J.P. Morgan Healthcare Conference Investor Presentation

Matt Wallach, President & Co-founder

January 12, 2017

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 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 Veeva's filing on Form 10-Q for the period ended October 31, 2016, which is available on Veeva'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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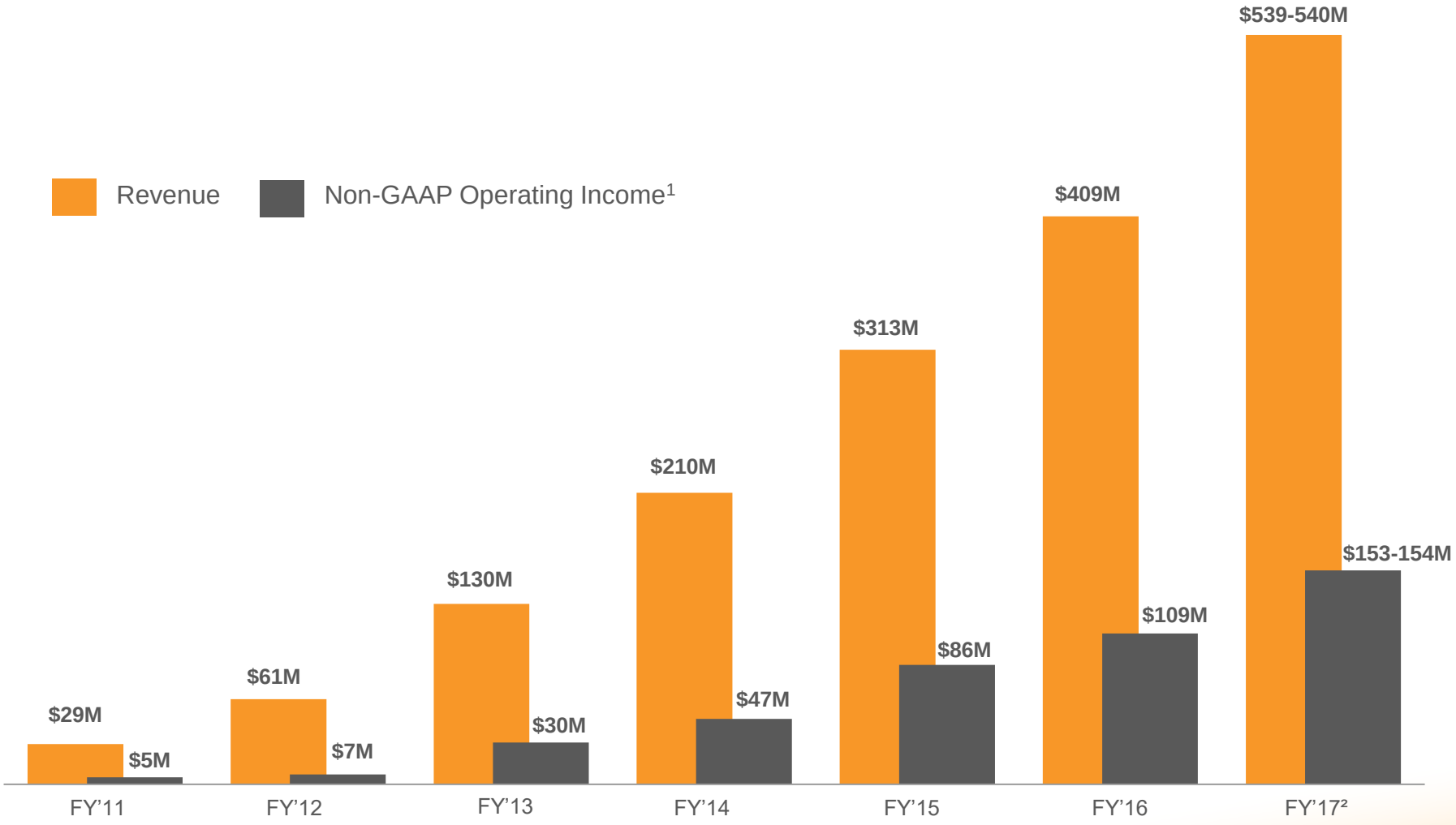
Veeva

Building the Industry Cloud for Life Sciences

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

Seven Years of Growth and Profitability



Fiscal Year Ending January 31

[1]Refer to our latest earnings release dated 11/22/2016 for GAAP to non-GAAP reconciliation.

[2]Guidance provided as of 11/22/16.

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Veeva Way



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$55B Total IT Spend in Life Sciences



Infrastructure



Software & Services

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

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Veeva Spans an Entire Life Sciences Company

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

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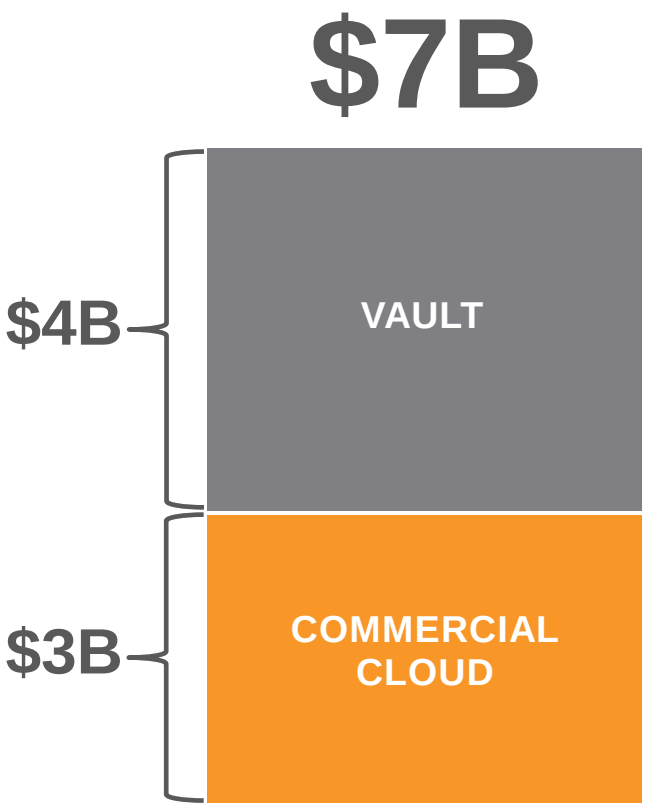
Expanding TAM



