Veeva

Analyst and Investor Day

October 28, 2021

2021 Veeva Analyst & Investor Day

THURSDAY OCTOBER 28

Veeva Vision	Peter Gassner, Founder & CEO
Veeva Commercial Cloud	Paul Shawah, EVP – Commercial Cloud Strategy
Veeva Development Cloud	Jim Reilly, VP – Development Cloud Strategy
Customer Success	Alessandro De Luca, Merck
Financial Update	Brent Bowman, CFO
Closing Remarks	Peter Gassner, Founder & CEO
Q&A	All

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Safe Harbor and Other Information

This presentation and associated commentary contain forward-looking statements, including statements regarding Veeva's future performance, financial outlook, and guidance and the assumptions underlying those statements, market growth, market size and opportunity, the benefits from the use of Veeva's solutions, our strategies, and general business conditions. Any forward-looking statements contained in this presentation and associated commentary 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 October 28, 2021, 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) breaches in our security measures or unauthorized access to our customers' data; (ii) competitive factors, including but not limited to pricing pressures, consolidation among our competitors, entry of new competitors, the launch of new products and marketing initiatives by our existing competitors, and difficulty securing rights to access, host or integrate with complementary third party products or data used by our customers; (iii) the rate of adoption of our newer solutions and the results of our efforts to sustain or expand the use and adoption of our more established applications, like Veeva CRM; (iv) our expectation that the future growth rate of our revenues will decline; (v) loss of one or more customers, particularly any of our large customers; (vi) our ability to attract and retain highly skilled employees and manage our growth effectively; (vii) fluctuation of our results, which may make period-to-period comparisons less meaningful; (viii) adverse changes in the life sciences industry, including as a result of customer mergers; (ix) the impact of the COVID-19 pandemic (including the impact to the life sciences industry, impact on general economic conditions, and government responses, restrictions, and actions related to the pandemic); (x) system unavailability, system performance problems, or loss of data due to disruptions or other problems with our computing infrastructure; (xi) failure to sustain the level of profitability we have achieved in the past as our costs increase; (xii) adverse changes in economic, regulatory, international trade relations, or market conditions, including with respect to natural disasters or actual or threatened public health emergencies; (xiii) a decline in new subscriptions that may not be immediately reflected in our operating results due to the ratable recognition of our subscription revenue; (xiv) pending, threatened, or future legal proceedings and related expenses; and (xv) our recent conversion to a Delaware public benefit corporation, including the expected impact, benefits, and risks of our conversion.

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, 2021. This is available on the company's website at veeva.com under the Investors section and on the SEC's website at 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.

This presentation includes certain non-GAAP financial measures and the corresponding growth rates as defined by SEC rules. For additional information, see the slide titled "Statement Regarding Use of Non-GAAP Financial Measures" in the Appendix.

The comparison period amounts and the related growth rates included in this presentation have been adjusted from previously reported amounts to reflect the impact of the full retrospective adoption of Topic 606.

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Veeva



Peter Gassner

Founder & CEO

Vision

Building the Industry Cloud for Life Sciences

Values

Do the Right Thing
Customer Success
Employee Success
Speed

Veeva

A Public Benefit Corporation

Veeva as a Public Benefit Corporation



Attracting Talent



Deepening Customer Relationships



New Ideas

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Consistent Execution with a Long-term View

2015 Goal: **$1B** in 2020

$1B in *2019*

2019 Goal: **$3B** in 2025

Tracking Ahead of Plan

Looking Ahead to 2030

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Veeva 2025

$3 Billion

Room to Grow

Still Veeva

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Customer Segments

Pharmaceuticals and Biotech

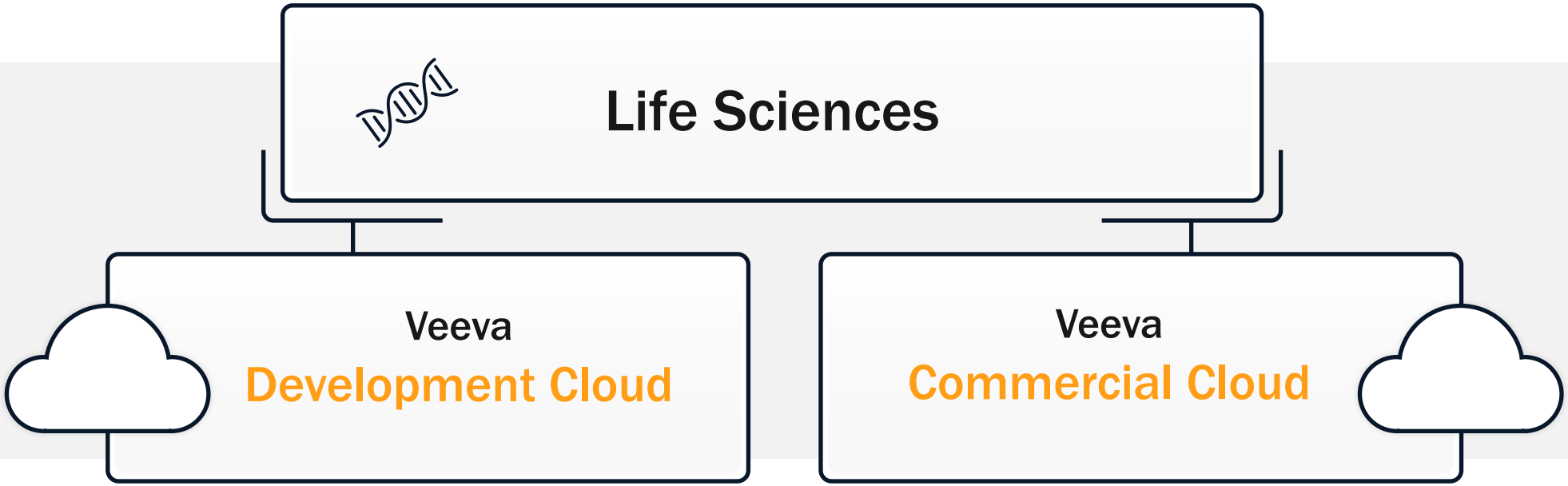
MedTech

Consumer Products and Chemicals

SOFTWARE DATA SERVICES

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Industry Cloud for Life Sciences



SOFTWARE DATA SERVICES

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Big New Markets

R&D

DIGITAL TRIALS

COMMERCIAL

DATA

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Essential
Appreciated

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Life Sciences Industry is Large and Growing

Pharma, Biotech, MedTech

$2.2T



Source: MarketLine

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Strong Innovation Engine Fuels Growth

- CRM
- Vault
- Link
- Data Cloud
- Digital Trials Platform

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Proven Operating Model



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Multiple Drivers of Long-Term Growth



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Veeva



Paul Shawah

EVP, Commercial Cloud Strategy

Industry Context



More Specialty Medicines



Greater Use of Digital



Evolving Commercial Models

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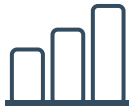
Our Focus

