Veeva

Analyst & Investor Day

September 29, 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 are subject to known and unknown risks and uncertainties that may cause actual results to differ materially, including (i) historical fluctuation of our quarterly results and our limited operating history, which make 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 or unauthorized access to our customers' data; (iv) system unavailability, performance problems, or loss of data due to disruptions or other problems with our data center operations or computing infrastructure; (v) dependence on revenues from our Veeva CRM solution, and the rate of adoption of our new products; (vi) acceptance of our applications and services by customers, including renewals of existing subscriptions and purchases of subscriptions for additional users and solutions; (vii) our ability to integrate the Zinc Ahead business, retain Zinc Ahead customers and achieve the expected results from our acquisition of Zinc Ahead; (viii) loss of one or more key customers; (ix) adverse changes in general economic or market conditions, particularly in the life sciences industry; (x) delays or reductions in information technology spending, particularly in the life sciences industry, including as a result of mergers in the life sciences industry; (xi) the development of the market for enterprise cloud services, particularly in the life sciences industry; (xii) 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; (xiii) our ability to manage our growth effectively; and (xiv) 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 July 31, 2016, 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.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Agenda

1	LONG-TERM GROWTH	**PETER GASSNER** *Founder & CEO*
2	INDUSTRY CLOUD	**MATT WALLACH** *Co-founder & President*
3	CUSTOMER SUCCESS	**JAZZ TOBACCOWALLA** *VP & CIO, Regeneron*
	BREAK	
4	COMMERCIAL CLOUD	**PAUL SHAWAH** *VP, Veeva Commercial Cloud*
5	VAULT	**JEN GOLDSMITH** *SVP, Veeva Vault*
6	FINANCIAL UPDATE	**TIM CABRAL** *CFO*
7	Q&A	**VEEVA LEADERSHIP TEAM**

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva

Cloud Innovation

Peter Gassner, Founder & CEO



Veeva

Building the Industry Cloud for Life Sciences

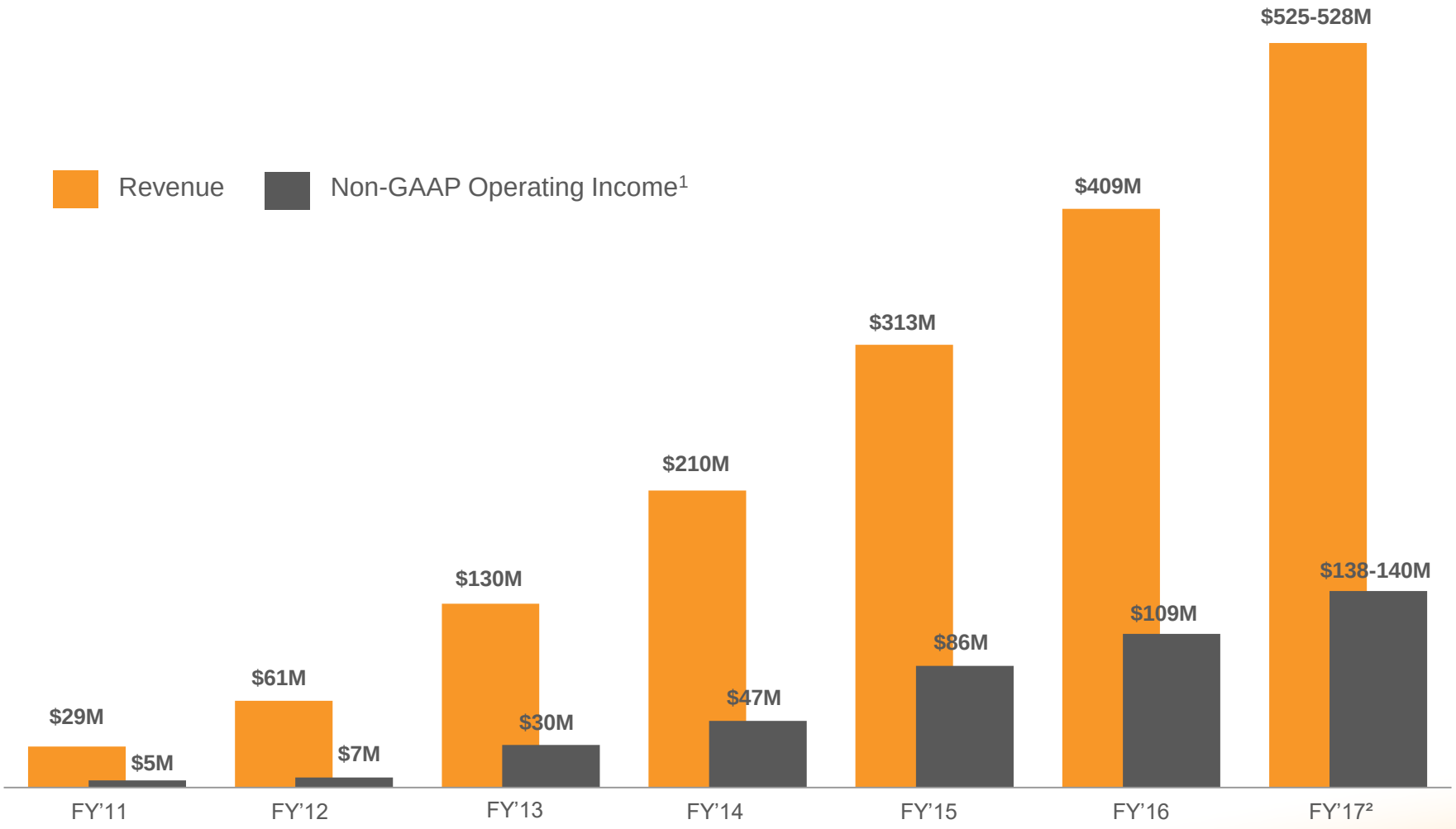
Customer Success • **Employee Success** • **Speed**

Key Highlights

- **Well positioned for long-term growth**
  - Large commercial cloud opportunity
  - Vault as second growth engine
- **Strategic partner to life sciences**
- **Veeva Way**
  - Strategic markets, product excellence, customer success
  - Growth and profitability

© Copyright 2016 Veeva Systems Inc., all rights reserved

Seven Years of Growth and Profitability



Fiscal Year Ending January 31
[1]A reconciliation of non-GAAP to GAAP measures is set forth in Appendix 1.
[2]Guidance provided as of August 30, 2016.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Progress Since IPO

- **Continued strong customer success**
- **Consistent execution against financial targets**
- **Rapid uptake of Vault**
- **Expanding TAM through rapid innovation**
- **Successful Zinc acquisition**

© Copyright 2016 Veeva Systems Inc., all rights reserved

The Veeva Way

Veeva Way



© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Way: Product Excellence

- **Pick the right markets**
  - Strategic areas
  - Aim for leadership
- **Build the best cloud products**
  - Assemble the ‘A’ team
  - Leverage platforms
  - Run to complexity
  - Unified suites
- **Be persistent**
  - Stay close to customers
  - Product leadership takes 5 to 10 years

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Way: Field Model

- **Reference selling**
  - Successful early adopters
  - Spread the word of success
- **Sales structure**
  - Selling with a long-term view
  - Don’t over cover
  - Specialized sales teams where needed
- **Services, it’s about the people**
  - Deep domain experts
  - Strategy
  - Implementation
  - Managed services
  - Partners

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Way: Financial Model

- **Growth and profit**
  - Efficient sales and marketing
  - Disciplined product planning
  - Profitable professional services
- **Taking the long view**
  - Bias toward organic growth
  - Grow through the addition of great people
- **Spend it like it is your own**

© Copyright 2016 Veeva Systems Inc., all rights reserved

Product Update

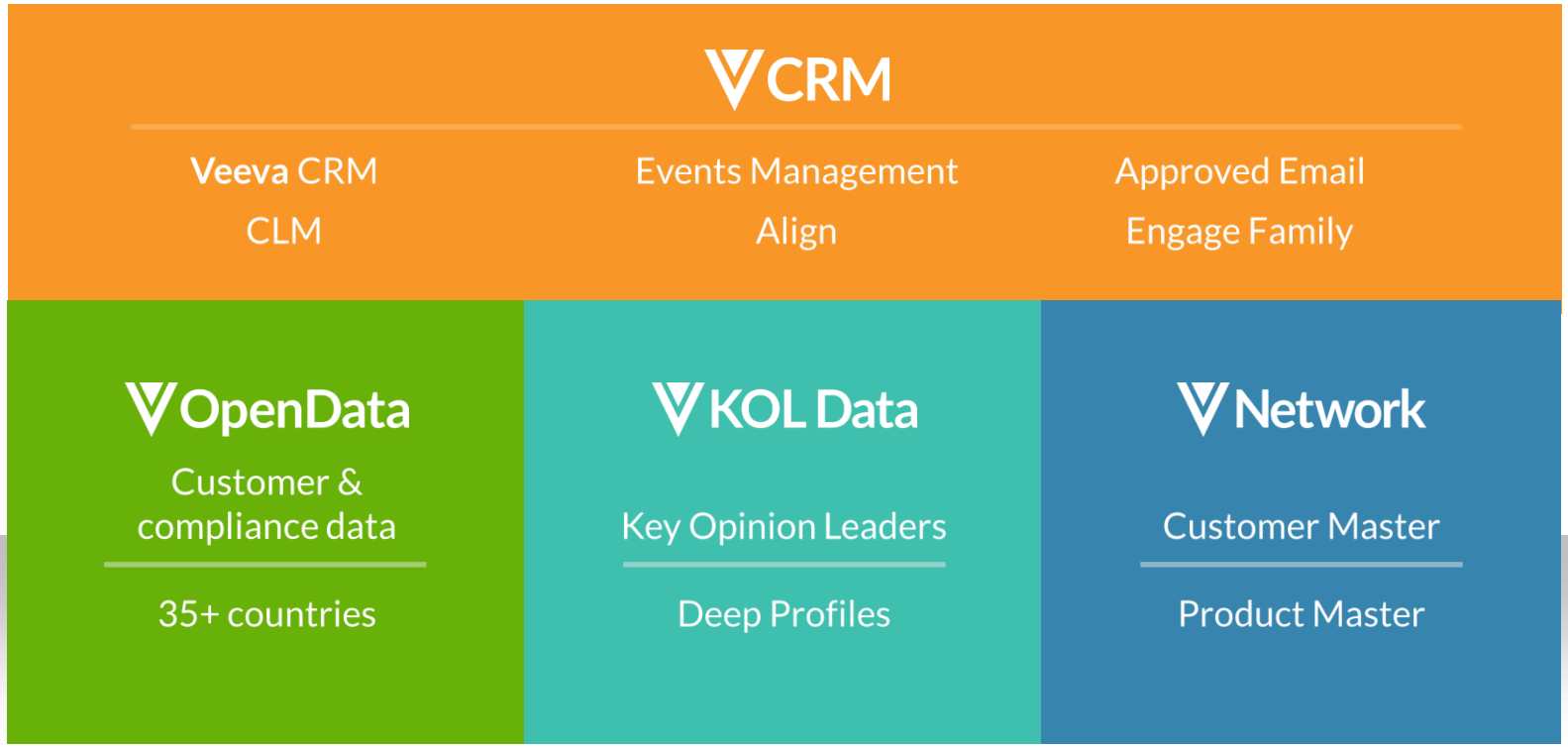
Two Engines of Growth





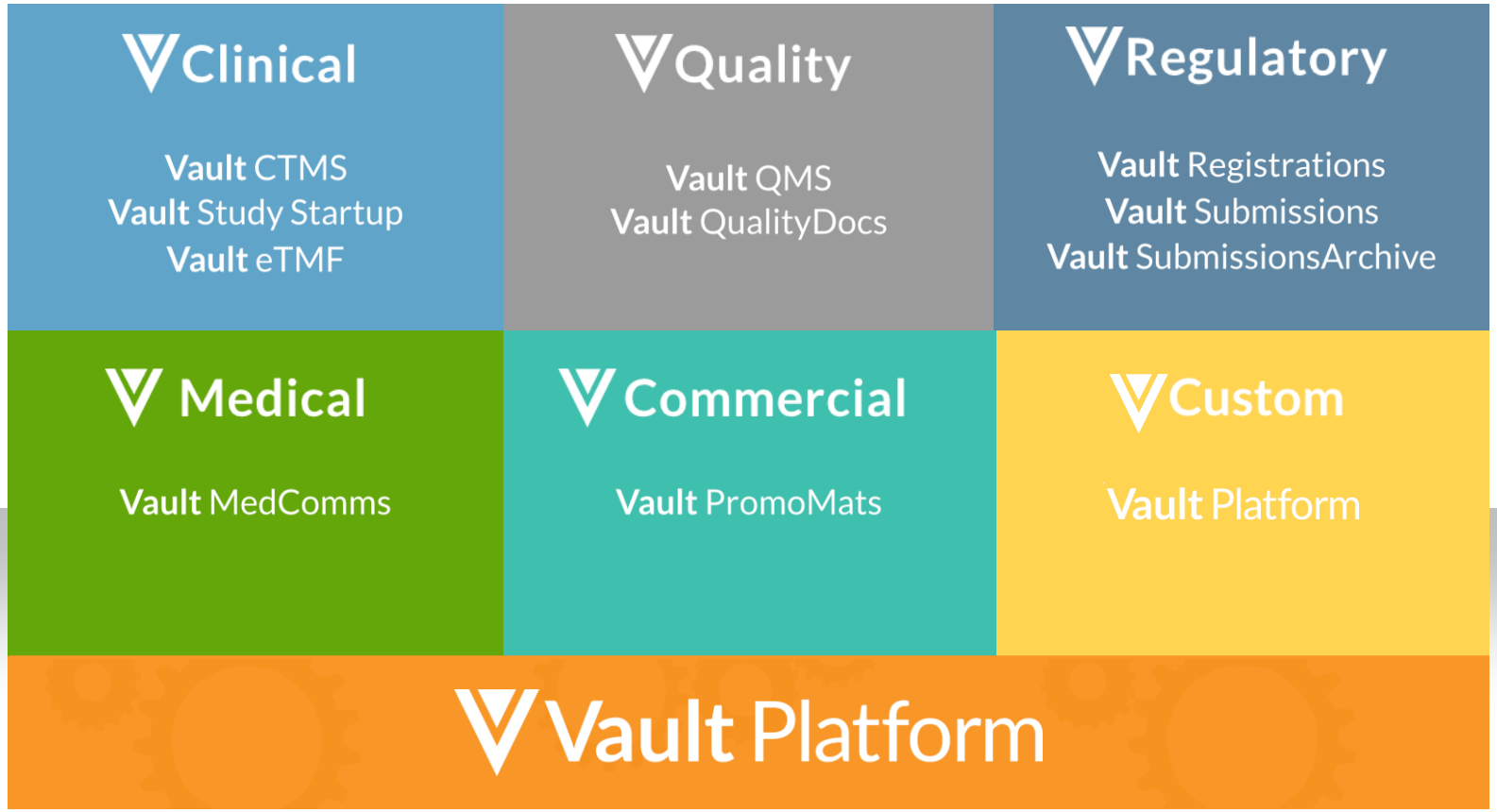
© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Commercial Cloud



© Copyright 2016 Veeva Systems Inc., all rights reserved

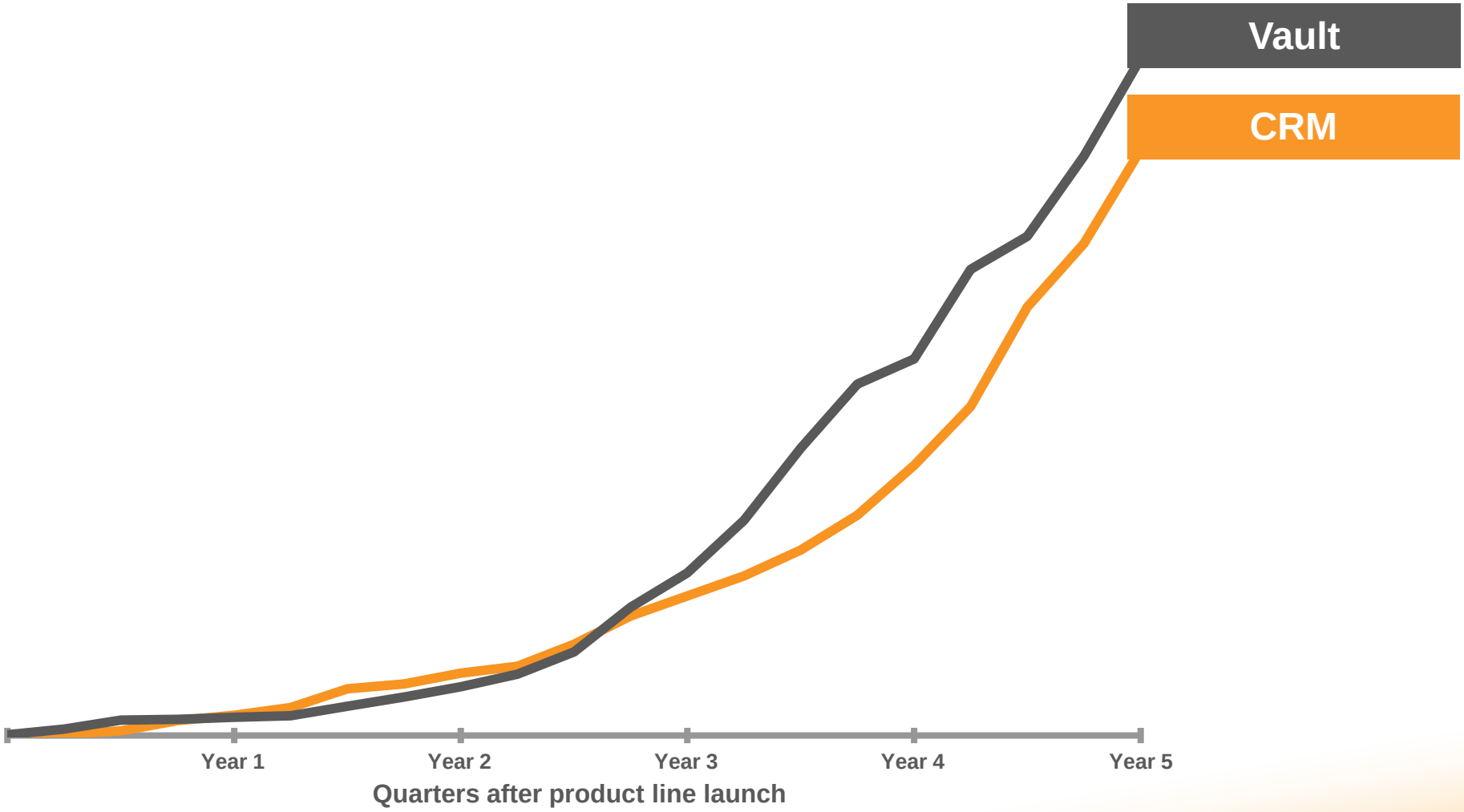
Veeva Vault



© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Tracking Ahead vs. Early Days of CRM

Total revenue through first ~5 years of sales by product line

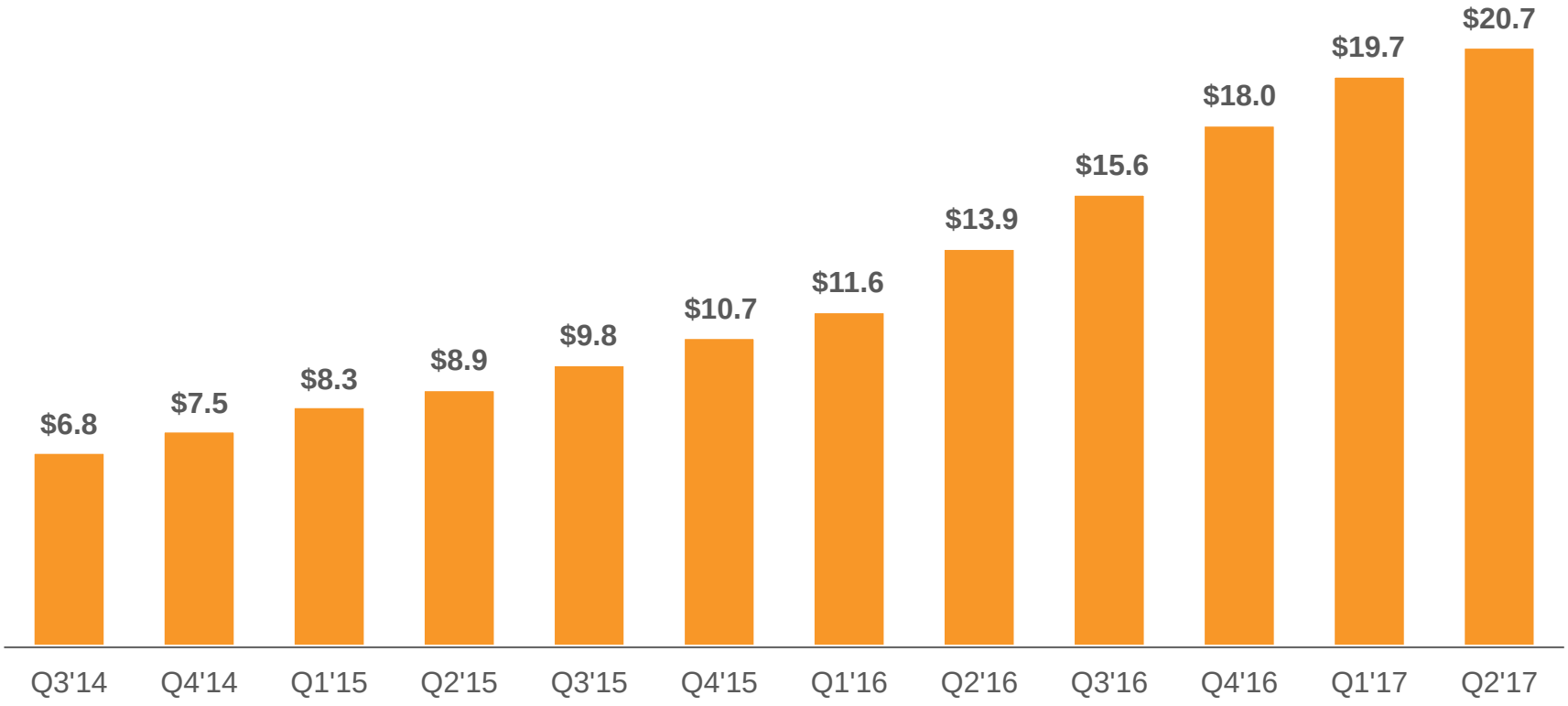


First quarter of sales was Q2 FY'08 for CRM and Q2 FY'12 for Vault

© Copyright 2016 Veeva Systems Inc., all rights reserved

Investing in innovation

Veeva's non-GAAP R&D expense ($M)



