J.P. Morgan Healthcare Conference Investor Presentation

Matt Wallach, President & Co-Founder

January 14, 2016

Safe Harbor

Forward-looking Statements

This presentation contains forward-looking statements, including statements regarding Veeva's future financial outlook and financial performance, market growth, the release dates for and benefits from the use of Veeva's solutions, our partnership plans, our strategies, and general business conditions. Any forward-looking statements contained in this presentation 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 presentation. 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 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 (i) our limited operating history, which makes it difficult to predict future results;(ii) our expectation that the future growth rate of our revenues will decline, and that as our costs increase, we may not be able to generate sufficient revenues to sustain the level of profitability we have achieved in the past or achieve profitability in the future; (iii) breaches in our security measures, unauthorized access to our customers' data, or system availability or performance problems associated with our data centers or computing infrastructure; (iv) dependence on revenues from our Veeva CRM solution, and the rate of adoption of our new products; (v) acceptance of our applications and services by customers, including renewals of existing subscriptions and purchases of subscriptions for additional users and solutions; (vi) our ability to integrate the Zinc Ahead business, retain Zinc Ahead customers and achieve the expected results from our acquisition of Zinc Ahead; (vii) loss of one or more key customers; (viii) adverse changes in general economic or market conditions, particularly in the life sciences industry; (ix) delays or reductions in information technology spending, particularly in the life sciences industry, including as a result of mergers in the life sciences industry; (x) the development of the market for enterprise cloud services, particularly in the life sciences industry; (xi) competitive factors, including but not limited to pricing pressures, industry consolidation, difficulty securing rights to access, host or integrate with complementary third party products or data used by our customers, entry of new competitors and new applications and marketing initiatives by our competitors; (xii) our ability to manage our growth effectively; and (xiii) changes in sales that may not be immediately reflected in our results due to the ratable recognition of our subscription revenue.

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, which 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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A Leading Provider of Cloud Solutions to the Global Life Sciences Industry

Founded in 2007

$400M+ FY16 Revenue

1400+ Employees

HQ in Pleasanton, CA

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Vision

Become the Leading Cloud Solutions Provider to the Global Life Sciences Industry

Values

Customer Success
Employee Success
Speed

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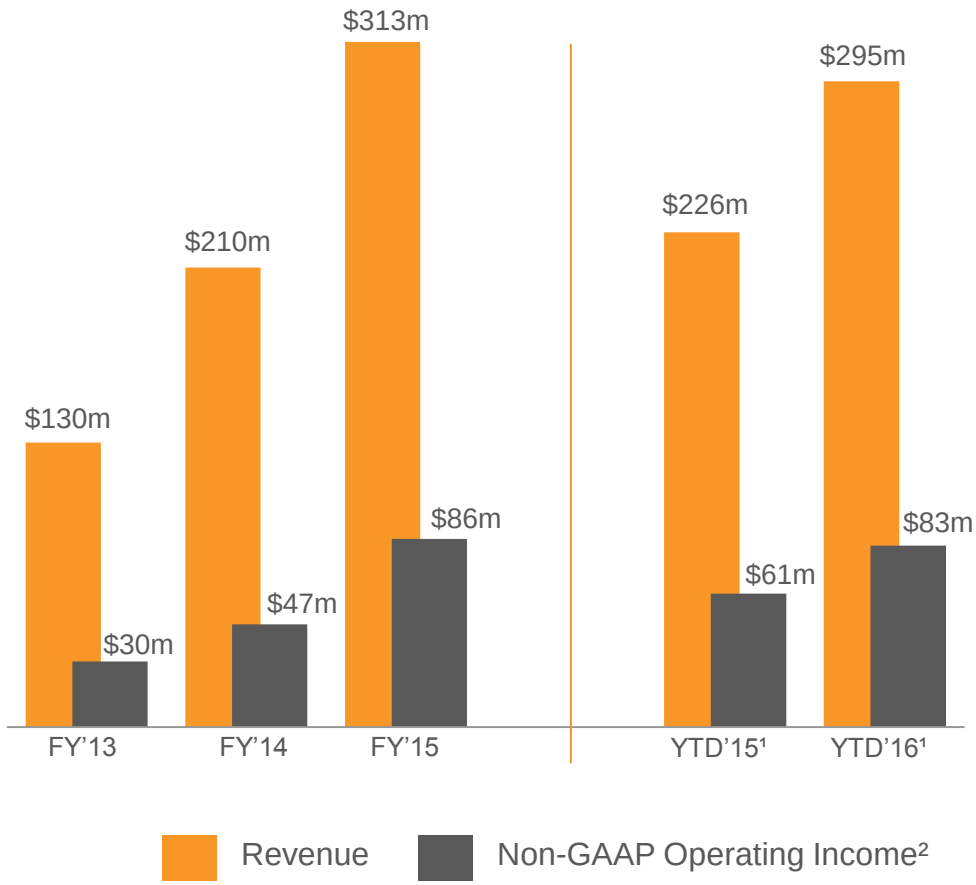
Investor Highlights

- 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 Year to date figures represent results from first 9 months of the fiscal year

