Veeva

Investor Day

November 7, 2024

2024 Veeva Investor Day

Veeva Vision and Strategy
Peter Gassner, Founder & CEO

Financial Update
Brian Van Wagener, CFO

Break

Life Sciences Industry Perspective
Paul Shawah, EVP Strategy
Markus Schümmelfeder, CIO, Boehringer Ingelheim

Q&A

Copyright © Veeva Systems 2024

Safe Harbor and Other Information

This presentation and associated commentary contain forward-looking statements regarding Veeva's future plans and expected performance, market size and opportunity, and financial outlook, including guidance provided as of August 28, 2024 about Veeva's expected future financial results and long-term financial goals for 2030. These statements are based on our current expectation and involve assumptions and internal estimates that may prove to be incorrect and are based on plans that may change. Actual results could differ materially from statements made here and we have no obligation to update such statements. There are also numerous risks that have the potential to negatively impact our financial performance, including issues related to the performance, security, or privacy of our products, competitive factors, customer decisions and priorities, events that impact the life sciences industry, general macroeconomic and geopolitical events (including inflationary pressures, changes in interest rates, currency exchange fluctuations, and impacts related to Russia's invasion of Ukraine and the Israel-Hamas conflict), and issues that impact our ability to hire, retain, and adequately compensate talented employees. We have summarized what we believe are the principal risks to our business in a section titled "Summary of Risk Factors" on pages 36 and 37 in our filing on Form 10-Q for the period ended July 31, 2024 which you can find here. Additional details on the risks and uncertainties that may impact our business can be found in the same filing on Form 10-Q and in our subsequent SEC filings, which you can access at sec.gov. We recommend that you familiarize yourself with these risks and uncertainties before making an investment decision.

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

Copyright © Veeva Systems 2024

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

Highlights

Durable Company

Long Runway of Growth

Veeva 2030

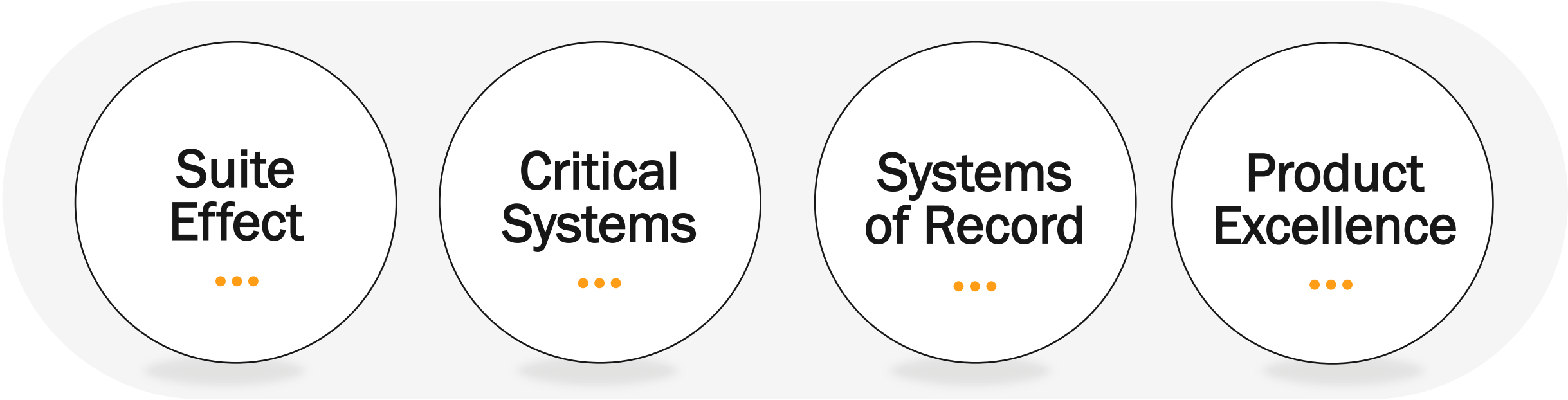
New Markets

Copyright © Veeva Systems 2023



Durable Company

The Right Product Strategy



Copyright © Veeva Systems 2024

The Right Team

- Great People
- Work Anywhere
- Growing in the Right Way
- Employee Success

Copyright © Veeva Systems 2024

Multi-Product Operating Model

Customer Success • Employee Success • Product Excellence • Speed

Operating Principles

...

Operating Methods

...

Role Definitions

...

Copyright © Veeva Systems 2024

Humility

The Ability to Change

It’s not the strongest or smartest company that will survive.

It’s the one that retains the ability to change.

Copyright © Veeva Systems 2024



Long Runway of Growth

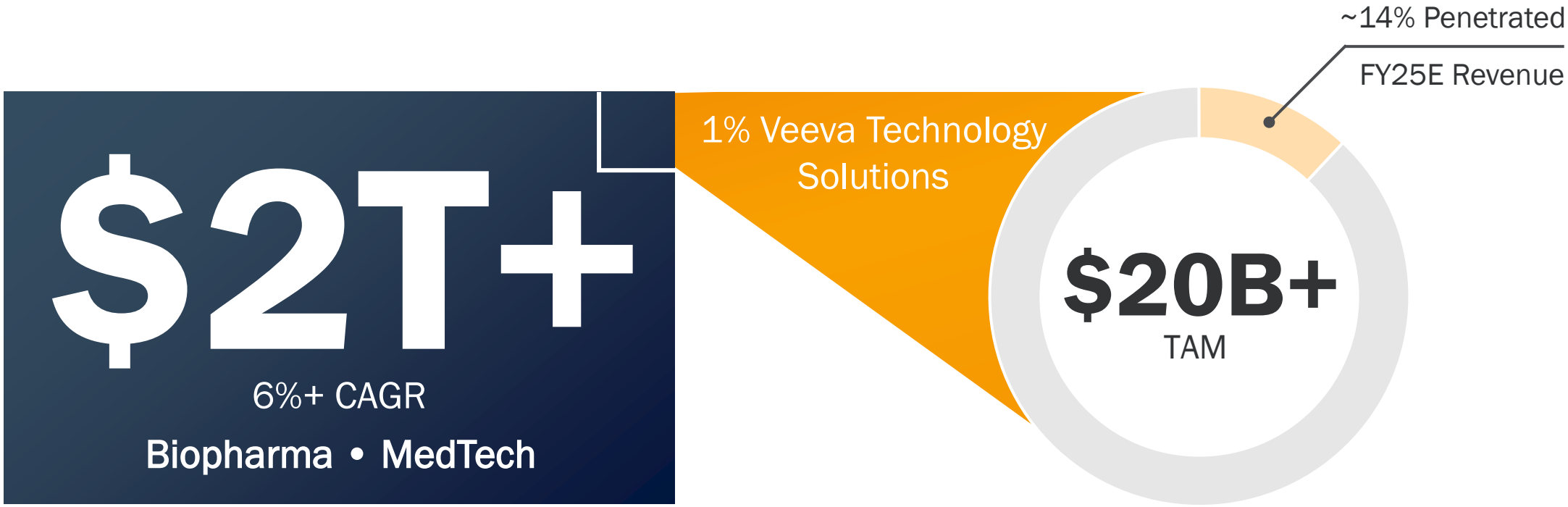
Life Sciences Industry is Large and Growing