DATA



Modern, connected

ANALYTICS



Real-time, actionable

CONTENT



Fast, scalable

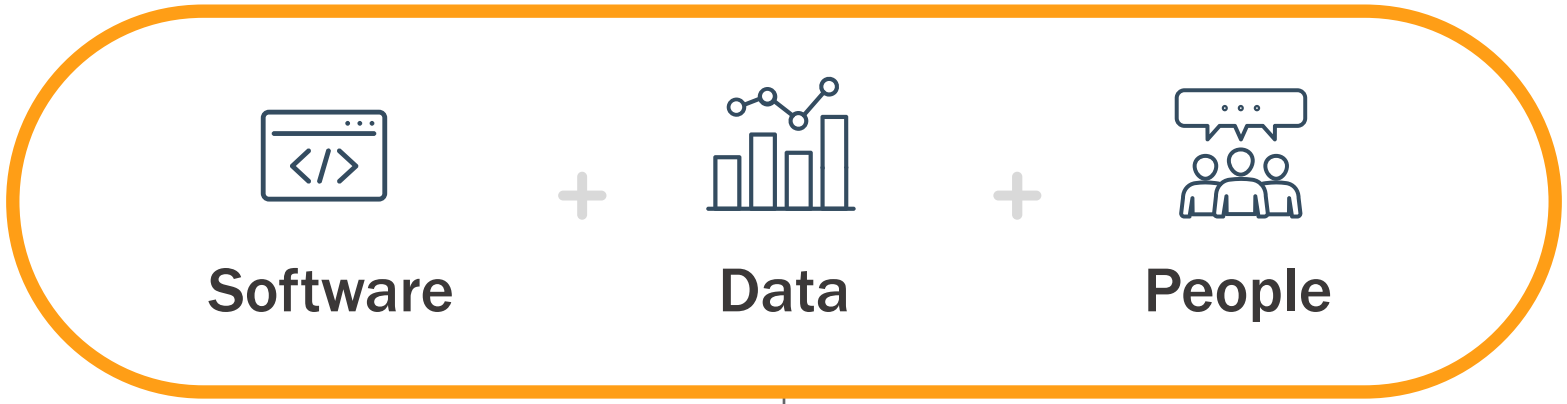
ENGAGEMENT



Hybrid, two-way

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Commercial Cloud



DATA

OpenData
Customer Reference

Data Cloud
Patient • Prescriber • Sales

Link
Customer Intelligence

ANALYTICS

Nitro
Data Science Platform

Crossix
Marketing Optimization

CONTENT

PromoMats
Commercial Content

MedComms
Medical Content

ENGAGEMENT

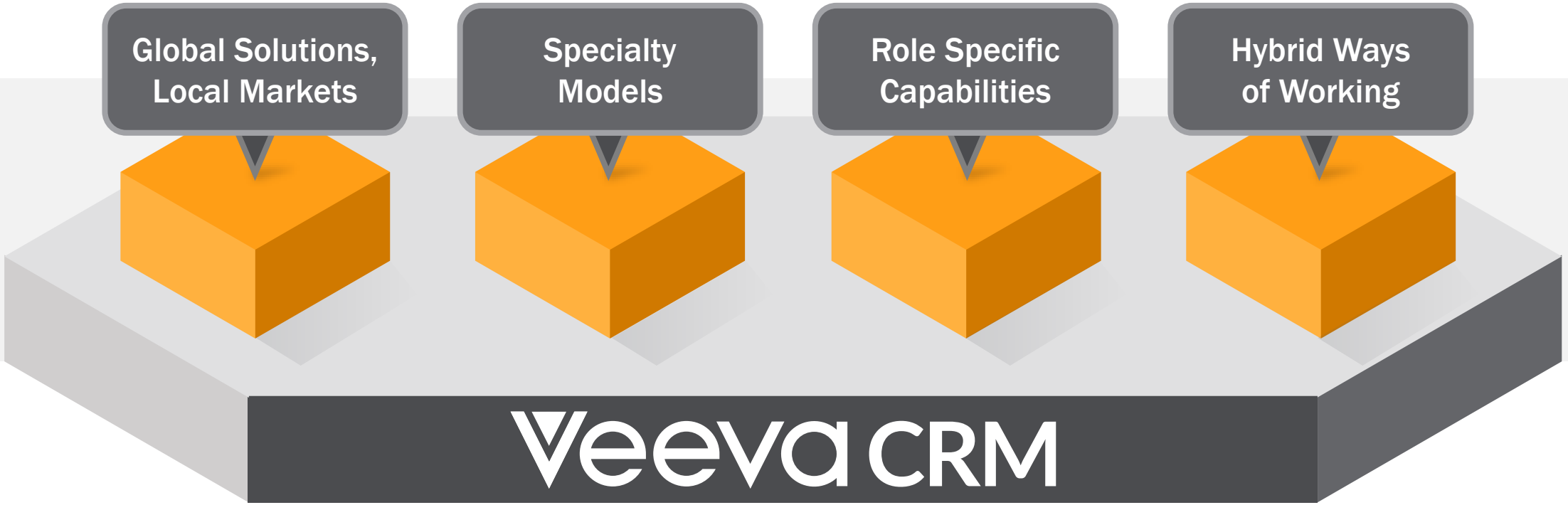
CRM Suite
Multichannel Engagement

Digital Events
Events Services

Engage
HCP Digital

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Veeva CRM is the Foundation



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Moving to Digital *with Speed*