² Refer to our latest earnings release dated 11/24/2015 for GAAP to non-GAAP reconciliation

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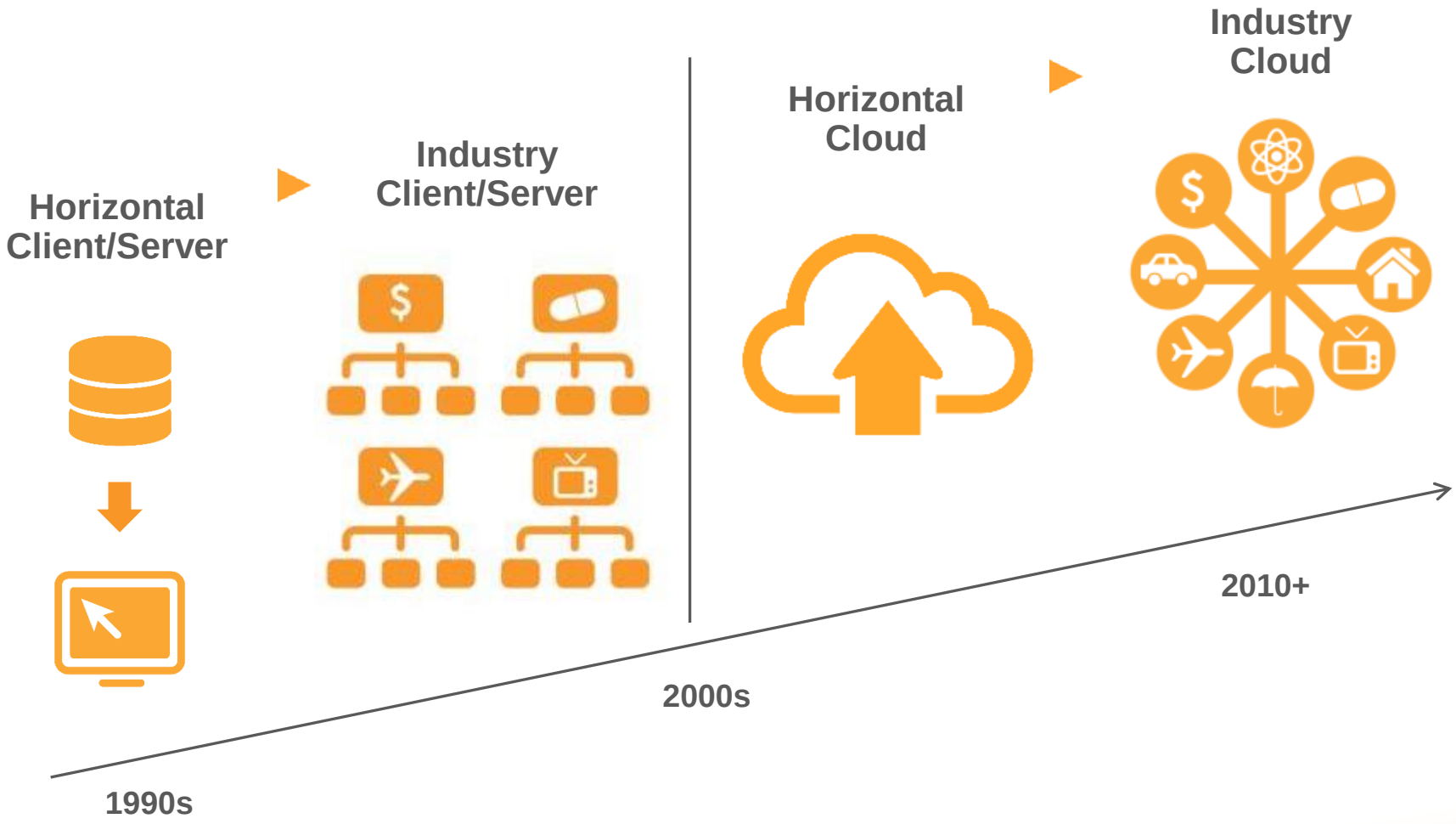
Emergence of Industry Cloud