Source: Evaluate

Copyright © Veeva Systems 2024

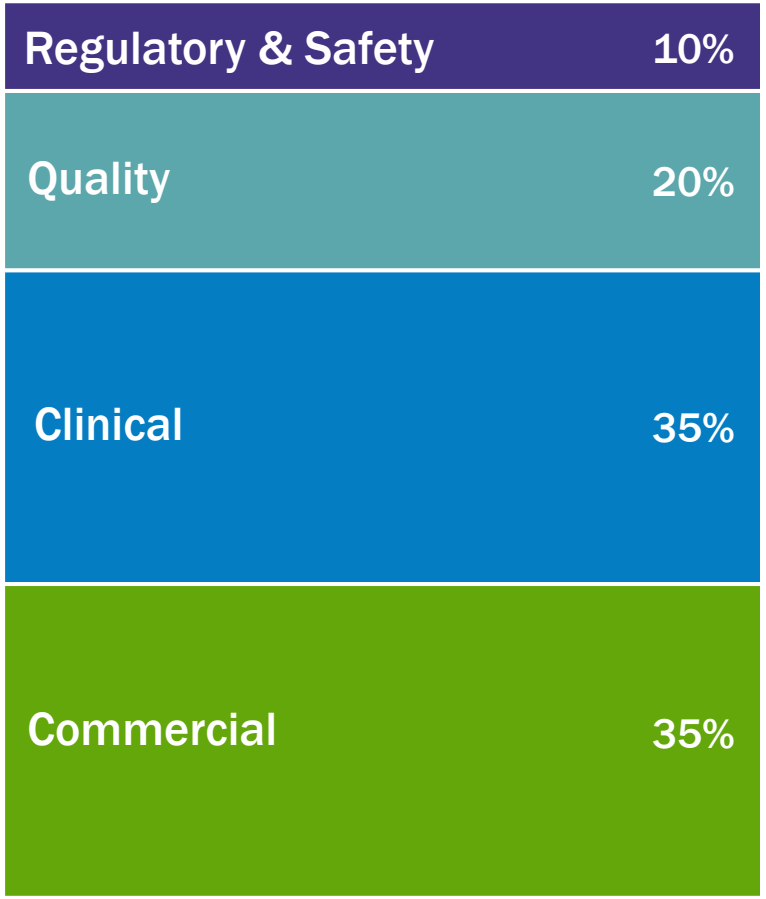
Our Life Sciences Opportunity



Source: Evaluate and Veeva estimates
TAM: Industry specific software, data, and high value services
Penetration and FY25 revenue based on the high end of our guidance issued August 28, 2024

Copyright © Veeva Systems 2024

Our Life Sciences Opportunity



$20B+

Life Sciences TAM

FY25E Revenue

~14% Penetrated

Source: Evaluate and Veeva estimates
TAM: Industry specific software, data, and high value services
Penetration and FY25 revenue based on the high end of our guidance issued August 28, 2024

Copyright © Veeva Systems 2024

Industry Cloud for Life Sciences

SOFTWARE • DATA • BUSINESS CONSULTING

Veeva

Development Cloud

Veeva

Commercial Cloud

Veeva

Data Cloud

Business Consulting

Copyright © Veeva Systems 2024

Development Cloud

The Technology Foundation for Product Development

Clinical Operations

- eTMF
- CTMS
- Study Startup
- RTSM
- Site Connect
- Study Training
- Disclosures*

Clinical Data

- EDC
- CDB
- eCOA

Regulatory

- Registrations
- Submissions
- Archive
- Publishing

Drug Safety

- Safety
- SafetyDocs
- Workbench*
- Signal*

Quality

- QualityDocs
- QMS
- Training
- Validation
- LIMS
- Batch Release*

VAULT PLATFORM

*Products planned for future availability

Copyright © Veeva Systems 2024

Commercial Cloud

The Technology Foundation for Commercial Execution

Content

PromoMats

Medical

MedComms

MedInquiry

CRM Suite

Core CRM

Approved Email

Engage

Events Management

Align

Service Center

Campaign Manager*

Patient

Patient CRM*

Crossix

Consumer

HCP

Audiences

VAULT PLATFORM

*Products planned for future availability

Copyright © Veeva Systems 2024

Vault CRM Progress and Roadmap



2022

Q4
- Announced Vault CRM
- Development started

2023

Q4
- First early adopter customers live
- First top 20 commitments
- Announced: Service Center, Campaign Manager, Patient CRM

2024

Q2
- Vault CRM available
- Selling Vault CRM to all new customers

Q3
- Service Center available

Q4
- Full functionality and ongoing innovation roadmap
- Campaign Manager available
- First migrations completed

2025

Q3
- Patient CRM available

Q4
- First top 20 migrated

2026

Q4
- Most customers have a migration plan

2030

Q3
- Veeva CRM end of life

Today
- 30+ customers live
- 3 top 20 biopharmas committed
- 7 migrations underway

