



NEWS RELEASE

New Veeva CRM Engage and Veeva CRM Engage Webinar Make Digital Engagement in Life Sciences Easier and More Compliant

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Veeva empowers companies to more effectively reach and connect to healthcare professionals and deliver compliant content through digital channels

PHILADELPHIA--(BUSINESS WIRE)-- 2016 Veeva Commercial Summit — Today at **Veeva Commercial Summit**, one of the industry's largest events dedicated to commercial and medical solutions for life sciences, **Veeva Systems** (NYSE: VEEV) introduced two new cloud applications for life sciences companies to improve digital engagement with healthcare professionals (HCPs).

There is significant potential for online engagement to transform how life sciences and HCPs collaborate to deliver better patient outcomes. However, technology limitations and compliance risks have hindered digital adoption by life sciences, despite their customers' growing expectation for better online engagement.

The new **Veeva CRM Engage** and **Veeva CRM Engage Webinar** open up important digital channels without the risk. By making it easy for HCPs and company representatives to connect online, organizations can increase reach and productivity. Both applications work seamlessly with **Veeva CLM** to ensure consistency and content reuse. As a result, HCPs can now get faster access to the information they need through the online and mobile channels they prefer.

"Digital technology is transforming how life sciences companies and HCPs connect," said Paul Shawah, vice president of marketing at Veeva. "The rise of specialty drugs to treat complex diseases is driving an increased need for doctors to have more timely and tailored information. Veeva is helping life sciences reach HCPs through the

digital channels they now expect, deliver the right information, and, ultimately, create more valuable interactions.”

The Veeva CRM Engage family of products includes Veeva CRM Engage to make compliant online meetings easier and more convenient, Veeva CRM Engage Webinar to simplify virtual events, and Veeva CRM Engage for Portals to provide HCPs self-directed online access from any device. Together, Veeva is strengthening digital engagement between life sciences companies and HCPs.

Veeva CRM Engage is planned for availability in December 2016, Veeva CRM Engage Webinar is planned for availability in April 2017, and Veeva CRM Engage for Portals is available now.

Additional news at Veeva Commercial Summit

Today, Veeva also introduced **Veeva Vault PromoMats DAM**, the only industry-specific solution that combines digital asset management capabilities with medical, legal, regulatory (MLR) review in a single enterprise cloud application. For more information, **read today's press release**.

Veeva Commercial Summit is one of the industry's largest events dedicated to commercial and medical solutions for life sciences, welcoming over 1,100 life sciences professionals and industry experts to learn, connect, and share valuable insights on industry trends and best practices.

Additional Information

For more on Veeva CRM Engage and Veeva CRM Engage Webinar, visit: **veeva.com/CRMEngage**

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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 400 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 **veeva.com**.

Forward-looking Statements

This release contains forward-looking statements, including the market demand for and acceptance of Veeva's products and services, the results from use of Veeva's products and services, and general business conditions,

particularly in the life sciences industry. 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-Q for the period ended April 30, 2016. 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.

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