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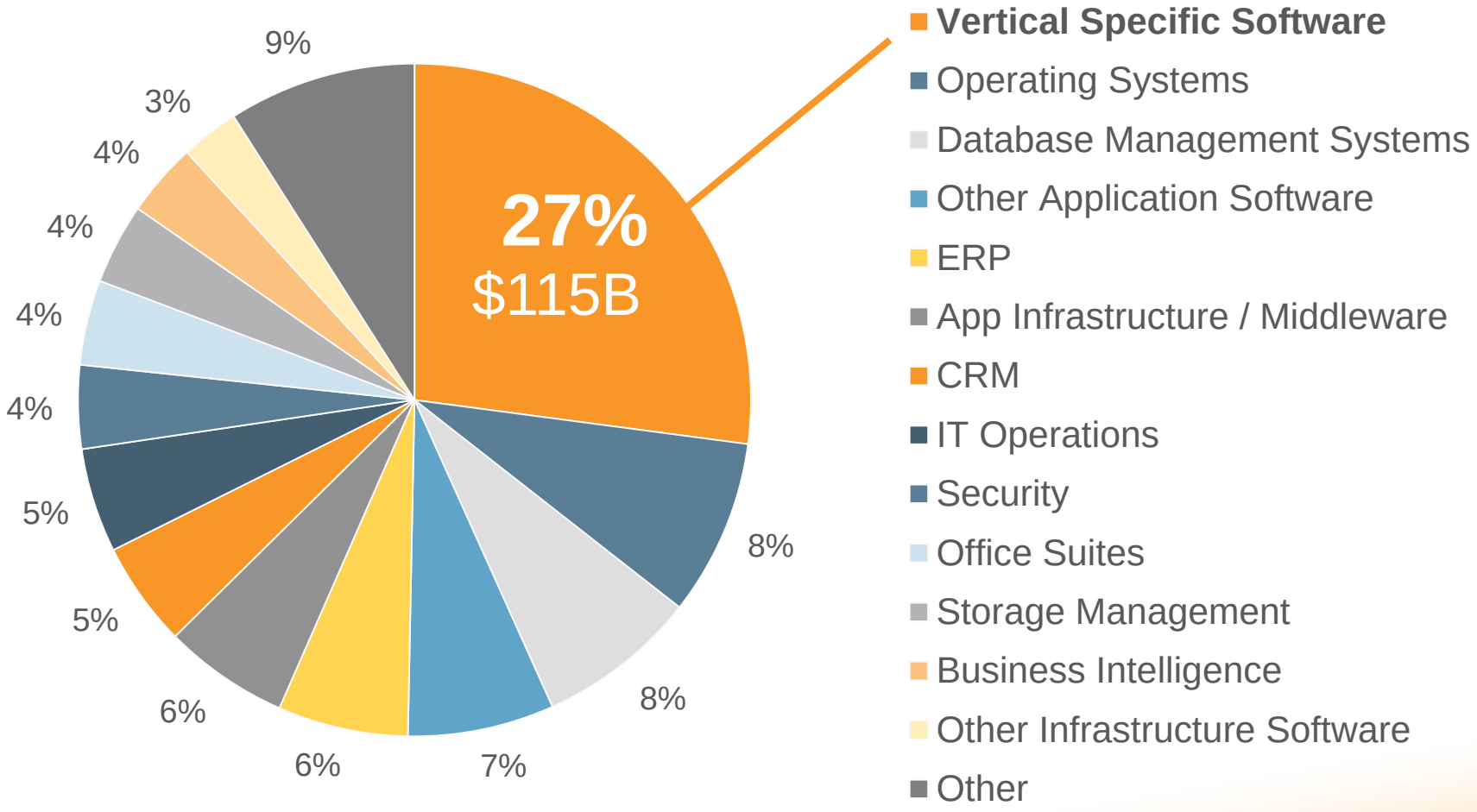
Largest Segment of the Software Market

Total Worldwide Software Market Share, 2014



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

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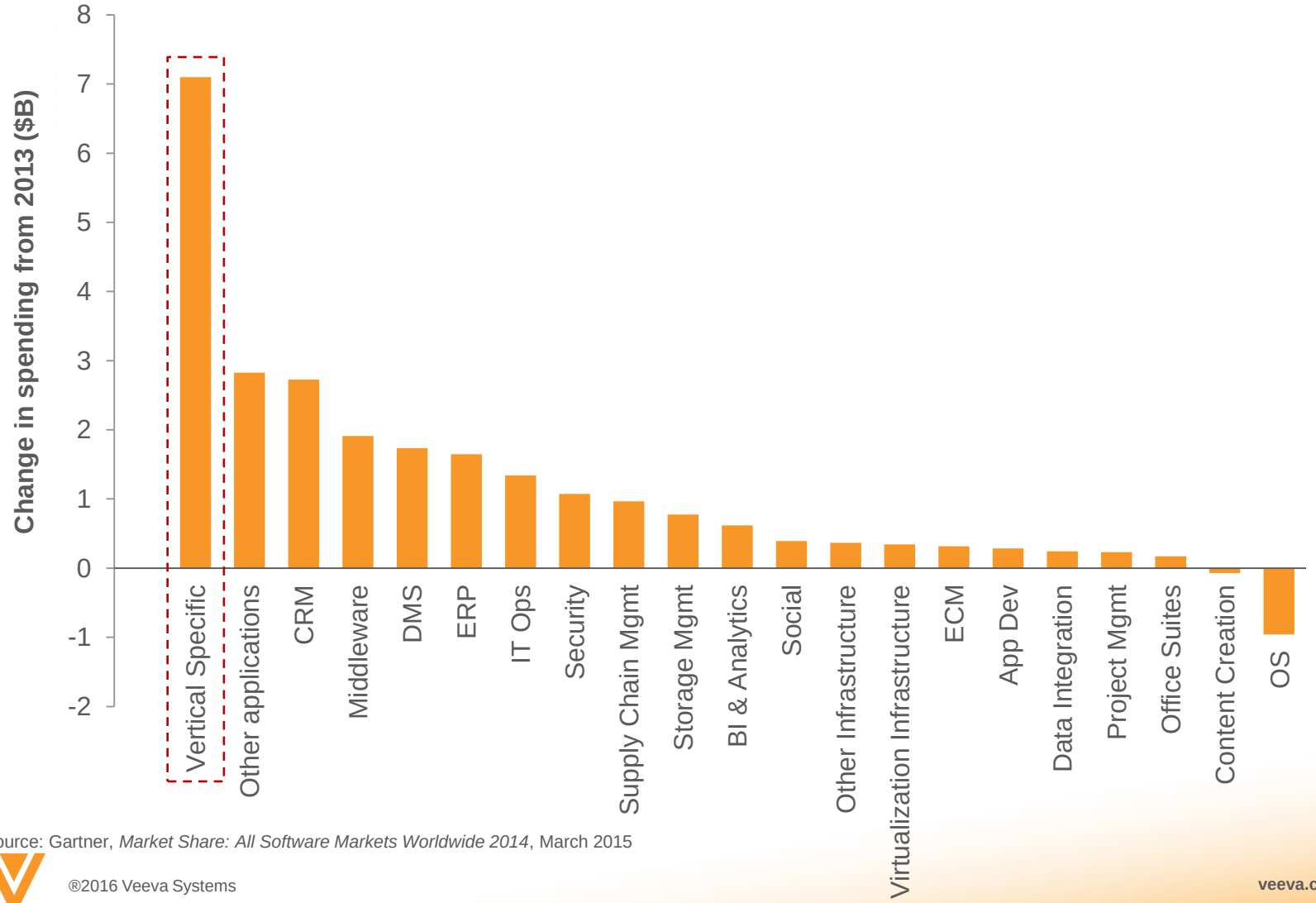
…and with the Most Growth