Items listed in Q4 2024 and later reflect current expectations

Copyright © Veeva Systems 2024

Veeva Data Cloud

The Modern Data Platform for Life Sciences

OpenData
Reference Data

Commercial

Clinical*

Link
Deep Data

Key People

Key Accounts

Medical Insights

Workflow

Compass
Transaction Data

Patient

Prescriber

National

Pulse
Pulse Data

Commercial*

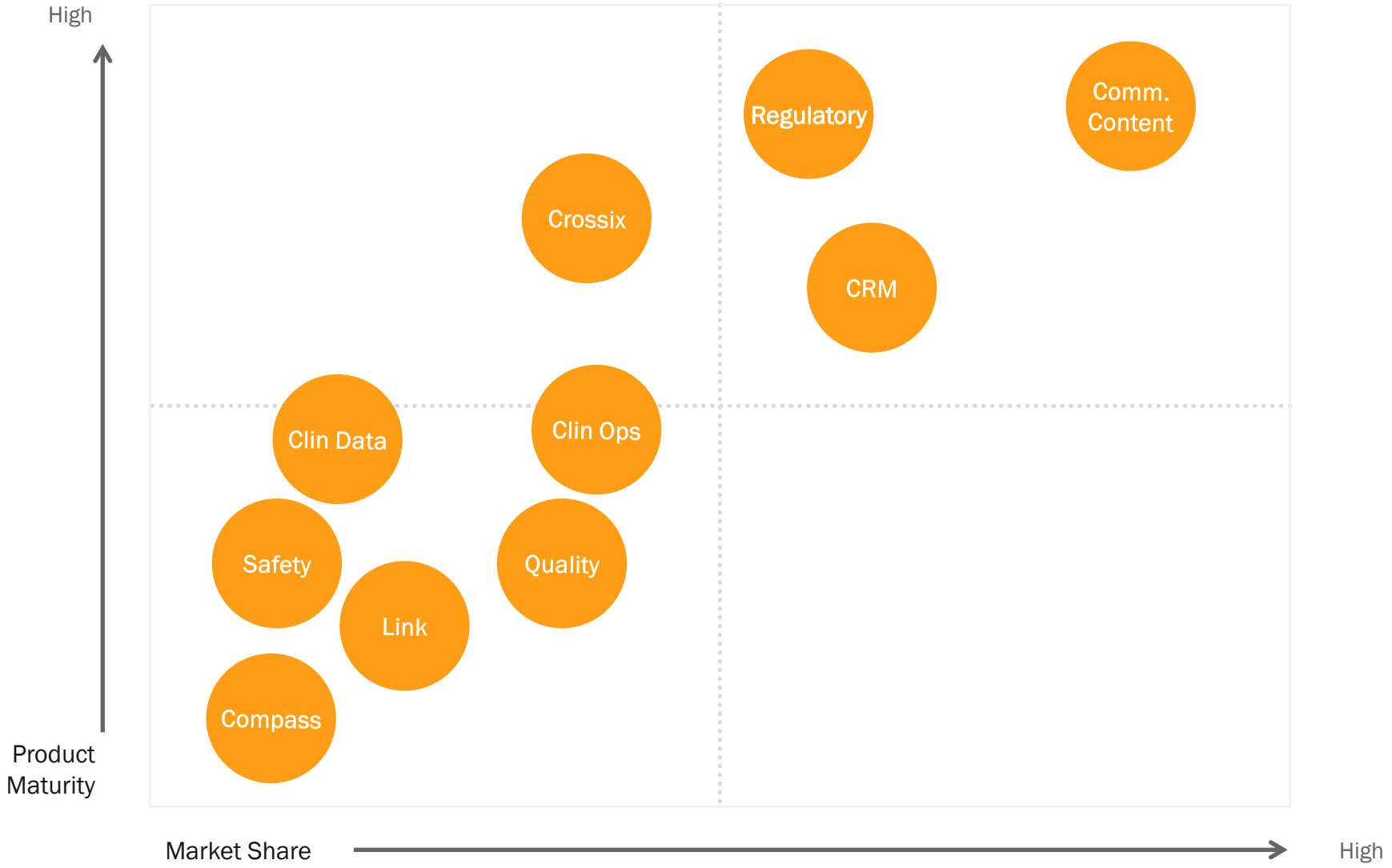
Clinical*

COMMON DATA ARCHITECTURE

*Products planned for future availability

Copyright © Veeva Systems 2024

Veeva Product Quadrant



Source: Veeva estimates

Copyright © Veeva Systems 2024

The Platform for Life Sciences

Documents and Data

R&D and Commercial

Innovation

Scalability • Efficiency • Performance • Security

Copyright © Veeva Systems 2024

Veeva's AI Strategy

Application Bots
FOR KEY PROCESSES

Direct Data API
FOR HIGH-SPEED DATA

AI Partner Program
ENABLES CUSTOMERS & PARTNERS

Copyright © Veeva Systems 2024

Long Runway of Growth

Execution Matters Most

Copyright © Veeva Systems 2023



Veeva 2030

Veeva 2025

Announced in 2019
On track to achieve in 2025

$3 Billion

Room to Grow

Still Veeva

Copyright © Veeva Systems 2024

Veeva 2030

$6 Billion

New Markets

Still Veeva

Copyright © Veeva Systems 2024

Consistent Execution with a Long-term View

Revenue Run Rate Goal		Status
2020 Goal *set in 2015*	$1B	Achieved
2025 Goal *set in 2019*	$3B	On Track
2030 Goal *set in 2024*	$6B	New Goal

Copyright © Veeva Systems 2024

New Markets

Big Leaps for Veeva

Year	Market	Potential
2007	Pharma CRM	$1B+
2010	Industry Cloud	$10B+
2024	Enterprise Applications	$100B+

Copyright © Veeva Systems 2024

New Markets

We are ready now

Horizontal enterprise applications

Copyright © Veeva Systems 2024

New Markets Plan

- Platform first approach
- Long-term view
- Growth and profit
- Customer success
- Innovation

Copyright © Veeva Systems 2024

Executing in New Markets

- Big challenge
- Take risk
- Great team
- Autonomy
- CEO focus

Copyright © Veeva Systems 2024

Capital Allocation

- New Markets priority
- Patience to find the right acquisitions for New Markets
- Major life sciences acquisition unlikely
- Always consider potential for capital return

Copyright © Veeva Systems 2024

Highlights

Durable Company

Long Runway of Growth

Veeva 2030

New Markets

Copyright © Veeva Systems 2023

Veeva



Brian Van Wagener

Chief Financial Officer

Financial Update

- Consistent Execution
- $6 Billion 2030 Goal
- Growth and Profit

Copyright © Veeva Systems 2024

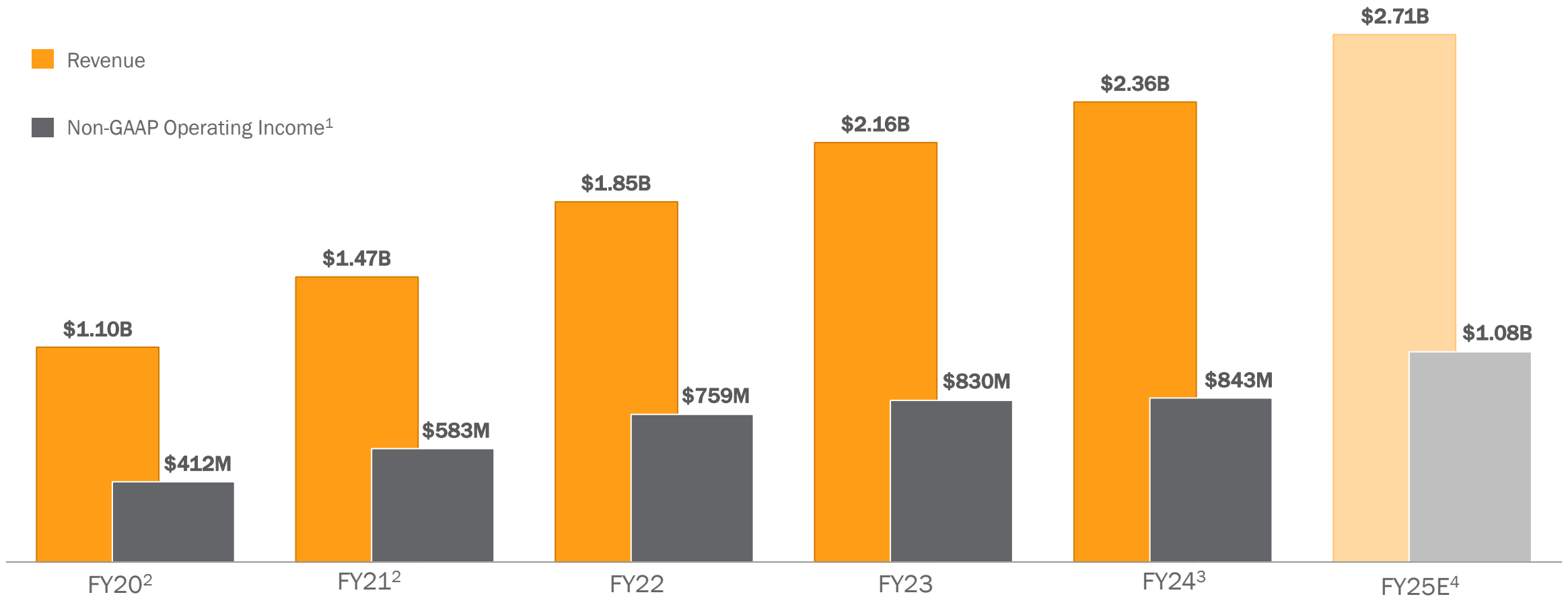
Q3’25 Guidance

	Guidance
Total Revenue	$682-685 million
Subscription Revenue	~$571 million
Services Revenue	$111-114 million
Non-GAAP Operating Income	$273-275 million
Non-GAAP Fully Diluted Net Income per Share	$1.57-1.58
Normalized Billings	~$449 million

Guidance issued on August 28, 2024. Our Q3’25 guidance assumes foreign exchange rates will remain constant. Our Q3’25 normalized billings guidance reflects an expected $10 million tailwind to calculated billings due to billing term changes in customer renewals. We are not able, at this time, to provide GAAP targets for operating income and fully diluted net income per share for the third fiscal quarter ended October 31, 2024 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.

Copyright © Veeva Systems 2024

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] 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.

[3] FY24 revenue and non-GAAP operating income include an approximately -$90M impact from the standardization of termination for convenience (TFC) rights.

[4] Guidance issued August 28, 2024. We are not able, at this time, to provide GAAP targets for operating income for the fiscal year ending January 31, 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 any of these excluded items may be significant.