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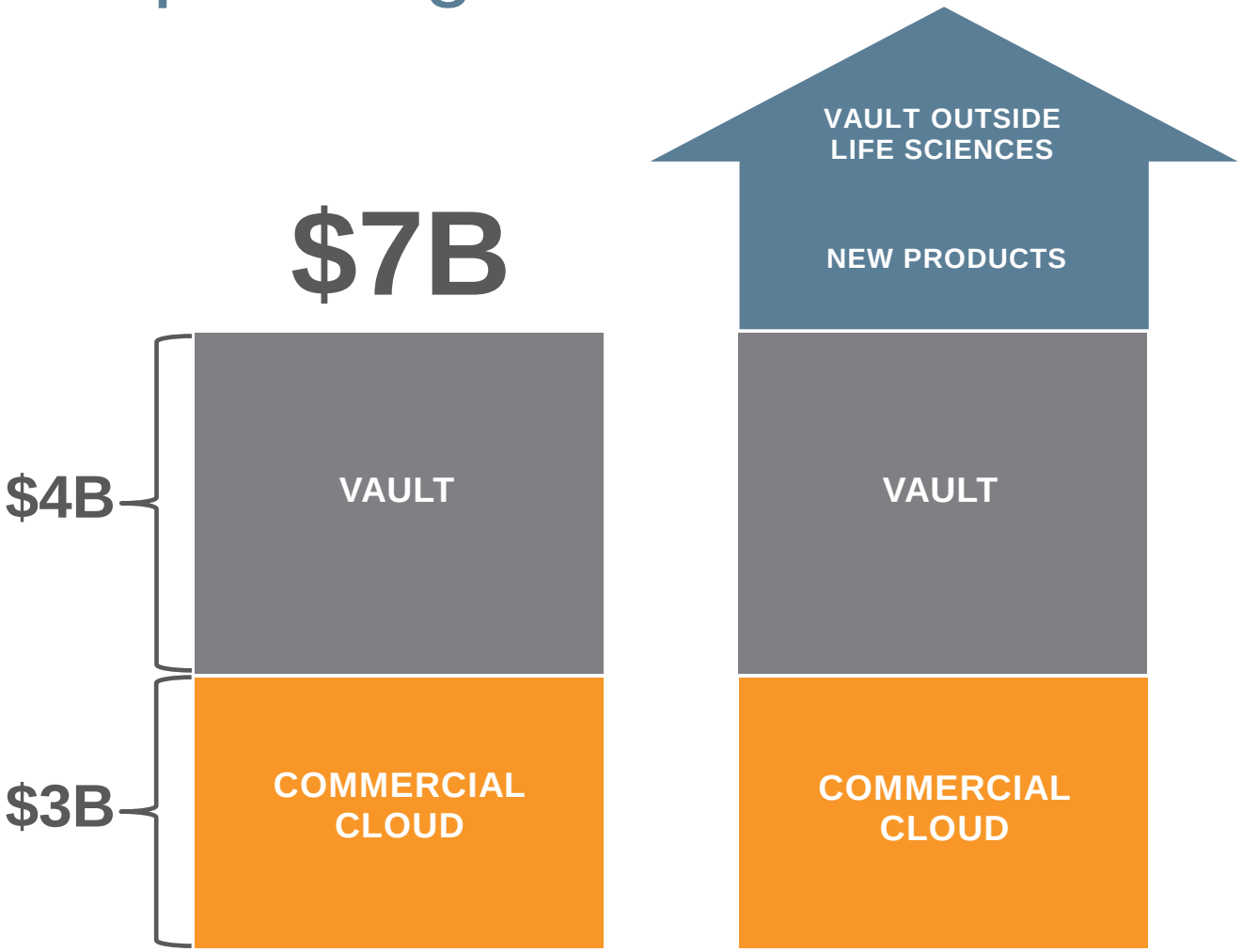
Expanding TAM



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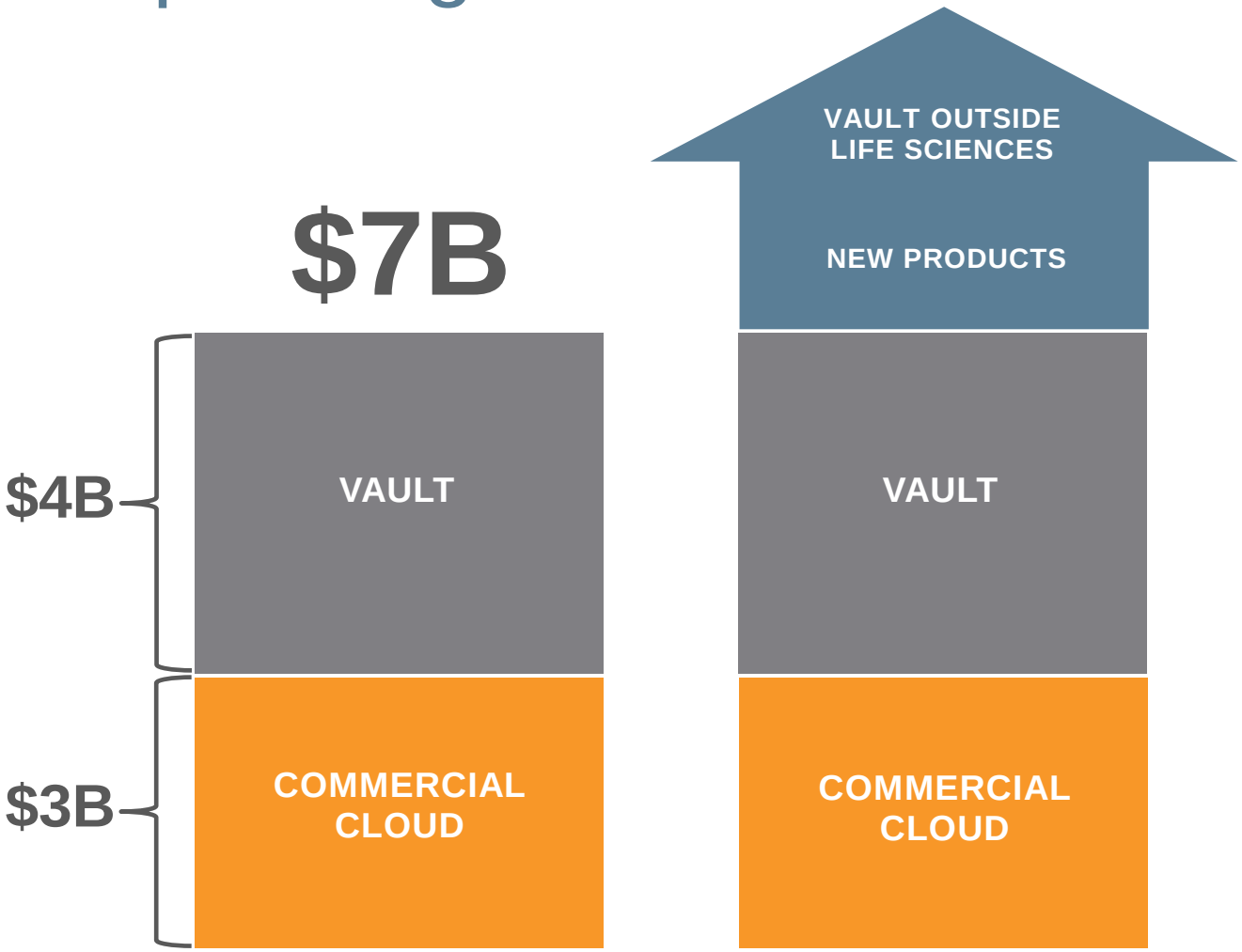
Expanding TAM