Dollar Growth by Software Category, Worldwide Software Market 2014



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

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The Old Software Adage

The best software doesn't always win.

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The New Reality

The best *cloud* software will always win.

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Significant IT Spend and Large Market Opportunity

$52B

Annual Life Sciences IT Spending

$5B+

Current Addressable Market



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

Sources: IDC, *Worldwide IT Spending Guide – Life Science, March 2015; Veeva Systems estimates*

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2015 New Drug Approvals Hit 66-year High

44

Product approvals
2014

51

Product approvals
2015

Sources: Forbes: 2014 New Drug Approvals Hit 18-Year High. Jan 2, 2015
Forbes: 2015 New Drug Approvals Hit 66-Year High. Jan 4, 2016

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Veeva Spans an Entire Life Sciences Company







Research & Development | **Medical** | **Commercial**

Regulatory	Clinical Trials	Quality and Manufacturing	Medical Affairs	Field Medical	Marketing	Sales

Veeva CRM

Align | CRM | CLM | Approved Email | Engage | CoBrowse | Events Management

Veeva Vault

Regulatory Information Management	Investigator Portal	eTMF	QualityDocs	MedComms	PromoMats

Veeva Network

Product Master | Customer Master

Veeva OpenData

KOL Data & Services | Customer & Compliance Data | Email Services | Data Services

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INTEGRATED + BEST-OF-BREED

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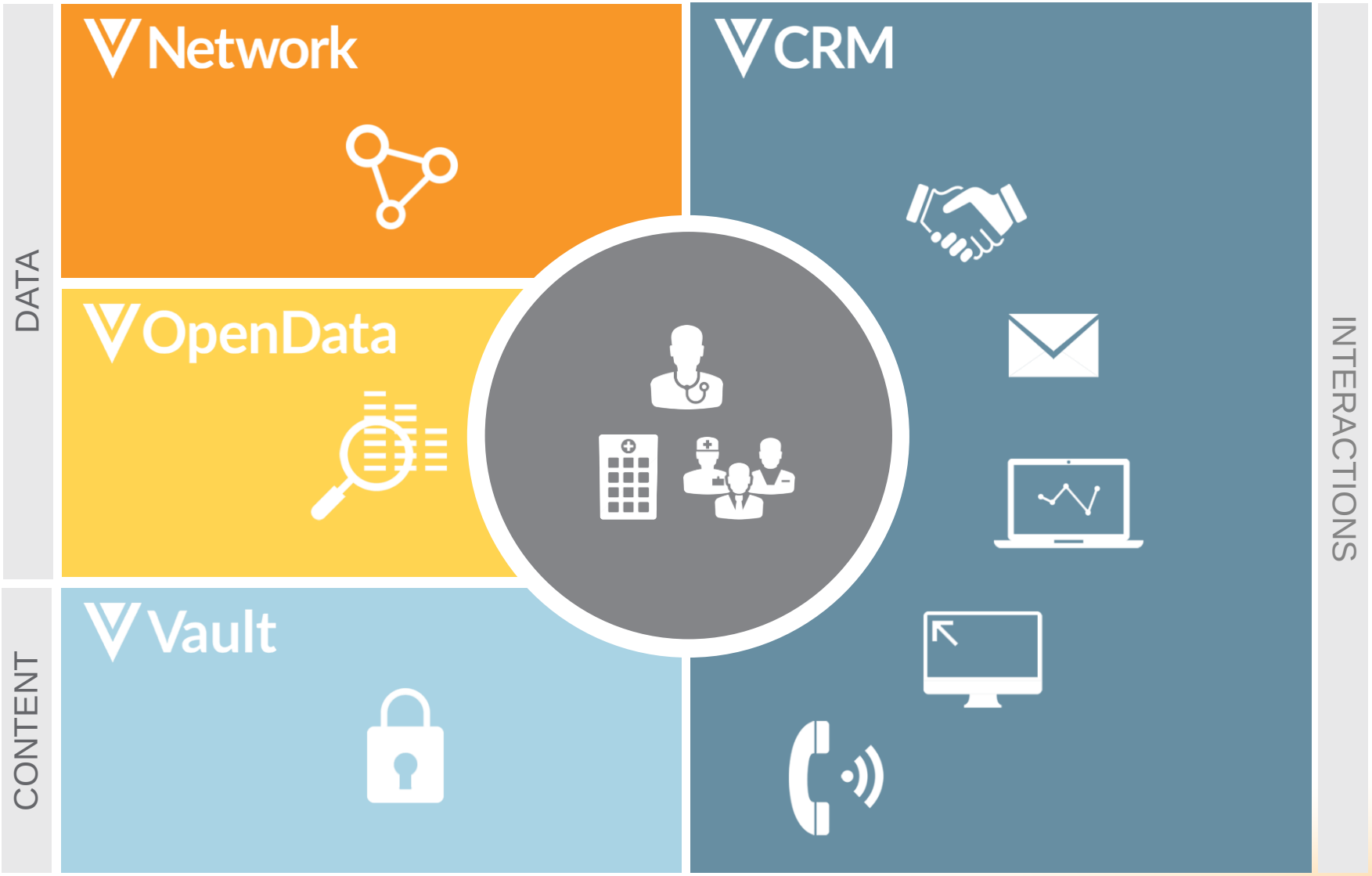
Veeva Commercial Cloud