Copyright © Veeva Systems 2024

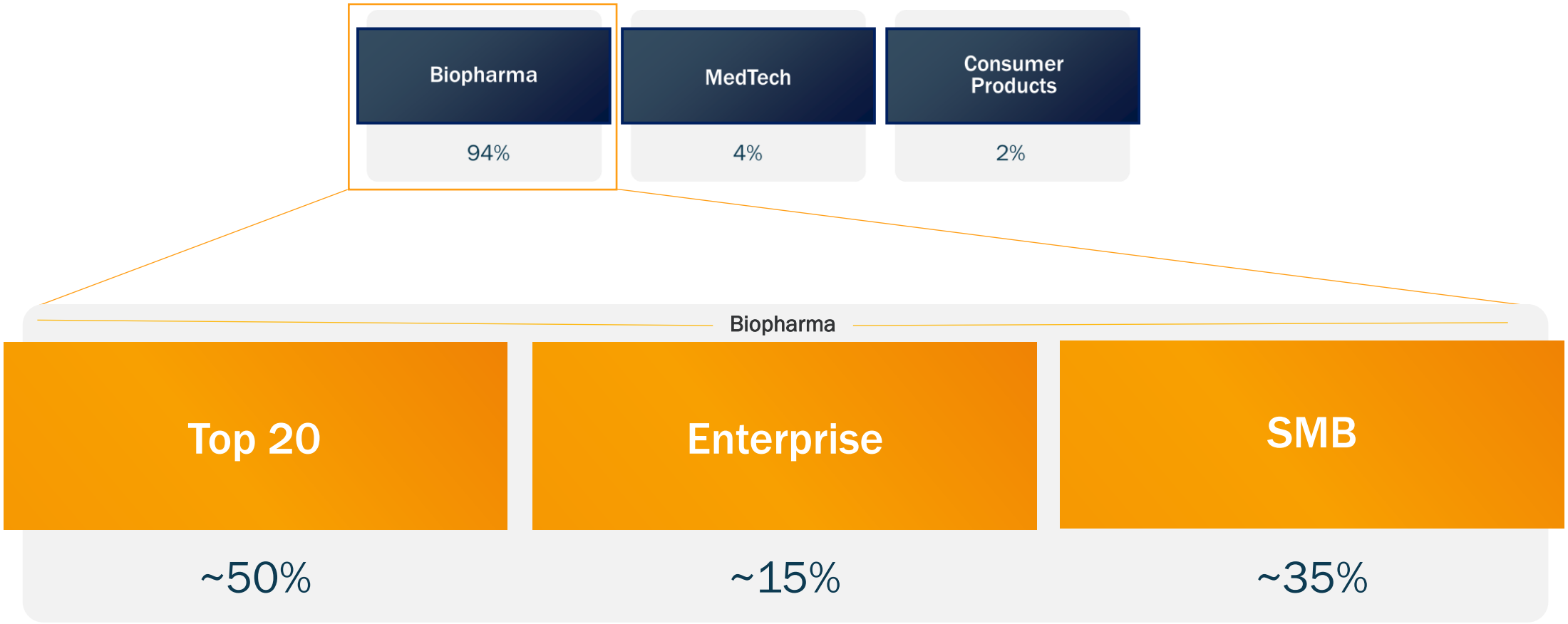
Subscriptions Drive Our Long-term Results

	Q2'25 Revenue	Revenue Mix	Non-GAAP Gross Margin
Subscriptions	$561M	83%	86%
Services	$115M	17%	32%
Total	**$676M**	**100%**	**77%**

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

Copyright © Veeva Systems 2024

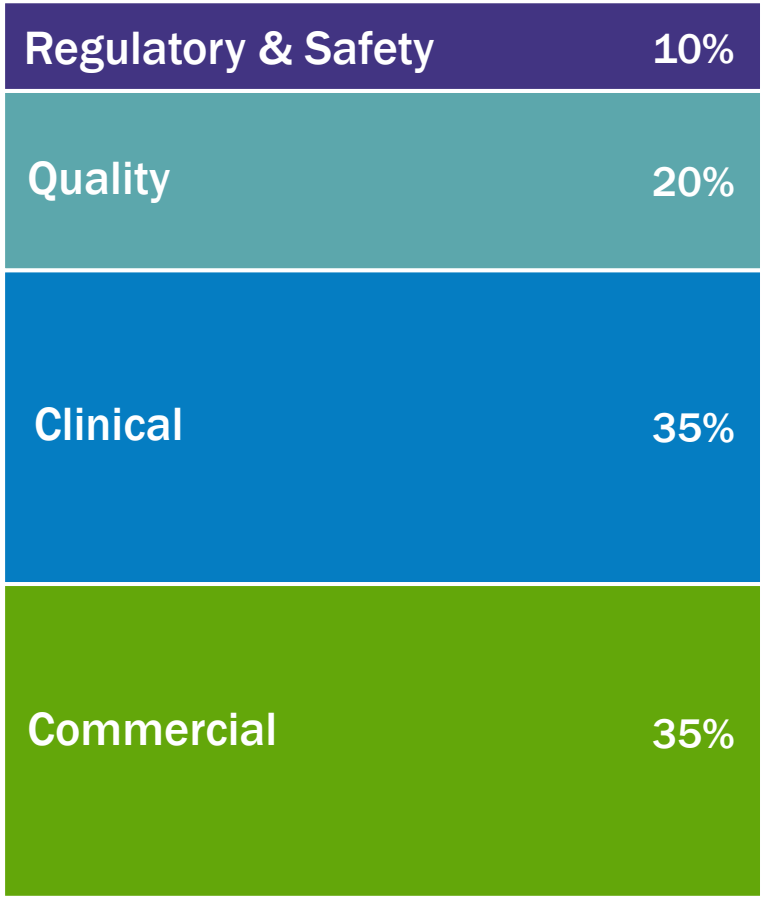
Strong Base Within Primary Biopharma Segment



Approximates Q2'25 revenue mix
Enterprise includes Top 6 CRO, with the remainder of CRO revenues included in SMB

Copyright © Veeva Systems 2024

Long Runway In Current Products and Beyond



$20B+

Life Sciences TAM

>50% from existing products

FY25E Revenue

~14% Penetrated

Source: Evaluate and Veeva estimates
TAM: Industry specific software, data, and high value services
Penetration and FY25 revenue based on the high end of our guidance issued August 28, 2024

Copyright © Veeva Systems 2024

Veeva 2030

	Today	2030 Goals
Total Revenue Run Rate	$2.7B	$6B
Non-GAAP Operating Margin	41%	35%+

Today reflects Q2'25
We are unable to provide CY30 GAAP operating margin targets due to difficulty of estimating certain items excluded from non-GAAP operating income that cannot be reasonably predicted, such as charges related to stock-based comp expense. The effect of excluded items may be significant.

Copyright © Veeva Systems 2024

Veeva 2030

	Today	2030 Goals
Total Revenue Run Rate	$2.7B	$6B
R&D	*$1.4B*	*~$4B*
Commercial	*$1.3B*	*~$2B*
Subscription Revenue Mix	*83%*	*~87%*
Non-GAAP Operating Margin	41%	35%+

Largely organic

Existing products

Growth and profitability

Today reflects Q2'25. Existing products include current offerings for biopharma, medtech, and consumer products.
We are unable to provide CY30 GAAP operating margin targets due to difficulty of estimating certain items excluded from non-GAAP operating income that cannot be reasonably predicted, such as charges related to stock-based comp expense. The effect of excluded items may be significant.

