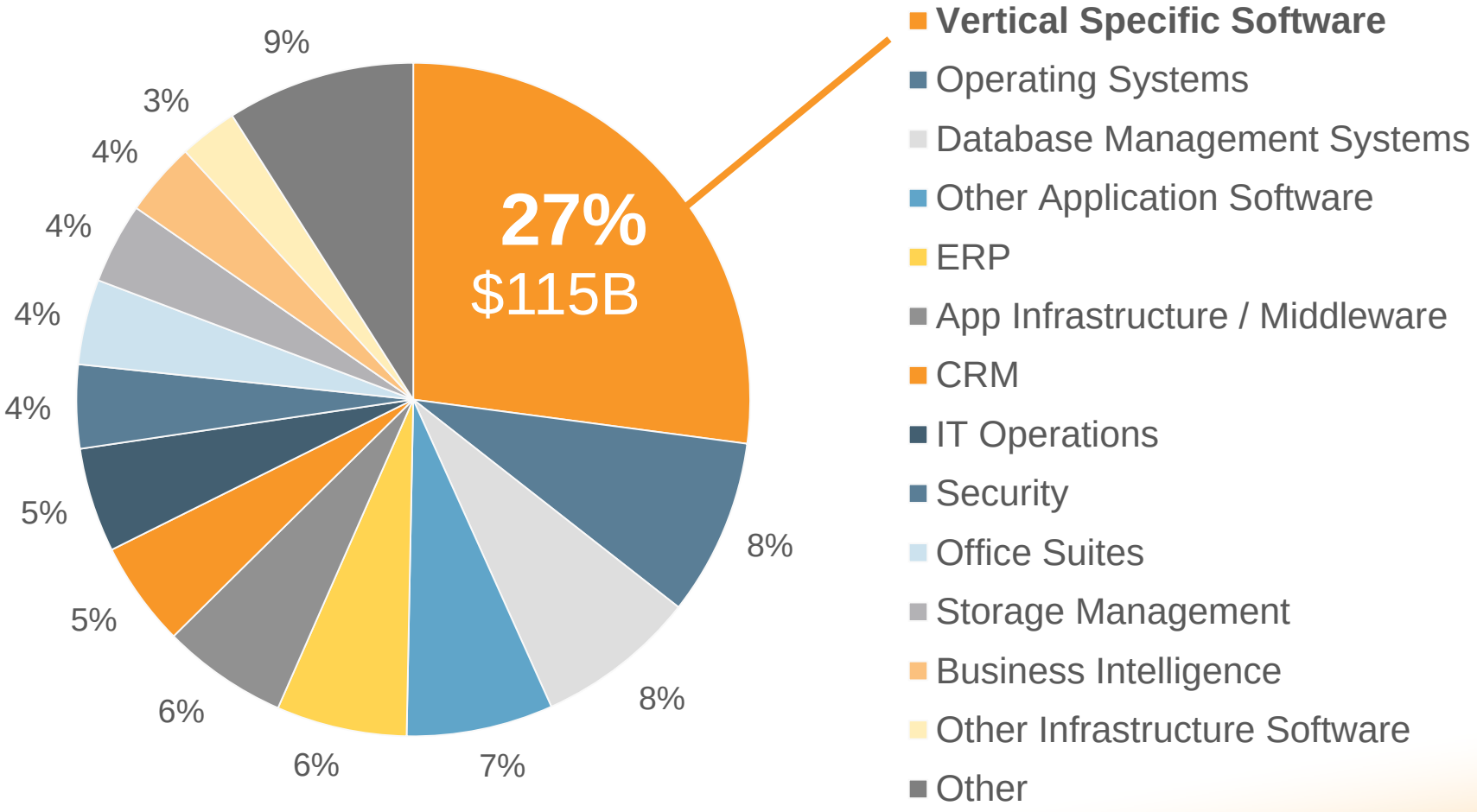


Lower Customer Acquisition Costs



Industry-specific is the Largest Segment of the Software Market

Total Worldwide Software Market Share, 2014

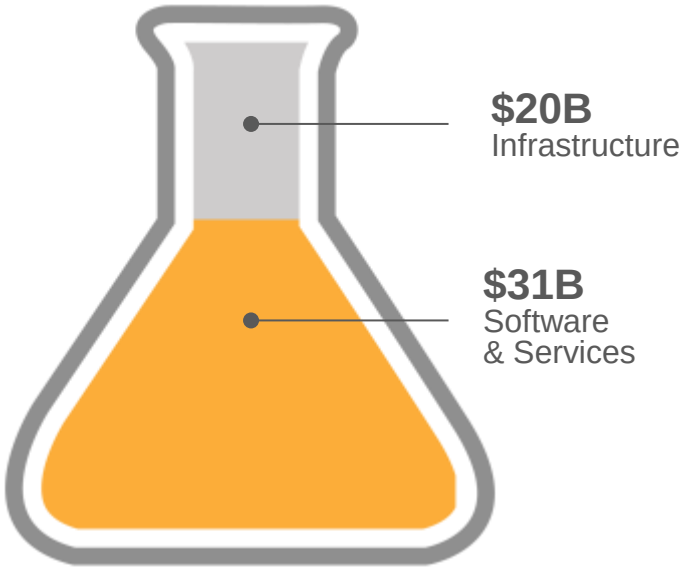