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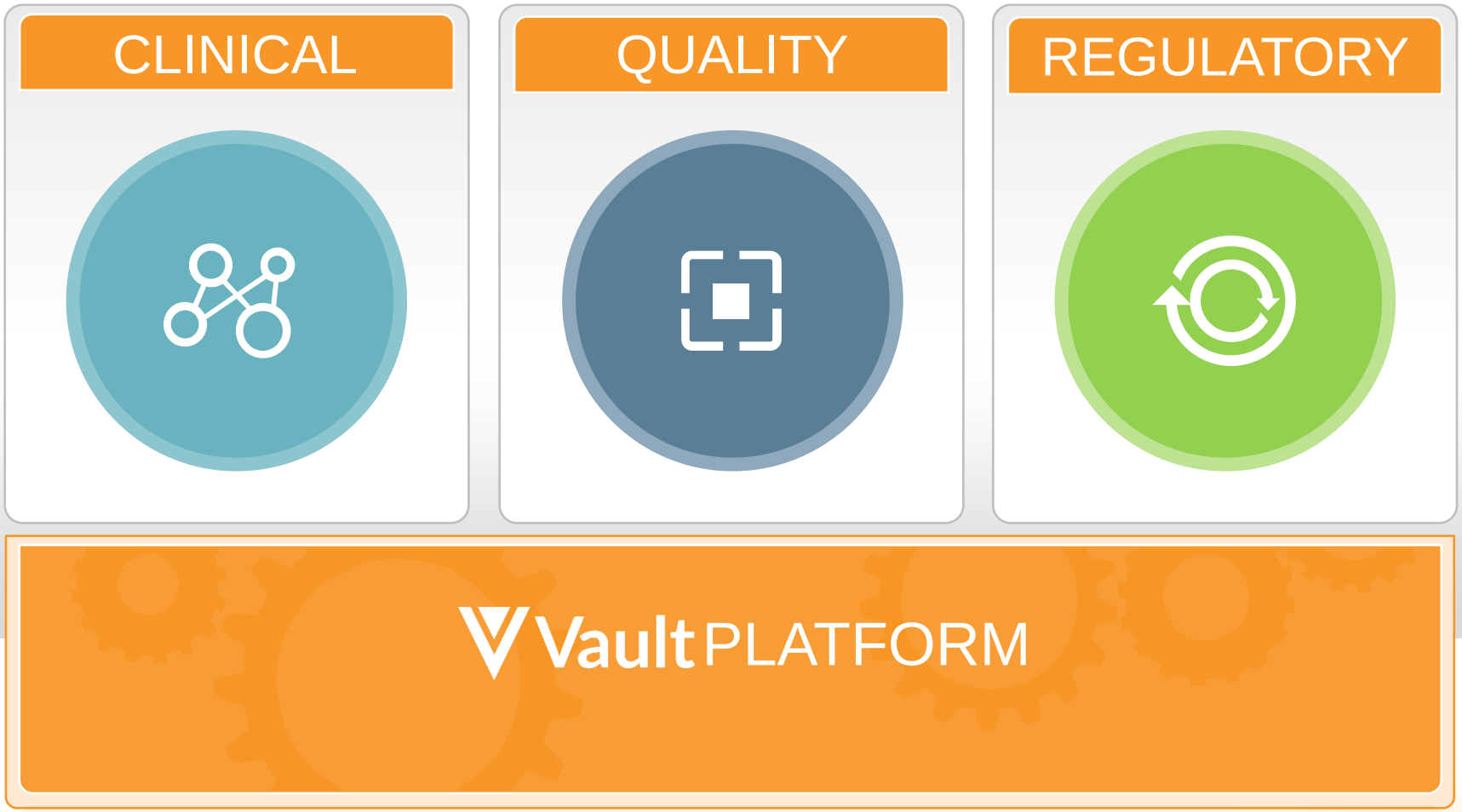
R&D Cloud