Copyright © Veeva Systems 2024

Product Adoption Cycle



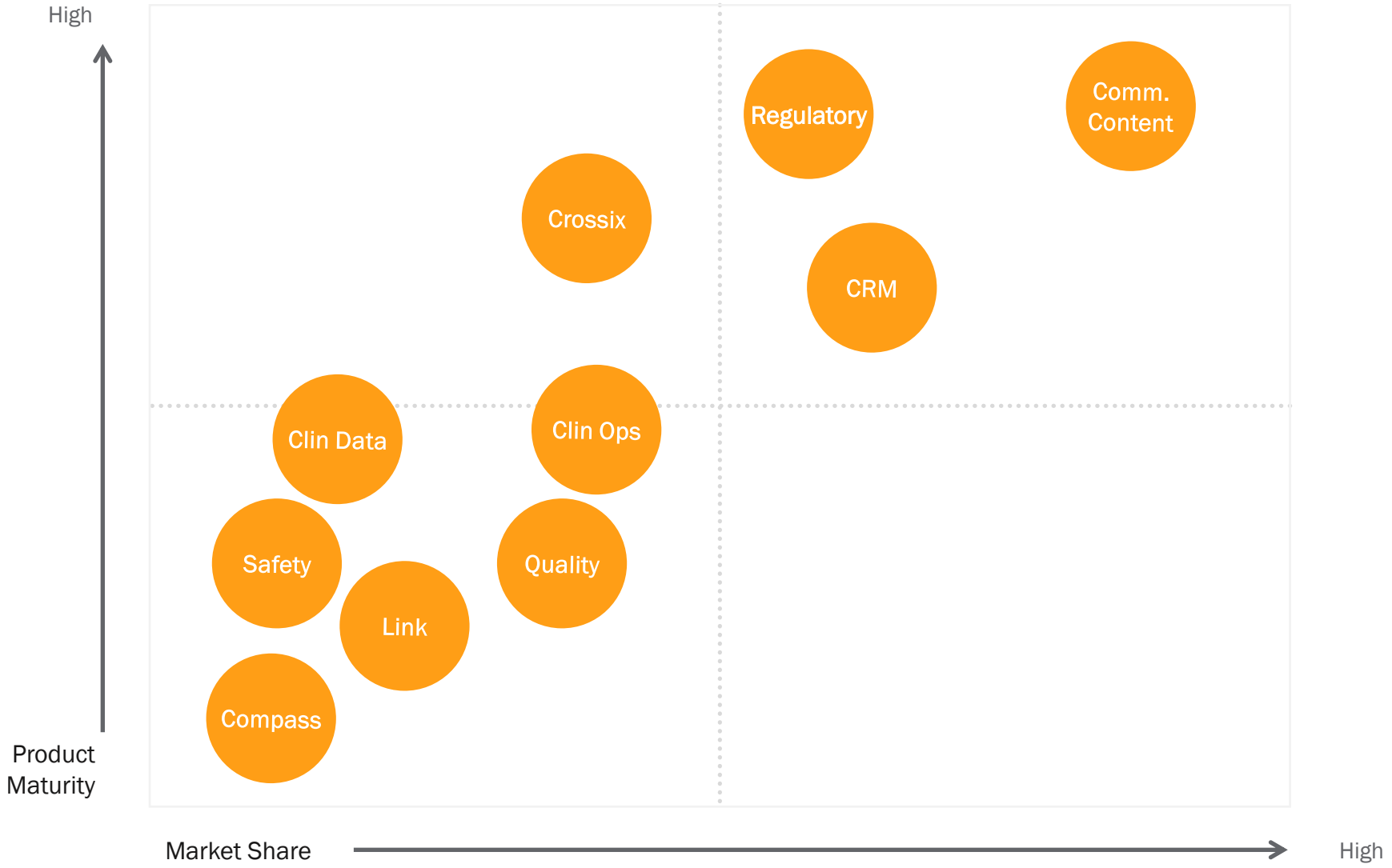
Each product is different

Key projects

Strategic partner

Copyright © Veeva Systems 2024

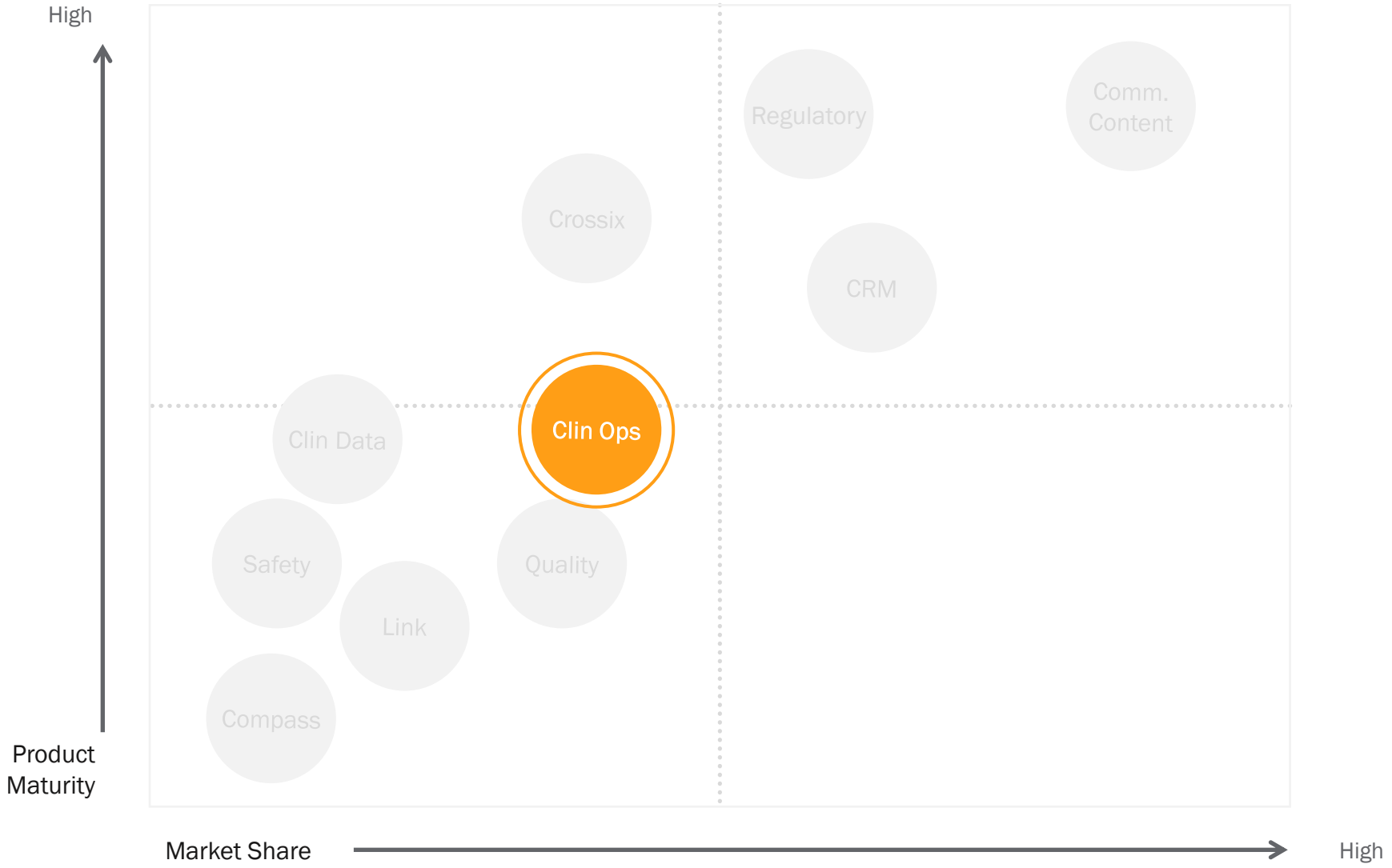
Veeva Product Quadrant



Source: Veeva estimates