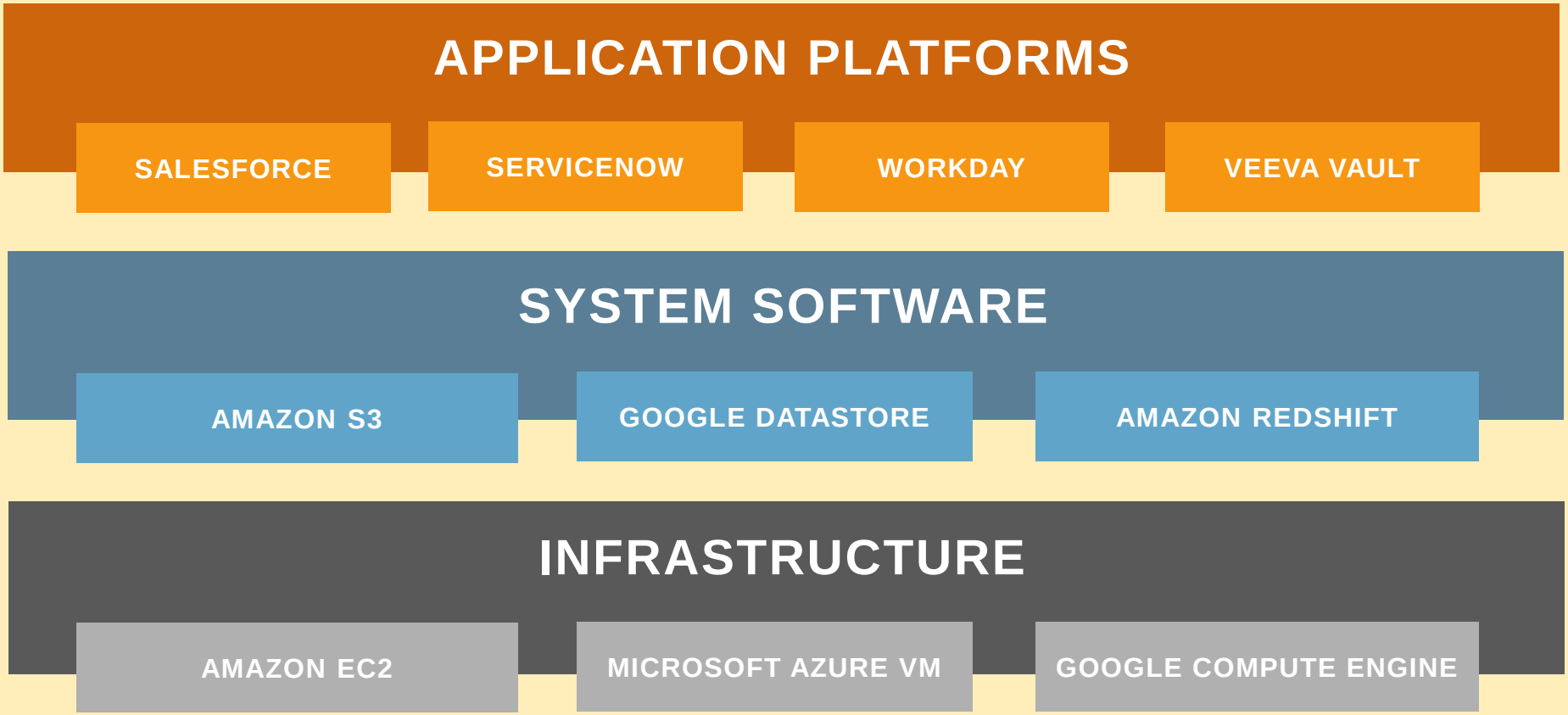
Vault Registrations	CRM Events Management	Vault CTMS	Network Product Master
Vault SubmissionsArchive	Align	Vault QMS	CRM Engage Meeting & Engage Webinar
KOL Data	Vault Study Startup	Vault PromoMats DAM	

A reconciliation of non-GAAP to GAAP measures is set forth in Appendix 1

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Platform

Cloud Platform Types



© Copyright 2016 Veeva Systems Inc., all rights reserved

Application Platforms



SECURITY



REPORTING



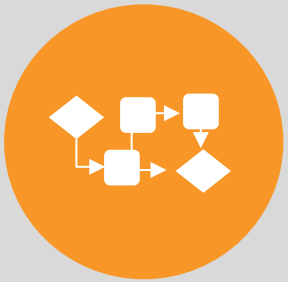
SCALABILITY



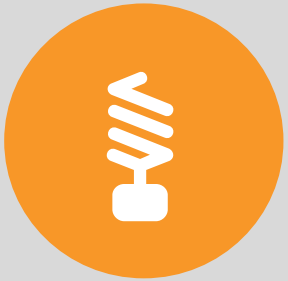
ADMINISTRATION



INTEGRATION



WORKFLOW



BUSINESS LOGIC



CUSTOMIZATION

© Copyright 2016 Veeva Systems Inc., all rights reserved

Application Platforms

APPLICATION PLATFORMS	PRIMARY PURPOSE
Salesforce	*Front office apps*
Workday	*Back office apps*
ServiceNow	*IT/service apps*
Veeva Vault	*Content apps* *Industry-specific apps*

FILE SHARING PLATFORMS

- Box: File sharing, light workflow
- OneDrive & SharePoint: File sharing, light workflow, collaboration

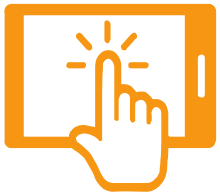
© Copyright 2016 Veeva Systems Inc., all rights reserved

Content Applications are the Future

- **Historical approach**
  - Filenet, OpenText, Documentum
  - On-premise, build your own applications
- **The way forward**
  - Targeted cloud applications
  - Customers prefer to buy versus build
  - Rich content
  - Content + data

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Strategy



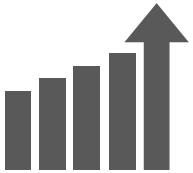
Content applications



Industry-specific applications



Application platform



Efficiency & scale

© Copyright 2016 Veeva Systems Inc., all rights reserved

2020 and Beyond

$1B Revenue Run Rate Target in CY'20

	FYQ2'16	FYQ2'17	CY'20e
Total Revenue	**~$400M** Revenue Run Rate	**~$525M** Revenue Run Rate	**$1B+** Revenue Run Rate
Non-CRM as a % of Total Revenue	**20%+**	**~35%**	**50%+**
Eight-figure Customers	**9**	**13**	**20**
Customers	**350**	**450+**	**500+**

Note: The Q2'16 customer count is adjusted to include Zinc customers

© Copyright 2016 Veeva Systems Inc., all rights reserved

2020 and Beyond



© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva

Industry Cloud Market Opportunity

Matt Wallach, Co-founder and President

Life Sciences Industry is Large and Growing

$1.7T



6% CAGR

Sources: MarketLine Industry Profile Global Health Care Equipment & Supplies, February 2016, Reference Code: 0199-2067 was published February 2016(Table 4). MarketLine Industry Profile Global Pharmaceuticals, December 2015, Reference Code: 0199-0372 was published December 2015 (Table 4). MarketLine Industry Profile Global Biotechnology, January 2016, Reference Code: 0199-0695 was published January 2016 (Table 4).

© Copyright 2016 Veeva Systems Inc., all rights reserved

Investment Inflection Points



© Copyright 2016 Veeva Systems Inc., all rights reserved

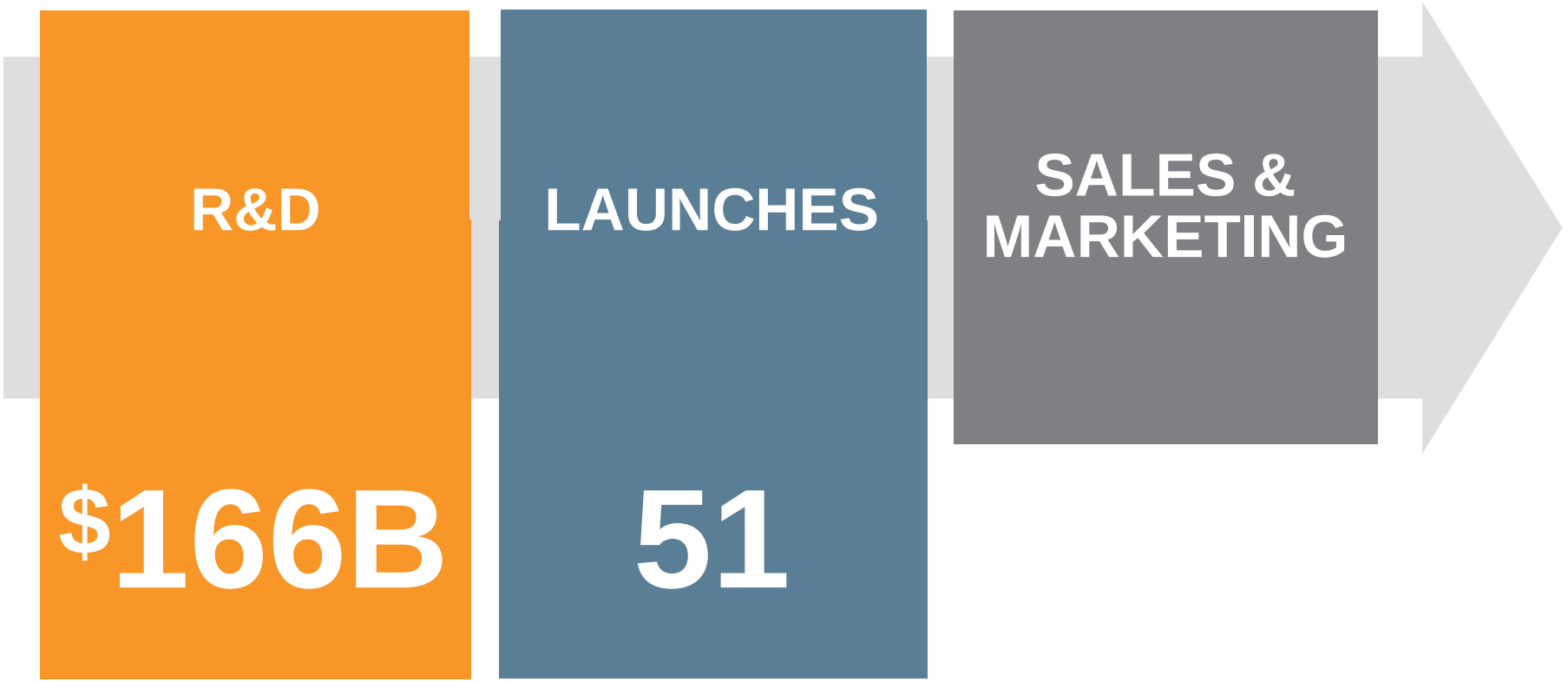
Investment Inflection Points



Sources: *Industrial Research Institute/R&D Magazine, 2016 Global R&D Funding Forecast, Winter 2016. Forbes: 2015 New Drug Approvals Hit 66-Year High. Jan 4, 2016. Factset data and Veeva estimates.*

© Copyright 2016 Veeva Systems Inc., all rights reserved

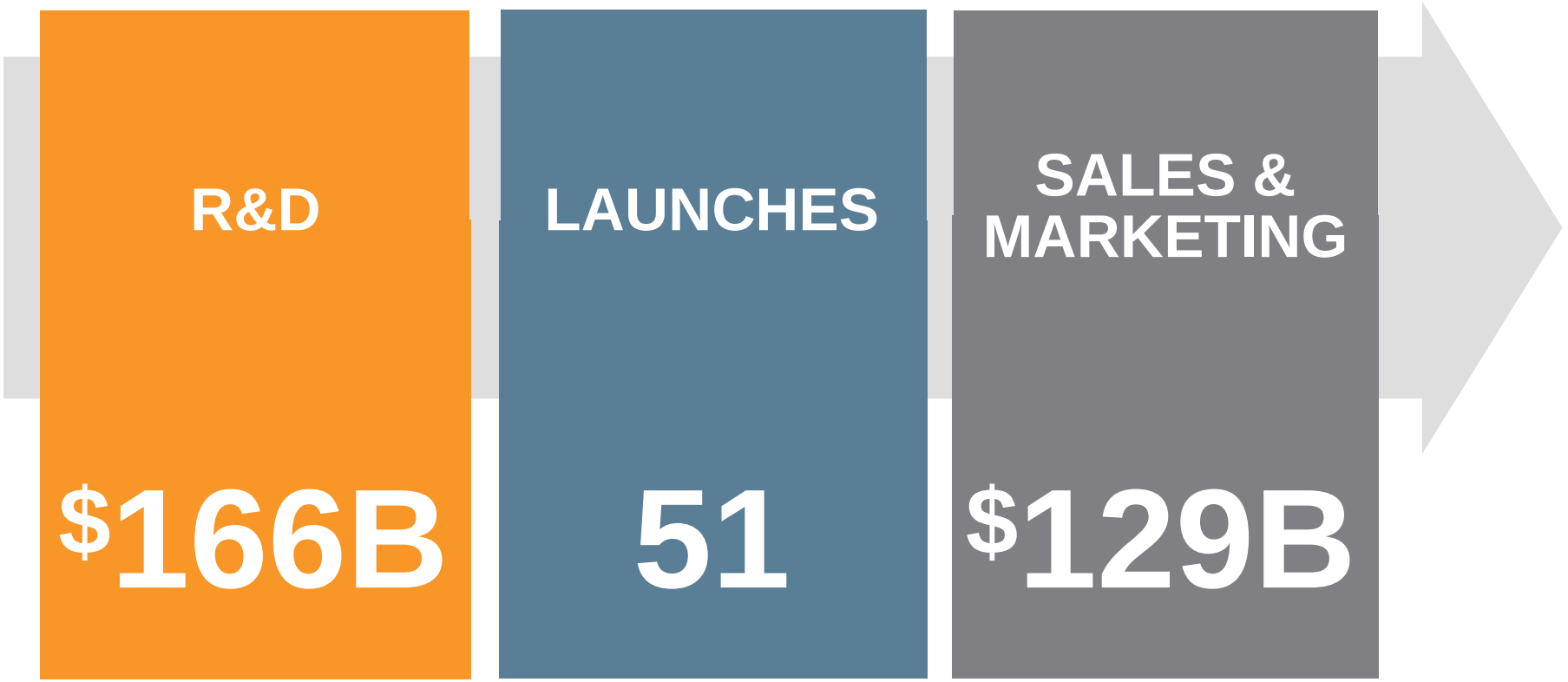
Investment Inflection Points



Sources: *Industrial Research Institute/R&D Magazine, 2016 Global R&D Funding Forecast, Winter 2016. Forbes: 2015 New Drug Approvals Hit 66-Year High. Jan 4, 2016. Factset data and Veeva estimates.*

© Copyright 2016 Veeva Systems Inc., all rights reserved

Investment Inflection Points

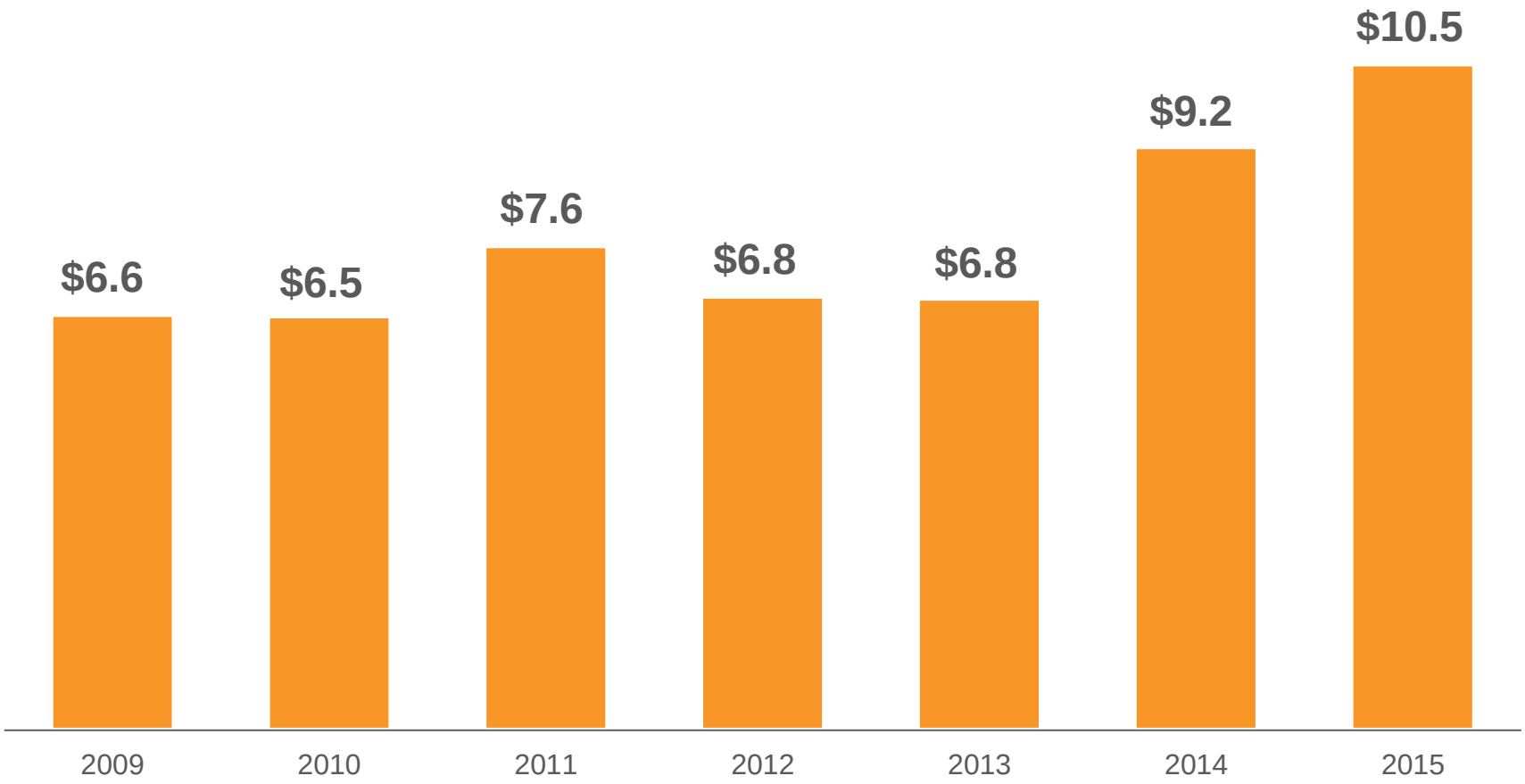


Sources: *Industrial Research Institute/R&D Magazine, 2016 Global R&D Funding Forecast, Winter 2016. Forbes: 2015 New Drug Approvals Hit 66-Year High. Jan 4, 2016. Factset data and Veeva estimates.*

© Copyright 2016 Veeva Systems Inc., all rights reserved

$50B in Venture Capital Investment

Venture investment in biotech and medical device companies since 2009



Source: PwC / NVCA MoneyTree Report

© Copyright 2016 Veeva Systems Inc., all rights reserved

$55B Total IT Spend in Life Sciences



Infrastructure



Software & Services

Sources: IDC, IDC, Worldwide IT Spending Guide – Life Science, April 2016

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva’s Total Addressable Market

Market Definitions

Commercial Cloud

Veeva CRM
CRM Add-ons
Veeva Network
Veeva OpenData
Veeva KOL Data

Vault

Vault Regulatory
Vault Clinical
Vault Quality
Vault Medical
Vault Commercial
Vault Platform

© Copyright 2016 Veeva Systems Inc., all rights reserved

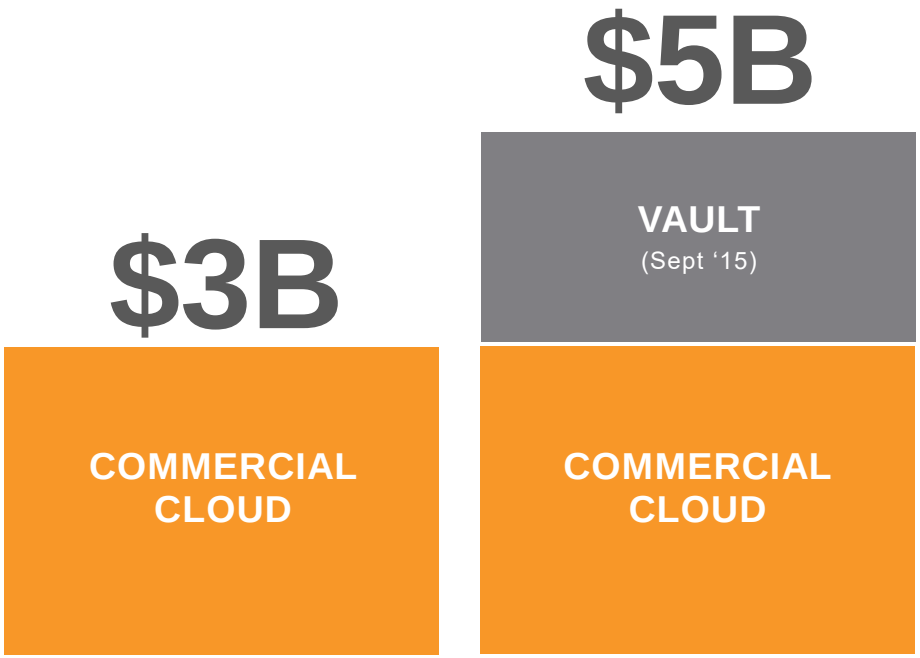
Innovation Expands TAM

$3B

COMMERCIAL CLOUD

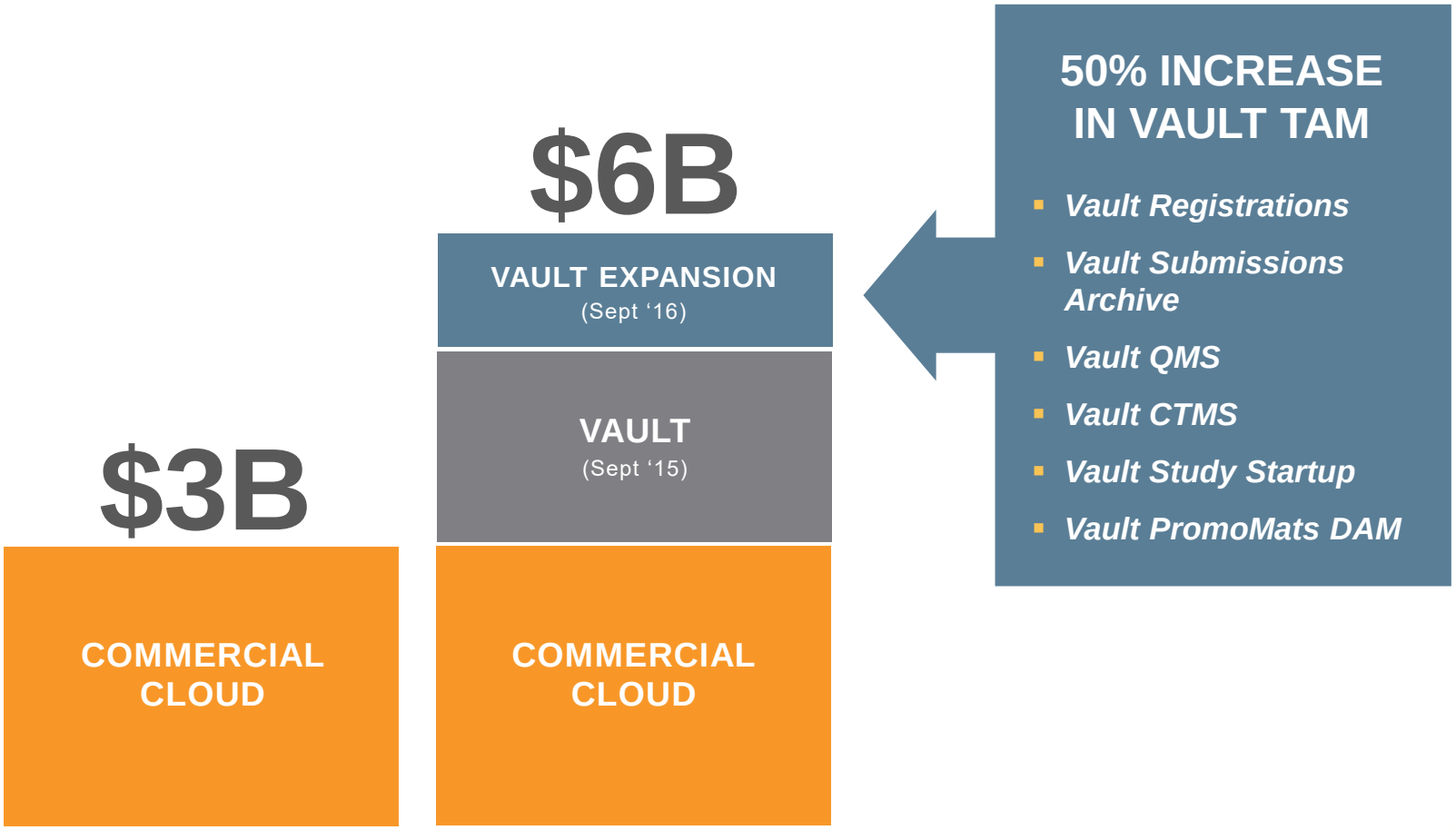
© Copyright 2016 Veeva Systems Inc., all rights reserved