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Select Veeva Customers

375+ customers with users in over 80 countries

Enterprise



Emerging Growth



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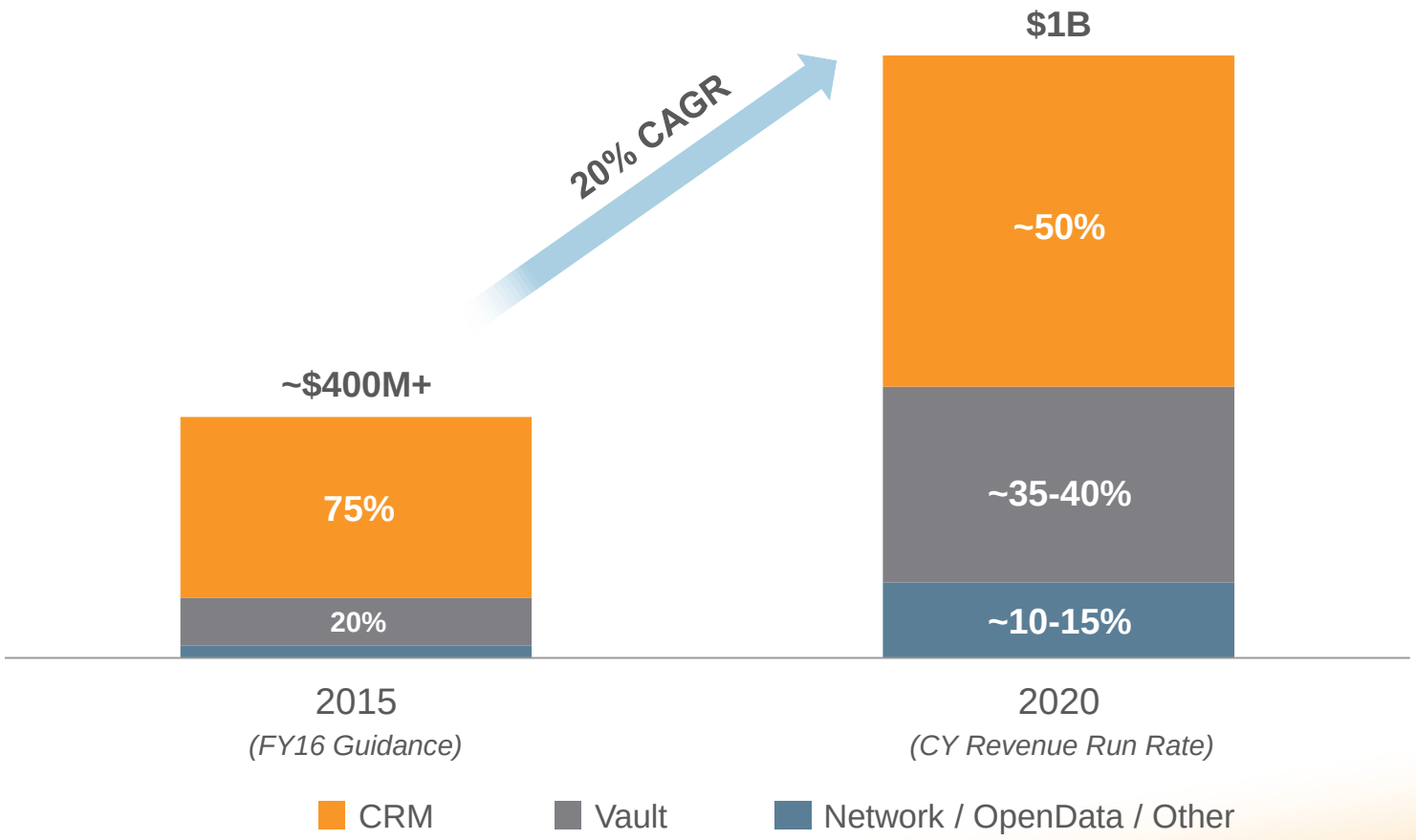
Targeting a $1B Revenue Run-rate in CY2020