Copyright © Veeva Systems 2024

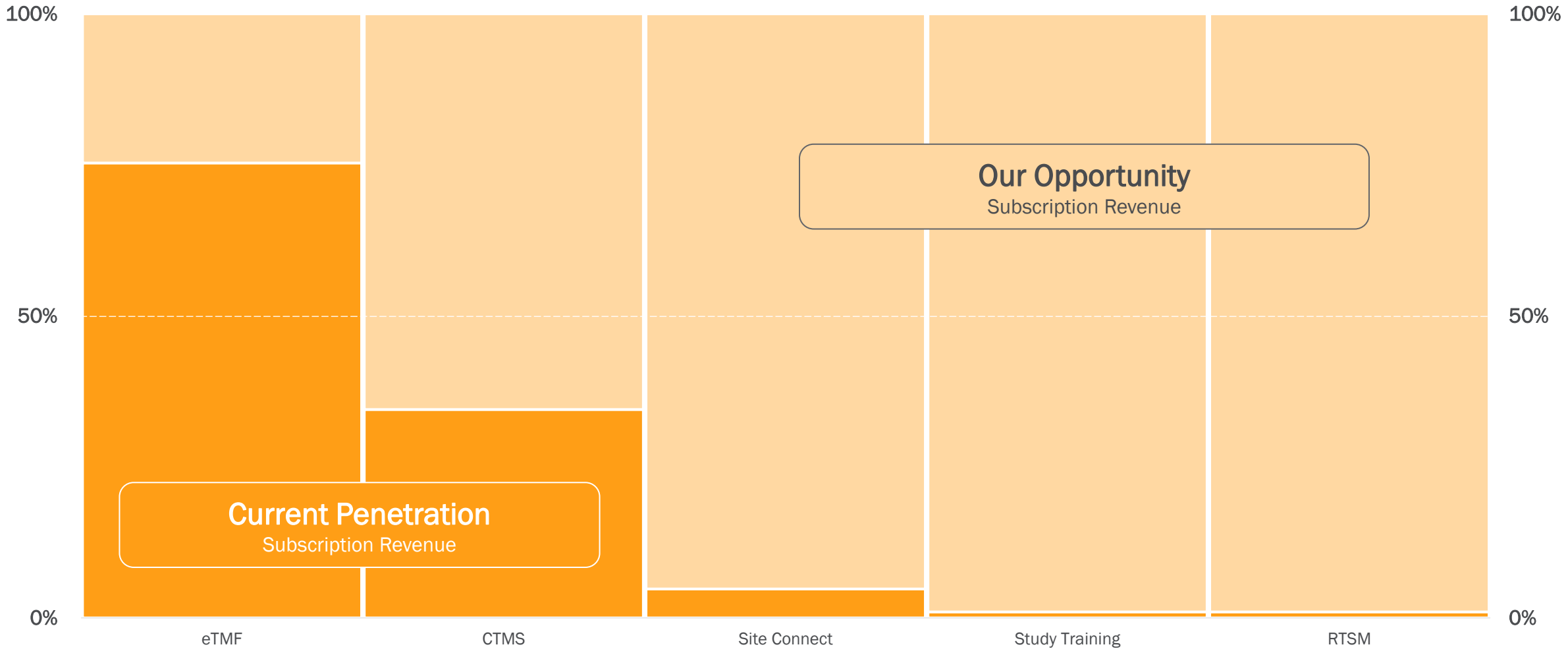
Veeva Product Quadrant



Source: Veeva estimates

Copyright © Veeva Systems 2024

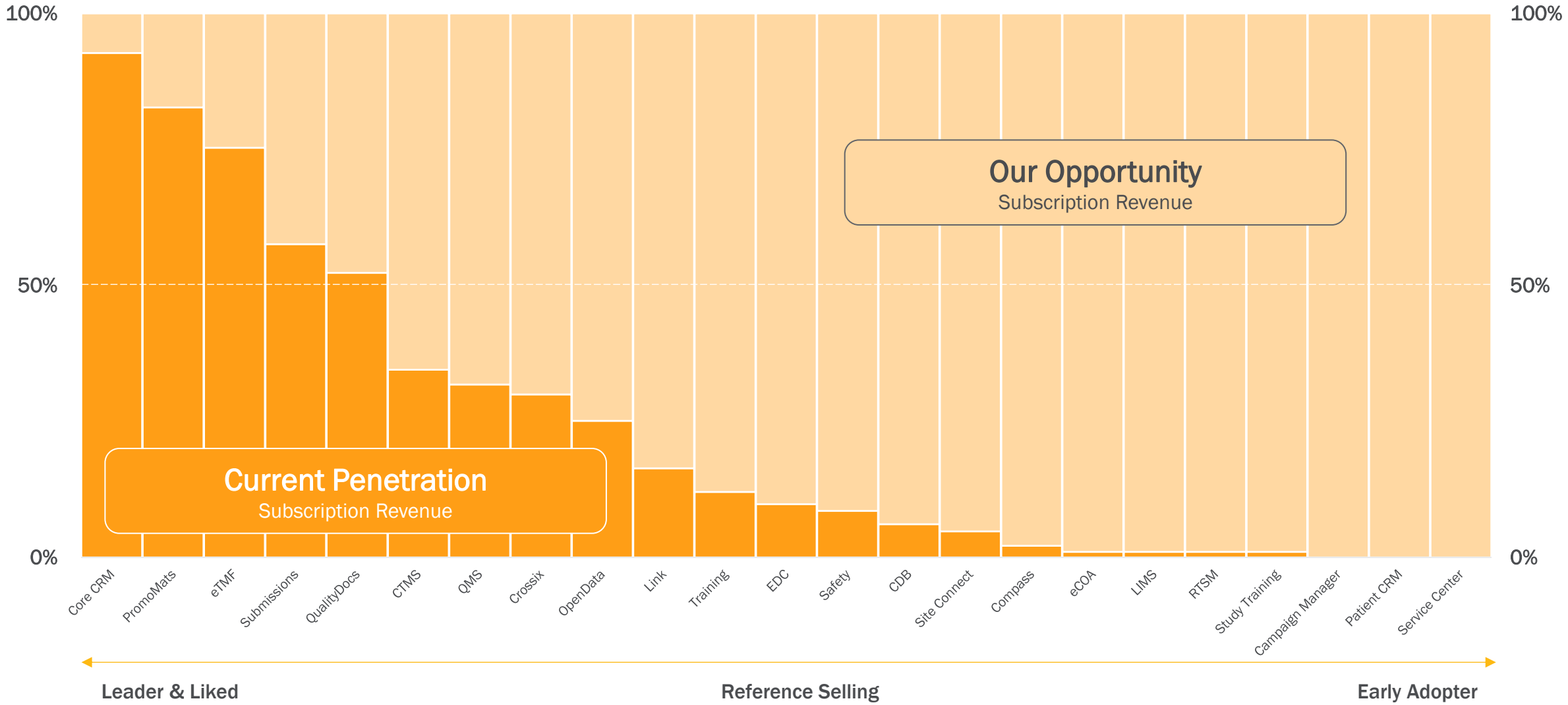
Clinical Operations Example



Source: Veeva estimates
Example reflects five of eight Clinical Operations products