51 MILLION

OPENED EMAILS

12 MILLION

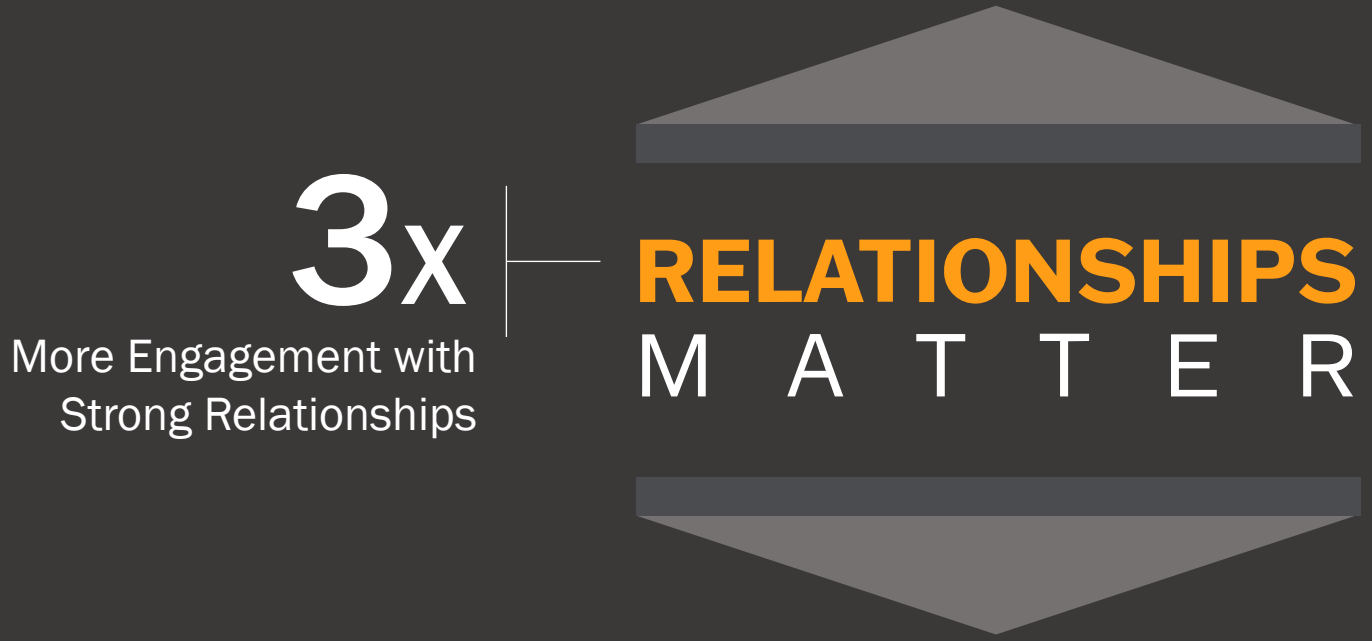
ENGAGE MEETINGS

400 MILLION

MINUTES

Figures reflect aggregate data from January 1, 2020 – September 30, 2021

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Faster Content at Scale

Vision to Increase Speed to Market by 75%

Speed
Modular Content

Scale
Operating Model

Intelligence
Data-Driven Content

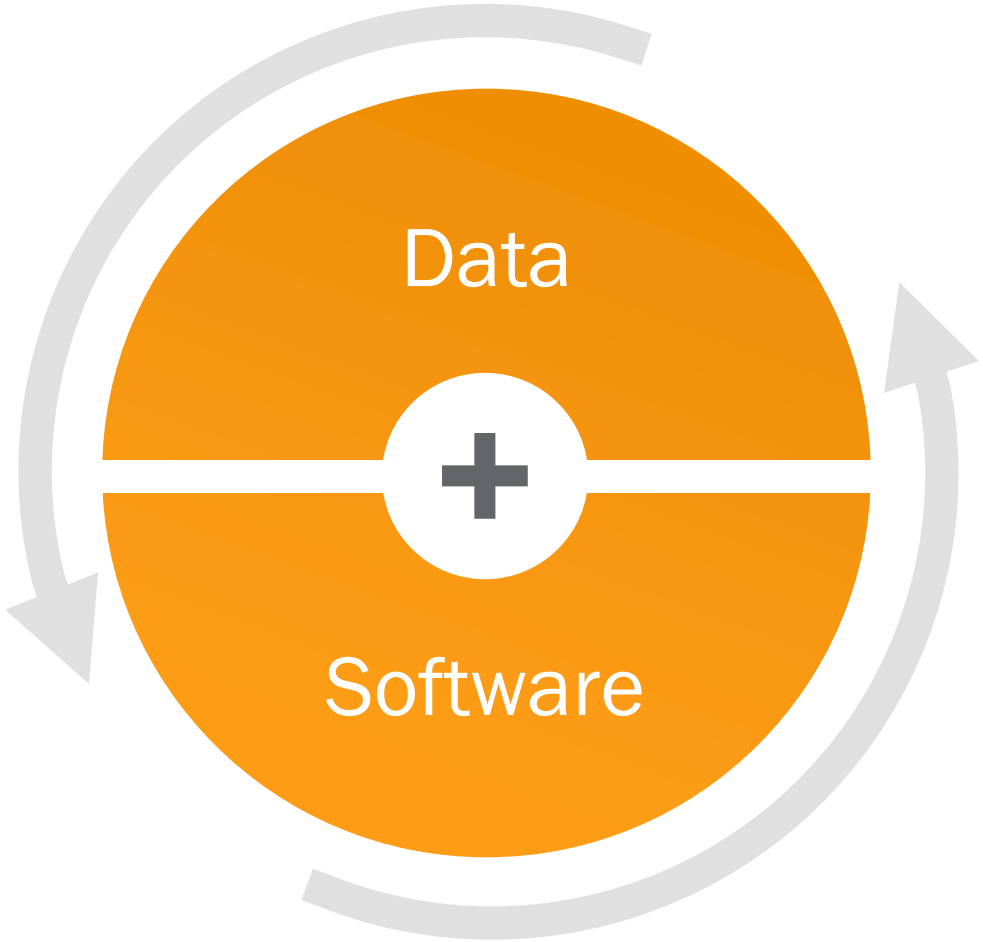


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Modern Approach to Data and Analytics

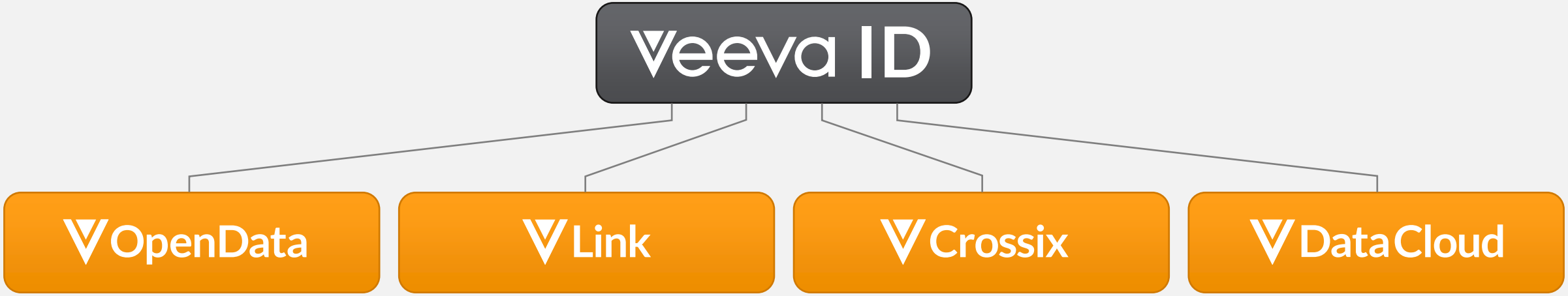
Modern Approach to Data and Analytics



- Unique
- Connected
- Integrated

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Unique and Connected Data



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Link



DEMO

Veeva Data Cloud



Patient Data

Available today



Prescriber Data

January 2022



Sales Data

January 2022

Big Market Opportunity • In Need of Innovation • Taking a Modern Approach

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Durable Revenue, Steady Growth



Consistent Execution



Continuous Innovation



Seamlessly Connected

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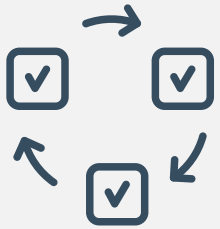
Veeva



Jim Reilly

Vice President, Development Cloud Strategy

Veeva Development Cloud Vision



Provide the ***operating system*** for the full lifecycle of product operations

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Development Cloud

Operating System for the Full Lifecycle of Product Operations

Clinical Data Management	Clinical Operations	Regulatory	Quality	Drug Safety
				

Vault Platform

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Clinical

Vault Clinical Suite

Vault Clinical Operations

SSU	eTMF	CTMS	Payments
			
Start up & Feasibility	Content & Inspections	Trial & Site Management	Site Budgets & Payments



Vault CDMS

EDC	Coder	CDB
		
Data Capture & Verification	Clinical Coding	Cleaning and Formatting

Vault Platform

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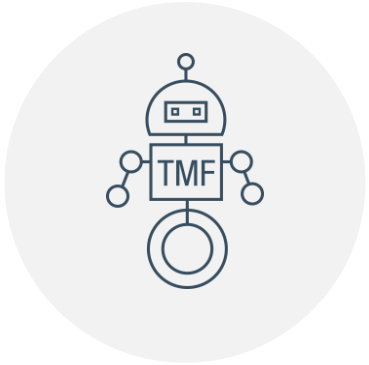
Vault Clinical Operations

SPEEDING EXECUTION



Streamlining
Systems & Processes

INNOVATION



TMF Bot

GROWING ADOPTION

350+ Customers

16 Top 20 eTMF

110 CTMS Customers

All customer counts as of July 31, 2021 unless otherwise noted

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Vault Clinical Data Management

SPEEDING TRIALS



50% faster study builds

No migration amendments

INNOVATION



Clinical Database

MOMENTUM

250+

Clinical Trials

5 of 6 Top CROs as Partners

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Regulatory

Vault RIM Suite

Providing a Single Source for Regulatory Content and Data

Registrations	Submissions	Submissions Publishing	Submissions Archive
			

Vault Platform

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Vault RIM Suite

SINGLE GLOBAL SOLUTION



Regulatory Transformation

INNOVATION



Publishing

Collaborative Authoring

ACCELERATING ADOPTION

250+ Customers

13 Top 20

25 Publishing Customers

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Quality

Vault Quality Suite

Unified Quality Management

Process	Content	Training	Lab
			
QMS Product Surveillance	QualityDocs Station Manager Validation Management	Training LearnGxP	LIMS