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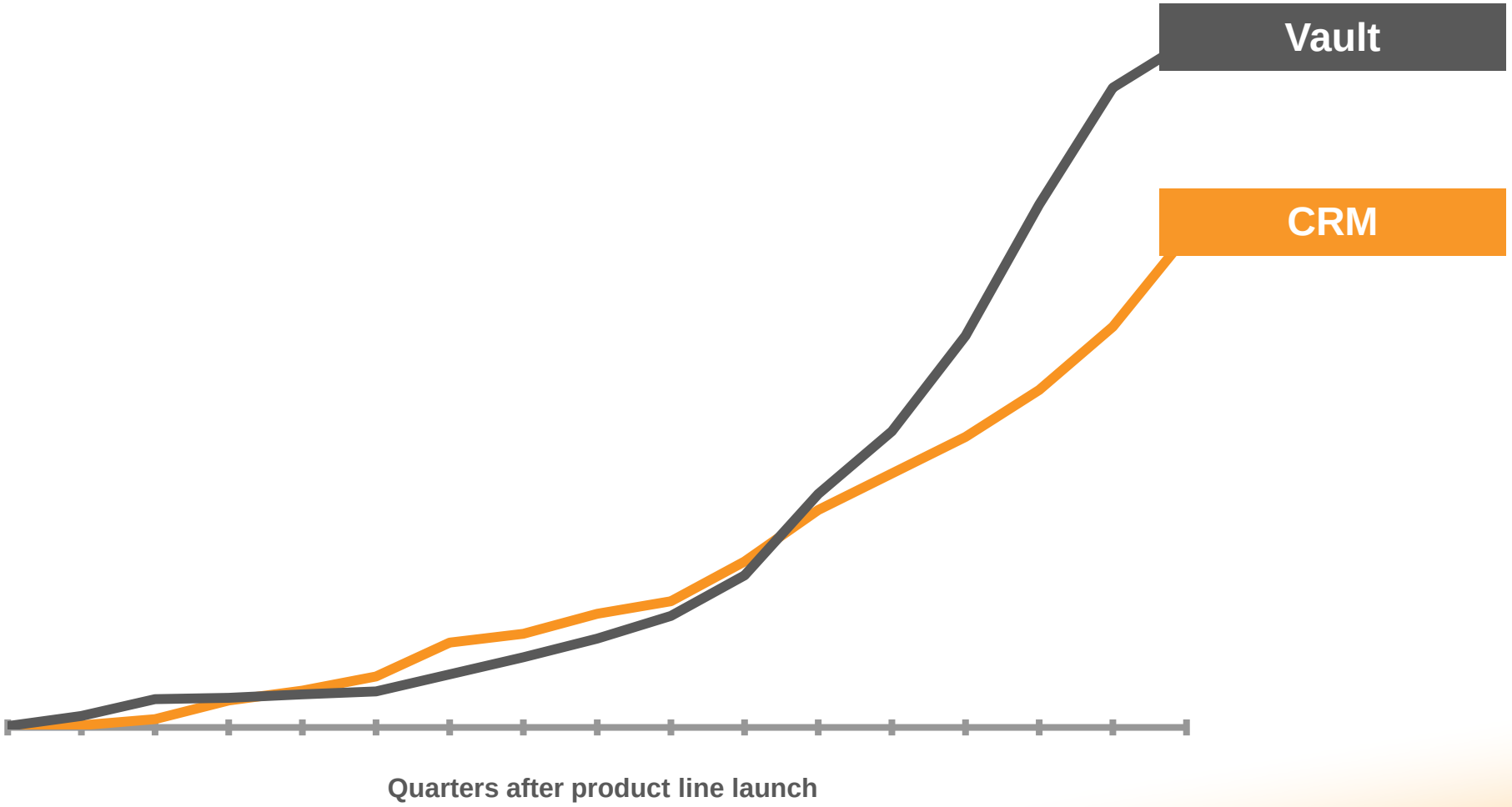
Vault Tracking Ahead vs. Early Days of CRM