Innovation Expands TAM



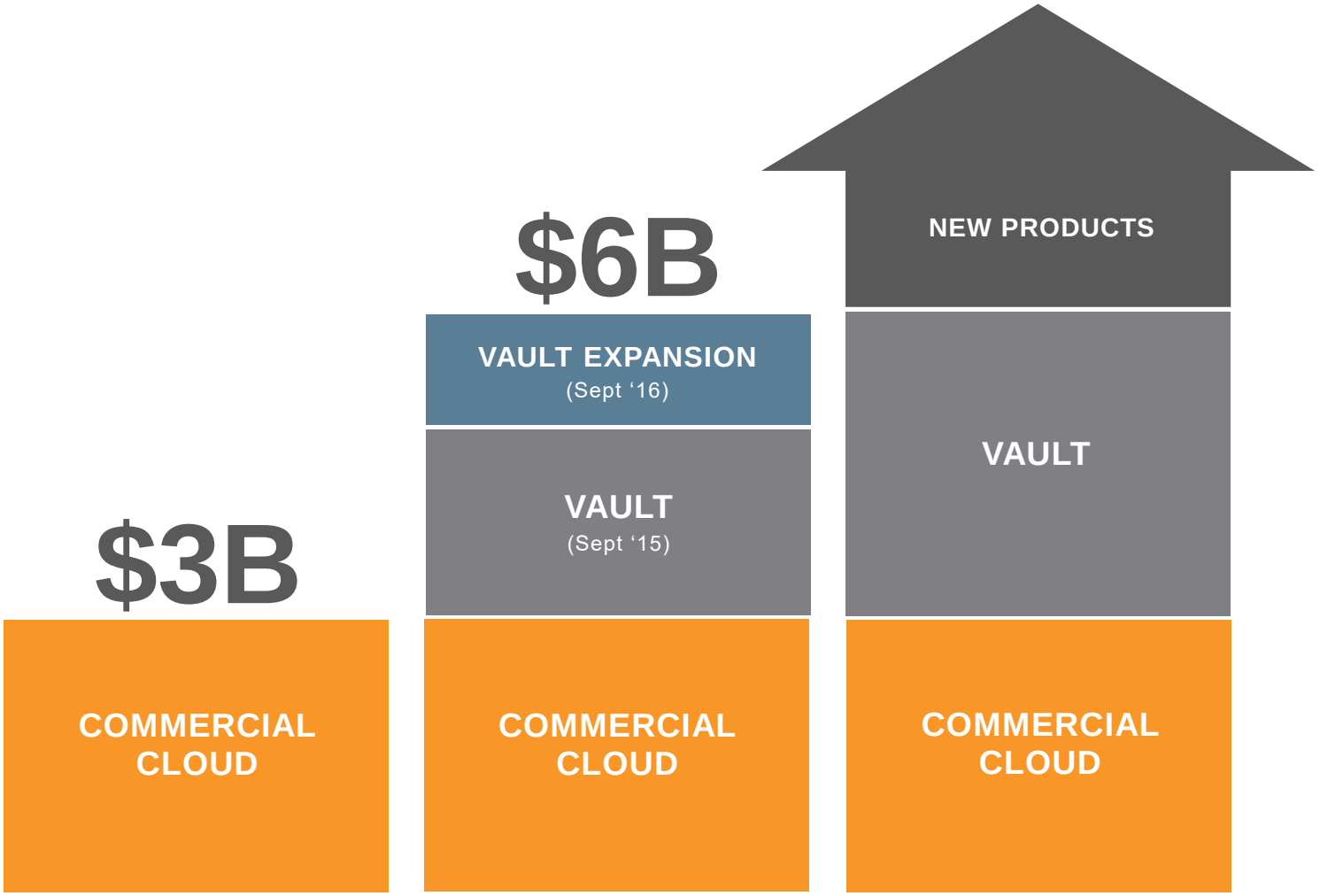
© Copyright 2016 Veeva Systems Inc., all rights reserved

Innovation Expands TAM



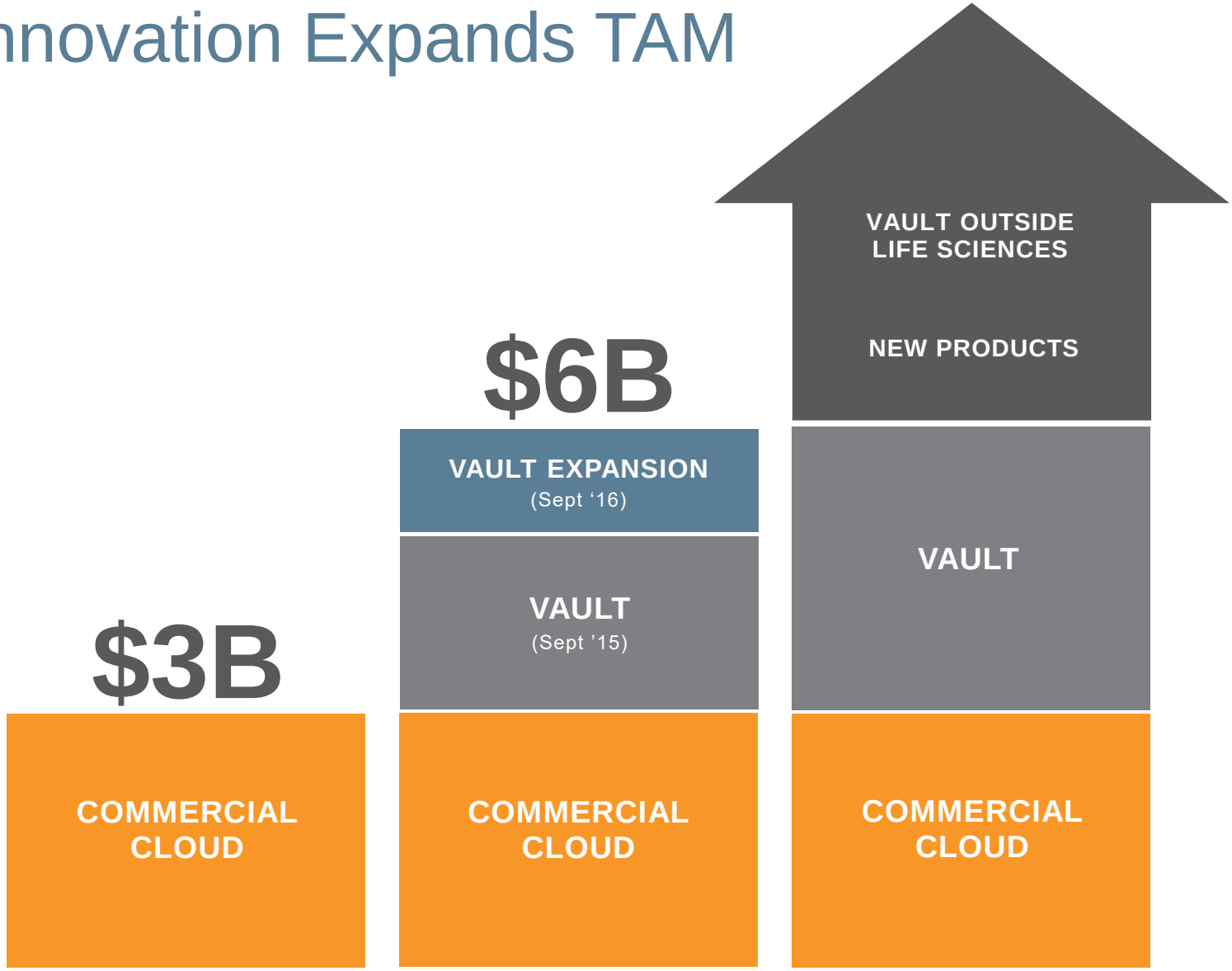
© Copyright 2016 Veeva Systems Inc., all rights reserved

Innovation Expands TAM



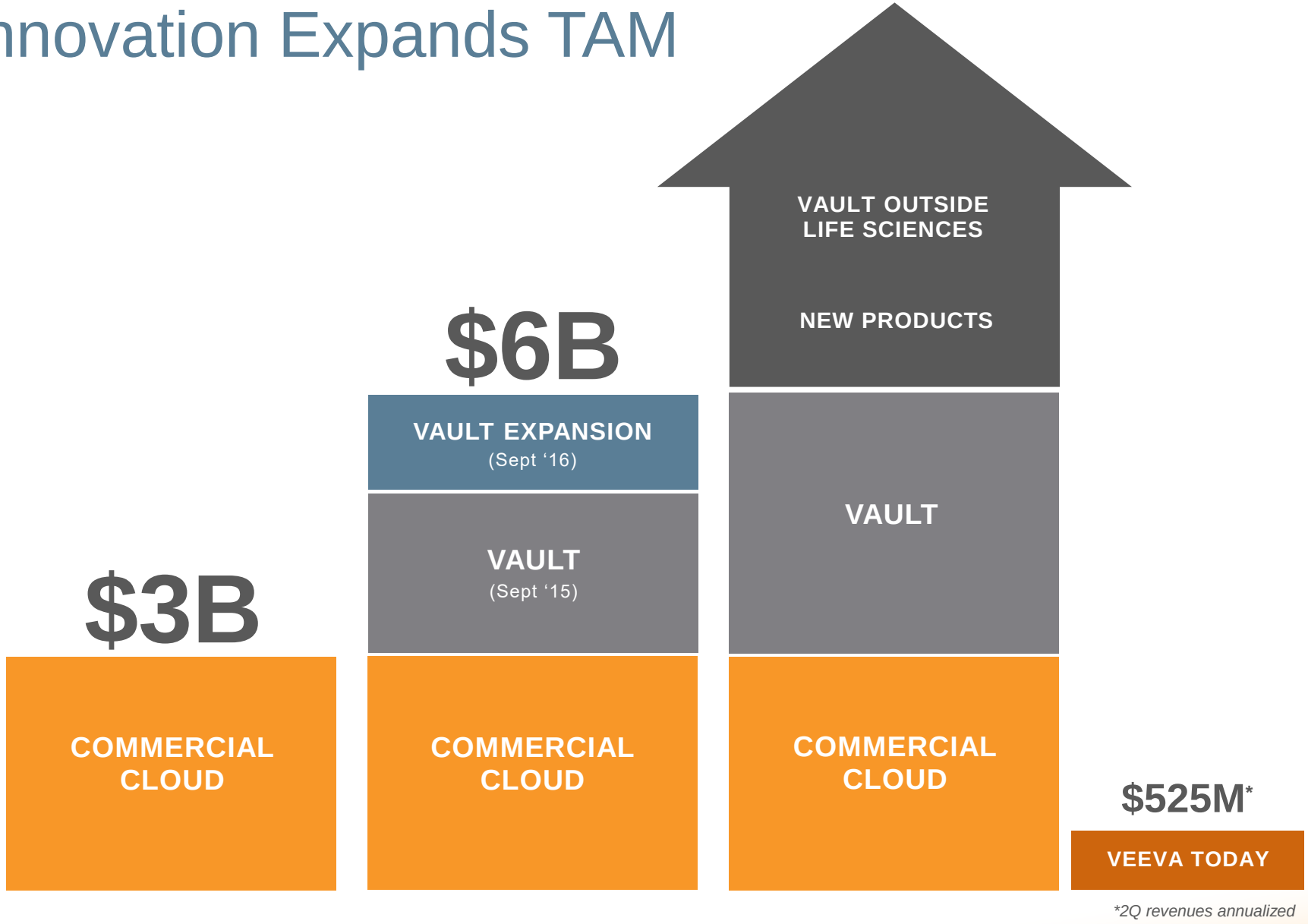
© Copyright 2016 Veeva Systems Inc., all rights reserved

Innovation Expands TAM



© Copyright 2016 Veeva Systems Inc., all rights reserved

Innovation Expands TAM



*2Q revenues annualized

© Copyright 2016 Veeva Systems Inc., all rights reserved

Customer Analysis

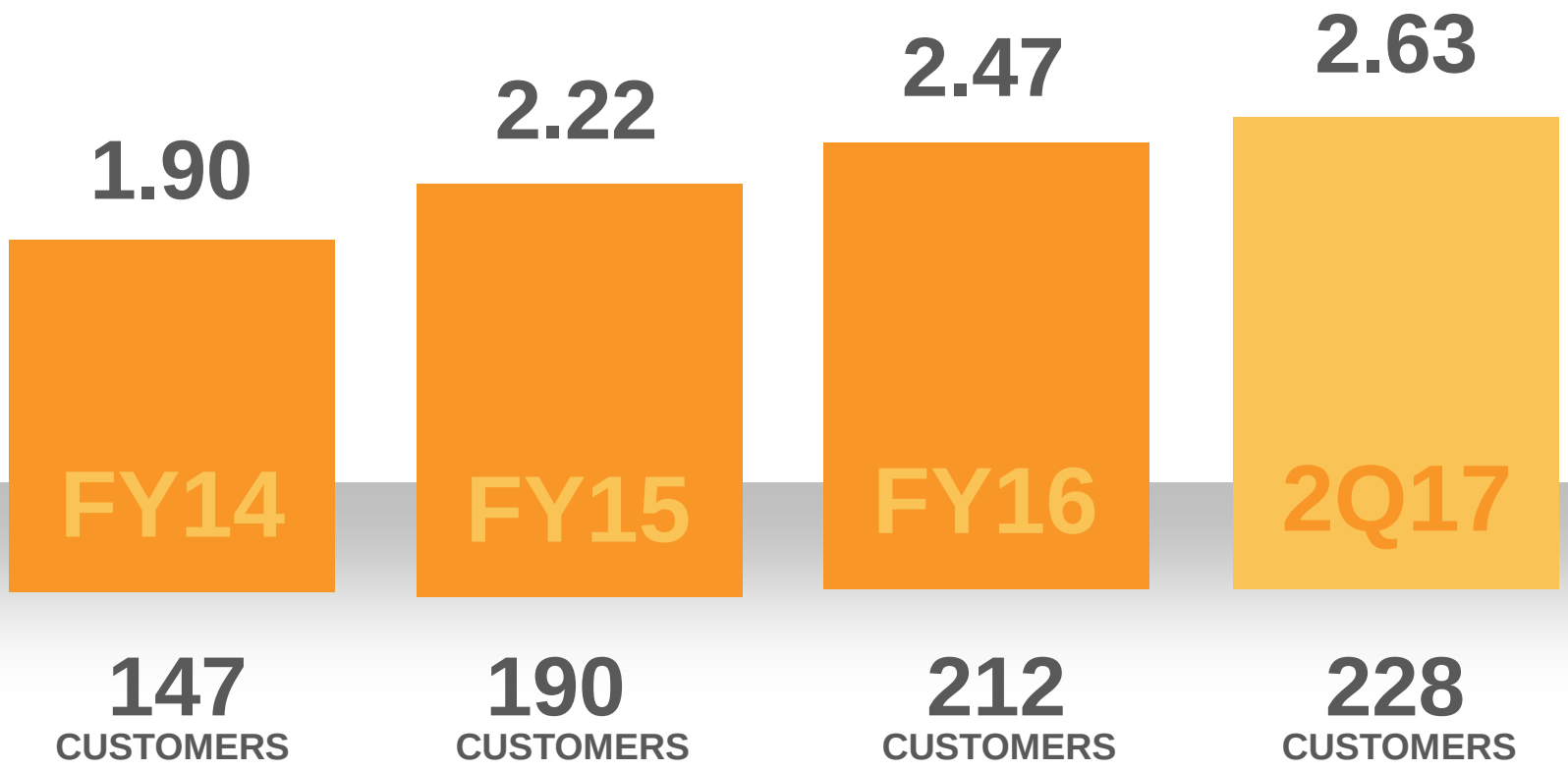
Veeva Spans an Entire Life Sciences Company

REGULATORY	CLINICAL	QUALITY & MANUFACTURING	MEDICAL	COMMERCIAL
				Veeva Vault
Registrations Submissions SubmissionsArchive	CMTS Study Startup eTMF	QMS QualityDocs	MedComms	PromoMats DAM
				Veeva Commercial Cloud
			V CRM CLM	Align Events Management Approved Email Engage
			V Network	Customer Master Product Master
			V OpenData	KOL Data

© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Suite Approach is Resonating

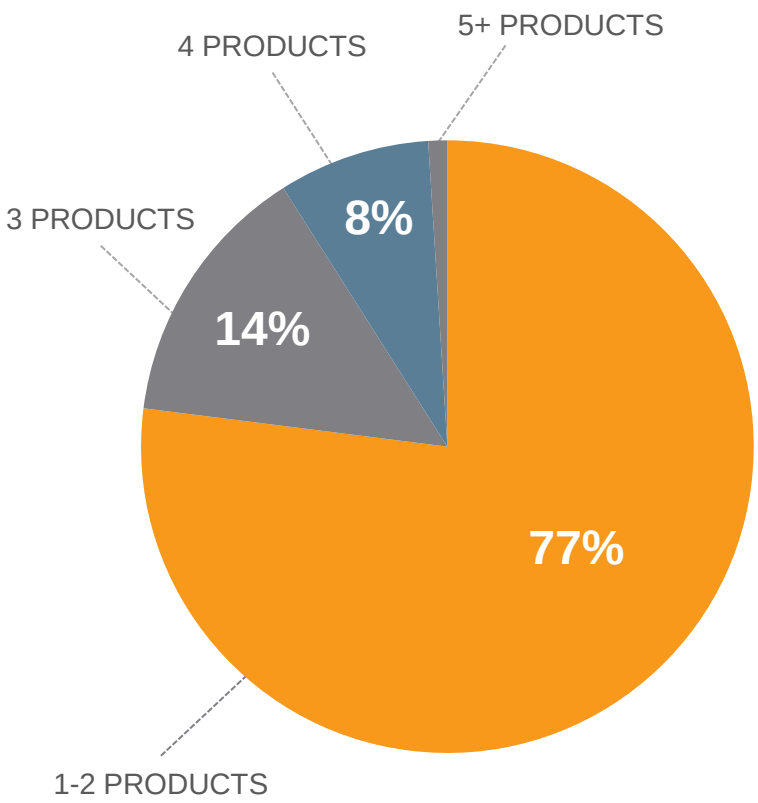
Average Commercial Cloud products per CRM customer



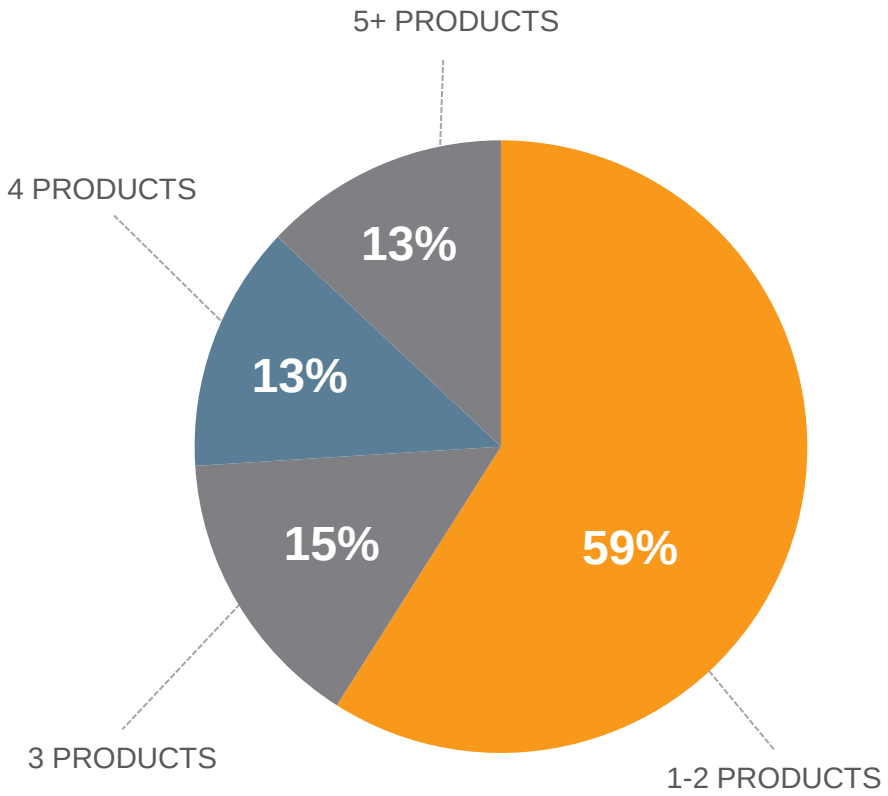
© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Suite Approach is Resonating

Percentage of CRM customers with multiple products is growing



Q2‘15

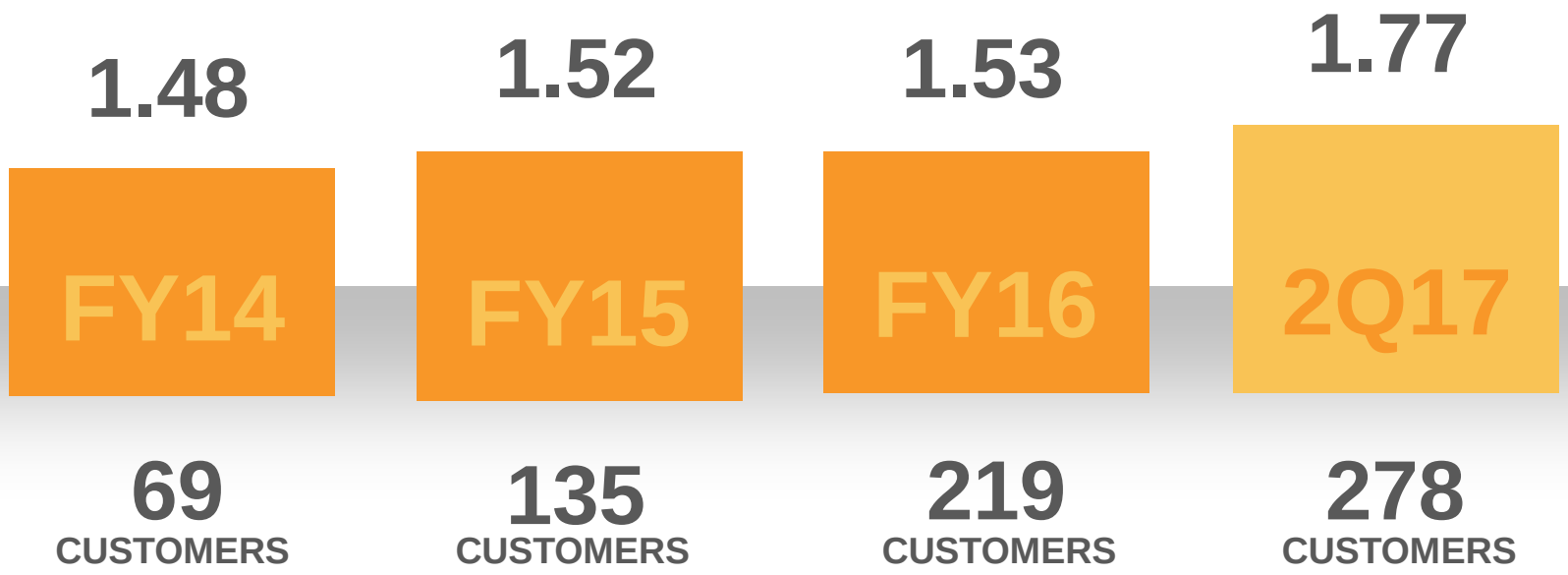


Q2‘17

© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Suite Approach is Resonating