~$540M*

VEEVA TODAY

**Annual revenue guidance provided as of 11/22/2016 for the fiscal year ending 1/31/2017*

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Two Engines of Growth





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Unified

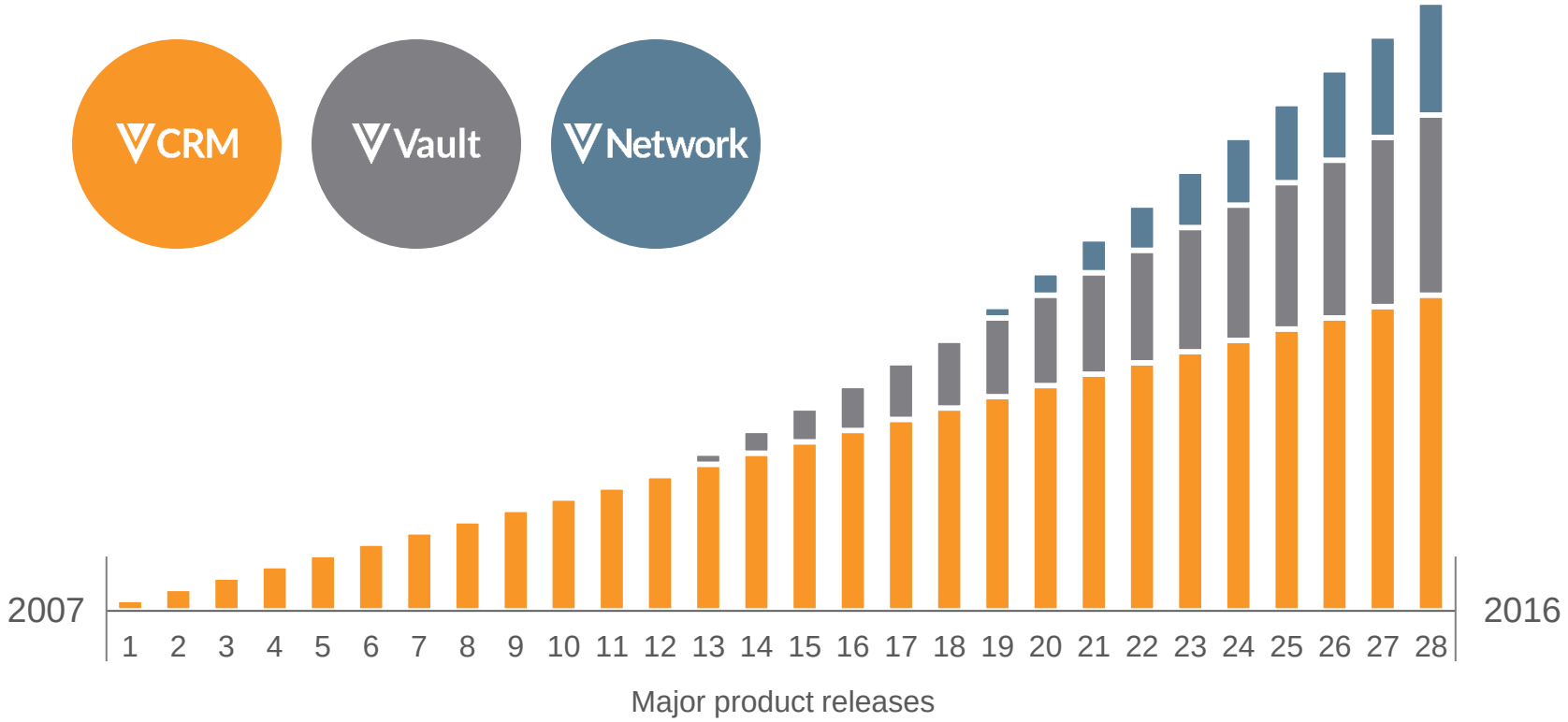
&



Best-of-breed

Continued Cloud Innovation

Major Veeva product releases



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Focus on Customer Success



VEEVA CULTURE



PRODUCT EXCELLENCE



INCREASED INVESTMENTS

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Reference Selling