Copyright © Veeva Systems 2024

Long Runway for Growth in Biopharma

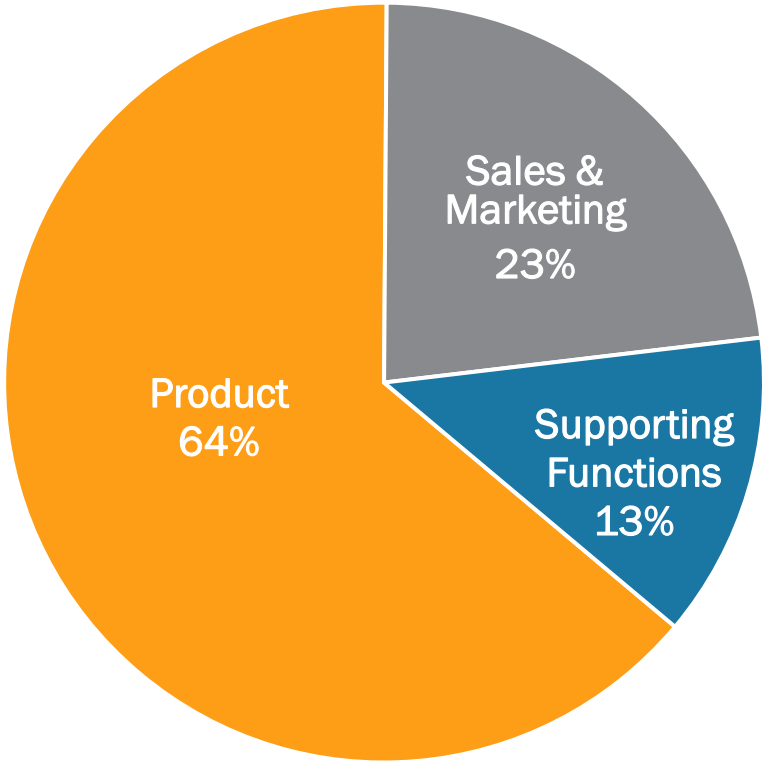


Source: Veeva estimates

Copyright © Veeva Systems 2024

Investing in Product Excellence and Innovation

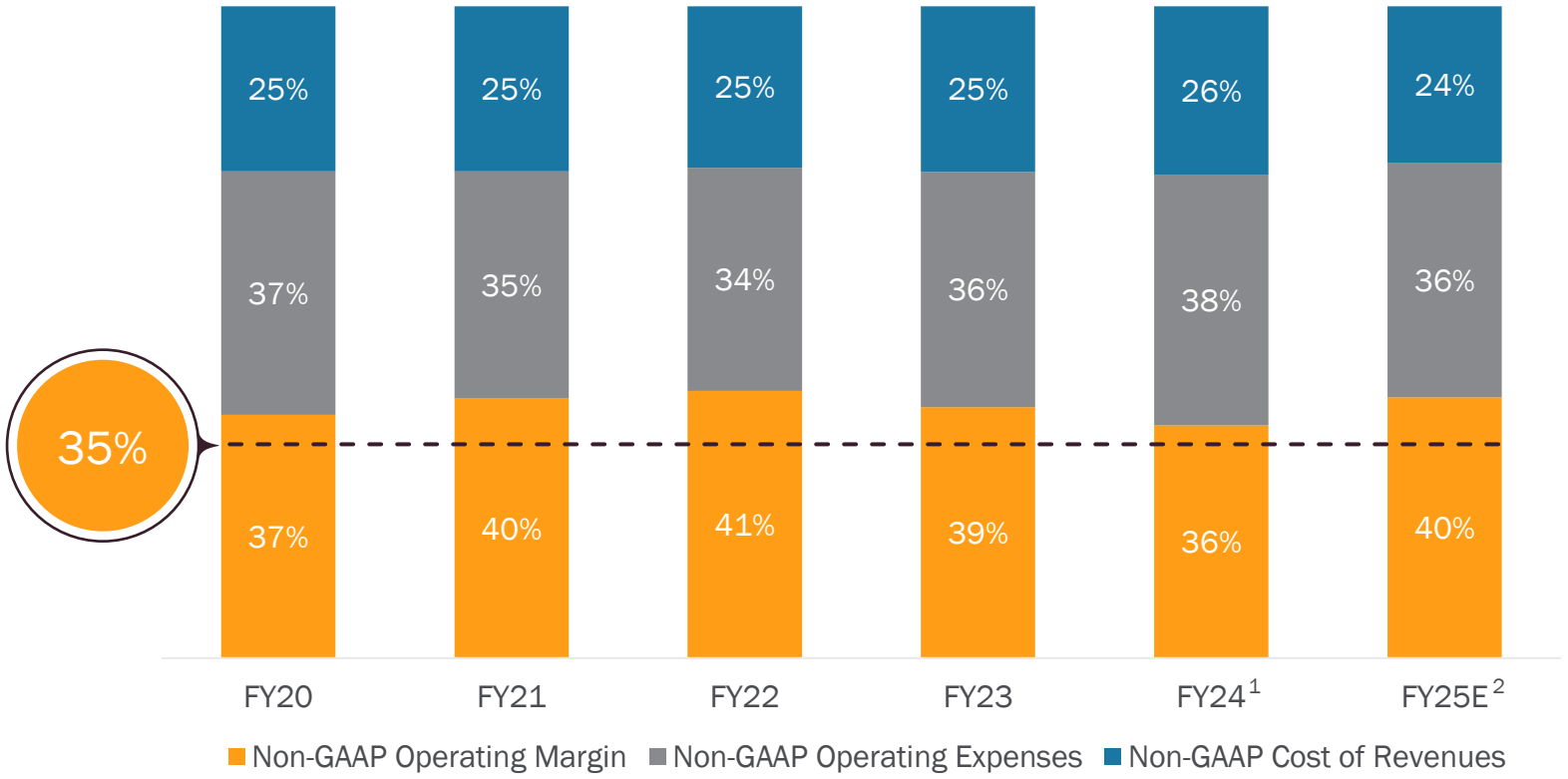
Q2'25 Mix of Total Non-GAAP Subscription Expenses



Total Non-GAAP Subscription Expense = Product expense + Sales & Marketing expense + Supporting Functions expense. Product expense = non-GAAP cost of subscription services + non-GAAP research and development operating expense. Sales & Marketing expense = non-GAAP sales and marketing operating expense. Supporting Functions expense = 83% of non-GAAP general and administrative operating expense. A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix.

Copyright © Veeva Systems 2024

Continued Focus on Profitability



Consistent history of profitability

Lean teams and prudent spending

Invest for growth as needed

Fiscal Year Ending January 31
A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix.
[1] FY24 non-GAAP operating margin, non-GAAP operating expenses as a % of revenue, and cost of revenue as % of revenue are adjusted to reflect an approximately -$90M impact to FY24 revenue and non-GAAP operating income from the standardization of termination for convenience (TFC) rights.
[2] Guidance issued August 28, 2024. We are not able, at this time, to provide GAAP targets for operating margin and operating expenses for the fiscal year ending January 31, 2025 because of the difficulty of estimating certain items excluded from non-GAAP operating income and non-GAAP operating expenses that cannot be reasonably predicted, such as charges related to stock-based compensation expense. The effect of any of these excluded items may be significant.