Vault Platform

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Vault Quality Suite

MODERNIZING QUALITY



Unified Compliance with QC LIMS and Validation Management

INNOVATION



Process Navigator

Quality Recurrence Check

STRONG MOMENTUM

15 Top 20

100+ Training Customers

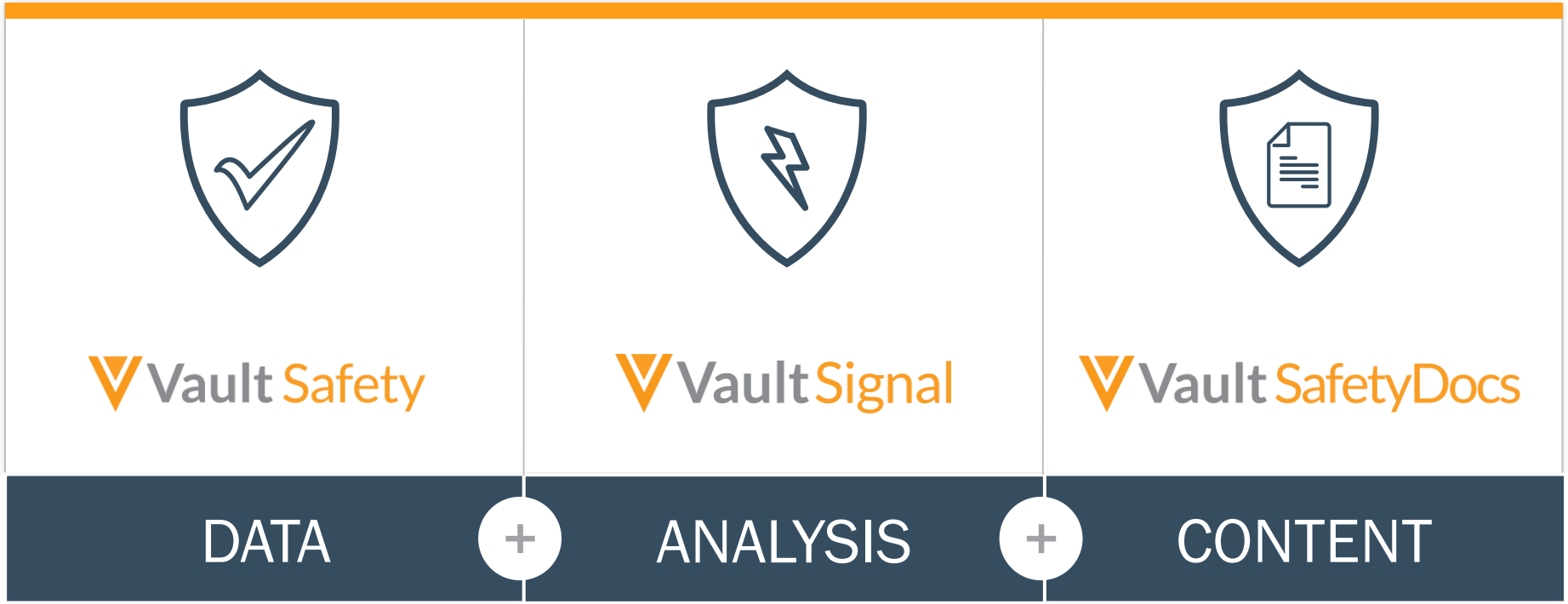
175+ QMS Customers

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Safety

Vault Safety

Comprehensive Safety Management



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Vault Safety

MOMENTUM	CUSTOMER SUCCESS	INNOVATION
		
50+ Safety Suite Customers	Top 10 Implementing	Vault Signal

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Digital Trials

Clinical Trials in Need of Innovation



SPONSORS

Want to be more efficient



SITES

Overburdened—need to simplify collaboration



PATIENTS

Need better ways to participate and engage

Back Office

Front Office

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Fragmented Ecosystem

Lack of Integration and Consistency



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Veeva's Vision for Digital Trials



Patient-Centric



Decentralized



Paperless

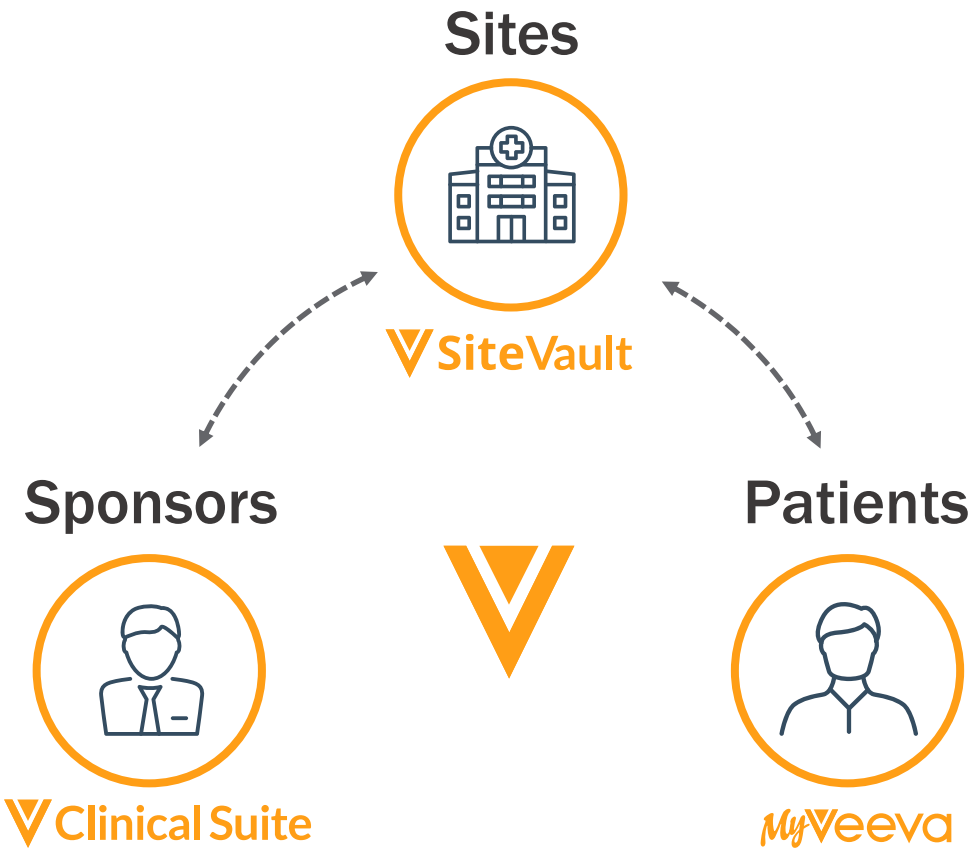
25%
Faster

25%
Less Costly

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Veeva Digital Trials Platform

Better Trials for All Through a Connected Ecosystem



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Digital Trials Platform

Better Trials for All Through a Connected Ecosystem



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Veeva

Development Cloud

Digital Trials Platform



Strategic Partner



Innovation Engine

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MERCK



Alessandro De Luca

Group CIO, Head of Information Technology

FIRESIDE CHAT

Veeva



Brent Bowman

CFO

Highlights

- Consistent Execution: Growth & Profitability
- Durable Operating Model
- Tracking Ahead of 2025 Targets
- Long Runway for Growth

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Consistent History of Strong Growth and Profitability