475+ customers with users in over 100 countries

Enterprise



Emerging Growth



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Commercial Cloud

Evolving Commercial Landscape

SHIFT TO SPECIALIZED MEDICINES



CUSTOMER STRUCTURES & STAKEHOLDERS



NEW WAYS TO PROVIDE VALUE



RISING CUSTOMER EXPECTATIONS







DIGITAL DISRUPTION





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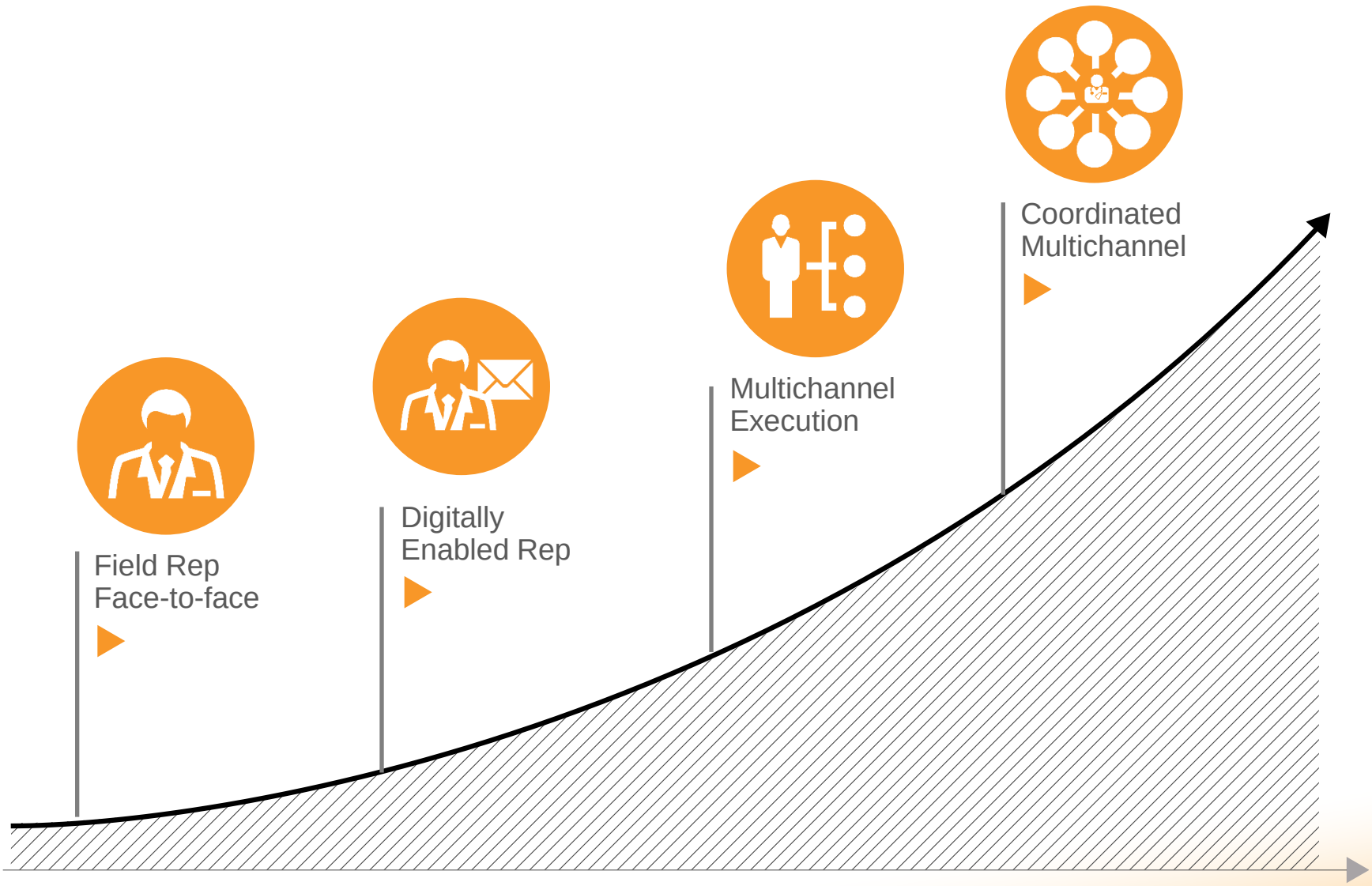
Commercial Evolution



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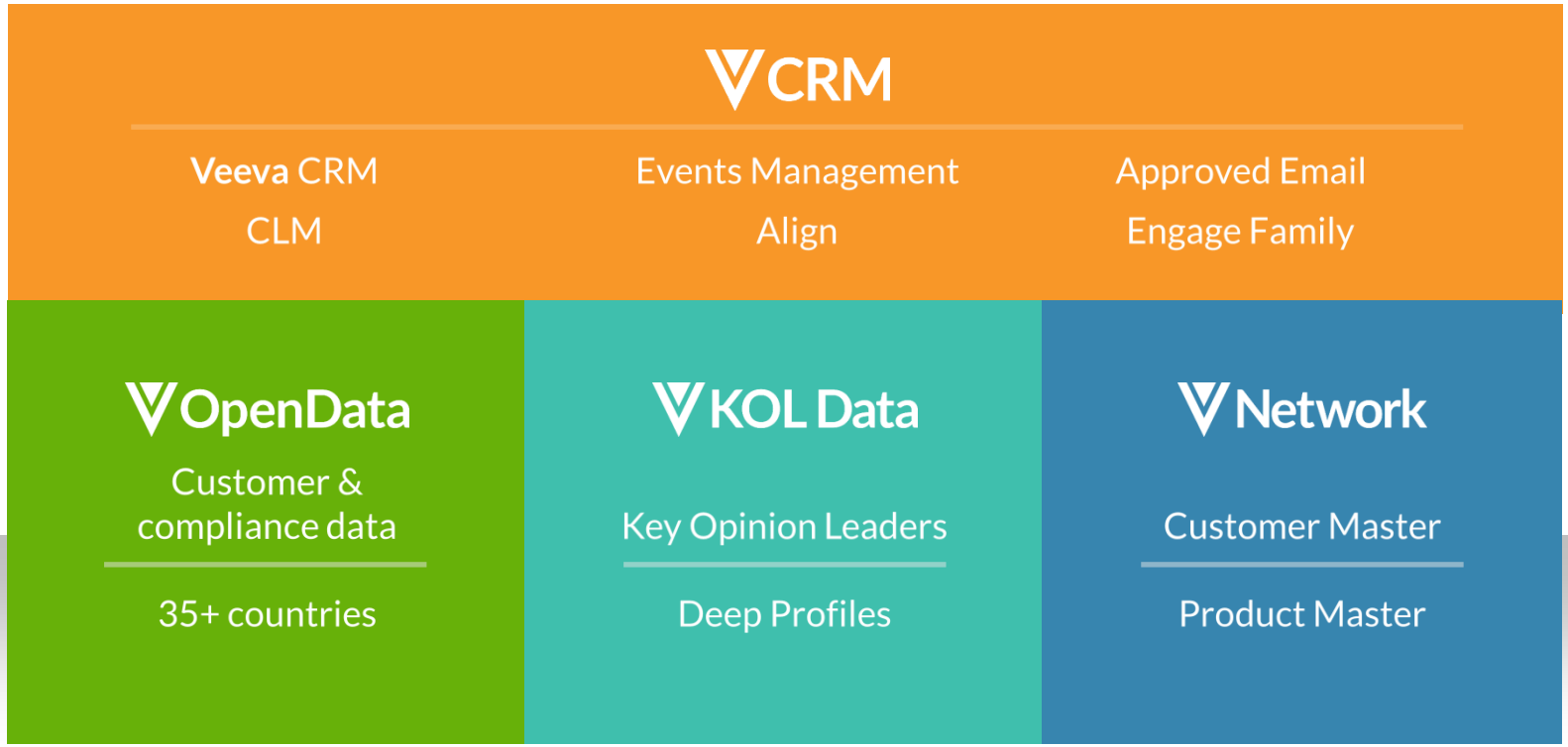
Veeva Commercial Cloud