Copyright © Veeva Systems 2024

Financial Update

- Consistent Execution
- $6 Billion 2030 Goal
- Growth and Profit

Copyright © Veeva Systems 2024

Veeva



FIRESIDE CHAT

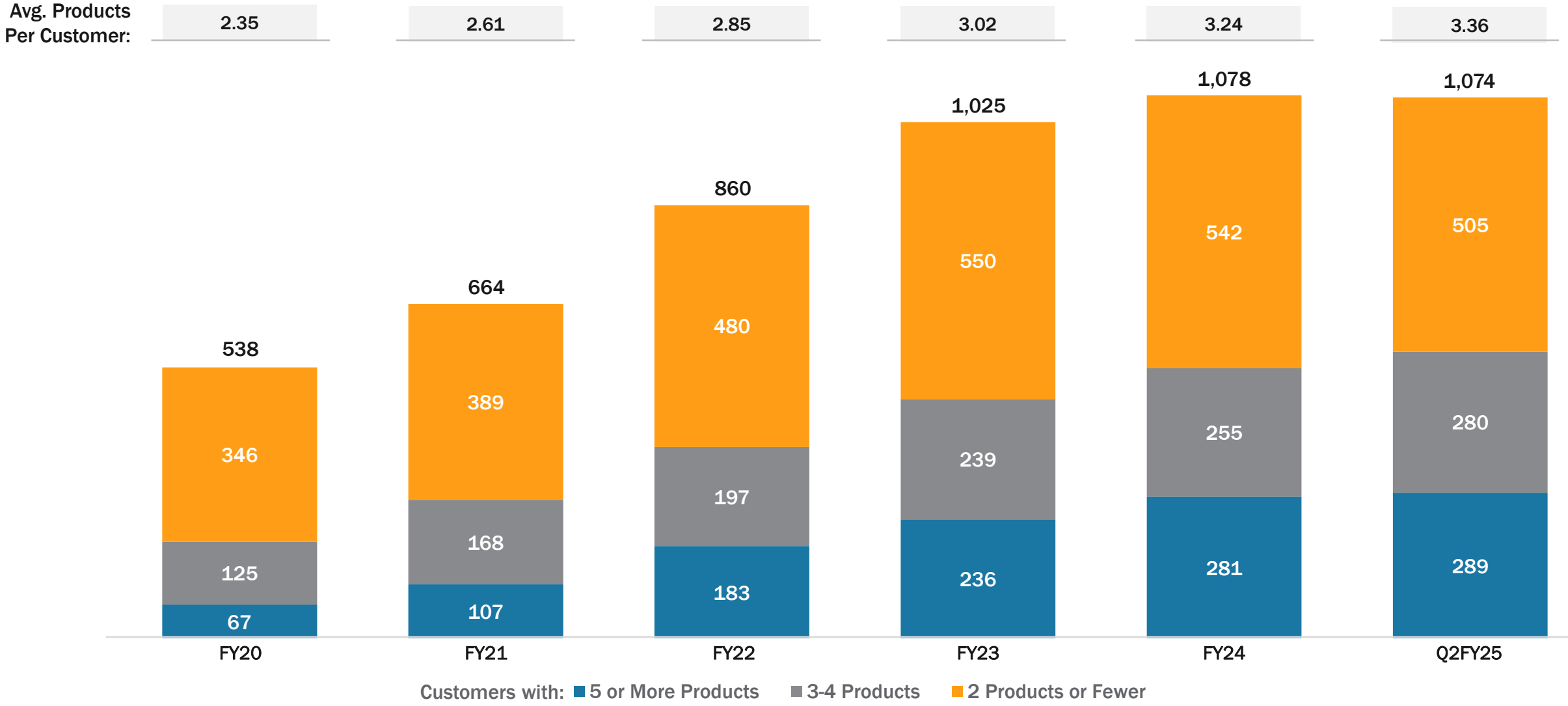
Markus Schümmelfeder

CIO, BOEHRINGER INGELHEIM

Q&A

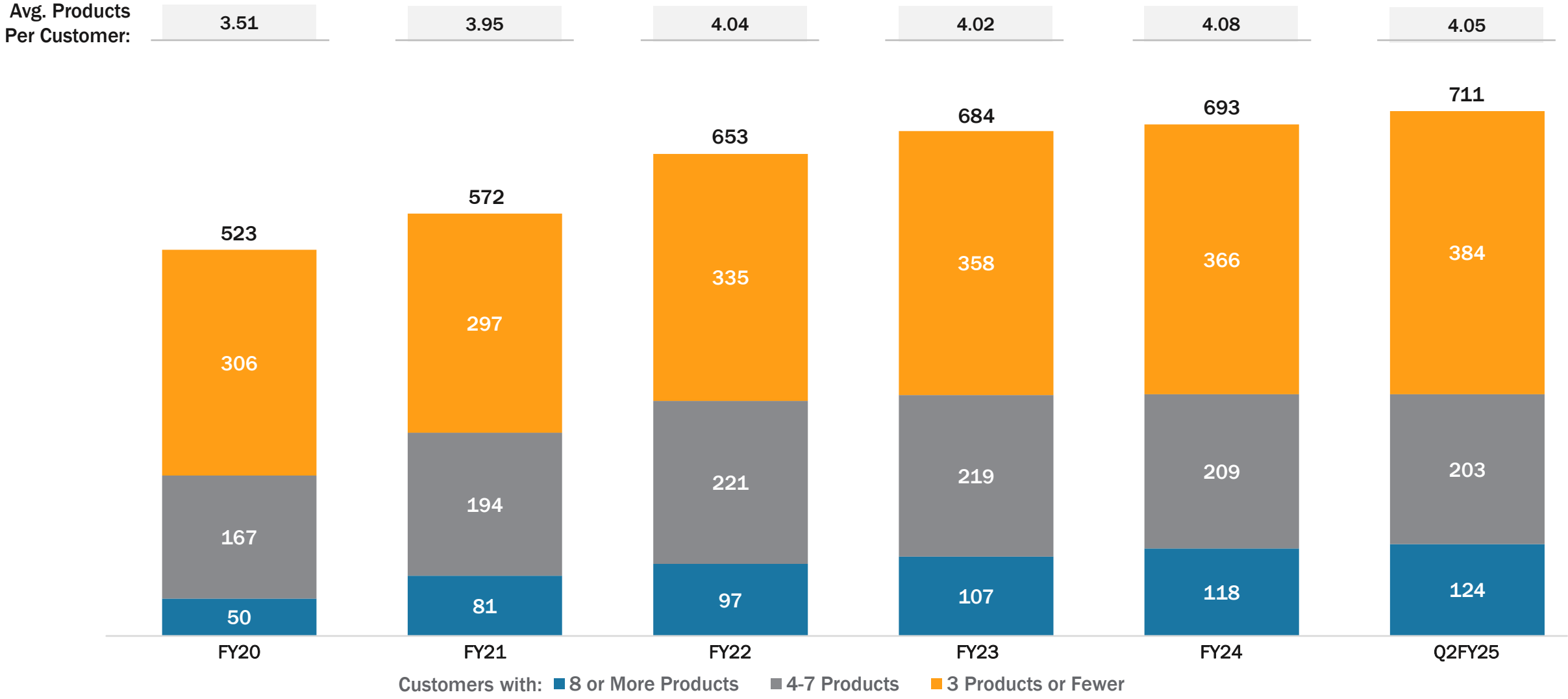
Appendix

Continued Adoption in R&D



Copyright © Veeva Systems 2024

Expanding Our Commercial Leadership



Copyright © Veeva Systems 2024

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, non-GAAP operating income, expense, and margin, non-GAAP net income, non-GAAP net income per share, and non-GAAP cost of revenues. 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, 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.

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 the Appendix.

Copyright © Veeva Systems 2024

Reconciliation of GAAP to Non-GAAP Measures

in millions	FY'20	FY'21	FY'22	FY'23	FY'24
Operating income on a GAAP basis	$ 286.2	$ 377.8	$ 505.5	$ 459.1	$ 429.3
Stock-based compensation expense	115.9	185.0	234.6	351.9	393.7
Amortization of purchased intangibles	10.1	20.0	18.5	19.5	19.5
Operating income on a non-GAAP basis	$ 412.2	$ 582.8	$ 758.7	$ 830.5	$ 842.5

Q2'25	**Subscription Revenue**	**Services Revenue**	**Total Revenue**
Gross margin on a GAAP basis	86.0%	20.3%	74.8%
Stock-based compensation expense	0.3	11.5	2.2
Amortization of purchased intangibles	0.2	0.1	0.2
Gross margin on a non-GAAP basis	86.5%	31.9%	77.2%

Fiscal Year Ending January 31

Copyright © Veeva Systems 2024

Reconciliation of GAAP to Non-GAAP Measures

	Q2'25
Cost of subscription services revenues on a GAAP basis	$ 78.8
Stock-based compensation expense	(1.6)
Amortization of purchased intangibles	(1.1)
Cost of subscription services revenues on a non-GAAP basis	$ 76.0

	Q2'25
Research and development expense on a GAAP basis	$ 176.4
Stock-based compensation expense	(49.0)
Amortization of purchased intangibles	(0.0)
Research and development expense on a non-GAAP basis	$ 127.4

	Q2'25
Sales and marketing expense on a GAAP basis	$ 101.5
Stock-based compensation expense	(23.7)
Amortization of purchased intangibles	(3.5)
Sales and marketing expense on a non-GAAP basis	$ 74.3

	Q2'25
General and administrative expense on a GAAP basis	$ 61.4
Stock-based compensation expense	(20.9)
Amortization of purchased intangibles	(0.1)
General and administrative expense on a non-GAAP basis	$ 40.4

Fiscal Year Ending January 31

Copyright © Veeva Systems 2024

Reconciliation of GAAP to Non-GAAP Measures

	FY'20	FY'21	FY'22	FY'23	FY'24
Cost of revenues as a percent of revenue on a GAAP basis	27.5%	27.9%	27.2%	28.3%	28.7%
Stock-based compensation expense	(1.8)	(2.2)	(2.2)	(2.6)	(2.6)
Amortization of purchased intangibles	(0.4)	(0.4)	(0.2)	(0.2)	(0.2)
Cost of revenues as a percent of revenue on a non-GAAP basis	25.3%	25.3%	24.8%	25.4%	25.9%

	FY'20	FY'21	FY'22	FY'23	FY'24
Operating expense as a percent of revenue on a GAAP basis	46.6%	46.3%	45.5%	50.4%	53.2%
Stock-based compensation expense	(8.7)	(10.4)	(10.5)	(13.7)	(14.1)
Amortization of purchased intangibles	(0.6)	(1.0)	(0.8)	(0.7)	(0.6)
Operating expense as a percent of revenue on a non-GAAP basis	37.4%	34.9%	34.3%	36.0%	38.4%

	FY'20	FY'21	FY'22	FY'23	FY'24
Operating margin on a GAAP basis	25.9%	25.8%	27.3%	21.3%	18.2%
Stock-based compensation expense	10.5	12.6	12.7	16.3	16.6
Amortization of purchased intangibles	0.9	1.4	1.0	0.9	0.8
Operating margin on a non-GAAP basis	37.3%	39.8%	41.0%	38.5%	35.6%

Fiscal Year Ending January 31

Copyright © Veeva Systems 2024