Fiscal Year Ending January 31

[1] *A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix*

[2] *Restated for ASC 606*

[3] *Based on the high end of our guidance issued September 1, 2021*

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Revenue Realignment

PREVIOUS

Vault

- Clinical
- Regulatory
- Quality
- Safety
- CP&C
- Vault Commercial

Commercial

- CRM Suite
- Data & Analytics

CURRENT

R&D

- Clinical
- Regulatory
- Quality
- Safety
- CP&C

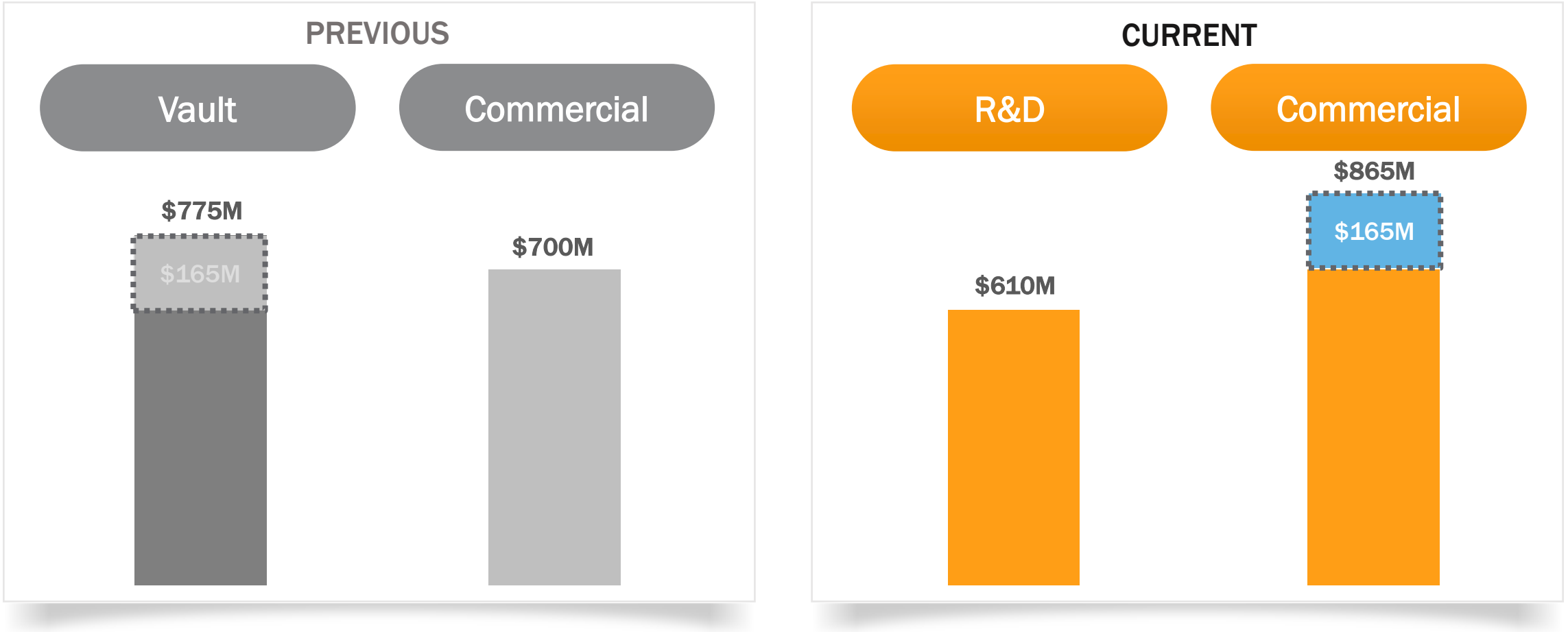
Commercial

- CRM Suite
- Data & Analytics
- Vault Commercial

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Subscription Revenue Realignment

FY 2022 Subscription Revenue Guidance $1.475B



FY22E Vault Commercial Revenue $165M

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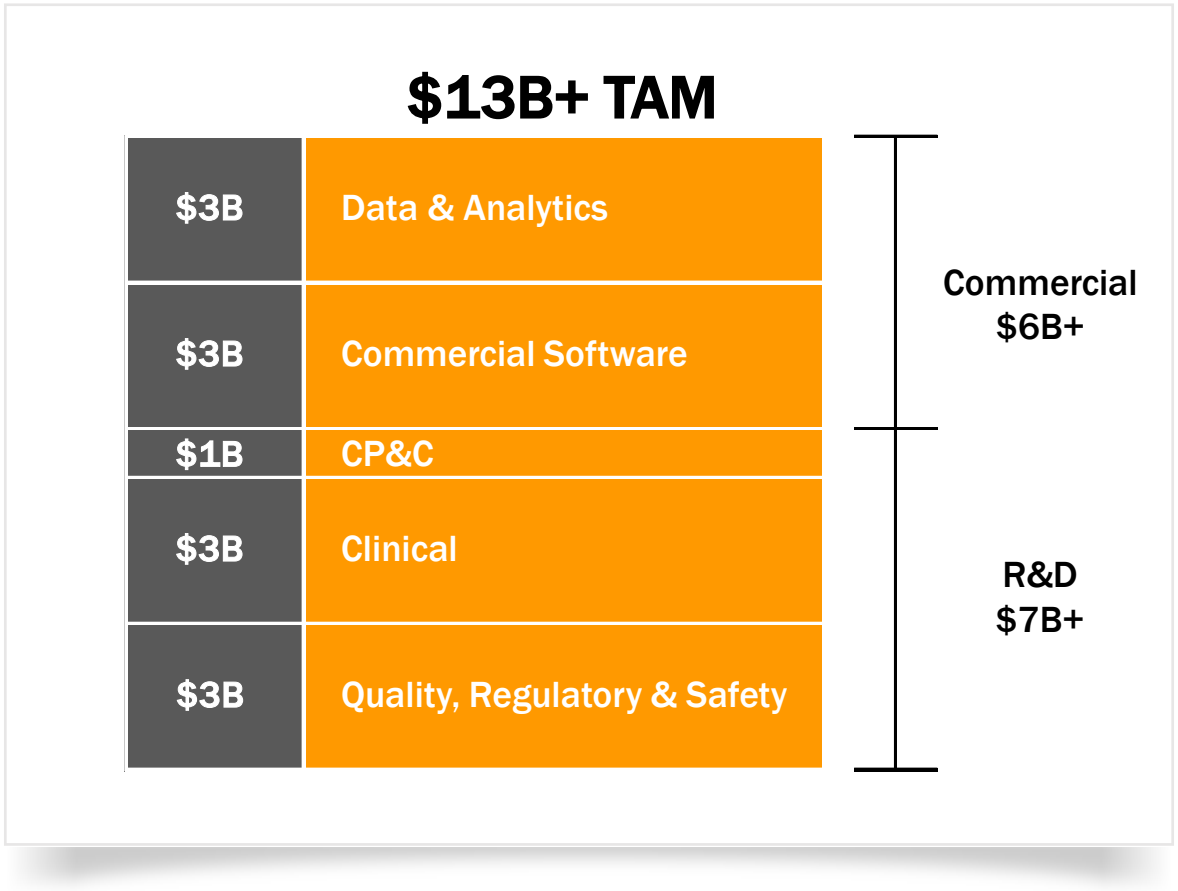
Tracking Ahead of 2025 Targets

Metric	CY 2025 Targets
Total Revenue Run Rate	$3B+
Commercial	~$1.2B
R&D	~$1.8B
Non-GAAP Op Margin	35%+

[1] We are not able, at this time, to provide GAAP targets for operating margin 2025 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. The effect of these excluded items may be significant.

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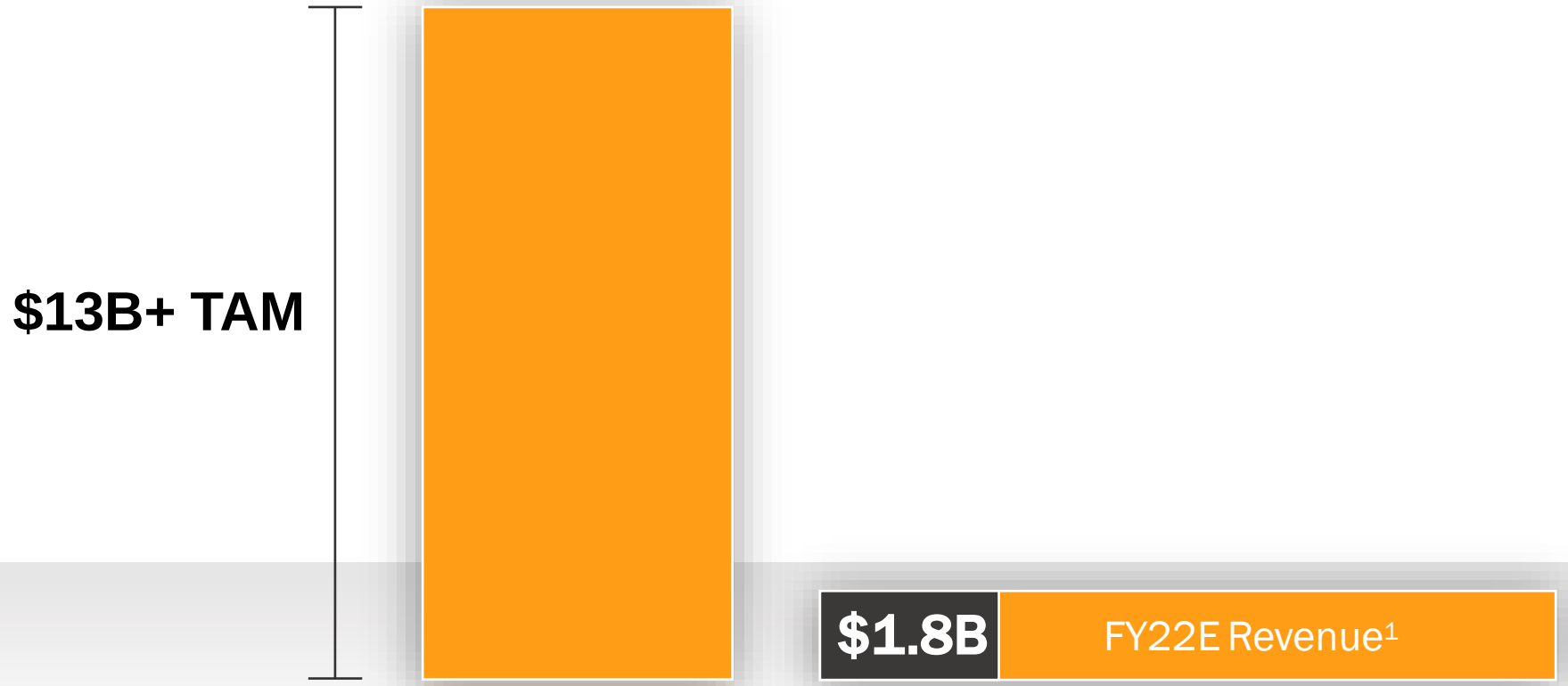
Veeva's Large and Growing Market Opportunity