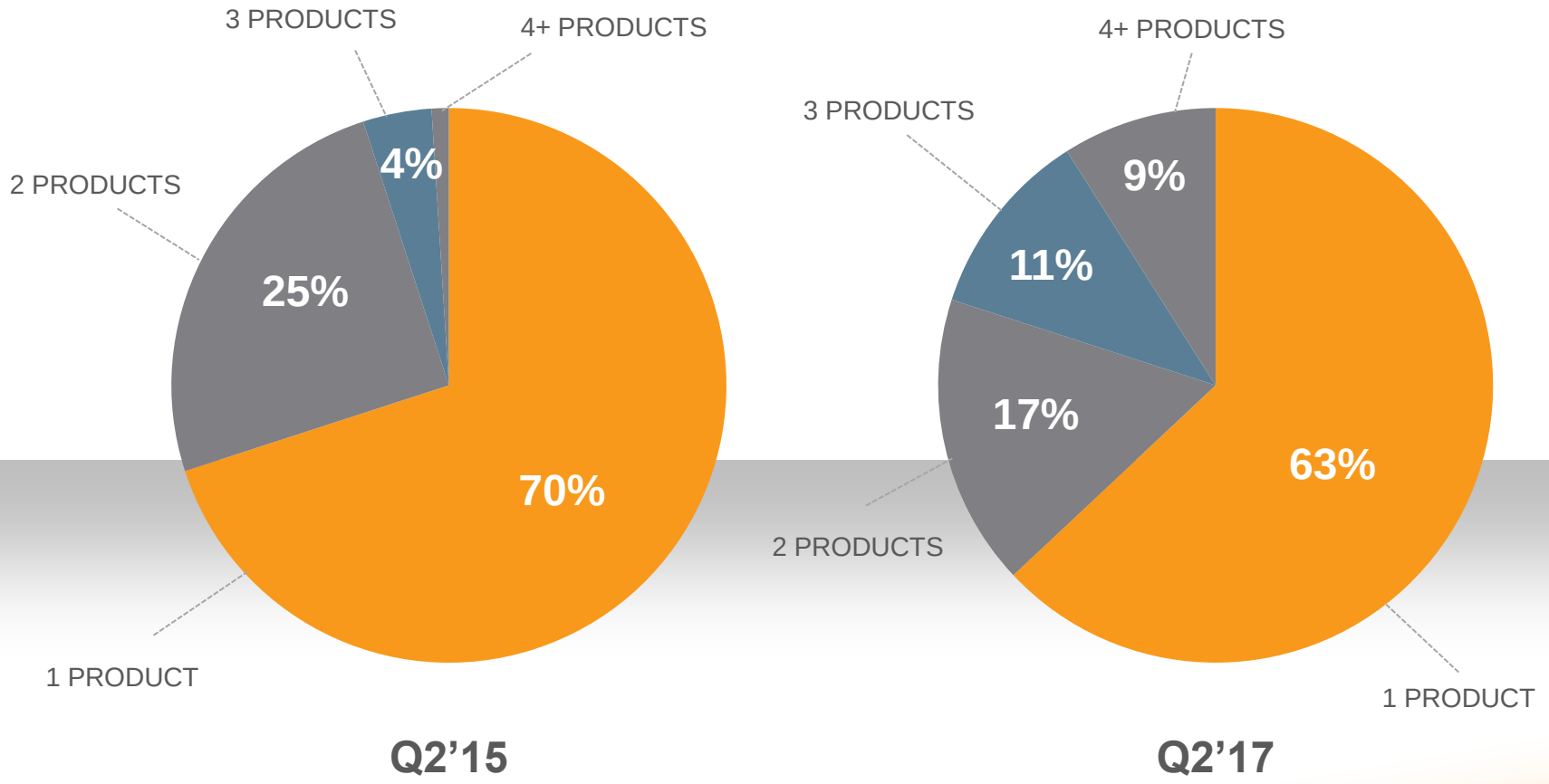
Average Vault products per Vault customer



© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Suite Approach is Resonating

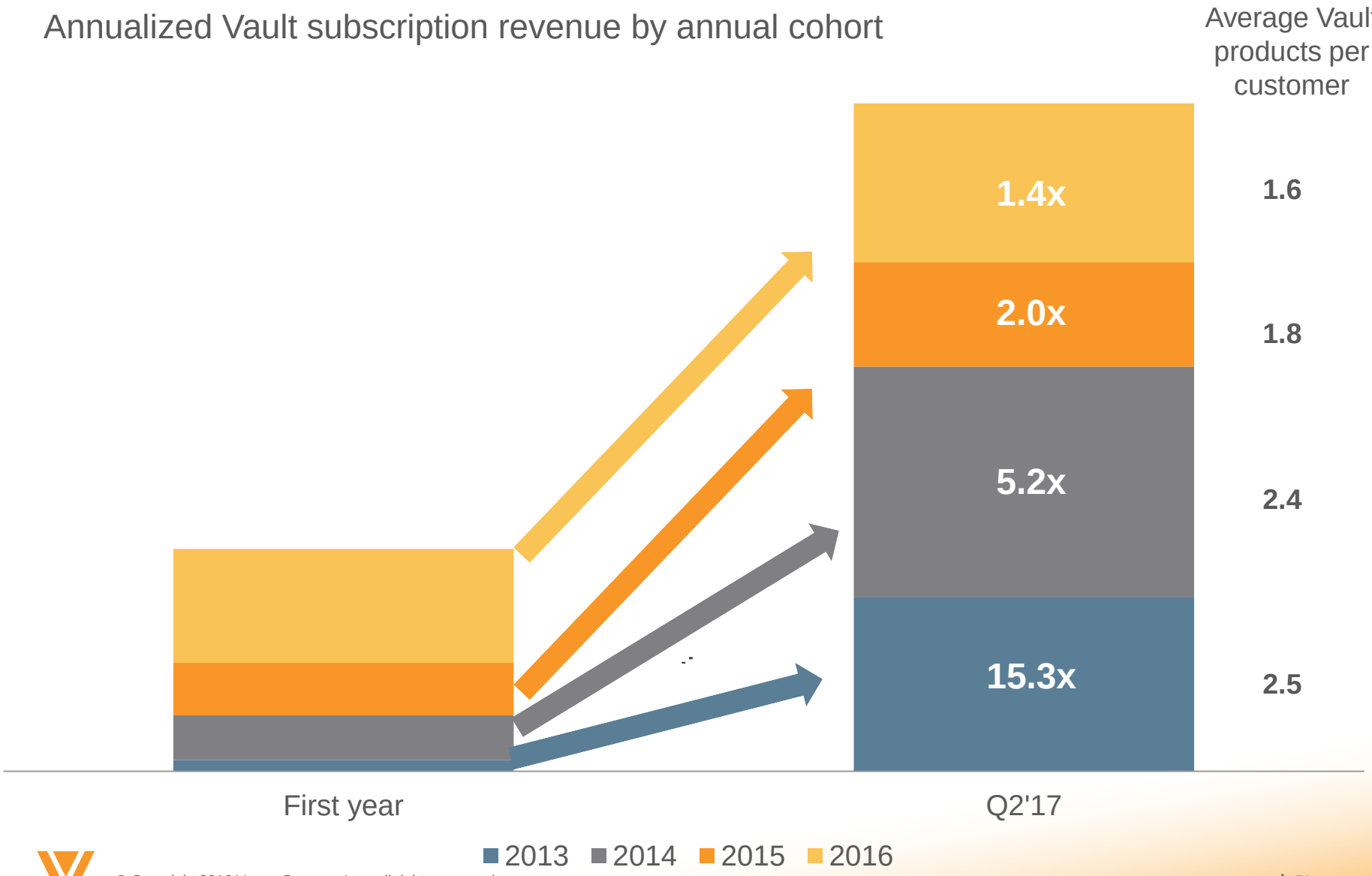
Percentage of Vault customers with multiple products is growing



© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Customers Expand Over Time

Annualized Vault subscription revenue by annual cohort



© Copyright 2016 Veeva Systems Inc., all rights reserved

Strategic Partner to Life Sciences

Focus on Customer Success



VEEVA CULTURE



PRODUCT EXCELLENCE



INCREASED INVESTMENTS

© Copyright 2016 Veeva Systems Inc., all rights reserved

Reference Selling

450+ customers with users in over 100 countries

Enterprise



Emerging Growth



© Copyright 2016 Veeva Systems Inc., all rights reserved



Unified

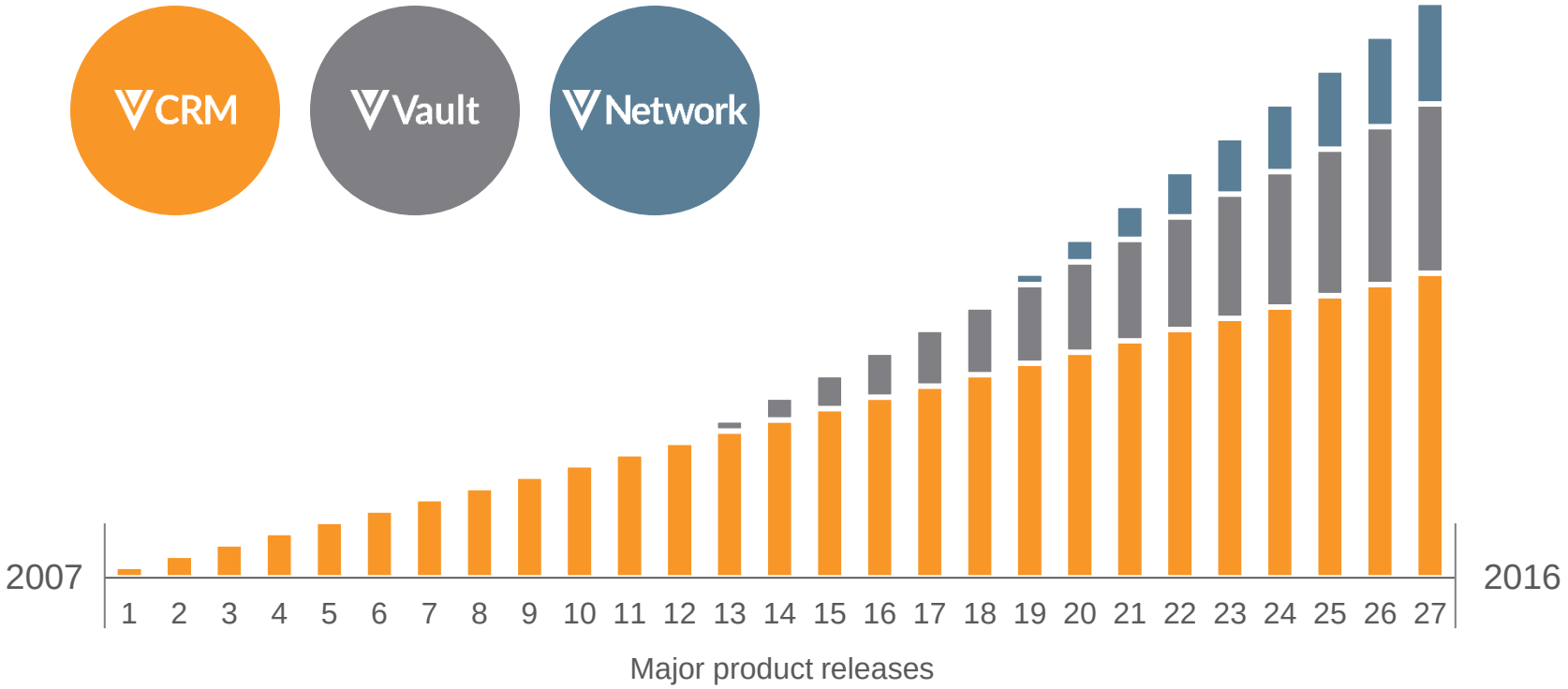
&



Best-of-breed

Continued Cloud Innovation

Major Veeva product releases



© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Ecosystem

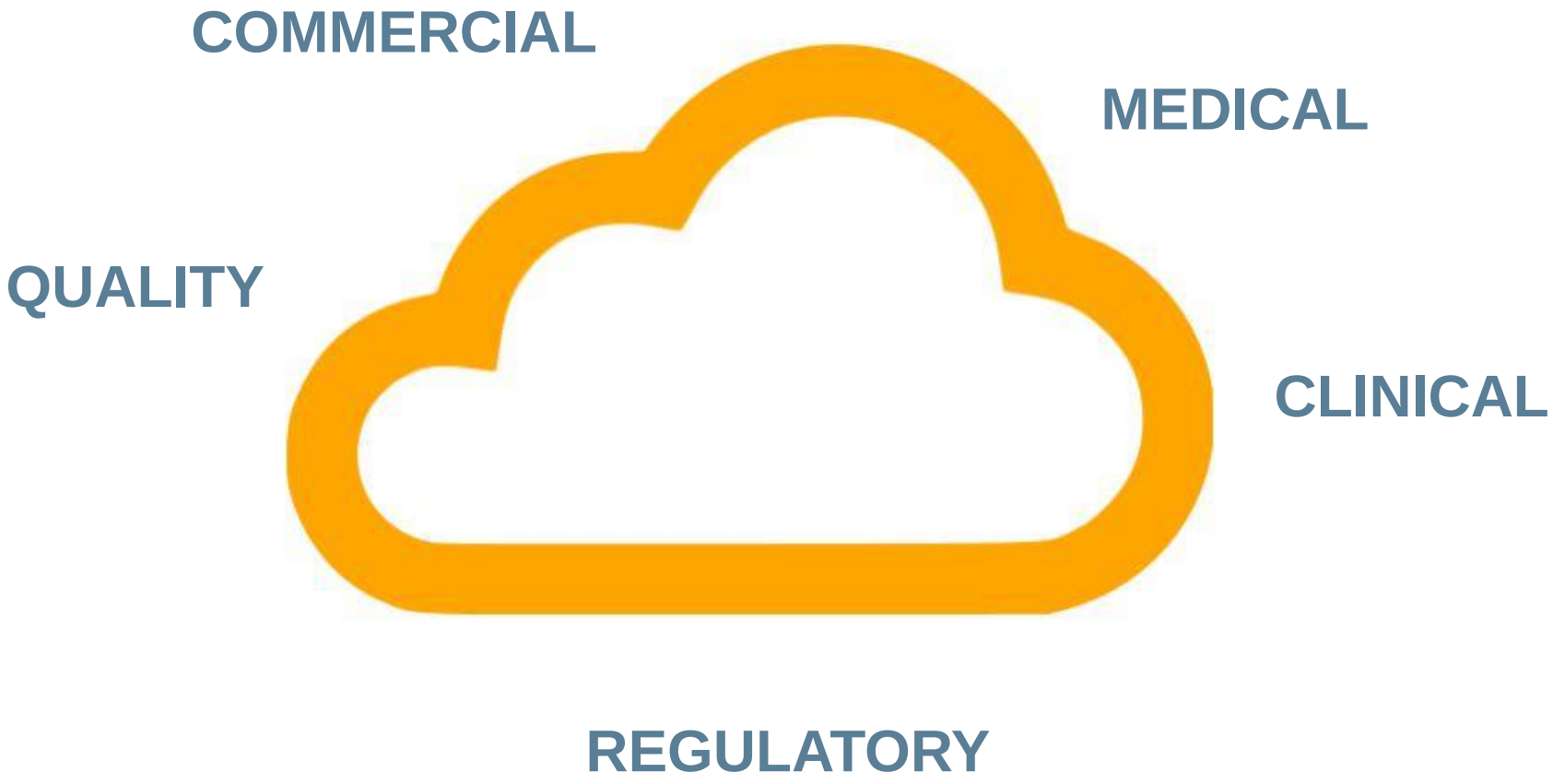


© Copyright 2016 Veeva Systems Inc., all rights reserved



Strategic Partner to the Industry

Industry Cloud for Life Sciences



© Copyright 2016 Veeva Systems Inc., all rights reserved

Jazz Tobaccowalla

VP & CIO, Regeneron

Veeva

Veeva Commercial Cloud

Paul Shawah, VP Commercial Cloud

Evolving Commercial Landscape

SHIFT TO SPECIALIZED MEDICINES



CUSTOMER STRUCTURES & STAKEHOLDERS



NEW WAYS TO PROVIDE VALUE



RISING CUSTOMER EXPECTATIONS









DIGITAL DISRUPTION

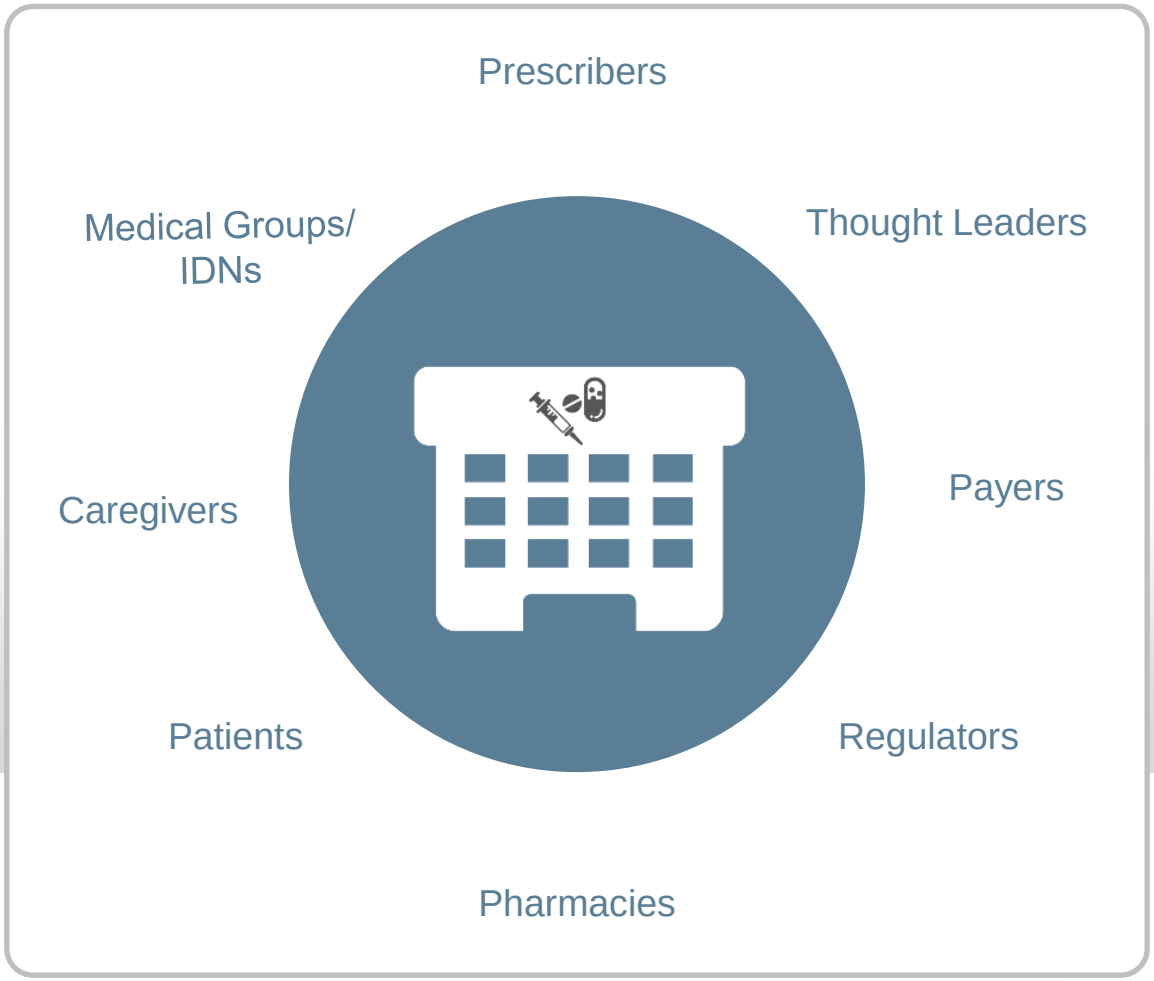






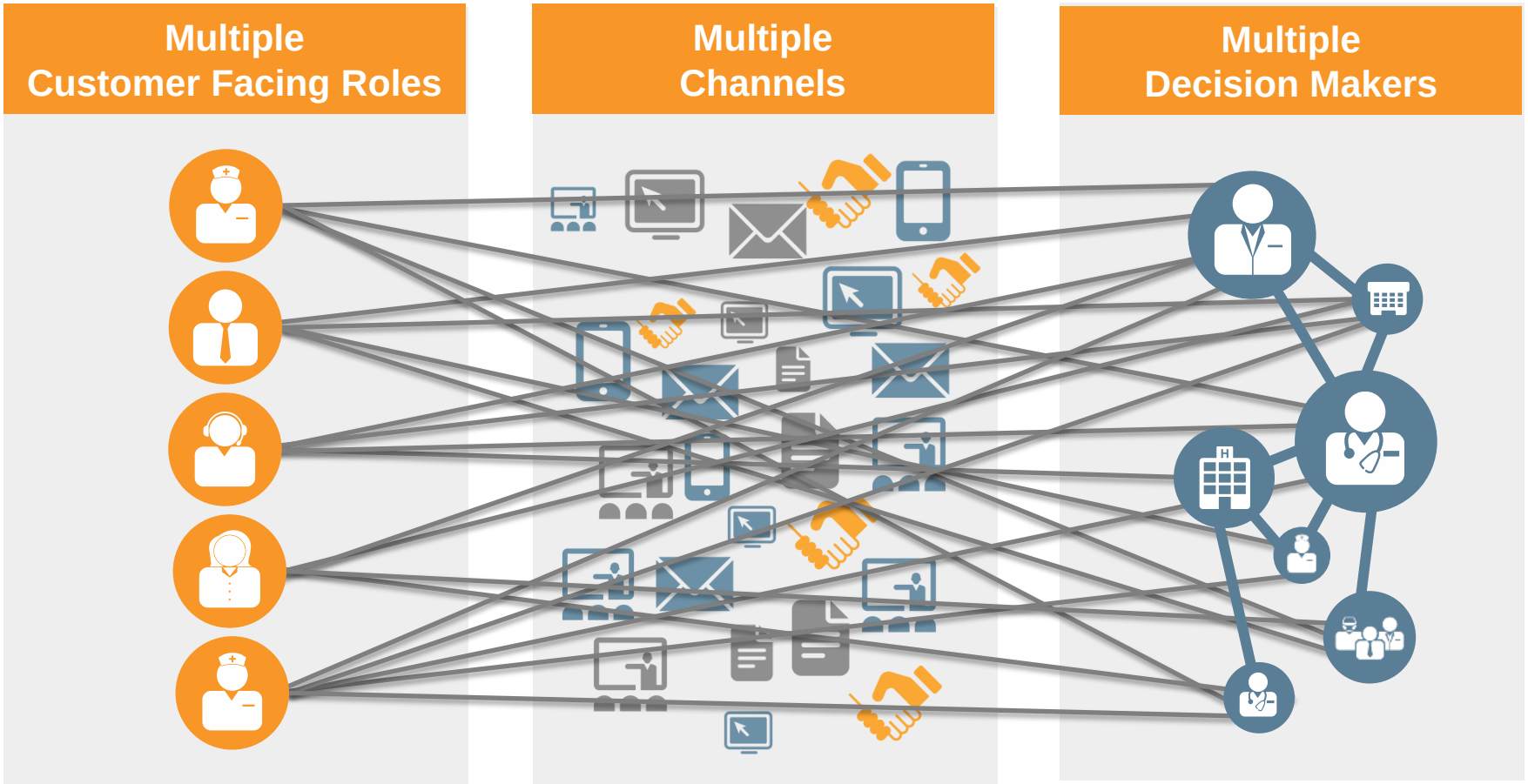
© Copyright 2016 Veeva Systems Inc., all rights reserved