Source: Gartner, *Market Share: All Software Markets Worldwide 2014*, March 2015

Significant IT Spend and Large Market Opportunity

$51B

Annual Life Sciences IT Spending



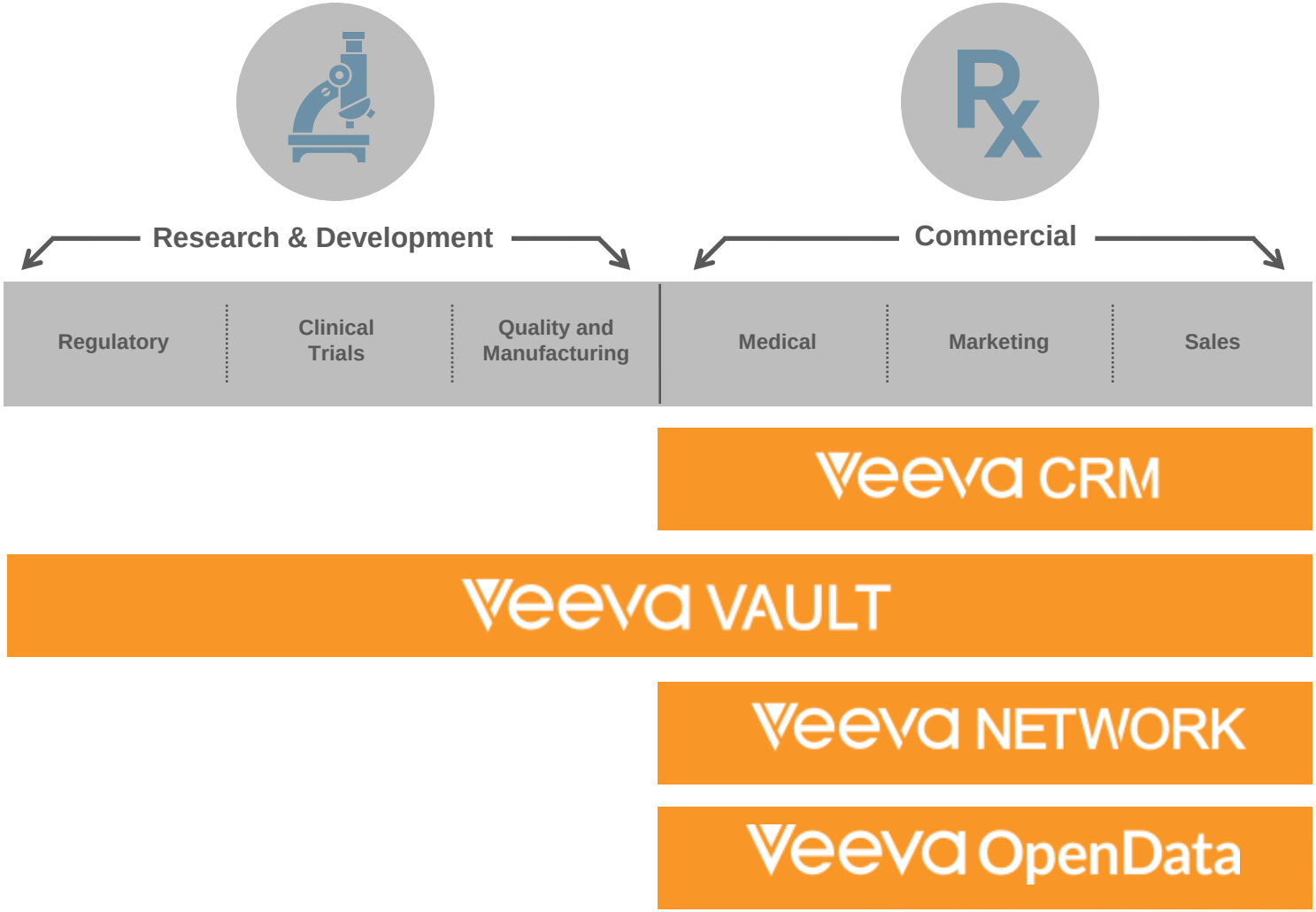
$5B+

Current Addressable Market

$2B	Sales Productivity & Compliance Tools (CRM)
$1B	Customer Master Software & Data (Network)
$2B	Content Management (Vault)

Sources: IDC, *Worldwide IT Spending Guide – Life Science, March 2014; Veeva Systems estimates*