*CP&C includes Veeva's CPG, Cosmetics, and Chemicals businesses

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Significant Room to Grow



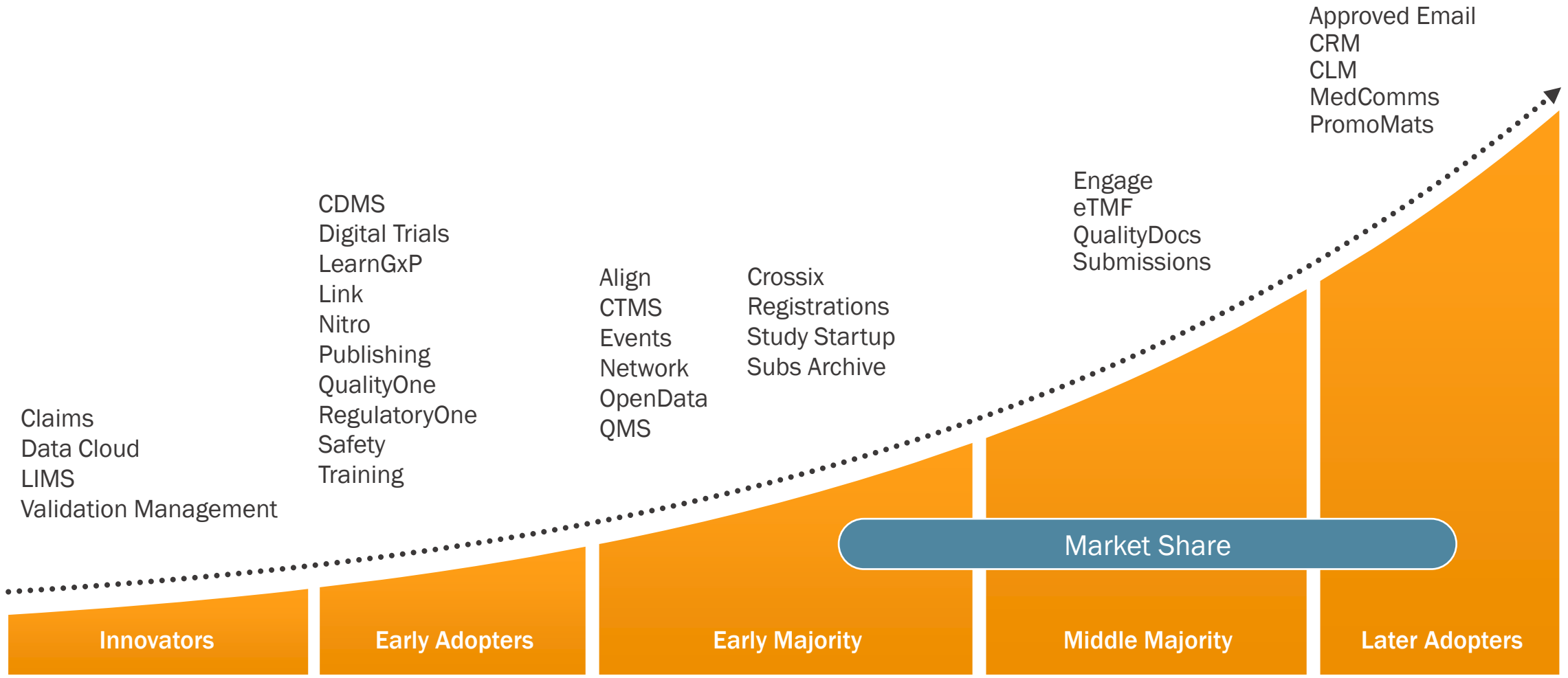
Fiscal Year Ending January 31

[1] Based on the high end of our guidance issued September 1, 2021

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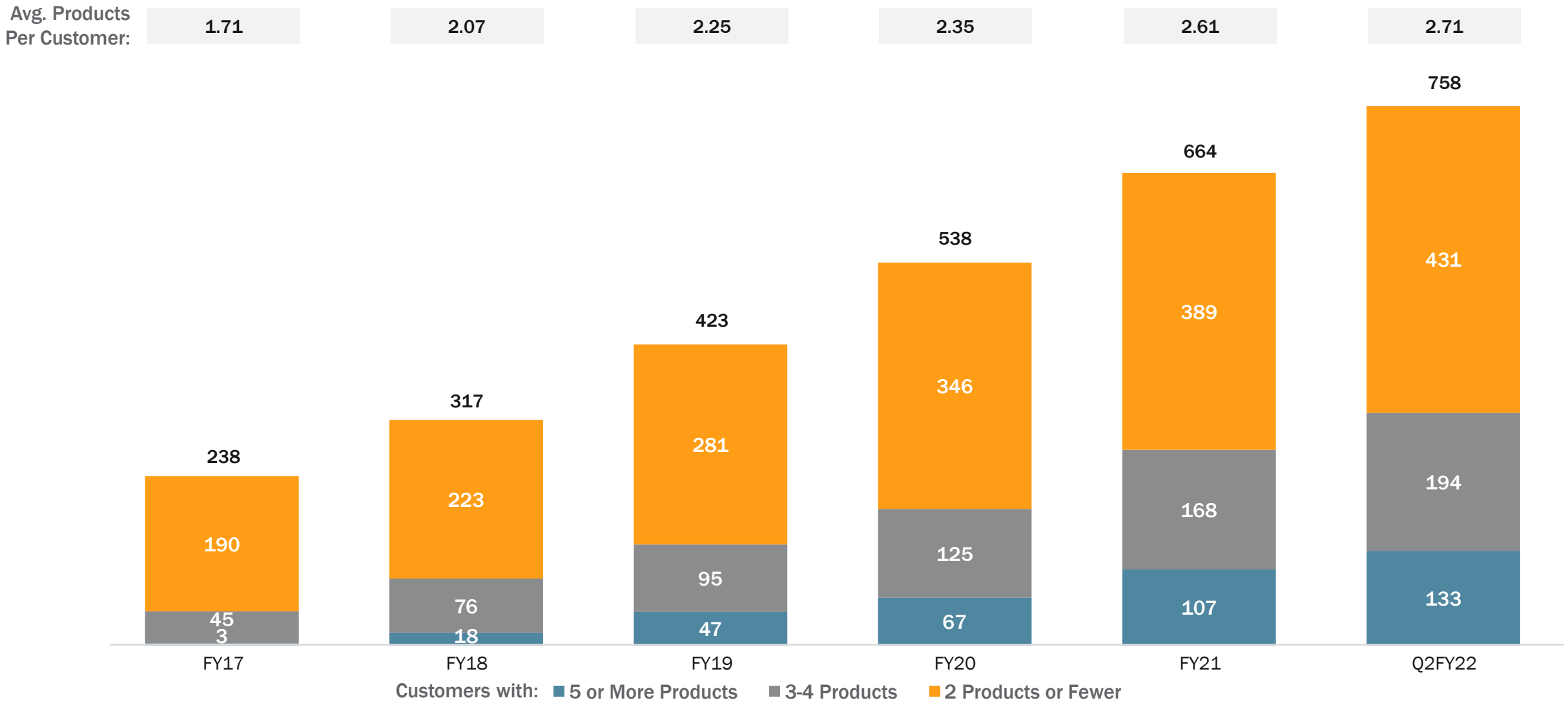
Innovation Engine Fuels Long-term Growth