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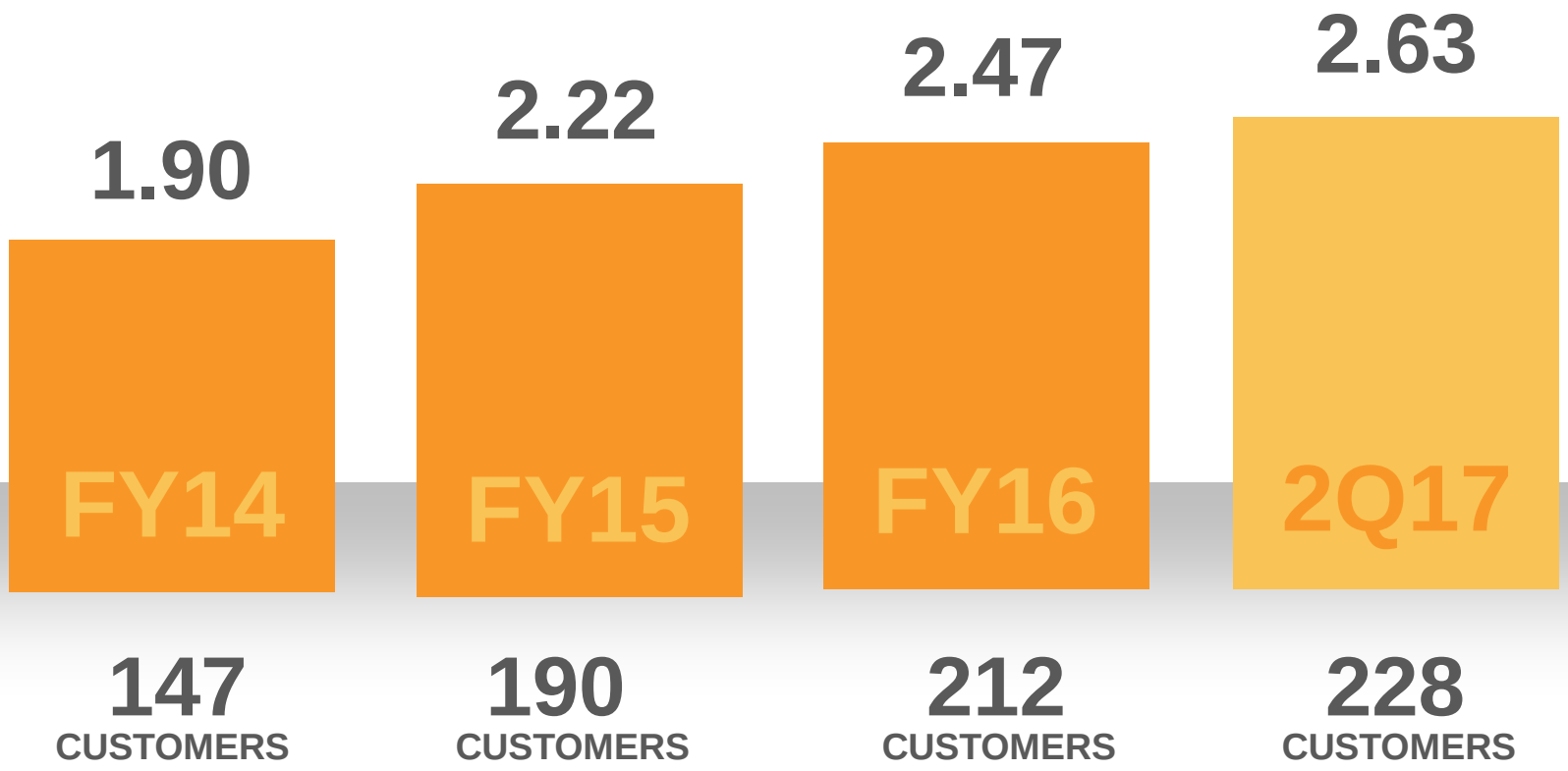
Unified Suite Approach is Resonating