Veeva Spans an Entire Life Sciences Company



Select Veeva Customers

275+ customers with users in over 80 countries

Enterprise

















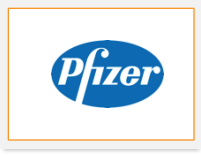
















Emerging Growth

























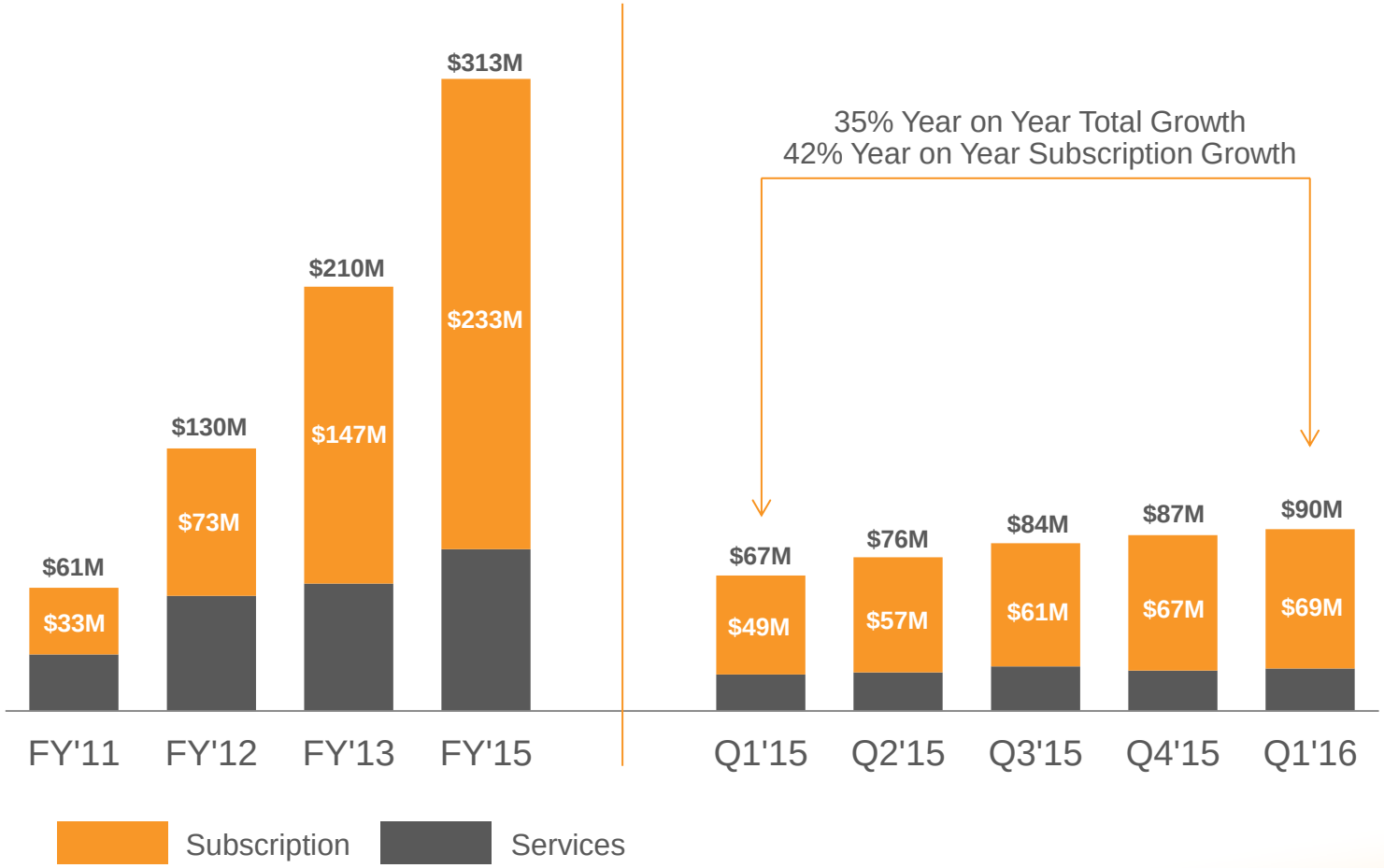






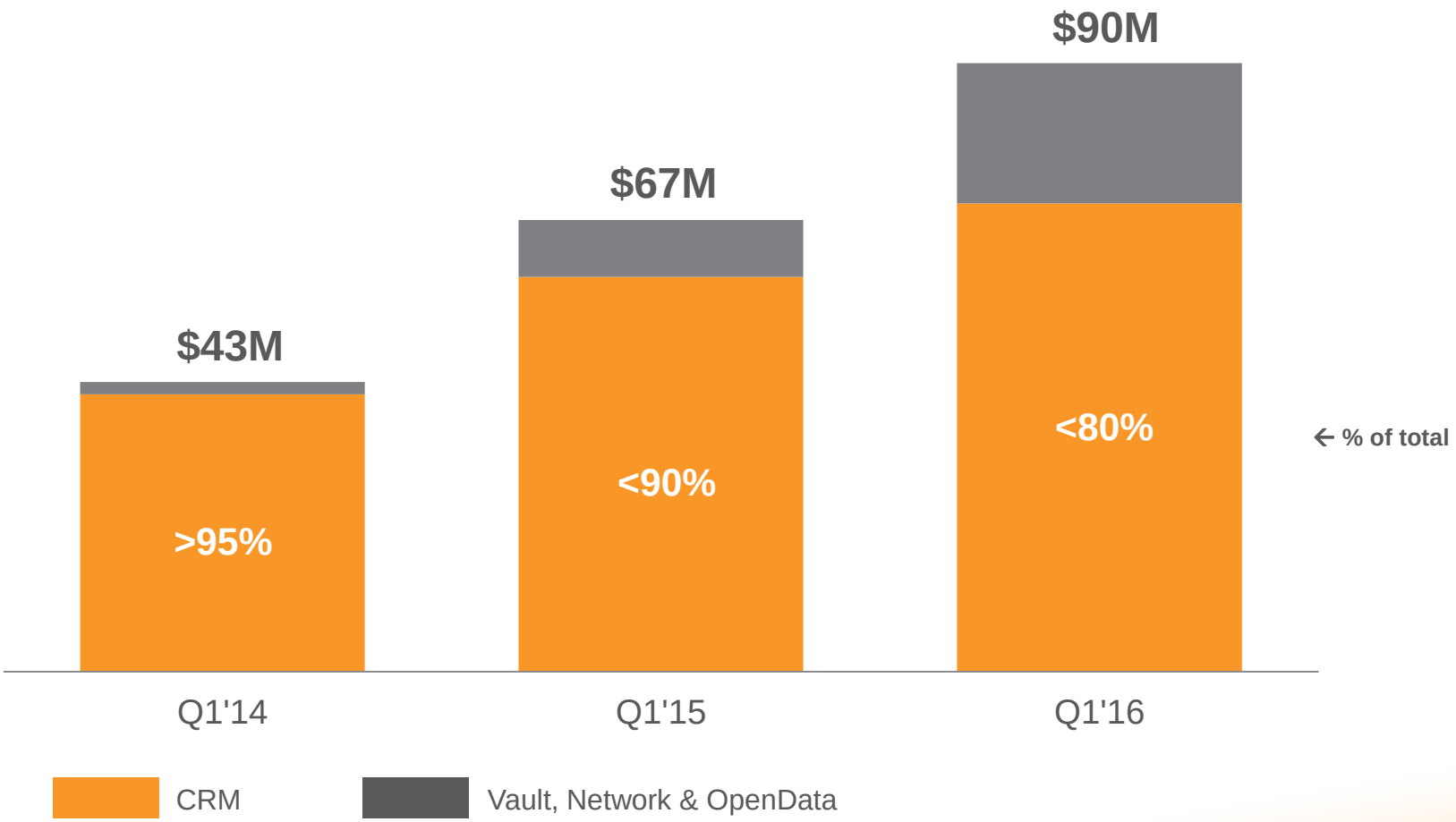


Strong Revenue Growth



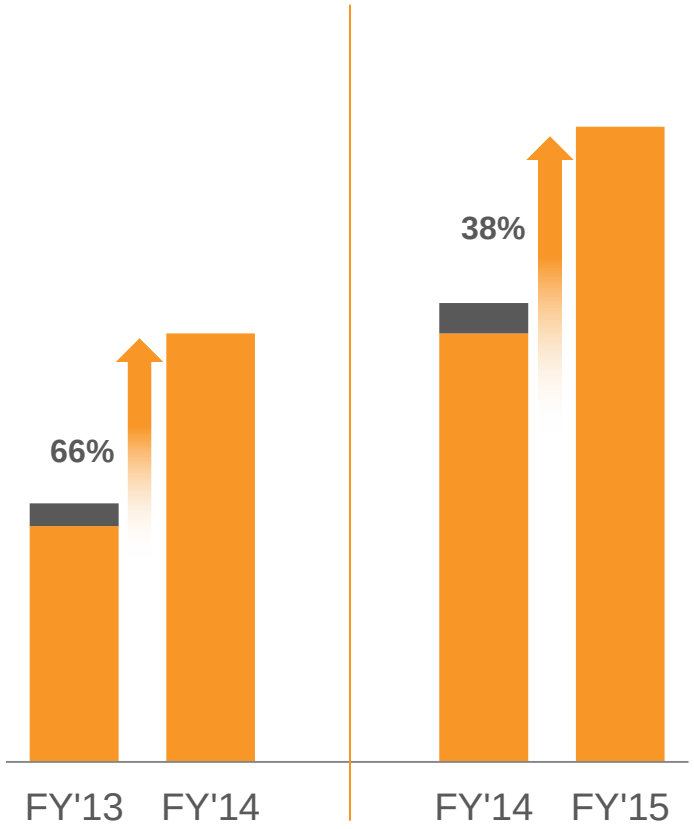
Total Revenue Mix