Deep pipeline of products on the path to market leadership



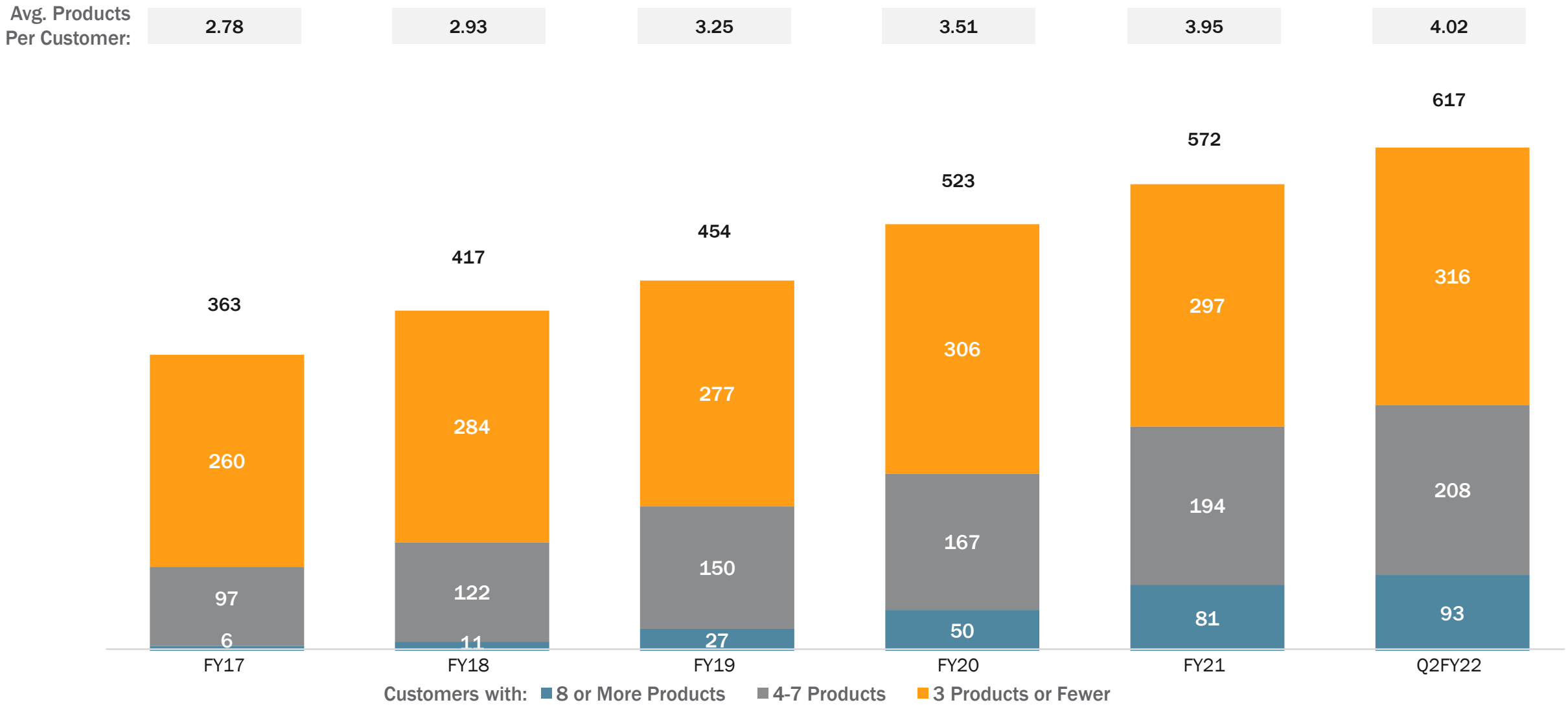
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Consistent Momentum in R&D



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Expanding Our Commercial Leadership



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Durable Operating Model

	FY18[2]	FY19	FY20	FY21	FY22[3]
Non-GAAP Gross Margin[1]	71%	73%	75%	75%	~75%
S&M % of Revenue (Non-GAAP) [1]	16%	15%	14%	12%	~12%
R&D % of Revenue (Non-GAAP) [1]	17%	16%	16%	16%	~16%
G&A % of Revenue (Non-GAAP) [1]	7%	7%	8%	7%	7%
Non-GAAP Operating Margin[1]	32%	36%	37%	40%	~40%[3]

Fiscal Year Ending January 31
[1] A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix
[2] Restated for ASC 606
[3] Based on the high end of our guidance issued September 1, 2021

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Investing for Growth

CY2021E[1]

40%

Non-GAAP Op Margin

Margin Drivers

GROSS MARGIN

- ⬆ Revenue mix and growth
- ⬇ Data investments
- ⬇ Additional services

OP MARGIN

- ⬆ Operating leverage/scale
- ⬇ Travel and entertainment
- ⬇ Growth investments

CY2025 Targets[1]

35%+

Non-GAAP Op Margin

We are not able, at this time, to provide GAAP targets for operating margin for CY2021 and CY2025 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. The effect of these items may be significant.

[1] Based on the high end of our guidance issued September 1, 2021

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Key Takeaways



Consistent Execution



Tracking Ahead of 2025 Targets



Long Runway for Growth



Durable Operating Model

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Appendix

Statement Regarding Use of Non-GAAP Financial Measures

We provide the following non-GAAP measures, which we define as financial information that has not been prepared in accordance with generally accepted accounting principles in the United States, or GAAP: Non-GAAP gross margin on subscription services revenues and professional services and other revenues, operating income and margin, non-GAAP net income, and non-GAAP net income per share. In addition to our GAAP measures, we use these non-GAAP financial measures internally for budgeting and resource allocation purposes and in analyzing our financial results. We believe that excluding stock-based compensation expense, amortization of purchased intangibles, deferred compensation associated with our acquisition of the Zinc Ahead business, and income tax effects of the same provides information that is helpful in understanding our operating results, evaluating our future prospects, comparing our financial results across accounting periods, and comparing our financial results to our peers, many of which provide similar non-GAAP financial measures.

We define the term calculated billings for any period to mean revenue for the period plus the change in deferred revenue from the immediately preceding period minus the change in unbilled accounts receivable from the immediately preceding period. There are numerous factors that make year-over-year comparisons of calculated billings highly variable on a quarterly basis—therefore, we do not believe it is a good indicator of the underlying momentum of our business, and we do not manage to it internally. Our subscription revenue guidance and calculated billings guidance for the full fiscal year are the best indicators of our momentum.

Non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. We encourage our investors and others to review our financial information in its entirety, not to rely on any single financial measure to evaluate our business, and to view our non-GAAP financial measures in conjunction with the most directly comparable GAAP financial measures. A reconciliation of GAAP to non-GAAP financial measures has been provided in this Appendix.