Average Commercial Cloud products per CRM customer



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Top 20 Pharma

Transforming customer engagement with Veeva Commercial Cloud

PROBLEM

Mandate to change engagement model

Getting right information to HCPs in preferred channel

Existing technology would not support the change

SOLUTION

Global Veeva deployment to 90+ markets

- CRM
- CLM
- Approved Email
- Align
- Network

BENEFITS

Rapid move to multichannel

Stronger customer engagement

Streamlined global IT architecture

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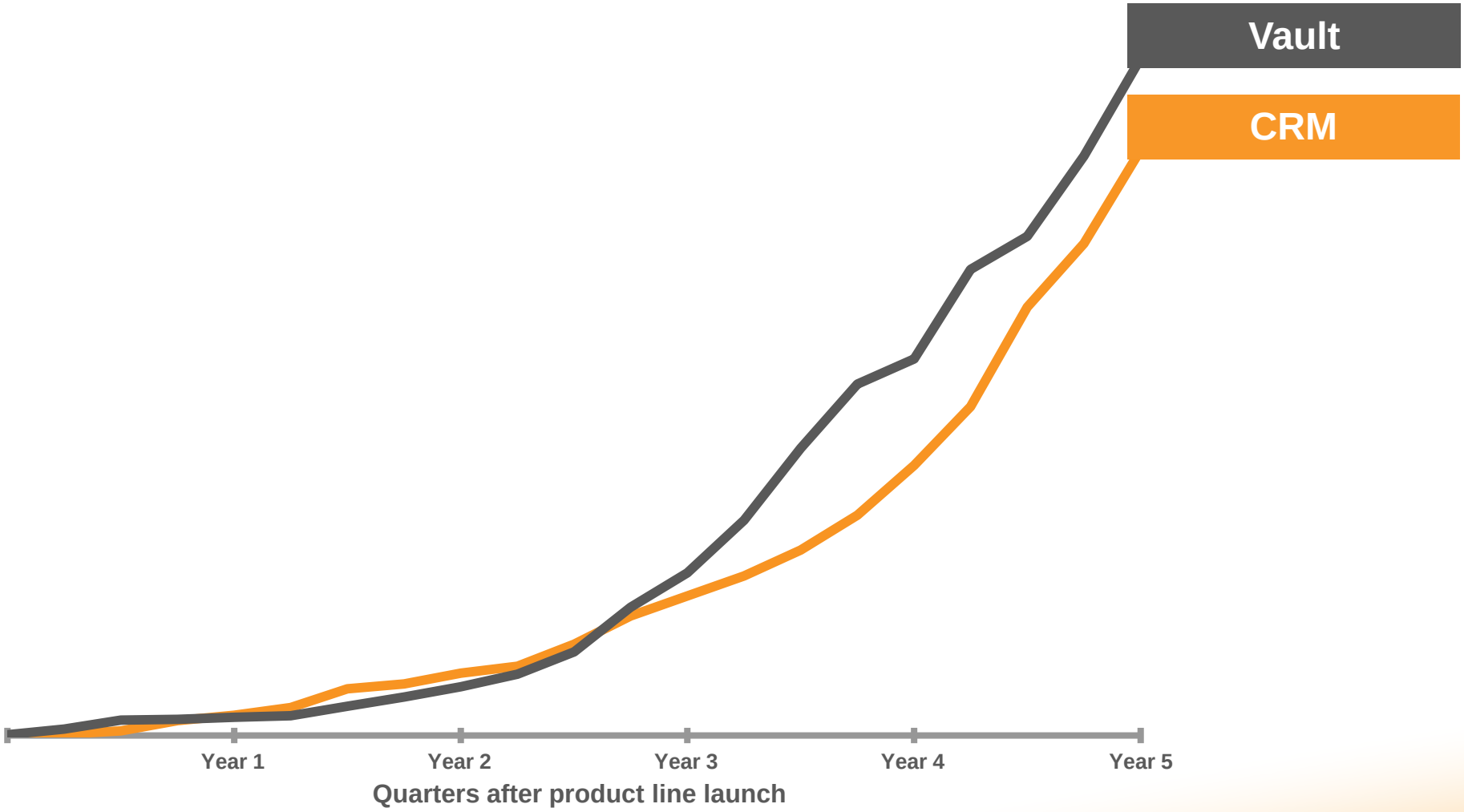
Vault

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

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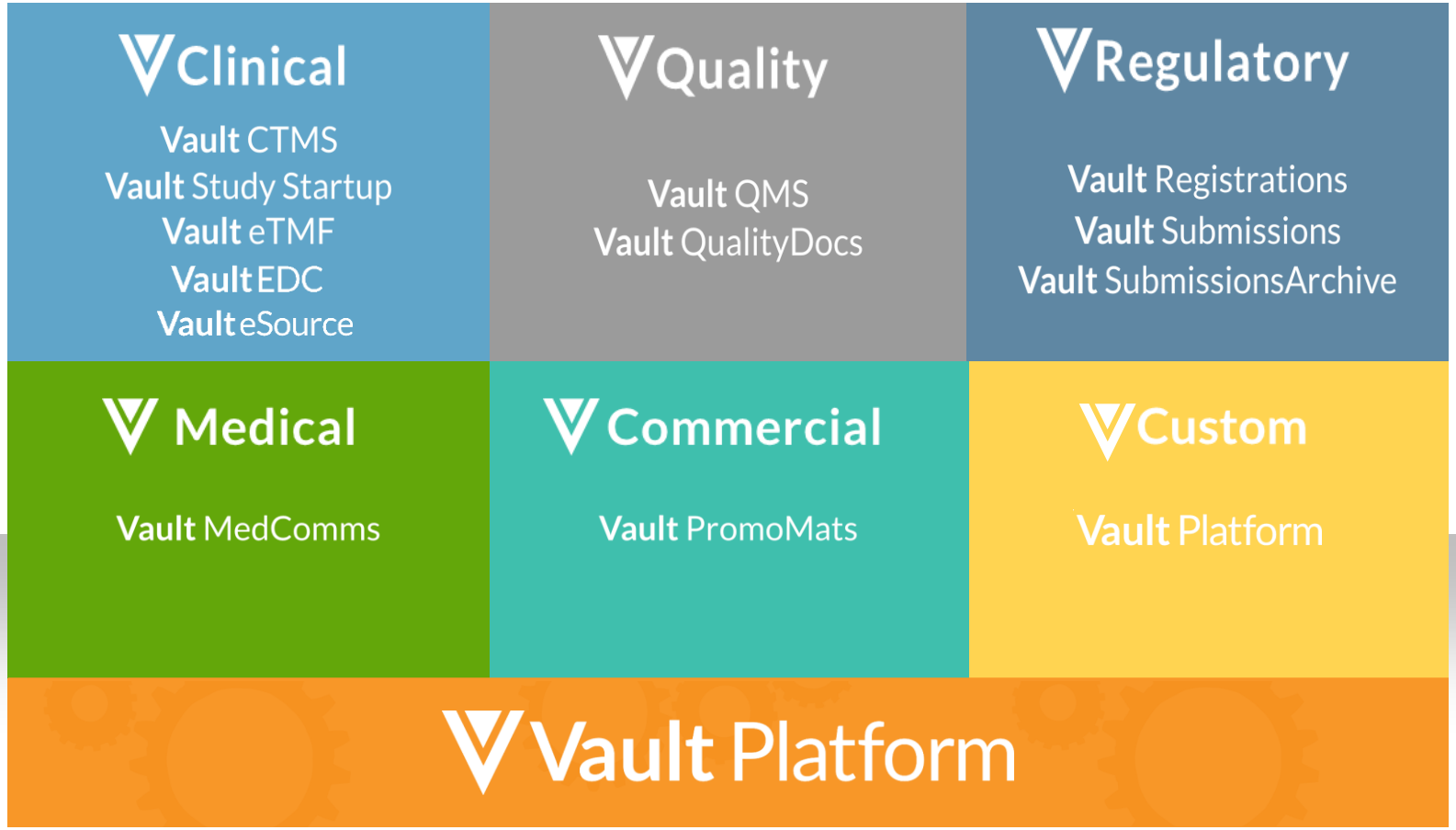
Veeva Vault