Continued Growth in CRM, Rapid Growth in Newer Products



Successful Customers Buy More

Annualized Subscription Revenue Growth From Existing Customers



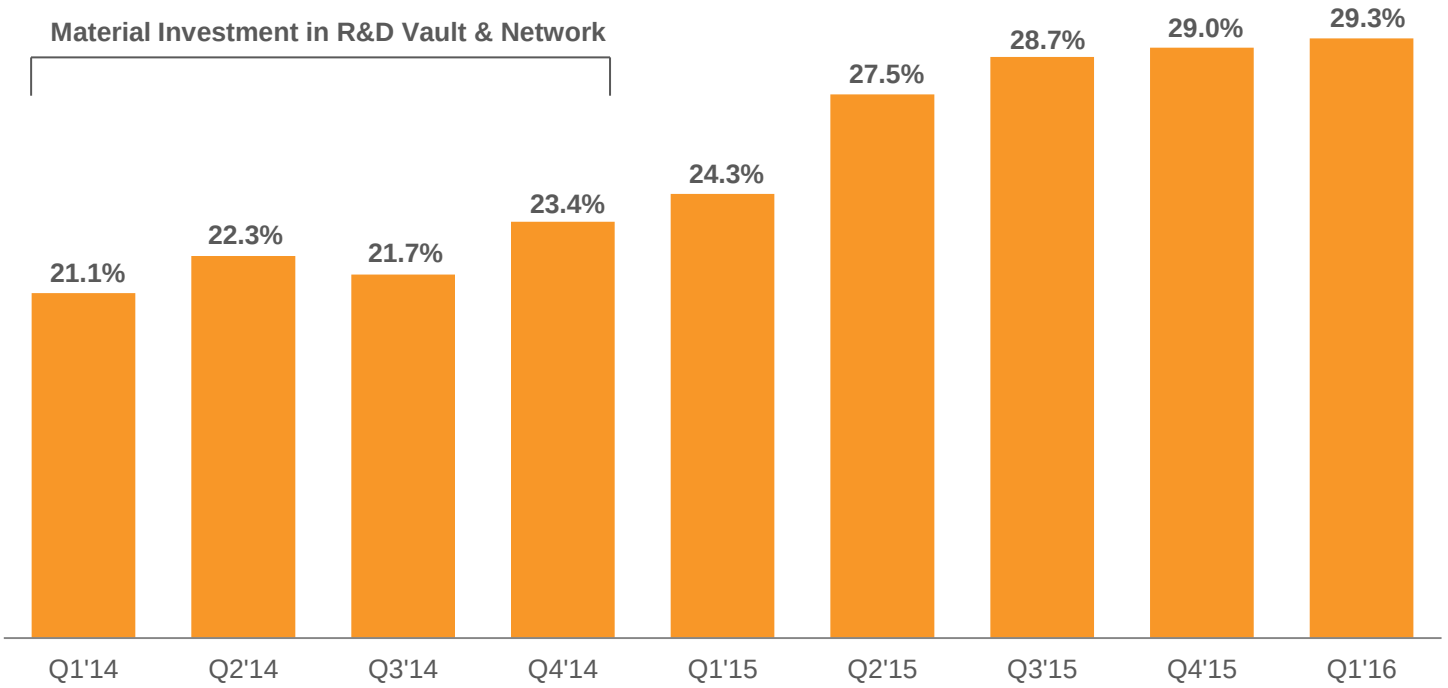
Continued Growth of:

+ Users
+ Geographies
+ Divisions
+ Product Lines

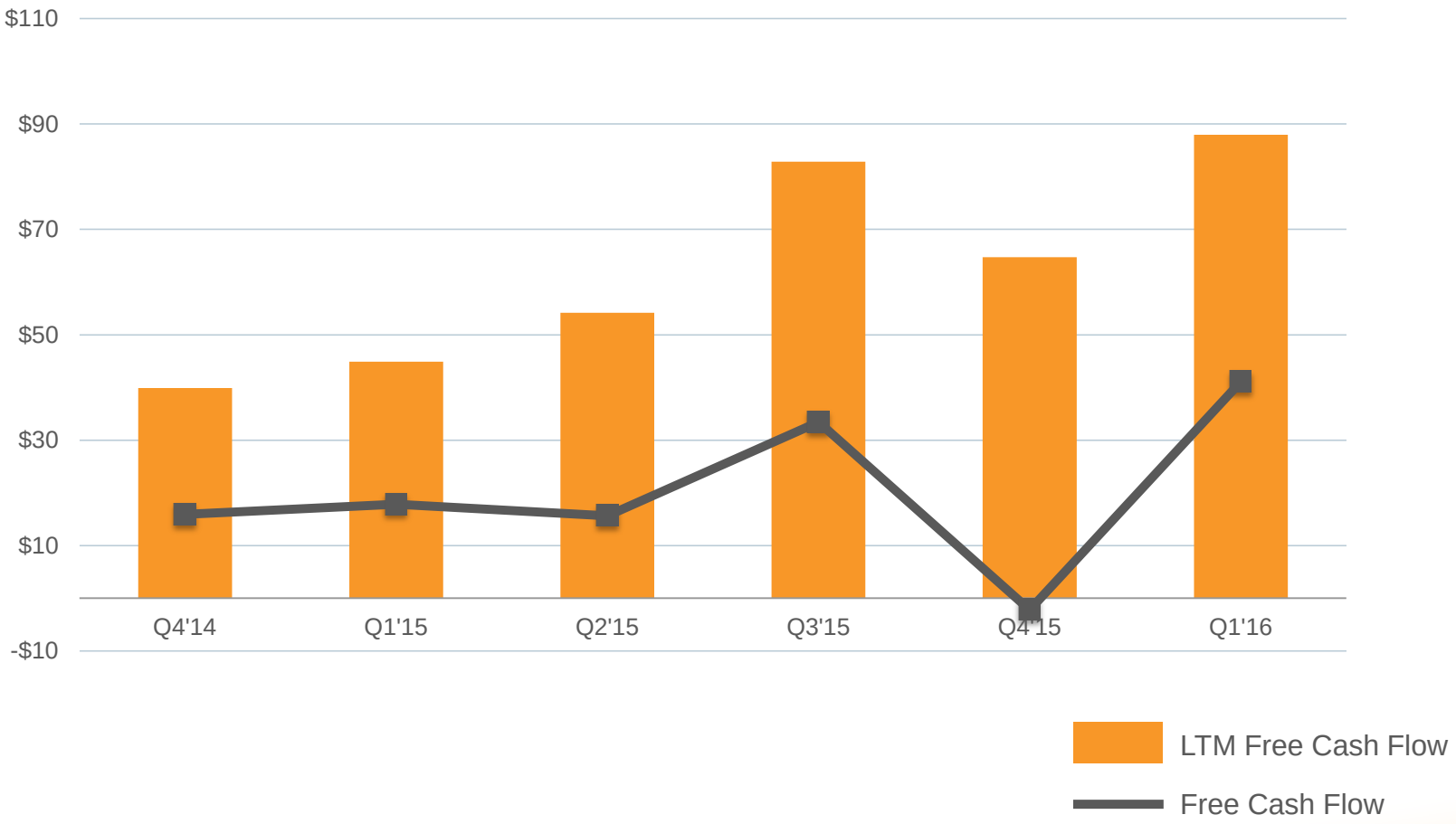
Customers Existing in Prior Year

New Customers

Non-GAAP Operating Margin



Strong Free Cash Flow Performance



Note: Numbers exclude the one-time purchase of our new headquarters building for $24 million in Q2'15, and $4 million attributable to the subsequent build-out in Q1'16; free cash flow = operating cash flow less capex

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Thank You