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Reconciliation of GAAP to Non-GAAP Measures

in millions	FY'16	FY'17[1]	FY'18[1]	FY'19	FY'20	FY'21
Operating income on a GAAP basis	$ 78.6	$ 120.7	$ 157.9	$ 222.9	$ 286.2	$ 377.8
Stock-based compensation expense	24.3	40.8	54.0	76.4	115.9	185.0
Amortization of purchased intangibles	4.3	8.2	7.8	7.0	10.1	20.0
Deferred compensation associated with Zinc Ahead acquisition	1.1	2.8	0.5	0.3	—	—
Operating income on a non-GAAP basis	$ 108.3	$ 172.5	$ 220.2	$ 306.6	$ 412.2	$ 582.8

Fiscal Year Ending January 31
[1] Restated for ASC 606

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Reconciliation of GAAP to Non-GAAP Measures

	FY'18[1]	FY'19	FY'20	FY'21
Gross margin on total revenues on a GAAP basis	69.4%	71.6%	72.5%	72.1%
Stock-based compensation expense	1.4	1.4	1.8	2.2
Amortization of purchased intangibles	0.6	0.3	0.4	0.4
Gross margin on total revenues on a non-GAAP basis	71.4%	73.3%	74.7%	74.7%

	FY'18[1]	% of Revenue	FY'19	% of Revenue	FY'20	% of Revenue	FY'21	% of Revenue
Sales and marketing expense on a GAAP basis	$ 128.8	19%	$ 148.9	17%	$ 190.3	17%	$ 235.0	16%
Stock-based compensation expense	(16.3)		(18.4)		(27.5)		(40.6)	
Amortization of purchased intangibles	(3.9)		(3.9)		(6.0)		(14.2)	
Sales and marketing expense on a non-GAAP basis	$ 108.6	16%	$ 126.6	15%	$ 156.8	14%	$ 180.2	12%

	FY'18[1]	% of Revenue	FY'19	% of Revenue	FY'20	% of Revenue	FY'21	% of Revenue
Research and development expense on a GAAP basis	$ 132.0	19%	$ 158.8	18%	$ 209.9	19%	$ 294.2	20%
Stock-based compensation expense	(17.8)		(22.1)		(37.0)		(63.5)	
Amortization of purchased intangibles	—		—		—		(0.1)	
Research and development expense on a non-GAAP basis	$ 114.2	17%	$ 136.7	16%	$ 172.9	16%	$ 230.6	16%

	FY'18[1]	% of Revenue	FY'19	% of Revenue	FY'20	% of Revenue	FY'21	% of Revenue
General and administrative expense on a GAAP basis	$ 60.4	9%	$ 86.4	10%	$ 114.3	10%	$ 149.1	10%
Stock-based compensation expense	(10.0)		(23.8)		(31.2)		(48.4)	
Amortization of purchased intangibles	—		—		(0.1)		(0.2)	
General and administrative expense on a non-GAAP basis	$ 50.4	7%	$ 62.6	7%	$ 83.0	8%	$ 100.5	7%

	FY'18[1]	FY'19	FY'20	FY'21
Operating margin on a GAAP basis	22.9%	25.8%	25.9%	25.8%
Stock-based compensation expense	7.7	8.9	10.5	12.6
Amortization of purchased intangibles	1.1	0.8	0.9	1.4
Operating margin on a non-GAAP basis	31.7%	35.5%	37.3%	39.8%

Fiscal Year Ending January 31
[1] Restated for ASC 606

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FY 2022 Guidance

	Guidance
Total Revenue	$1,830-1,835 million
Subscription Revenue	~$1,475 million
Commercial Subscription Revenue[1]	**~$865 million**
R&D Subscription Revenue[1]	**~$610 million**
Services Revenue	$355-360 million
Non-GAAP Operating Income	~$730 million
Non-GAAP Fully Diluted Net Income per Share	~$3.57
Calculated Billings	~$1,940 million
Cash from Operations (excluding ETB)	~$710 million

[1] As of October 28, 2021, revenue reporting will be broken out between Commercial Solutions and R&D Solutions. This realignment is consistent with how we manage the business, with all of our Commercial solutions now reported as Commercial Solutions Revenue. We will report our Vault Commercial Content offerings, which includes PromoMats and MedComms, in our Commercial Solutions revenue. R&D Solutions will include our Clinical, Regulatory, Quality, Safety, and CP&C suites of products. For FY22, this realignment moves roughly $165 million of subscription revenue related to PromoMats and MedComms to be included in Commercial. On a realigned basis, our FY22 guidance for Commercial subscription revenue is roughly $865 million and R&D subscription revenue is roughly $610 million.

Guidance issued on October 28, 2021. We are not able, at this time, to provide GAAP targets for operating income and fully diluted net income per share for the fiscal year ending January 31, 2022 because of the difficulty of estimating certain items excluded from non-GAAP operating income and non-GAAP fully diluted net income per share that cannot be reasonably predicted, such as charges related to stock-based compensation expense. The effect of these excluded items may be significant.

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Realigned Historical Revenue

	FY2020[1]	Q1'FY21	Q2'FY21	Q3'FY21	Q4'FY21	FY2021[1]	Q1'FY22	Q2'FY22
Commercial Solutions	593.6	176.6	180.9	189.9	197.5	744.9	207.8	218.1
R&D Solutions	302.7	93.7	102.6	113.1	125.3	434.6	133.3	148.3
Total Subscription Services	**896.3**	**270.2**	**283.5**	**302.9**	**322.8**	**1,179.5**	**341.1**	**366.4**
Commercial Solutions	103.8	34.4	33.9	36.6	37.1	142.0	43.6	39.0
R&D Solutions	104.0	32.5	36.3	38.0	36.8	143.6	48.9	50.2
Total Professional Services and Other	**207.8**	**66.9**	**70.2**	**74.6**	**73.9**	**285.6**	**92.5**	**89.2**
Commercial Solutions	697.4	211.0	214.8	226.5	234.7	886.9	251.4	257.1
R&D Solutions	406.7	126.1	138.9	151.0	162.1	578.2	182.1	198.5
Total	**1,104.1**	**337.1**	**353.7**	**377.5**	**396.8**	**1,465.1**	**433.6**	**455.6**

As of October 28, 2021, revenue reporting will be broken out between Commercial Solutions and R&D Solutions. This realignment is consistent with how we manage the business, with all of our Commercial solutions now reported as Commercial Solutions Revenue. We will report our Vault Commercial Content offerings, which includes PromoMats and MedComms, in our Commercial Solutions revenue. R&D Solutions will include our Clinical, Regulatory, Quality, Safety, and CP&C suites of products. For FY22, this realignment moves roughly $165 million of subscription revenue related to PromoMats and MedComms to be included in Commercial. On a realigned basis, our FY22 guidance for Commercial subscription revenue is roughly $865 million and R&D subscription revenue is roughly $610 million.

[1] The Crossix and Physicians World acquisitions closed in the quarter ended January 31, 2020 and contributed an aggregate of $20M in total revenue for the year ended January 31, 2020 and $103M for the year ended January 31, 2021. On a subscription basis, the Crossix acquisition contributed $14M in subscription services revenue for the year ended January 31, 2020 and $79M for the year ended January 31, 2021.

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Veeva Product Area Definitions

Commercial Solutions

Veeva CRM Suite
- Veeva CRM
- Veeva CLM
- Veeva CRM Approved Email
- Veeva CRM Events Management
- Veeva CRM Align
- Veeva CRM Engage

Crossix

Veeva Data Cloud

Veeva Link

Veeva OpenData

Veeva Network

Veeva Nitro

Engage Connect

Vault Commercial
- Vault MedComms
- Vault PromoMats

Vault Outside Life Sciences
- Vault Claims

R&D Solutions

Vault Clinical Suite

CDMS
- Vault EDC
- Veeva CDB

Clinical Operations
- Vault CTMS
- Vault eTMF
- Vault Study Startup
- Vault Payments

Digital Trials Platform
- SiteVault
- Veeva Site Connect
- Veeva eConsent

Vault Safety Suite
- Vault Safety
- Vault SafetyDocs
- Vault Signal

Vault Quality Suite
- Vault QualityDocs
- Vault QMS
- Vault Station Manager
- Vault Training
- Vault LIMS$_F$
- Vault Validation Management$_F$
- Veeva LearnGxP

Vault RIM Suite
- Vault Registrations
- Vault Submissions
- Vault Submissions Archive
- Vault Publishing

Vault Outside Life Sciences
- Vault QualityOne
- Vault RegulatoryOne

$_F$ Reflects products planned for availability in the second half of 2022

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