Total revenue through first ~4 years of sales by product line



Note: First quarter of sales was Q2'08 for CRM and Q2'12 for Vault

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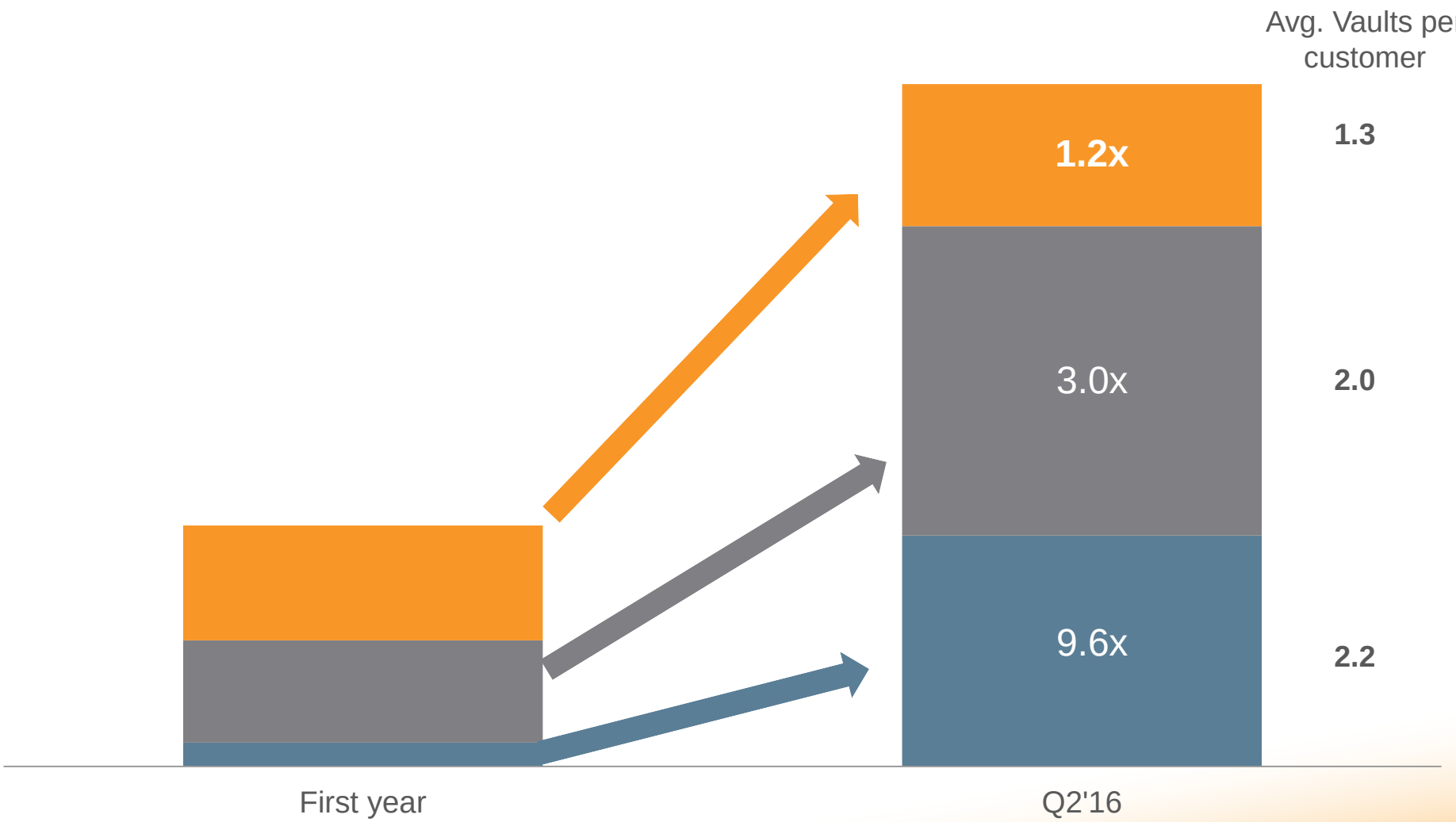
Vault Customers Expand Over Time

Annualized Vault subscription revenue by annual cohort



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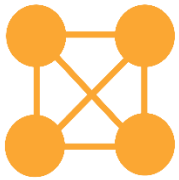
Competitive Advantage



Amazing Cloud Software



Industry Expertise



Deep Industry-Specific Functionality



Regulatory Compliance in the Cloud

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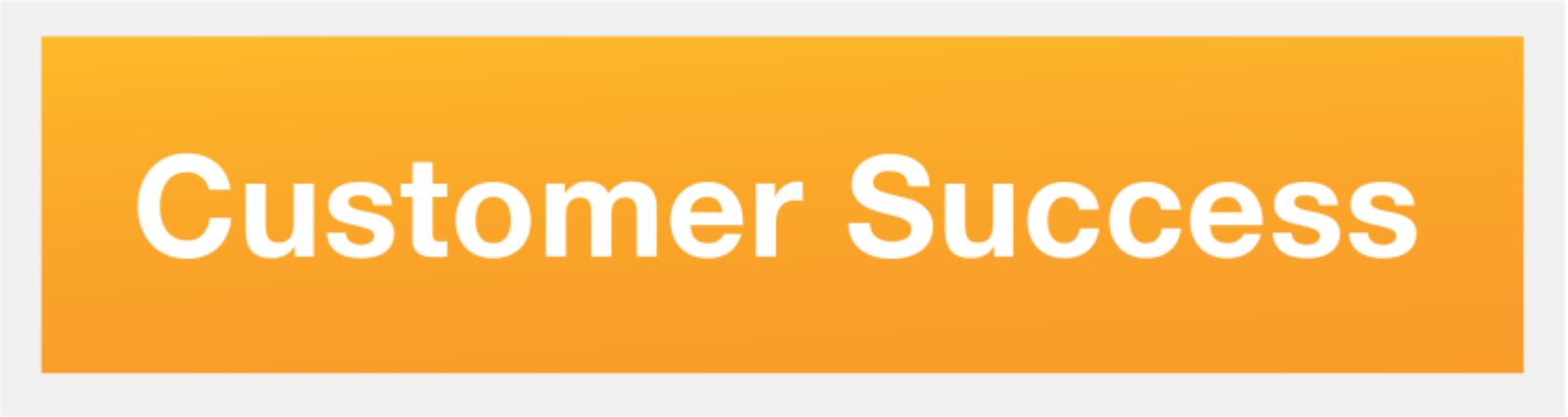
Most Important Competitive Advantage



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Thank You