Pressure to Deliver Value



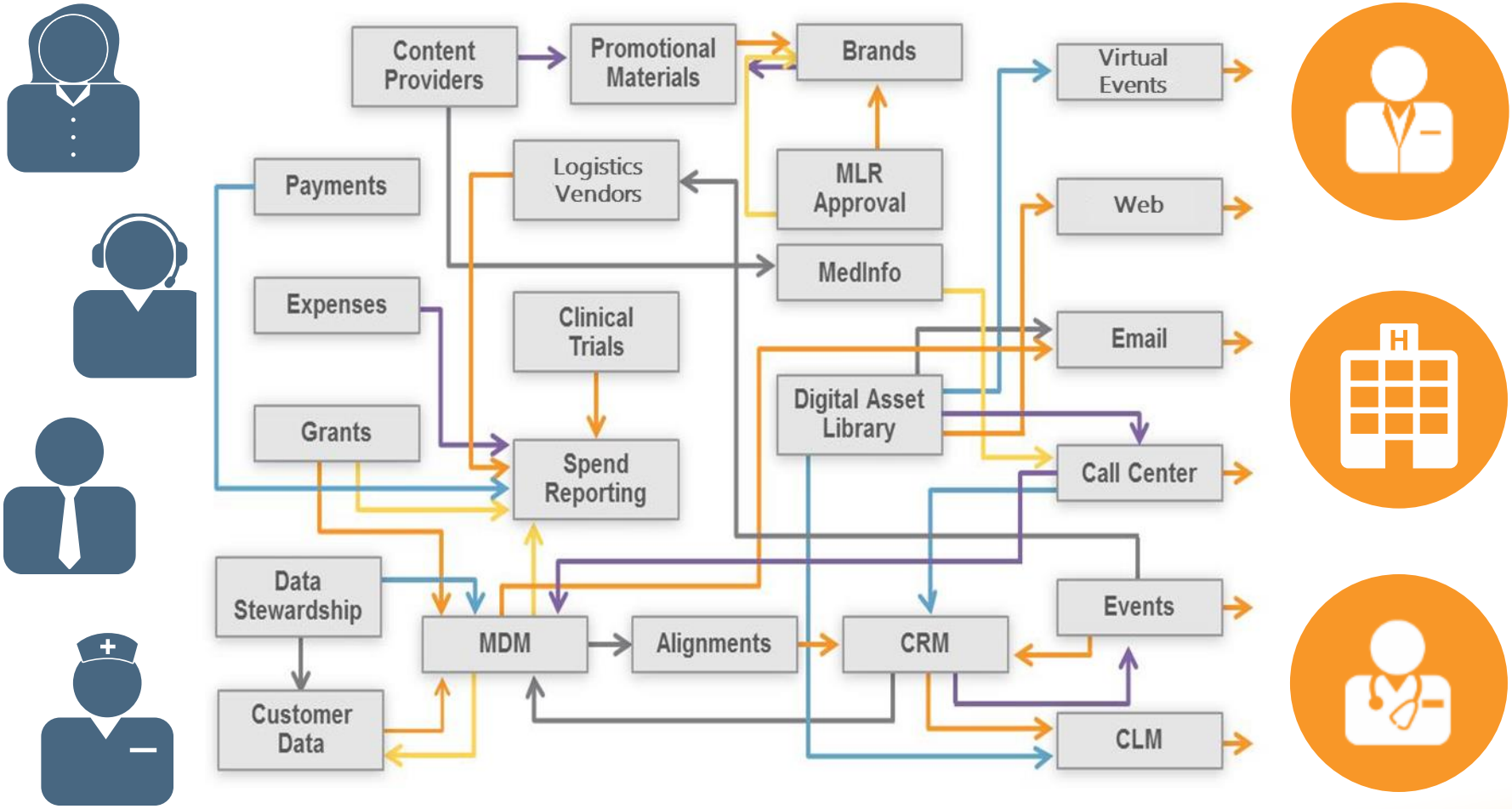
© Copyright 2016 Veeva Systems Inc., all rights reserved

Complex Commercial Environment



© Copyright 2016 Veeva Systems Inc., all rights reserved

Complex Systems



© Copyright 2016 Veeva Systems Inc., all rights reserved



Unified

&



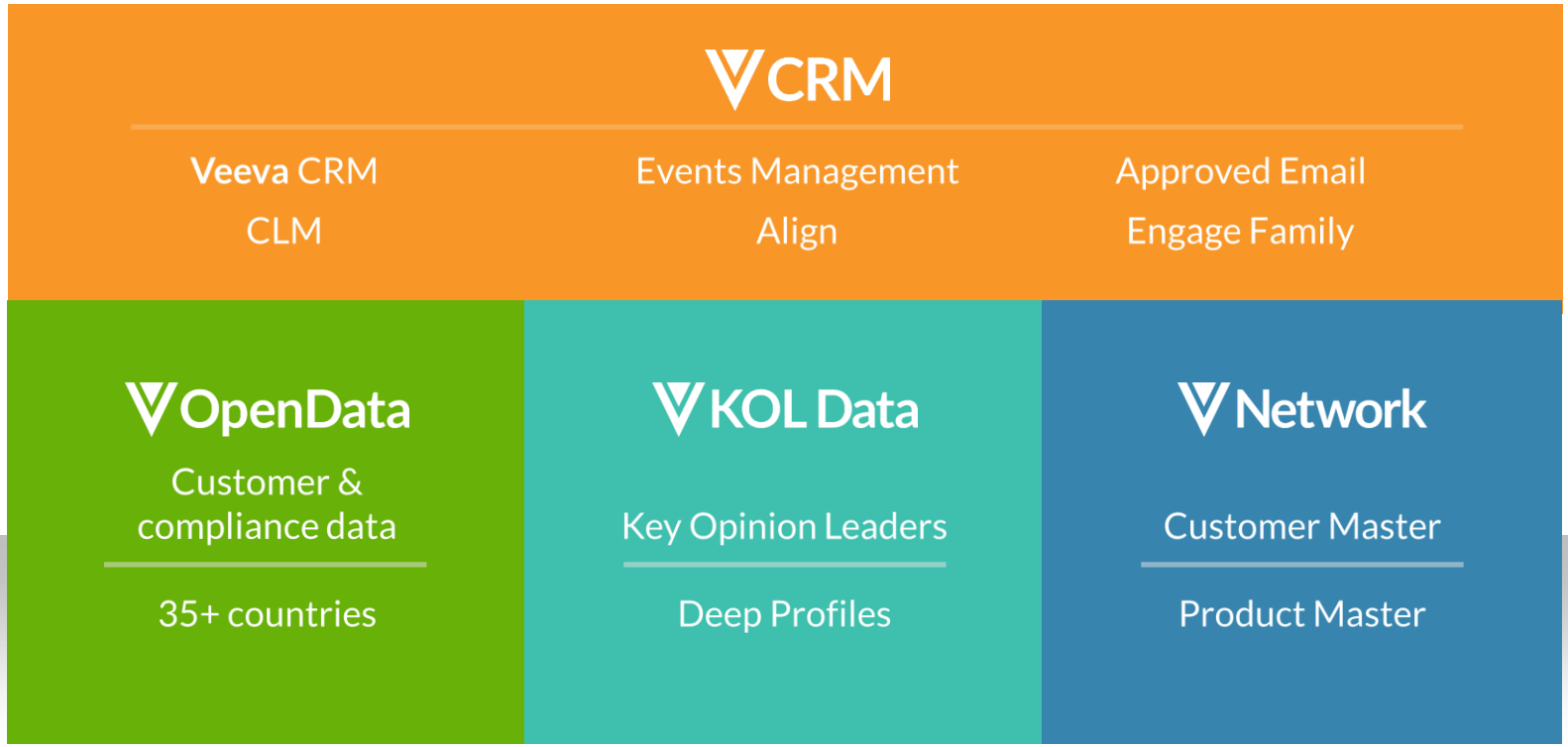
Best-of-breed

Why it Matters?

Eliminate	Get
Servers and infrastructure	Single, accountable vendor
Managing multiple vendors	Regulatory compliance
Building and maintaining integrations	Better user experience and adoption
Compatibility issues	Extensive partner network
Users navigating multiple systems to do their job	Streamlined and innovative processes

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Commercial Cloud



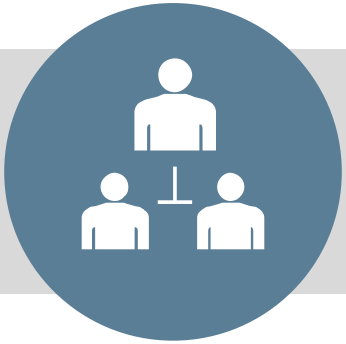
© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva CRM

Veeva is the Global CRM Leader



New Customers



New Teams



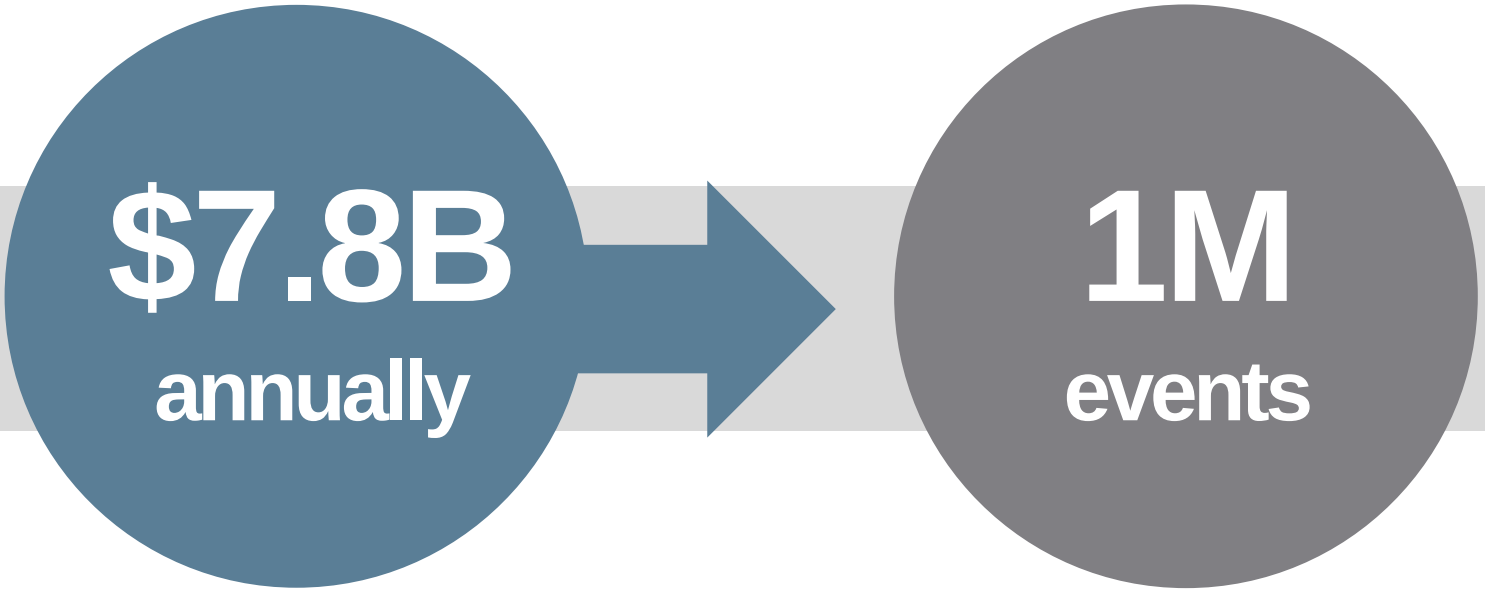
New Countries

© Copyright 2016 Veeva Systems Inc., all rights reserved

Commercial Cloud Example

Events Management

Events Management in Life Sciences



Source: IMS Health Strategic Promotion Database, 2014

© Copyright 2016 Veeva Systems Inc., all rights reserved

Fragmented and Complex

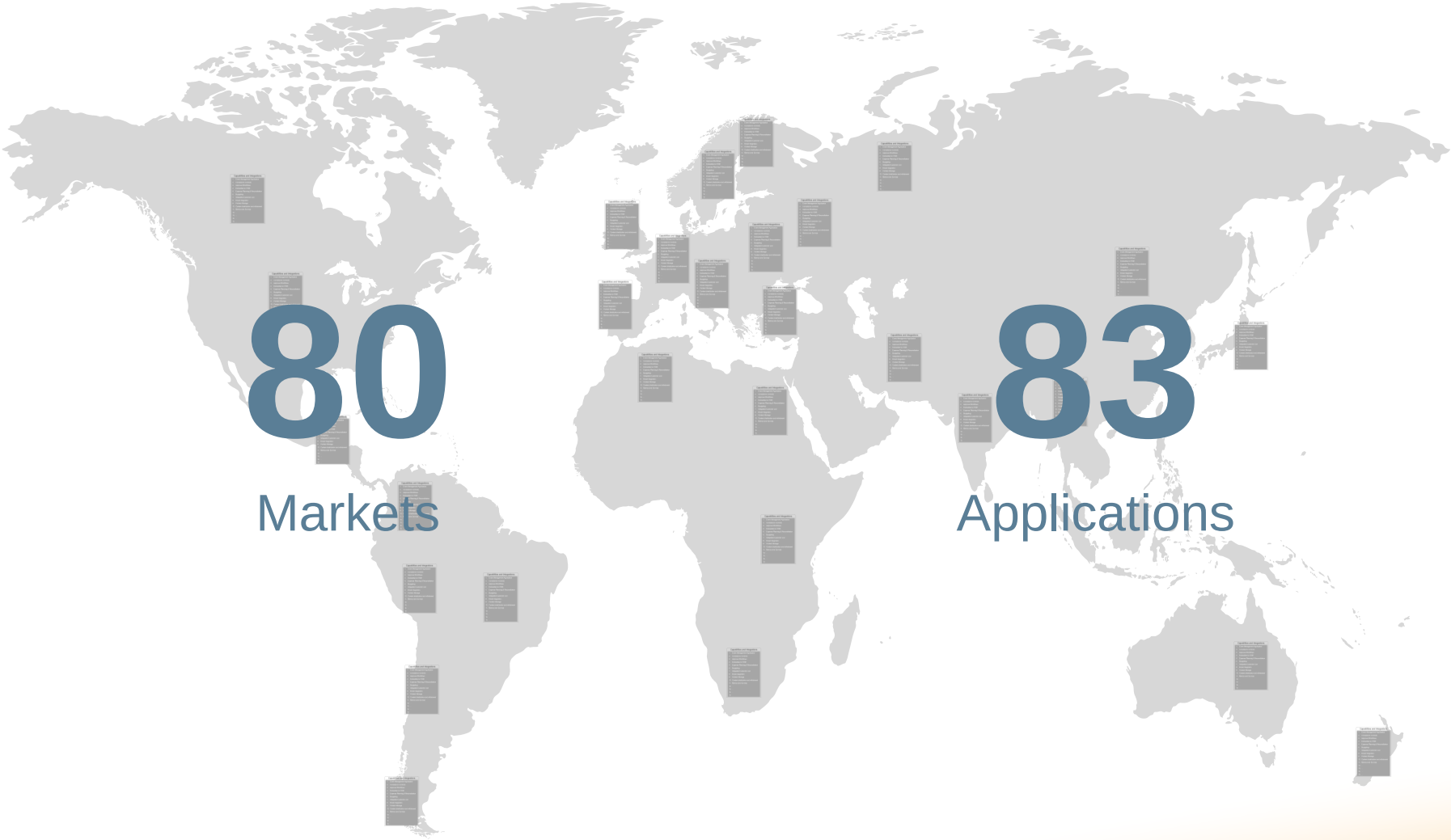
Capabilities and Integrations

1. Events management application
2. Compliance controls
3. Approval workflows
4. Embedded in CRM
5. Expense planning and reconciliation
6. Budgeting
7. Integrated customer list
8. Email integration
9. Content storage
10. Content distribution and withdrawal
11. Metrics and surveys
12. ...



© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 20 Global Pharma



80
Markets

83
Applications

© Copyright 2016 Veeva Systems Inc., all rights reserved

Dramatically Simplified



© Copyright 2016 Veeva Systems Inc., all rights reserved

Demo

HCP MOVES FROM ONE TOWN TO ANOTHER

© Copyright 2016 Veeva Systems Inc., all rights reserved

Demo

Data Operations

LEARN HCP HAS MOVED

VERIFY NEW ADDRESS

Sales

PREPARE FOR CALL

ONLINE MEETING

Sales Operations

REALIGN TO NEW TERRITORY

SEND TO CRM

HCP

MEET ON HIS TERMS

© Copyright 2016 Veeva Systems Inc., all rights reserved

Demo

Data Operations

LEARN HCP HAS MOVED

VERIFY NEW ADDRESS

Sales

PREPARE FOR CALL

ONLINE MEETING

Sales Operations

REALIGN TO NEW TERRITORY

SEND TO CRM

HCP

MEET ON HIS TERMS

© Copyright 2016 Veeva Systems Inc., all rights reserved

Demo



LEARN HCP HAS MOVED

VERIFY NEW ADDRESS



PREPARE FOR CALL

ONLINE MEETING



REALIGN TO NEW TERRITORY

SEND TO CRM

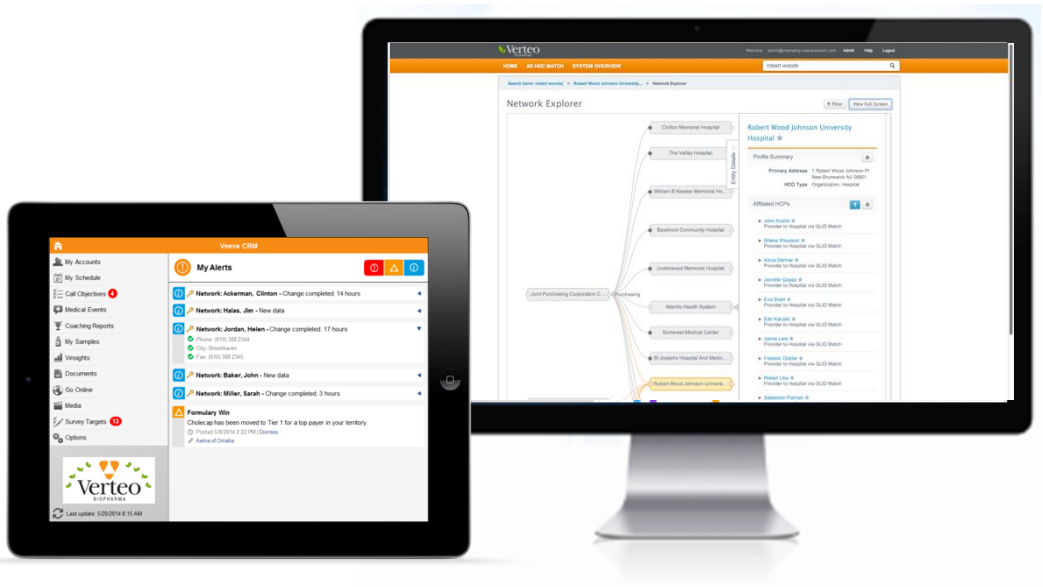


MEET ON HIS TERMS

© Copyright 2016 Veeva Systems Inc., all rights reserved

Customer Data

Veeva OpenData and Veeva Network



ACCURATE DATA

EASILY ACCESSIBLE

BETTER CONVERSATIONS

© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 20 Pharma

Customer data foundation enables business transformation



PROBLEM

Connect with new decision makers: IDNs and ACOs

Engage effectively across channels

Timely, accurate transparency spend reporting



SOLUTION

Veeva OpenData and Network

Proactive data updates by Veeva data stewards

Deployed in US and China



BENEFIT

Single view of customer for multichannel

Thousands of reps spend more time with the right customers

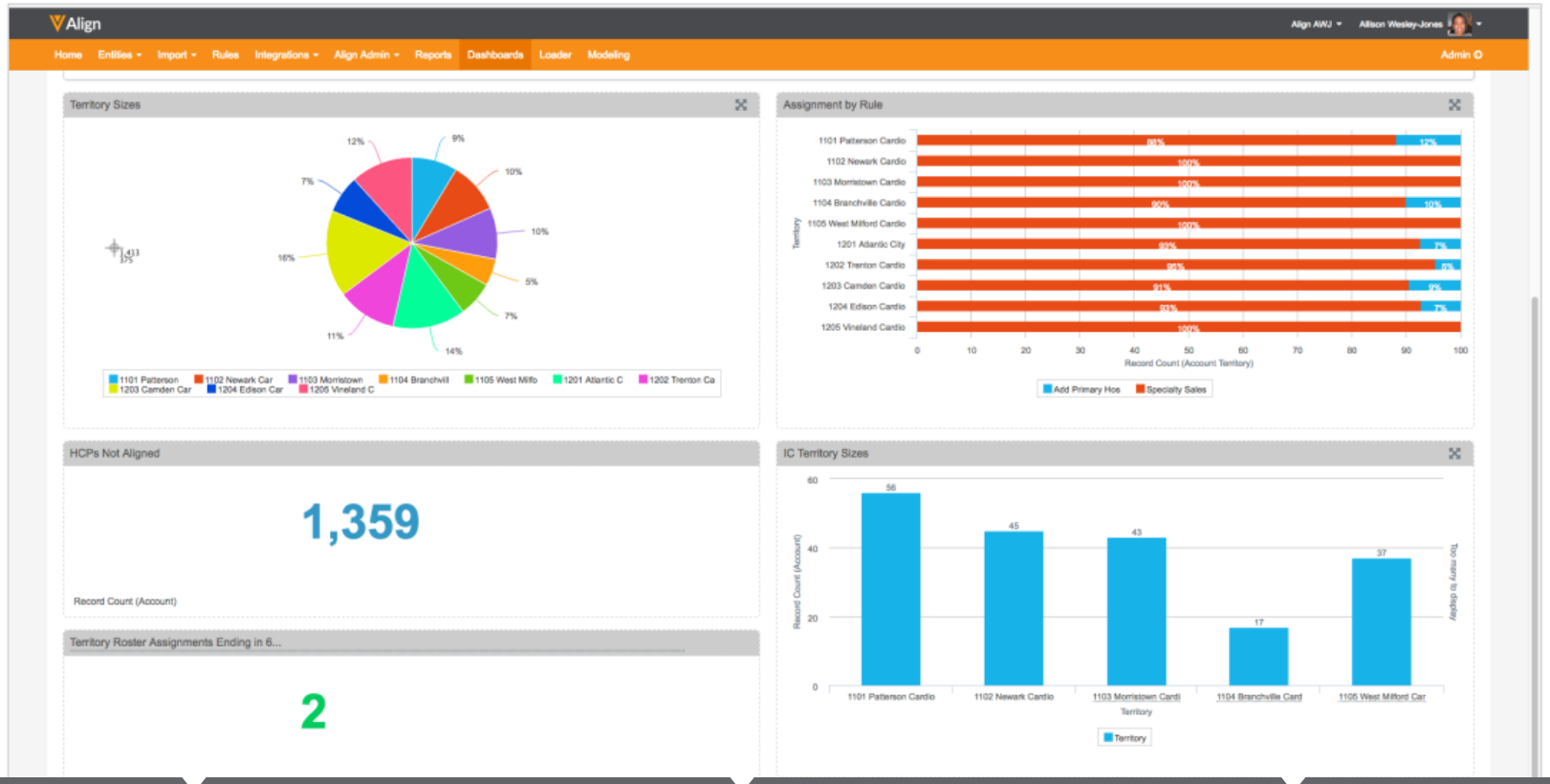
Simplify spend reporting

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Align

Veeva Align

Deliver the right alignment, faster



FAST

INTEGRATED

GLOBAL

© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 20 Pharma

Align enables process standardization and better, faster alignments

PROBLEM

Alignments require long lead times and IT support

Spreadsheets limit alignment sophistication

Oversized territories causing field productivity loss

SOLUTION

Deployed Veeva Align across 7 countries

Allowed for more sophisticated alignment rules

Fully integrated into technology ecosystem

BENEFIT

Reduced lead time from 4 weeks to 3 days

More accurate alignments based on business needs

Greater field productivity

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Engage Family

Interact at Customer's Convenience

- CLM
- Approved Email
- Events Management



- Engage for Portals
- NEW Engage Meeting
- NEW Engage Webinar

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva CRM Engage Meeting

Online meetings made easy



EASY

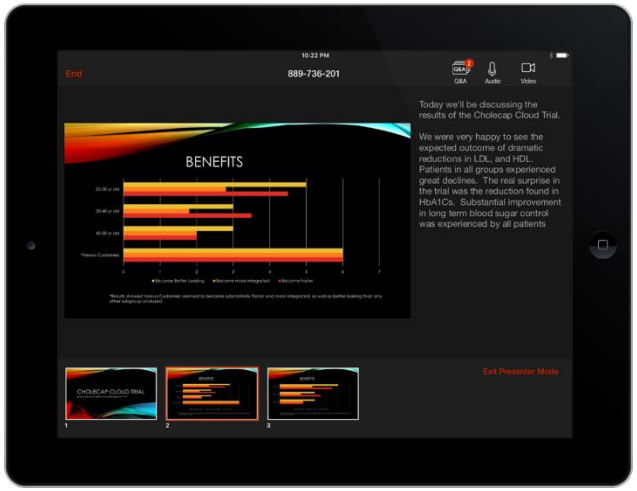
COMPLIANT

ACCESSIBLE

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva CRM Engage Webinar

Virtual events, compliant and easy







EASY

COMPLIANT

INTEGRATED

© Copyright 2016 Veeva Systems Inc., all rights reserved

Commercial Cloud Benefits

Top 20 Pharma

Transforming customer engagement with Veeva Commercial Cloud

PROBLEM

Getting right information to HCPs in preferred channel

Mandate to change engagement model

Existing technology would not support the change

SOLUTION

Global deployment to 90+ markets

- CRM
- CLM
- Approved Email
- Align
- Network

BENEFIT

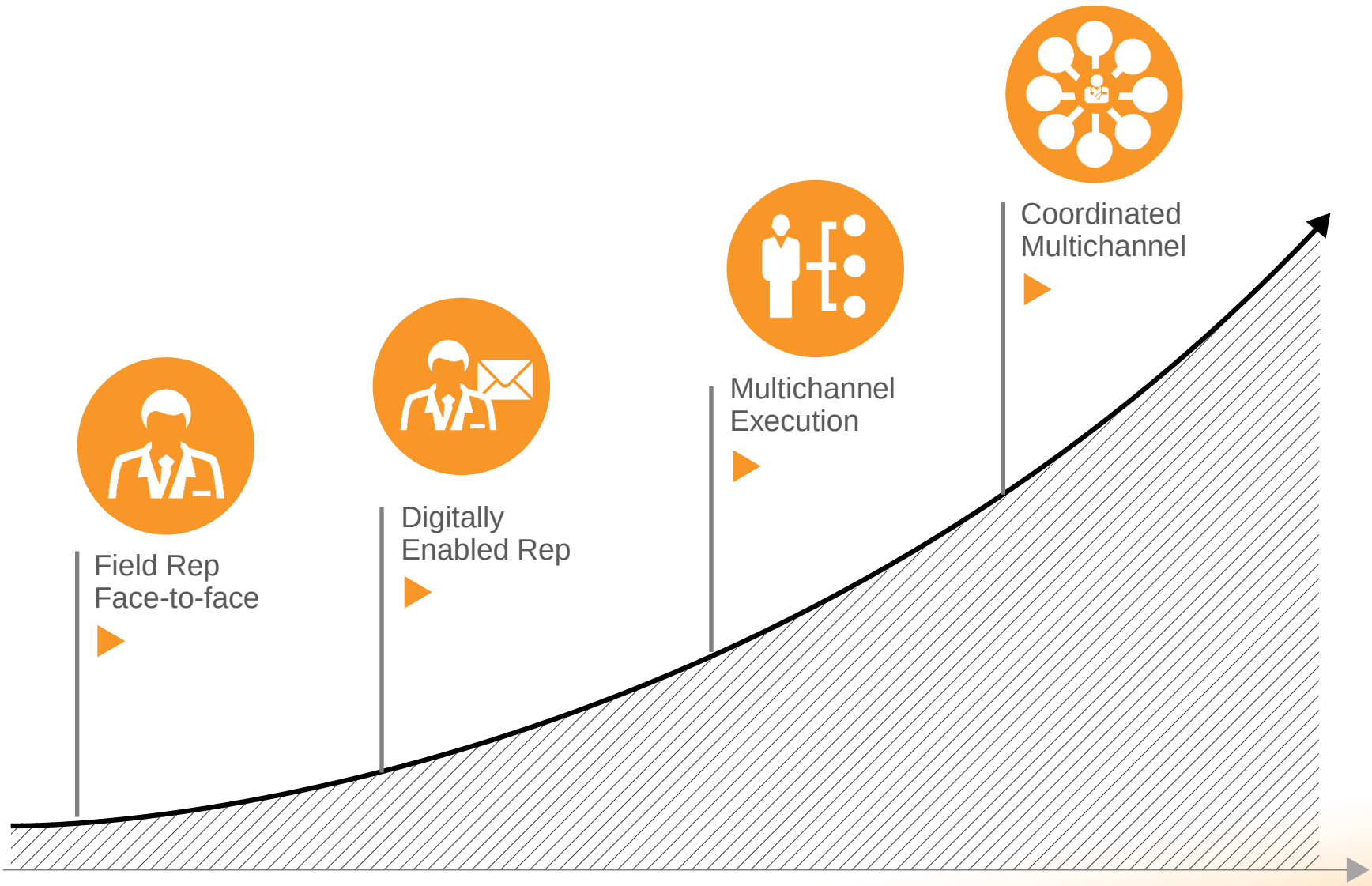
Speed move to multichannel

Streamlines global content management

Global economies of scale

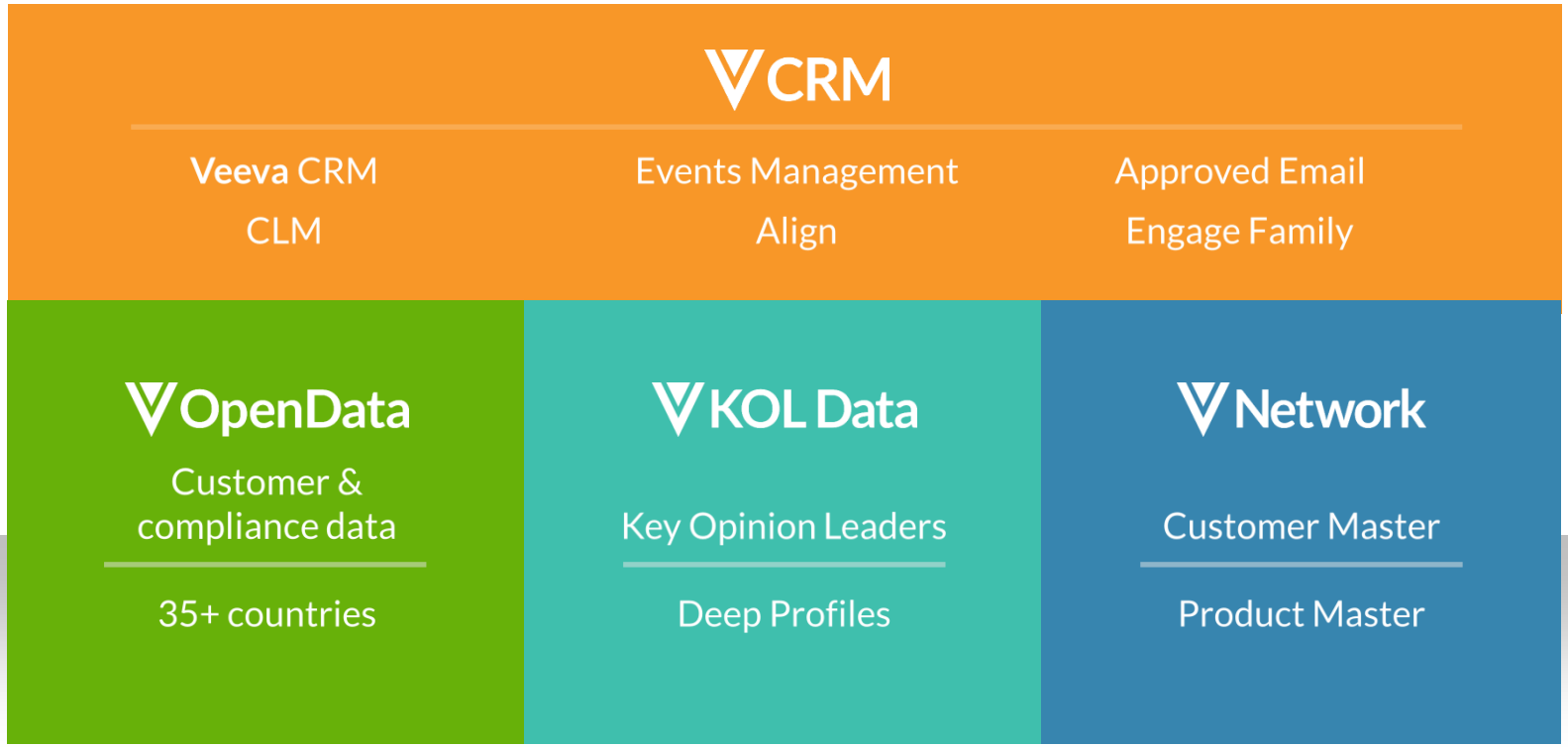
© Copyright 2016 Veeva Systems Inc., all rights reserved

Commercial Evolution



© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva Commercial Cloud



© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva

Veeva Vault

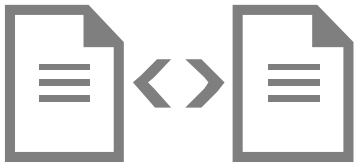
Jen Goldsmith, Senior Vice President, Veeva Vault

Content and Data in Life Sciences



70K

New Investigator Sites



300M

Pages of Clinical Information



200K

FDA Submissions

Source: clinicaltrials.gov and fda.gov.

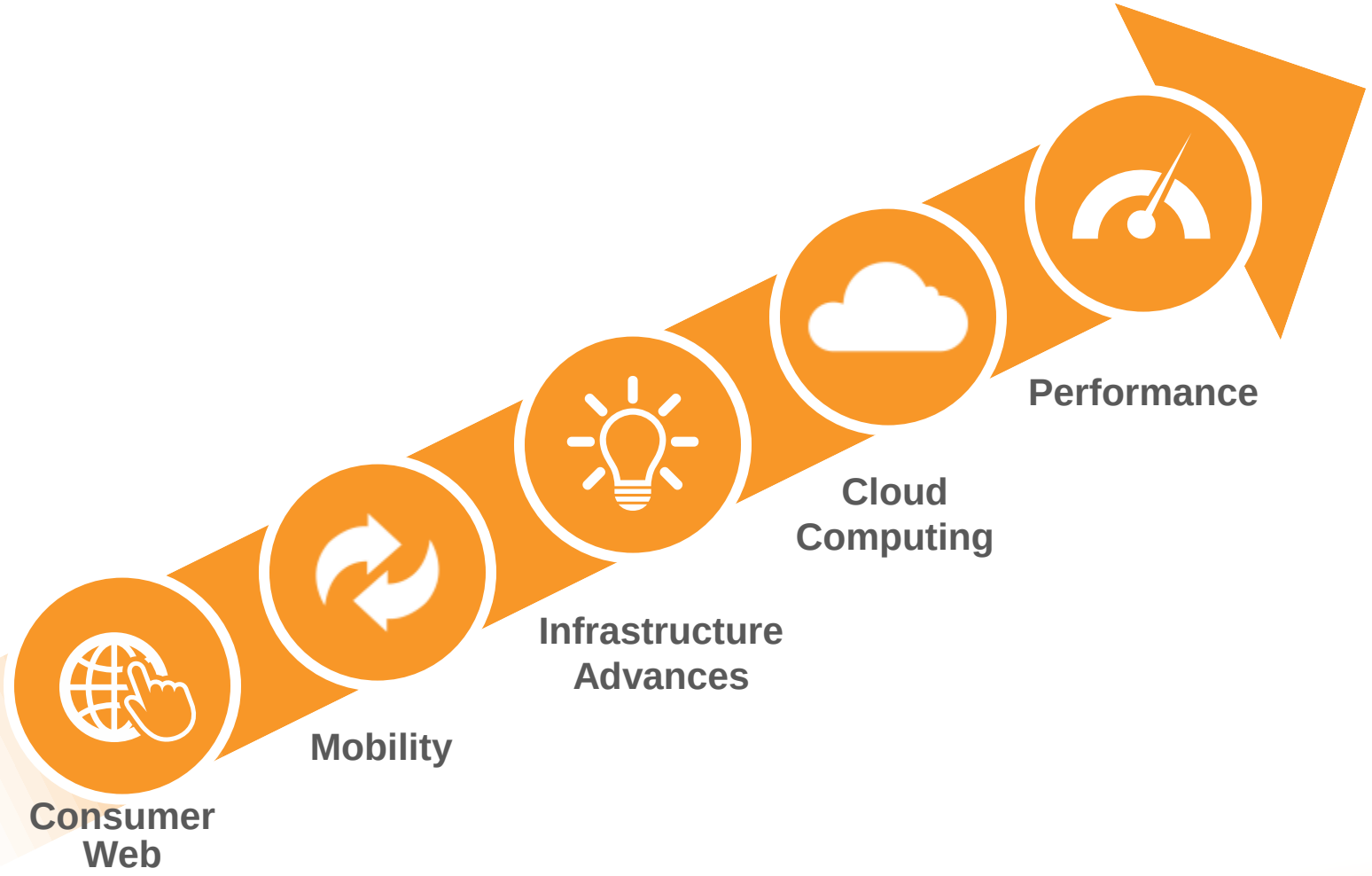
© Copyright 2016 Veeva Systems Inc., all rights reserved

The Life Sciences Industry Today



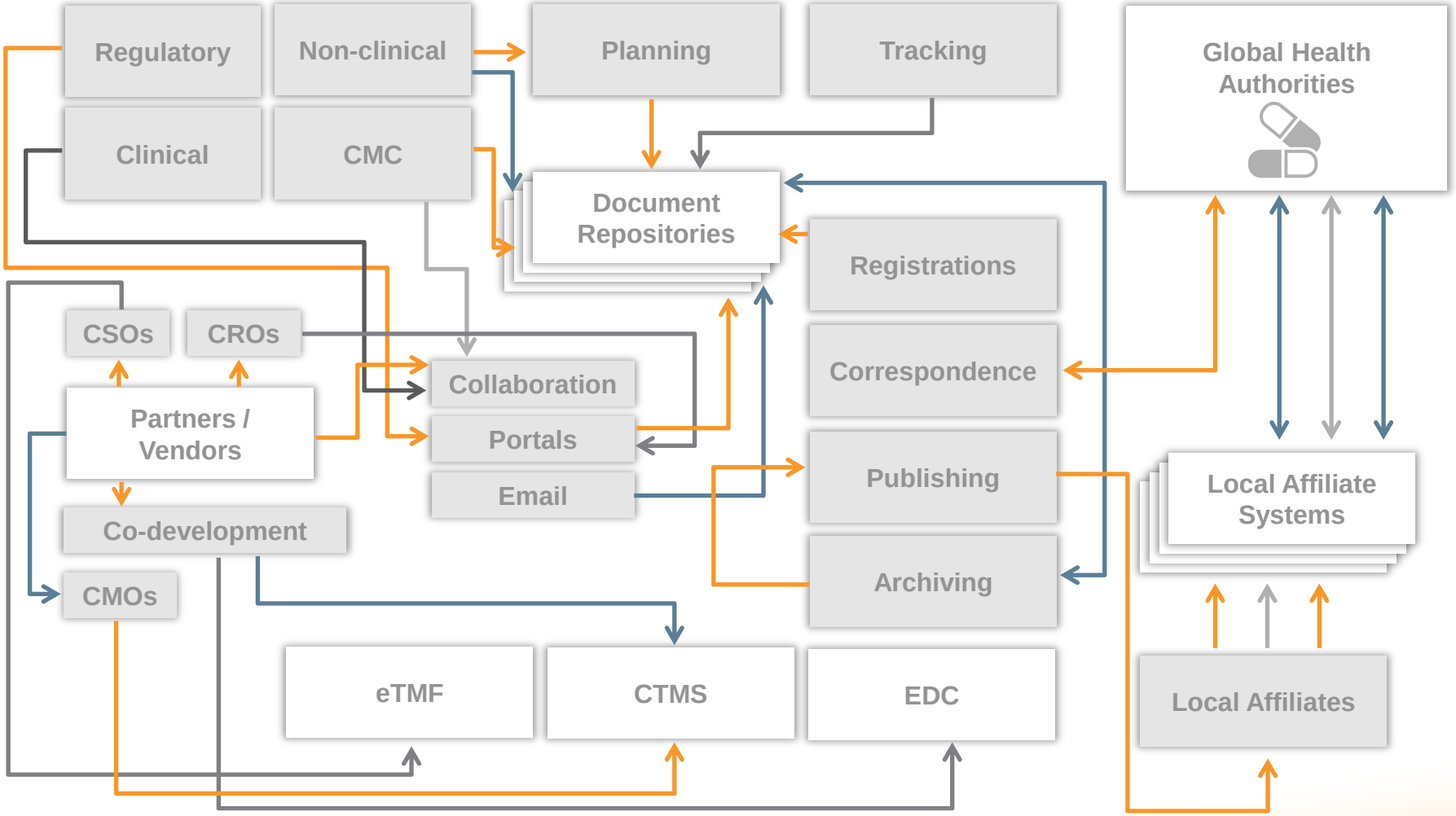
© Copyright 2016 Veeva Systems Inc., all rights reserved

Life Sciences Industry Lagging



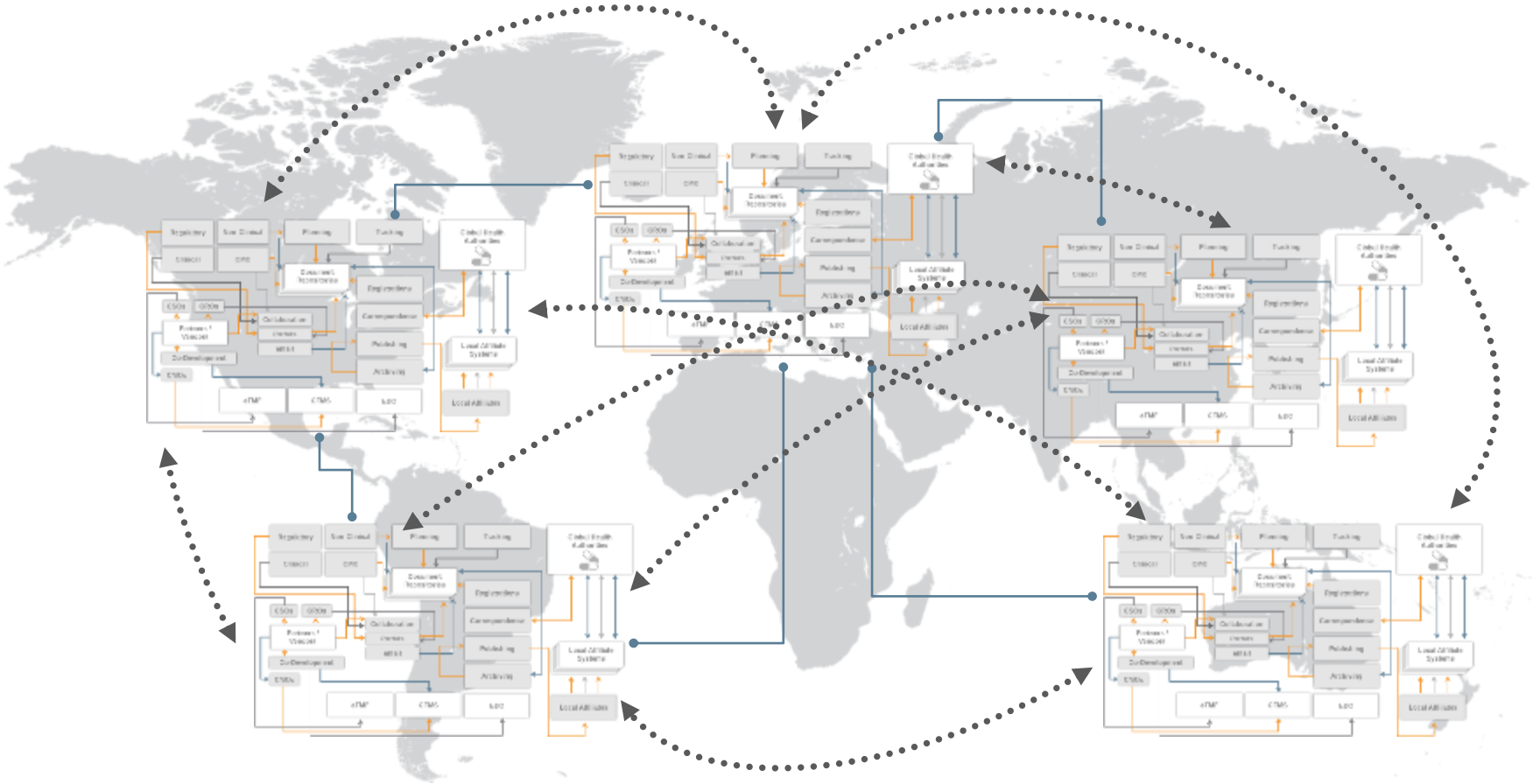
© Copyright 2016 Veeva Systems Inc., all rights reserved