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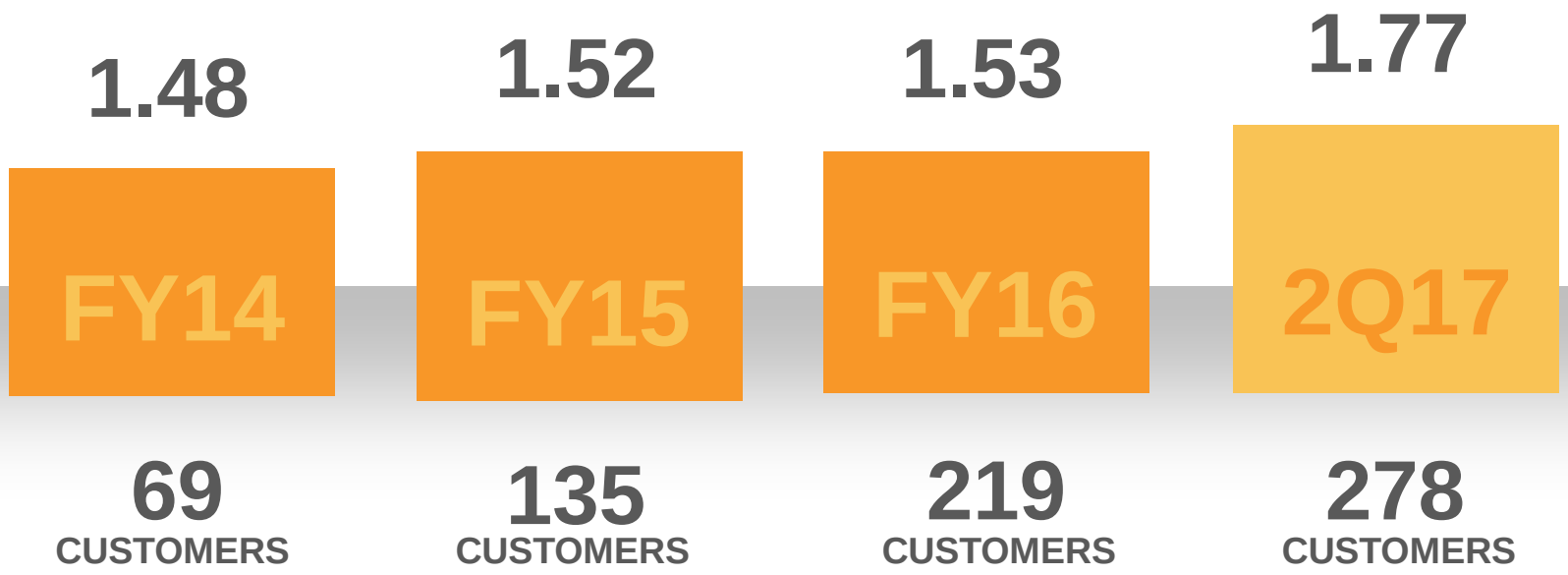
Unified Suite Approach is Resonating

