



NEWS RELEASE

CEOs Leading Scientific Breakthroughs at Otsuka and Spark Therapeutics to Keynote Veeva Commercial & Medical Summit

2/28/2018

Visionaries at the forefront of digital medicine and gene therapy to discuss the commercial and patient impact of advanced innovation in life sciences

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced that Dr. William H. Carson, president and CEO of Otsuka Pharmaceutical Development & Commercialization, Inc. (Otsuka), and Jeffrey D. Marrazzo, CEO of Spark Therapeutics, will be featured keynote speakers at the **2018 Veeva Commercial & Medical Summit**. Otsuka and Spark Therapeutics are at the forefront of innovation in life sciences, delivering first-of-their-kind breakthroughs in digital medicine and gene therapy.

Otsuka's digital medicine system is the first ever to be approved by the U.S. Food and Drug Administration (FDA). Individuals with mental illness and designated members of their care teams can now use a prescription pill with an embedded sensor to track whether the medication is taken as prescribed. Spark Therapeutics' product is the first gene therapy approved by the FDA to target a genetic disease and provide a one-time treatment for people with a rare, inherited retinal disease.

The CEOs from Otsuka and Spark Therapeutics will participate in a fireside chat to share insights on the major advancements their companies are making to improve patients' lives. The industry leaders will also discuss the impact of breakthrough innovations on commercial models in life sciences, including the opportunity to better engage with payers, providers, and patients.

"Otsuka and Spark Therapeutics represent a new frontier in healthcare and medical discovery that will forever

change the nature of disease and patient treatment,” said Matt Wallach, co-founder and president of Veeva Systems and host of the fireside chat. “Dr. Carson and Mr. Marrazzo will offer valuable perspectives into how the commercial model needs to be reimaged in the new era of digital medicine and gene therapy.”

The 2018 Veeva Commercial & Medical Summit is expected to draw more than 1,600 life sciences professionals and experts, making it the largest commercial and medical affairs event in the industry. The 10th annual event takes place May 14-16, 2018 in Philadelphia and will feature speakers from the world’s leading pharmaceutical companies and emerging biotechs, including Bayer, Pfizer Inc., Sunovion Pharmaceuticals, Inc., and Zimmer Biomet.

Registration for the event is complimentary for Veeva customers and invited guests. Learn more, register, and view the full agenda at veeva.com/events/commercial-summit.

Additional Information

Connect with Veeva on LinkedIn: [linkedin.com/company/veeva-systems](https://www.linkedin.com/company/veeva-systems)

Follow @veevasystems on Twitter: twitter.com/veevasystems

Like Veeva on Facebook: [facebook.com/veevasystems](https://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 600 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 October 31, 2017. 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20180228005468/en/>

Source: Veeva Systems Inc.

Veeva Systems

Roger Villareal, 925-264-8885

roger.villareal@veeva.com

or

Lisa Barbadora, 610-420-3413

pr@veeva.com