Technology is Fragmented



© Copyright 2016 Veeva Systems Inc., all rights reserved

And Over Time Looked Like This…



© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Solutions are Needed

ACROSS PARTNERS



ACROSS DEPARTMENTS



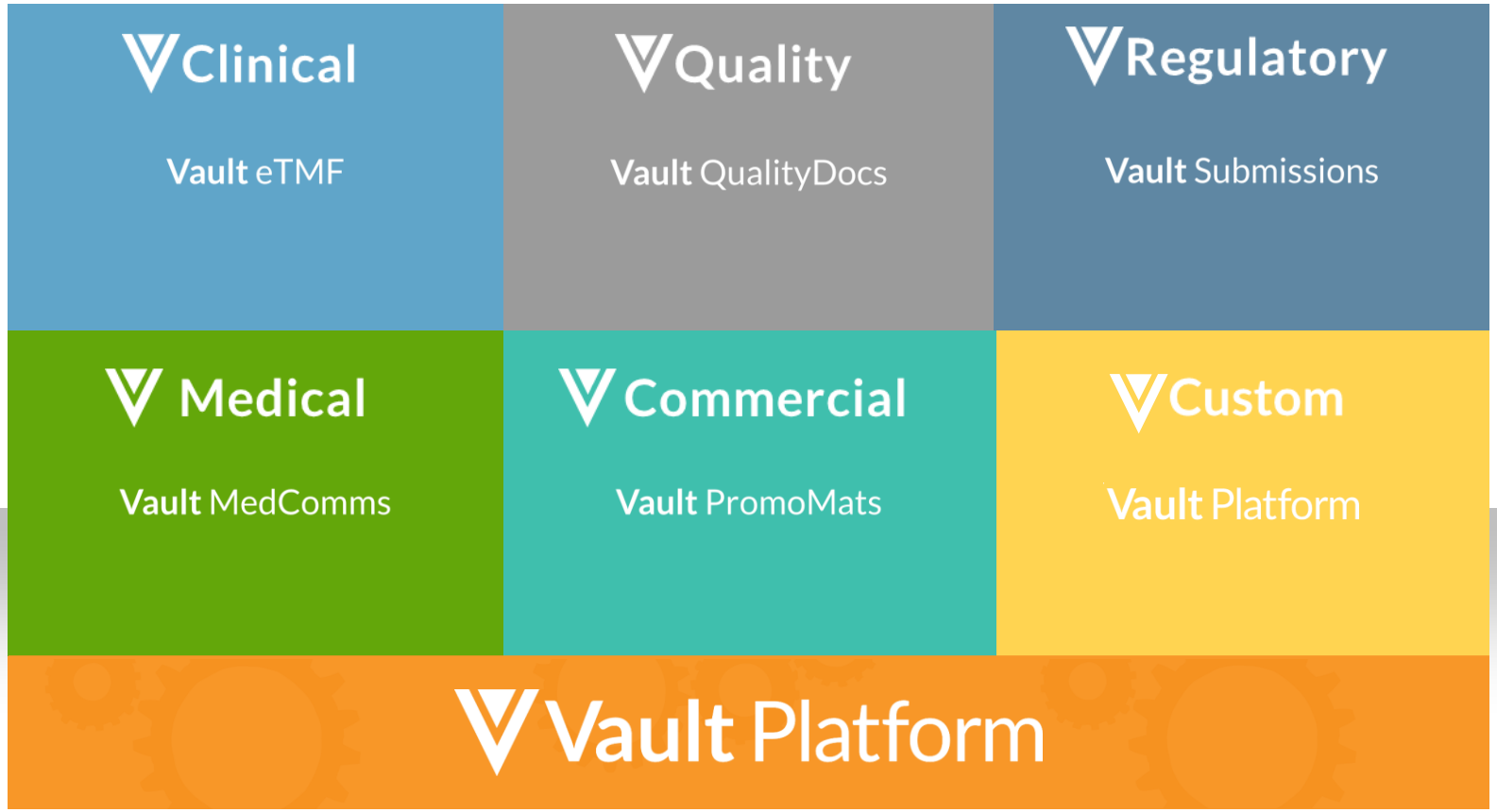
ACROSS REGIONS



© Copyright 2016 Veeva Systems Inc., all rights reserved

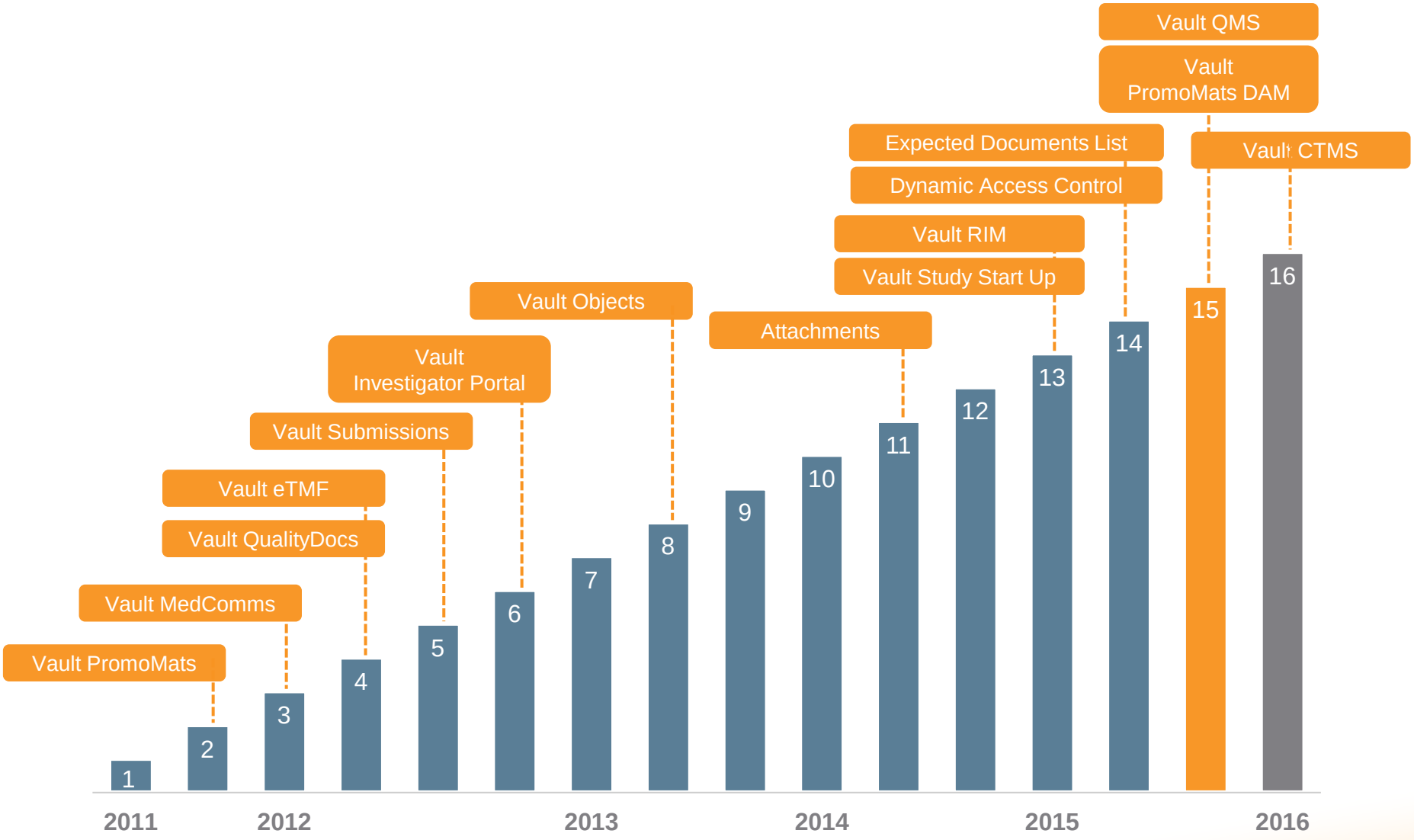
Veeva Vault

Content Management in Vault



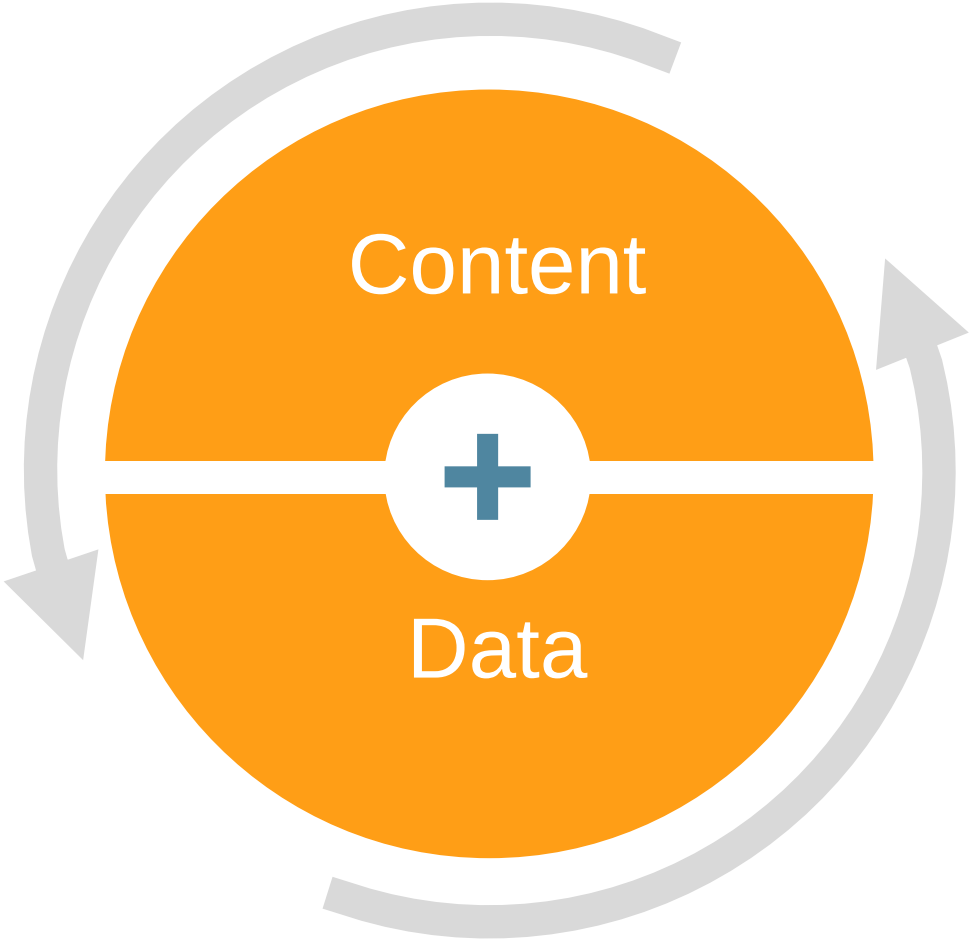
© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Platform Accelerates Innovation



© Copyright 2016 Veeva Systems Inc., all rights reserved

Content and Data



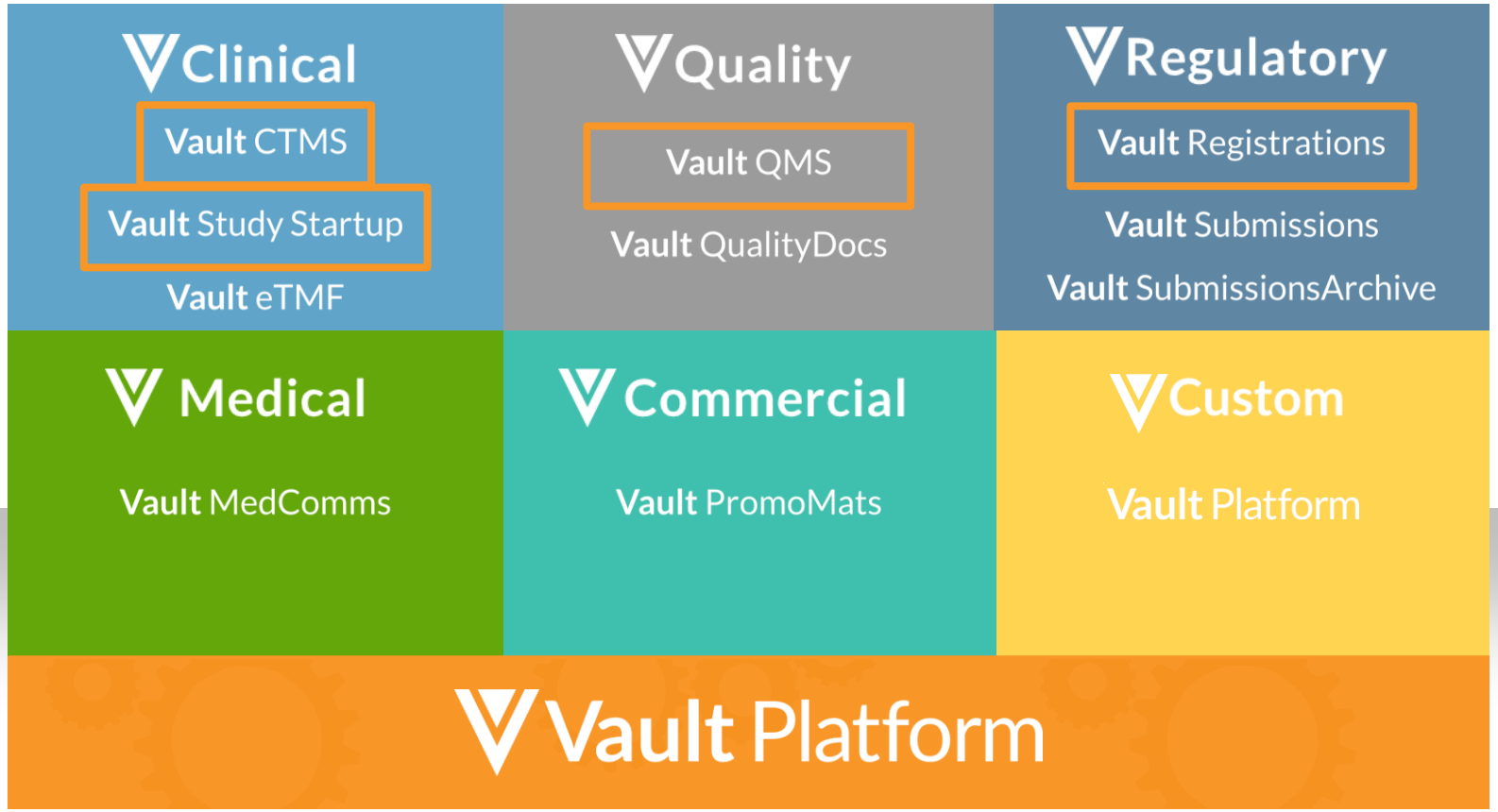
Unified Business Process

Reduces Complexity & Integration

Real-time Insight

© Copyright 2016 Veeva Systems Inc., all rights reserved

Unified Suites of Applications



© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Quality

Unifying quality management

Vault QMS

Vault QualityDocs

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Clinical

Unifying clinical operations to accelerate trial execution and deliver real-time insight

Vault eTMF

Vault CTMS

Vault Study Startup

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault RIM

Providing a single source for regulatory content and data

Vault Registrations

Vault Submissions

Vault SubmissionsArchive

© Copyright 2016 Veeva Systems Inc., all rights reserved

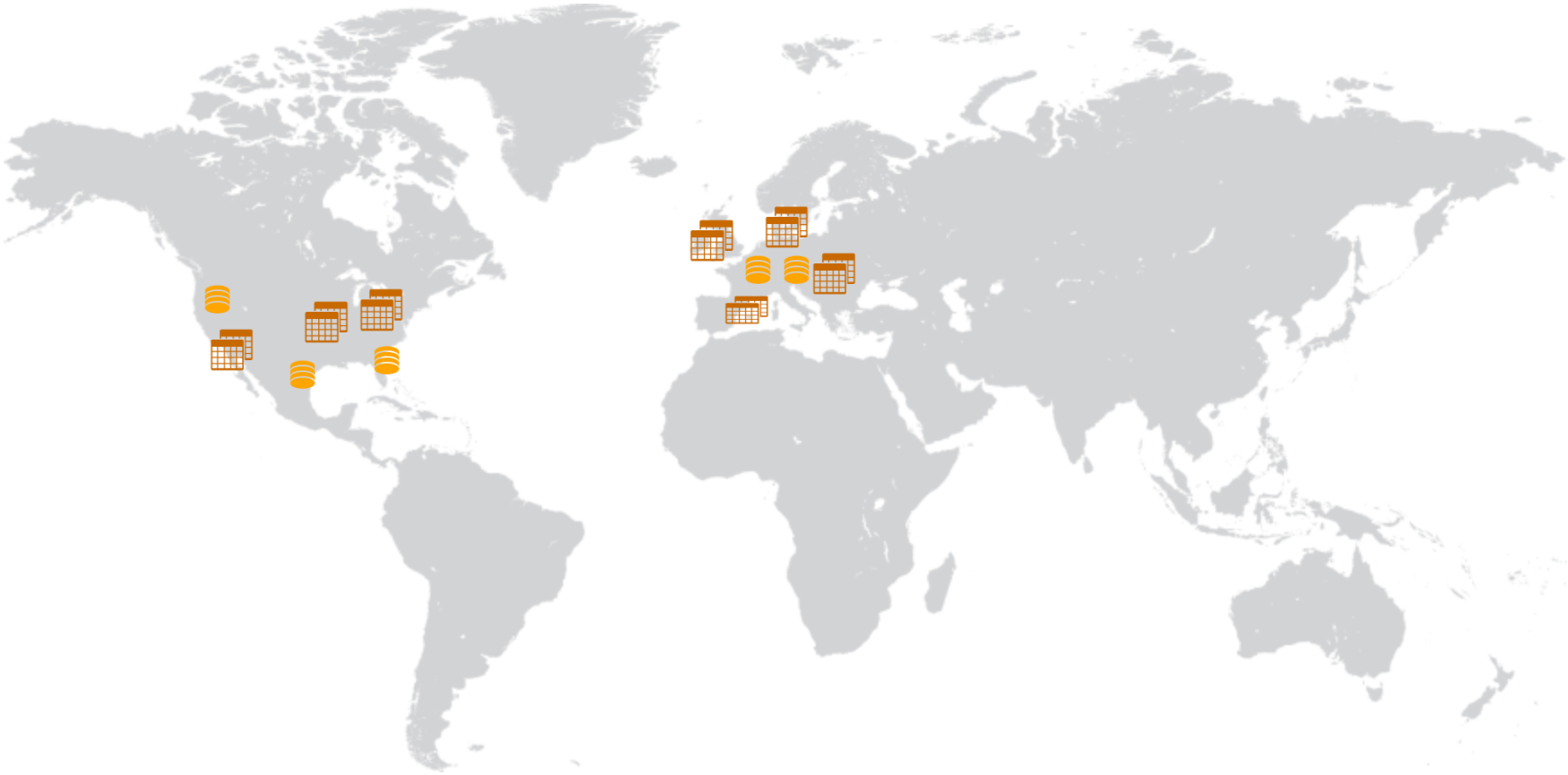
A Simple Question



Where is my product sold
and in what form?

© Copyright 2016 Veeva Systems Inc., all rights reserved

Managing Registrations in 1996



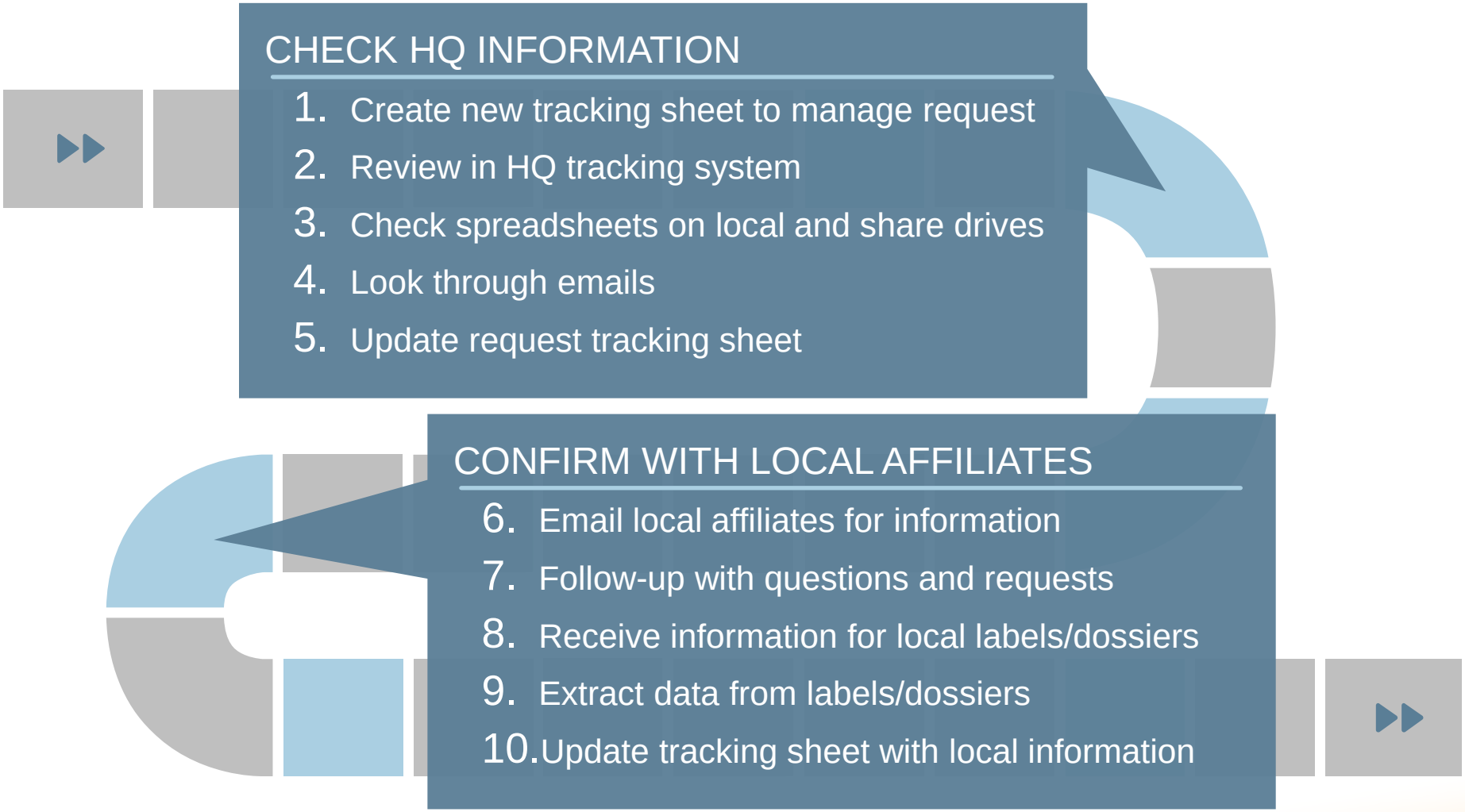
© Copyright 2016 Veeva Systems Inc., all rights reserved

Managing Registrations Today



© Copyright 2016 Veeva Systems Inc., all rights reserved

Current State: An Example



© Copyright 2016 Veeva Systems Inc., all rights reserved

Current State: An Example

CORROBORATE DATA AGAINST CHANGE CONTROLS

11. Contact CMC for change control information
12. Contact CMOs as required
13. Contact local affiliates as required for ‘missing’ registrations
14. Update tracking sheet

CORROBORATE DATA AGAINST LABELING INFORMATION

15. Contact Labeling team to confirm data
16. Contact local affiliates as required for ‘missing’ registrations
17. Update tracking sheet

COMPILE FINAL REPORT

18. Create and distribute final report

© Copyright 2016 Veeva Systems Inc., all rights reserved

What Happens in Vault RIM?



Check Where and How Products are Sold

1. Log into Vault RIM
2. Run ‘Where is My Product Sold’ report

© Copyright 2016 Veeva Systems Inc., all rights reserved

The Result?

From 18+ Steps to	2 Steps
From Weeks and Months to	Less than a Minute
From High Compliance Risk to	Low Compliance Risk
From High Cost to	Low Cost
From Low Visibility and Control to	Full Visibility and Control

© Copyright 2016 Veeva Systems Inc., all rights reserved

Answering the Important Questions

- Where and how is my product sold?
- How do I implement a new supplier?
- How can I activate a new clinical site?

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Demo

Large Mid-Tier Biotech Company

Unifying operations across R&D



CHALLENGE

Collaboration with external partners

Usability and end user adoption

Global performance and scalability

© Copyright 2016 Veeva Systems Inc., all rights reserved

Large Mid-Tier Biotech Company

Unifying operations across R&D

CHALLENGE

Collaboration with external partners

Usability and end user adoption

Global performance and scalability

WHY VAULT?

Global accessibility

Intuitive and easy to use

Single source for Clinical and Regulatory content

© Copyright 2016 Veeva Systems Inc., all rights reserved

Large Mid-Tier Biotech Company

Unifying operations across R&D

CHALLENGE

Collaboration with external partners

Usability and end user adoption

Global performance and scalability

WHY VAULT?

Global accessibility

Intuitive and easy to use

Single source for Clinical and Regulatory content

BENEFITS

Increased submissions throughput

Decreased submission time

Increased collaboration

100% adoption rate

© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 10 Pharma

Adopting Vault across the enterprise



CHALLENGE

Multiple legacy content systems

Better ability to share information across areas

Support for global processes and access

© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 10 Pharma

Adopting Vault across the enterprise

CHALLENGE

Multiple legacy content systems

Better ability to share information across areas

Support for global processes and access

WHY VAULT?

Simple, user friendly apps in all major areas

Single source for content & data

Configuration vs customization

Speed of implementation

© Copyright 2016 Veeva Systems Inc., all rights reserved

Top 10 Pharma

Adopting Vault across the enterprise

CHALLENGE

Multiple legacy content systems

Better ability to share information across areas

Support for global processes and access

WHY VAULT?