Average Vault products per Vault customer



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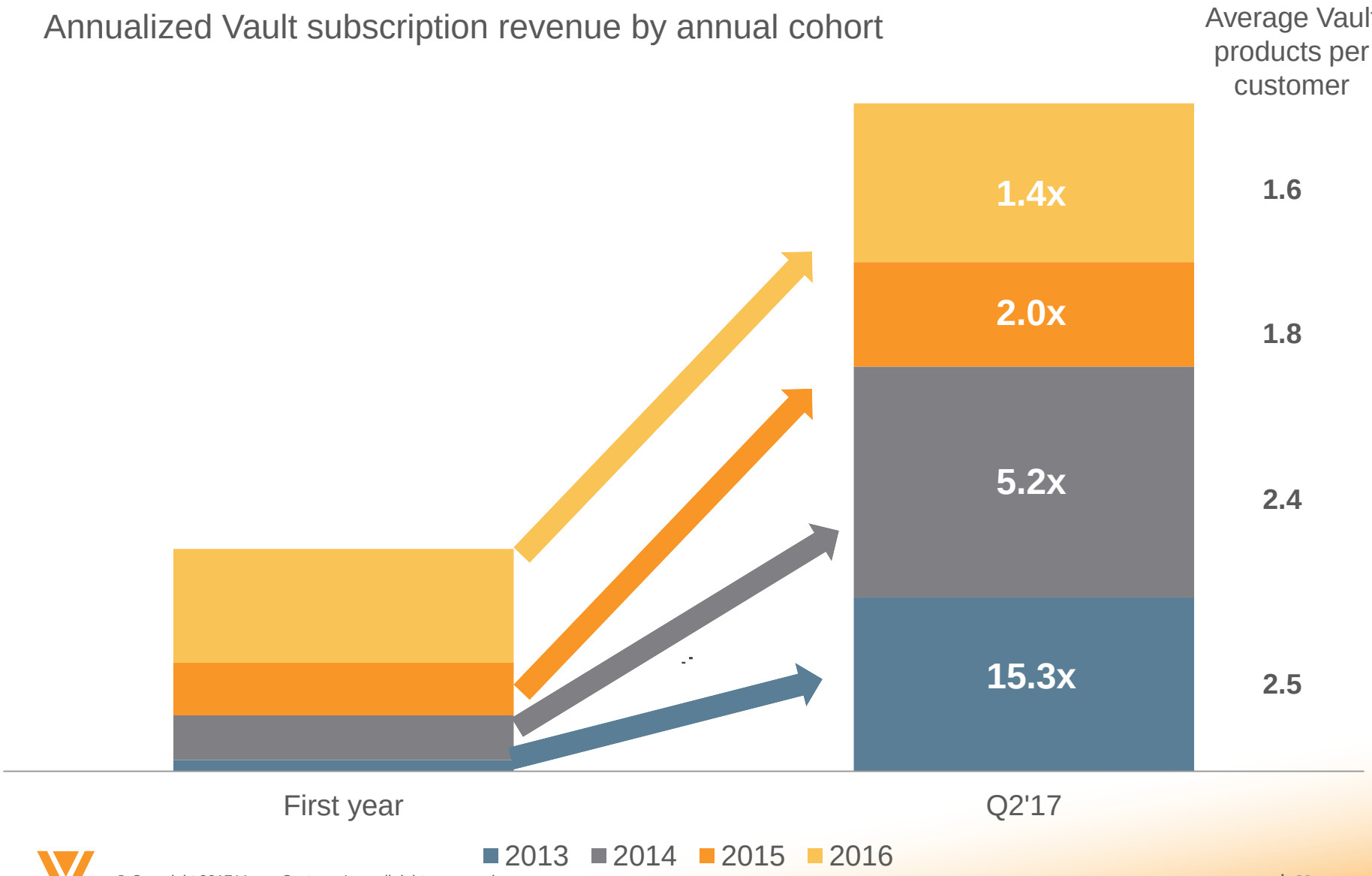
Vault Customers Expand Over Time

Annualized Vault subscription revenue by annual cohort



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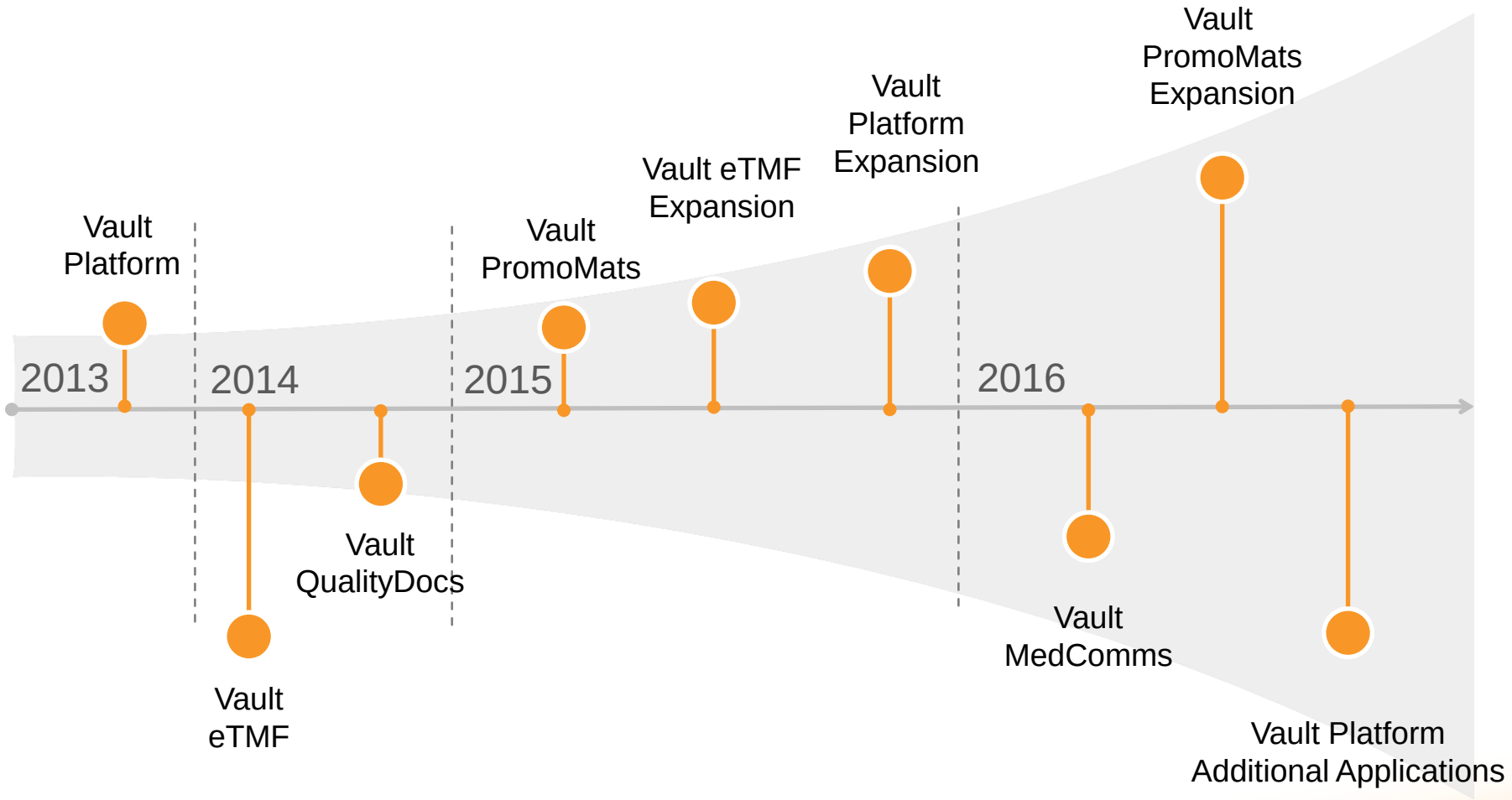
Vault Adoption Over Time – Top 20



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Veeva Way



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Thank You