



NEWS RELEASE

Veeva Systems Introduces Global Key Opinion Leader (KOL) Data and Services Solution

4/15/2015

New KOL solution – based upon newly acquired Qforma CrowdLink business – to help life sciences companies drive more successful product launches

PLEASANTON, Calif. & MORRISTOWN, N.J.--(BUSINESS WIRE)-- Veeva Systems (NYSE: VEEV) kicked off the ExL Pharma Medical Affairs Strategic Summit today unveiling **Veeva KOL Data & Services**, a new solution empowering life sciences companies to better understand and engage stakeholders worldwide. It delivers in-depth profiles of all relevant key opinion leaders (KOLs) and targeted engagement plans for more successful product launches. Veeva's KOL solution builds on the recently acquired Qforma CrowdLink KOL database, and leading segmentation and network visualization capabilities, providing the most sophisticated solution on the market today. The Qforma Crowdlink team, now part of Veeva, brings specialized expertise in KOL data, analysis, and engagement planning.

Two thirds of all pharmaceutical product launches today do not meet sales forecasts¹ – a concern largely attributed to global market access restrictions, intensifying regulatory pressure, and a rapidly changing provider landscape. Building trusted relationships with all relevant stakeholders is critical to a successful launch. Veeva KOL Data & Services provides the insights needed to identify and nurture the most important relationships.

Veeva KOL Data & Services allows launch teams to accurately identify the right KOLs around the world and maximize coverage. It also delivers in-depth KOL profiles to personalize all interactions. Interactive relationship maps and hundreds of segmentation overlays, coupled with expert services, help to develop highly targeted engagement plans in each therapeutic area. All data is meticulously validated by specialized researchers around the globe to ensure ongoing completeness and accuracy.

New Veeva KOL Data & Services

It's global – worldwide coverage, consistent view of KOLs globally, yet tailored to each local market's needs.

It's robust – provides accurate and compliant data about people, institutions, activities, relationships and sentiment.

It's actionable – Targeted engagement plans created for you. Further explore with easy segmentation and dynamic visualization of KOL networks.

Kilian Weiss , founder of Mederi AG and former Qforma CEO, joins Veeva as general manager of KOL Solutions with the acquisition of Qforma's Crowdlink KOL business. He brings more than a decade of leadership in KOL data and services. "Clearly, communicating value to patients, providers, and payers is critical to a successful launch," said Weiss. "We are dedicated to helping the industry bring products to market with the most robust KOL data and advisory services, on a global scale."

The Veeva KOL Data & Services solution, proven in more than 70 countries, provides consistent data quality, compliance standards, and planning processes. This ensures targeted and safe stakeholder engagement worldwide.

"Timely information on KOLs' activities and the latest developments in their therapeutic area allows medical teams to be more relevant, valuable partners for KOLs and enables manufacturers to forge sustainable relationships," added Marcus Bergler , globally recognized expert in KOL strategy and Veeva's new European general manager for KOL Solutions. "We deliver the data, innovative cloud technology, and expert services medical teams need to create lifelong product advocates."

Veeva KOL General Manager Kilian Weiss will be presenting the new offering at ExL Pharma's Medical Affairs Strategic Summit East on April 17 and the KOL Engagement and Advisory Board Summit on June 8. For a more information, please email pr@veeva.com.

Additional Information:

- For more on Veeva KOL Data & Services, please visit: www.veeva.com/KOLdata
- Stay updated on the latest Veeva news on LinkedIn: www.linkedin.com/company/veeva-systems
- Follow @veevasystems on Twitter: www.twitter.com/veevasystems
- Like Veeva on Facebook: www.facebook.com/veevasystems

About Veeva Systems

Veeva Systems Inc. is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has more than 275 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit www.veeva.com.

Forward-looking Statements

This release contains forward-looking statements, including statements regarding benefits from the use of Veeva's solutions, demand for Veeva's solutions, and general business conditions. Any forward-looking statements contained in this press release 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 press announcement. Subsequent events may cause these expectations to change, and Veeva disclaims any obligation to update the forward-looking statements in the future. These forward-looking statements are subject to known and unknown risks and uncertainties that may cause actual results to differ materially. 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-K for the period ended January 31, 2015, which is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.sec.gov. Further information on potential risks that could affect actual results will be included in other filings Veeva makes with the SEC from time to time.

1 McKinsey & Company, "The secret of successful drug launches," by Hemant Ahlawat , Giulia Chierchia , and Paul van Arkel , March 2014.

Source: Veeva Systems

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