Simple, user friendly apps in all major areas

Single source for content & data

Configuration vs customization

Speed of implementation

BENEFITS

Simplified technology landscape

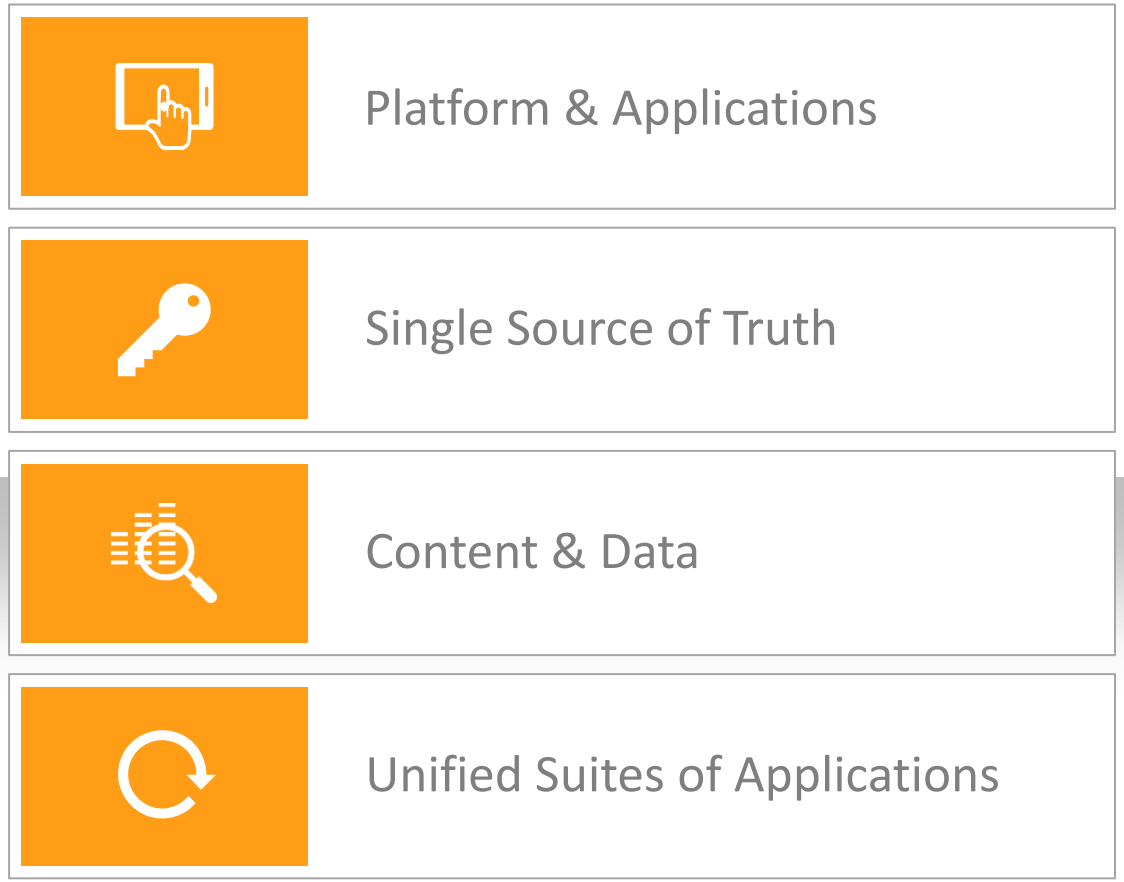
Better visibility across processes

Fast implementations

Ability to rapidly adapt to change

© Copyright 2016 Veeva Systems Inc., all rights reserved

Vault Value Increases with Adoption

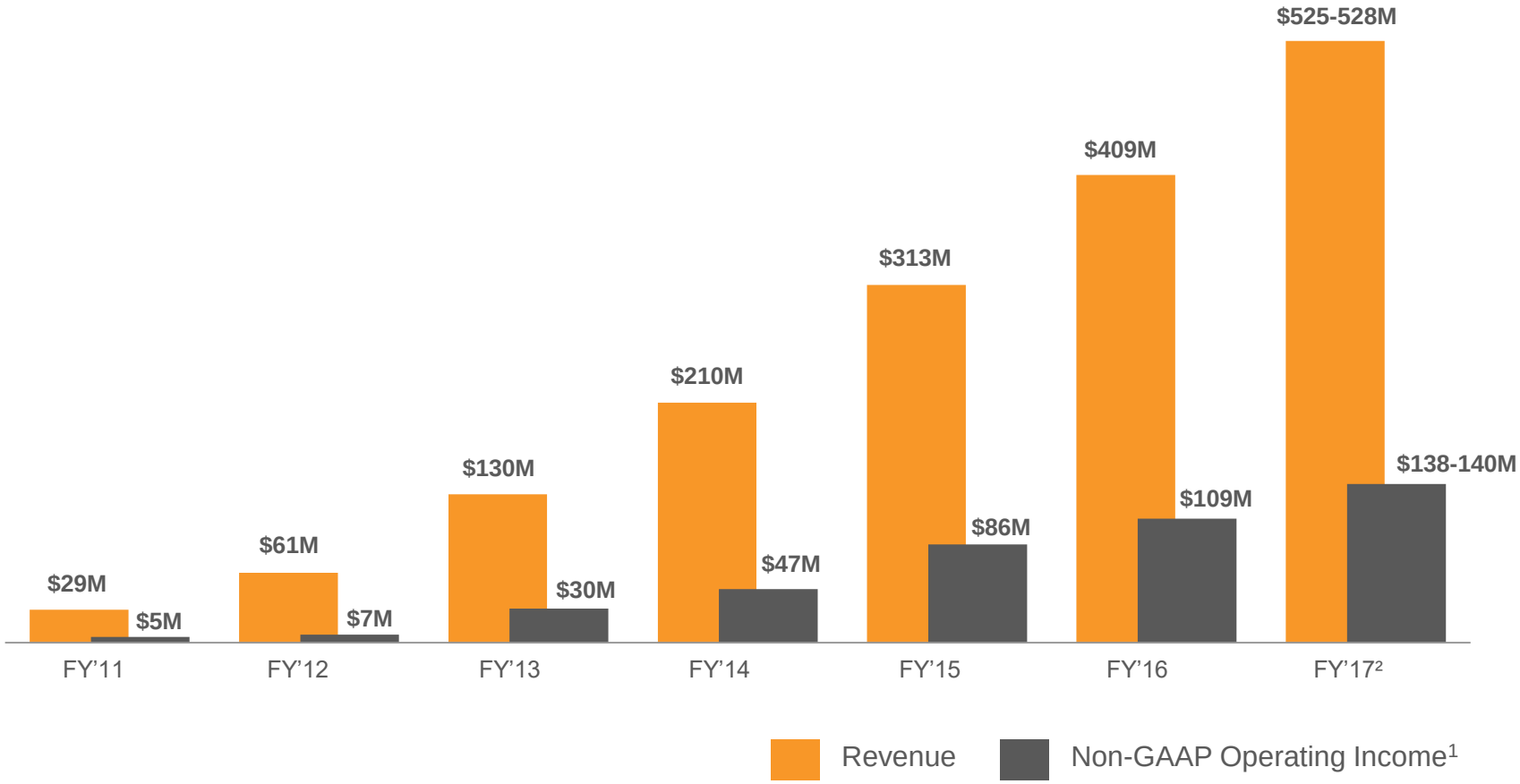


© Copyright 2016 Veeva Systems Inc., all rights reserved

Financial Update

Tim Cabral, CFO

History of Growth and Profitability



Fiscal Year Ending January 31
¹A reconciliation of non-GAAP to GAAP measures is set forth at Appendix 1.
²Guidance provided as of August 30, 2016.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Our Industry Cloud Business Model

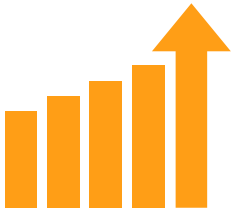
Strategic Partner



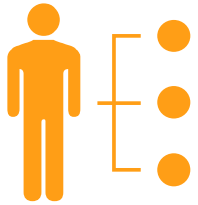
Focused R&D Spend



Higher Customer Lifetime Value



Reference Selling



© Copyright 2016 Veeva Systems Inc., all rights reserved

Q2’17 Snapshot

Y-to-Y Growth

34%

$131.3m

Total Revenue

40%

$105.2m

Total Subscription Revenue

243 bp

70.2%

Gross Margin (Non-GAAP)

28%

$36.7m

Operating Income (Non-GAAP)

23%

$22.3m

Net Income (Non-GAAP)

60.7%

$144.3m

LTM Cash Flow From Operations

Note: A reconciliation of non-GAAP to GAAP measures is set forth at Appendix 1.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Market Definitions

Commercial Cloud

Veeva CRM
CRM Add-ons
Veeva Network
Veeva OpenData
Veeva KOL Data

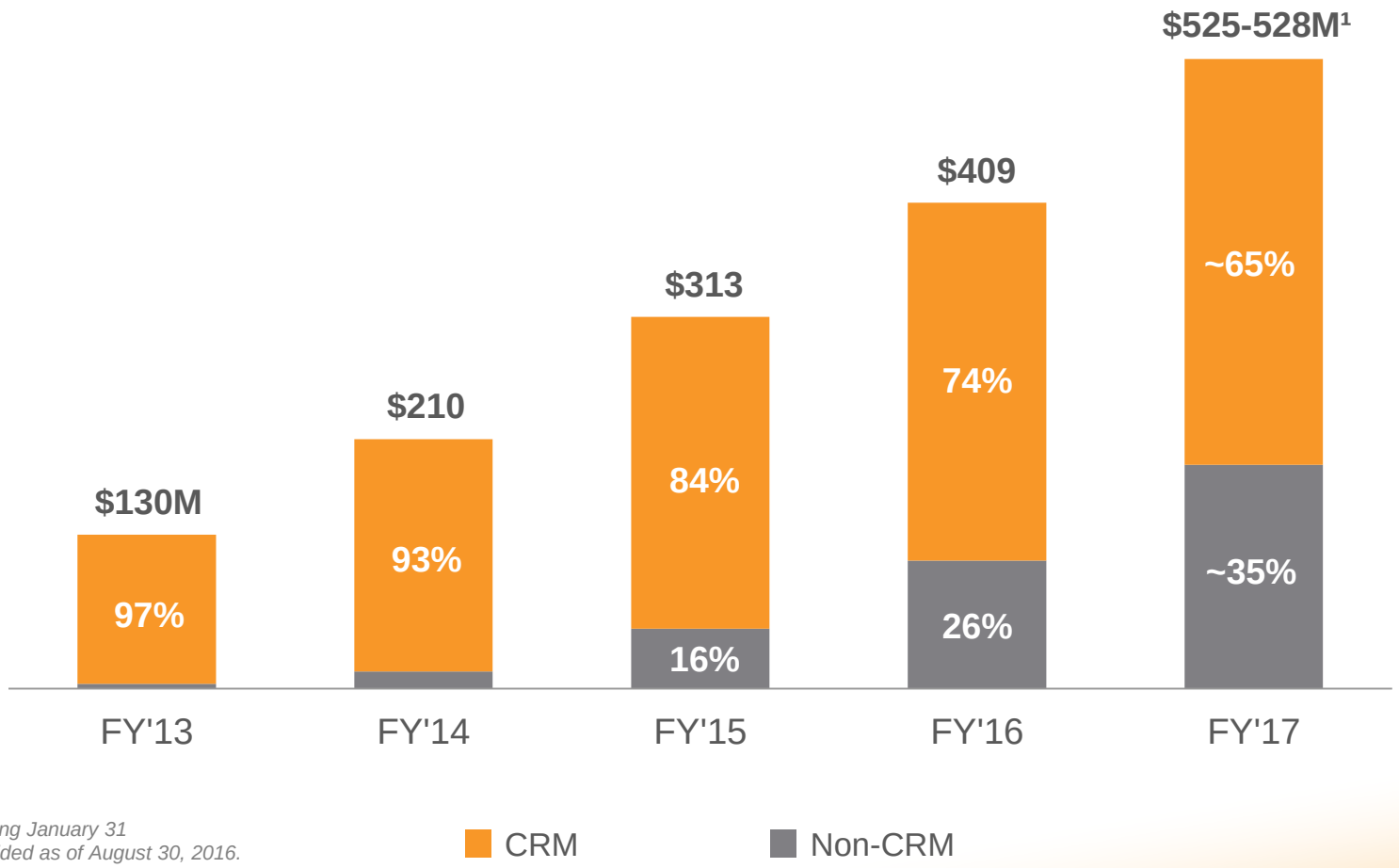
Vault

Vault Regulatory
Vault Clinical
Vault Quality
Vault Medical
Vault Commercial
Vault Platform

© Copyright 2016 Veeva Systems Inc., all rights reserved

Historical total revenue by product area

Old product breakdown: CRM and non-CRM

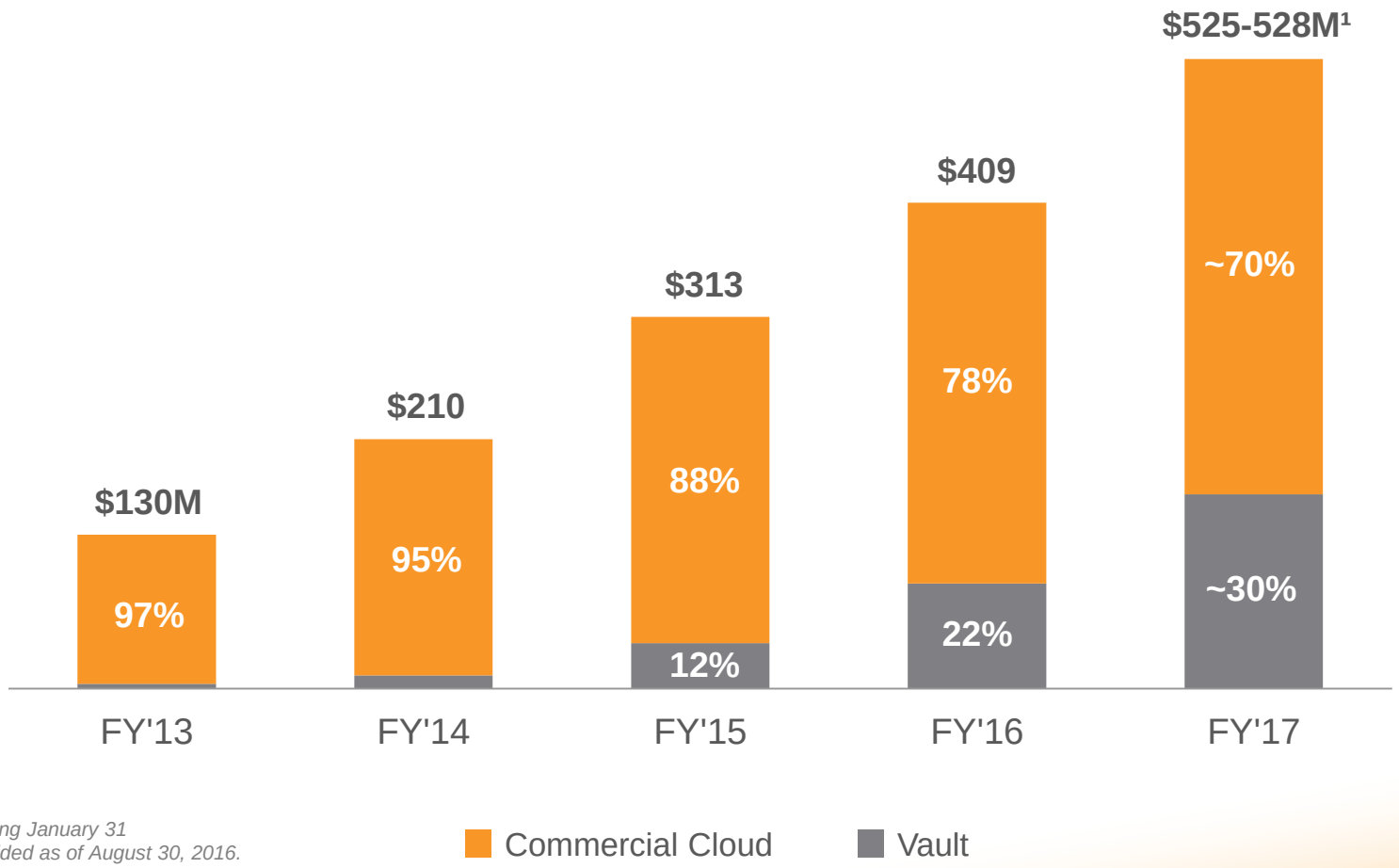


Fiscal Year Ending January 31
¹ Guidance provided as of August 30, 2016.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Historical total revenue by product area

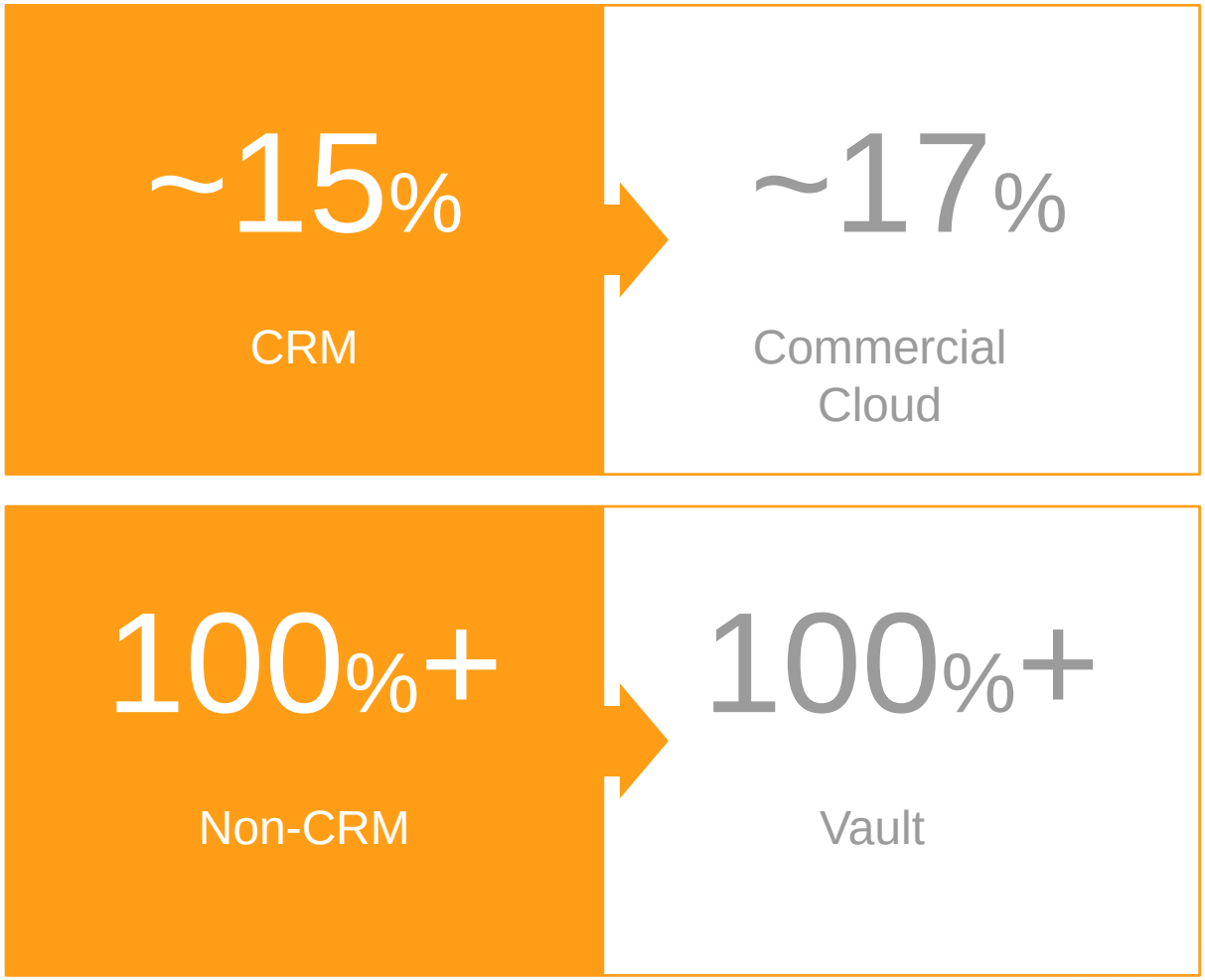
New product breakdown: Commercial Cloud and Vault



Fiscal Year Ending January 31
¹ Guidance provided as of August 30, 2016.

© Copyright 2016 Veeva Systems Inc., all rights reserved

FY'17 Subscription Revenue Growth Guidance



© Copyright 2016 Veeva Systems Inc., all rights reserved

Updated $1B Revenue Run Rate Target in CY'20

	FYQ2'16	FYQ2'17	CY'20e
Total Revenue	**~$400M** Revenue Run Rate	**~$525M** Revenue Run Rate	**$1B+** Revenue Run Rate
Non-CRM as a % of Total Revenue	**20%+**	**~35%**	**50%+**
Eight-figure Customers	**9**	**13**	**20**
Customers	**350**	**450+**	**500+**

Note: Eight-figure customers are defined as those whose annualized value of subscription revenue as of the end of the period and the annualized value of professional services revenue in the last quarter of the period is at least $10m; the Q2'16 customer count is adjusted to include Zinc customers

© Copyright 2016 Veeva Systems Inc., all rights reserved

Veeva in CY'20

	2015 *(FY'16)*	2016 *(FY'17)*		2020 *(FY'21)*
Non-GAAP Gross margin	67%	~70%	Improved revenue mix Greater Vault contribution to revenue	72-73%
S&M % of revenue (Non-GAAP)	18%	~19%	Continued scaling of sales team & support Building the outside-life-sciences team	17-18%
R&D % of revenue (Non-GAAP)	14%	~17%	Product innovation Investment for future products	17-18%
G&A % of revenue (Non-GAAP)	8.5%	~8%	Continued scale	7-8%
Non-GAAP Operating margin[1]	26.5%	~26%[2]		28-32%[3]

Fiscal Year Ending January 31
[1]A reconciliation of non-GAAP to GAAP measures is set forth at Appendix 1.
[2]Guidance provided as of August 30, 2016.
[3]Implies an operating cash flow margin of roughly 20-25%.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Key Highlights

- **Well positioned for long-term growth**
  - Large commercial cloud opportunity
  - Vault as second growth engine
- **Strategic partner to life sciences**
- **Veeva Way**
  - Strategic markets, product excellence, customer success
  - Growth and profitability

© Copyright 2016 Veeva Systems Inc., all rights reserved



Questions

Appendix 1

Reconciliation of GAAP to non-GAAP Measures

in millions	FY'11	FY'12	FY'13	FY'14	FY'15	FY'16
Operating income on a GAAP basis	$ 5	$ 7	$ 30	$ 39	$ 70	$ 79
Stock-based compensation expense	—	—	—	7	14	24
Amortization of purchased intangibles	—	—	—	1	2	5
Capitalization of internal-use software	—	—	—	(1)	—	—
Amortization of internal-use software	—	—	—	1	—	—
Deferred compensation associated with Zinc Ahead acquisition	—	—	—	—	—	1
Operating income on a non-GAAP basis	$ 5	$ 7	$ 30	$ 47	$ 86	$ 109

Veeva is not able, at this time, to provide GAAP targets for operating income for the fiscal year ending January 31, 2017 because of the difficulty of estimating certain items excluded from non-GAAP operating income that cannot be reasonably predicted, such as charges related to stock-based compensation expense, capitalization of internal-use software development expenses and the subsequent amortization of the capitalized expenses, and deferred compensation associated with the Zinc Ahead acquisition. The effect of these excluded items may be significant.

© Copyright 2016 Veeva Systems Inc., all rights reserved

Reconciliation of GAAP to non-GAAP Measures

	Q2 FY'17
Gross margin on total revenues on a GAAP basis	67.9%
Stock-based compensation expense	1.4
Amortization of purchased intangibles	0.8
Amortization of internal-use software	0.1
Deferred compensation associated with Zinc Ahead acquisition	—
Gross margin on total revenues on a non-GAAP basis	70.2%

in millions	Q2 FY'17
Operating income on a GAAP basis	$ 23.8
Stock-based compensation expense	10.0
Amortization of purchased intangibles	2.1
Capitalization of internal-use software	—
Amortization of internal-use software	0.1
Deferred compensation associated with Zinc Ahead acquisition	0.7
Operating income on a non-GAAP basis	$ 36.7

	Q2 FY'17
Net income on a GAAP basis	$ 13.0
Stock-based compensation expense	10.0
Amortization of purchased intangibles	2.1
Capitalization of internal-use software	(0.1)
Amortization of internal-use software	0.2
Deferred compensation associated with Zinc Ahead acquisition	0.7
Income tax effect on non-GAAP adjustments	(3.6)
Net income on a non-GAAP basis	$ 22.3

© Copyright 2016 Veeva Systems Inc., all rights reserved

Reconciliation of GAAP to non-GAAP Measures

	FY'16
Gross margin on total revenues on a GAAP basis	65%
Stock-based compensation expense	1
Amortization of purchased intangibles	1
Amortization of internal-use software	—
Deferred compensation associated with Zinc Ahead acquisition	—
Gross margin on total revenues on a non-GAAP basis	67%

	FY'16	% of Revenue
Sales and marketing expense on a GAAP basis	$ 81.0	20%
Stock-based compensation expense	(6.9)	
Amortization of purchased intangibles	(1.5)	
Deferred compensation	—	
Sales and marketing expense on a non-GAAP basis	$ 72.6	18%

	FY'16	% of Revenue
Research and development expense on a GAAP basis	$ 66.0	16%
Stock-based compensation expense	(7.2)	
Capitalization of internal-use software	0.4	
Deferred compensation	(0.1)	
Research and development expense on a non-GAAP basis	$ 59.1	14%

	FY'16	% of Revenue
General and administrative expense on a GAAP basis	$ 41.5	10%
Stock-based compensation expense	(5.7)	
Deferred compensation	(1.0)	
General and administrative expense on a non-GAAP basis	$ 34.8	8.5%

	FY'16
Operating margin on a GAAP basis	19.2%
Stock-based compensation expense	5.9
Amortization of purchased intangibles	1.0
Capitalization of internal-use software	(0.1)
Amortization of internal-use software	0.2
Deferred compensation associated with Zinc Ahead acquisition	0.3
Operating margin on total revenues on a non-GAAP basis	26.5%

Veeva is not able, at this time, to provide GAAP targets for gross margin, operating expenses or operating margin for the fiscal years ending January 31, 2017 and January 31, 2021 because of the difficulty of estimating certain items excluded from non-GAAP gross margin, operating expenses and operating margin that cannot be reasonably predicted, such as charges related to stock-based compensation expense, capitalization of internal-use software development expenses and the subsequent amortization of the capitalized expenses, and deferred compensation associated with the Zinc Ahead acquisition. The effect of these excluded items may be significant.

© Copyright 2016 Veeva Systems Inc., all rights reserved