



NEWS RELEASE

Pierre Fabre Adopts Veeva OpenData to Enhance Commercial Execution

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Veeva OpenData will provide field teams across 22 countries with accurate customer reference data for better HCP engagement

BARCELONA, Spain--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced global pharmaceutical and dermo-cosmetics company **Pierre Fabre** adopted **Veeva OpenData** for accurate customer data to strengthen healthcare professional (HCP) engagement for its dermo-cosmetics business. Building on its success with **Veeva CRM**, the company will now have reliable, complete customer data to help medical representatives deliver greater value in HCP interactions.

"We wanted to give our medical reps around the world access to high quality customer data," said Vincent Lacour, program manager at Pierre Fabre. "Veeva OpenData will enable them to target customers more effectively and deliver the right message at the right time."

With hundreds of reps in 22 countries across Europe, North America, South America, and Australia, Pierre Fabre wanted to standardize on one global solution for customer data. Veeva OpenData gives teams easy access to an accurate view of their customers to drive smarter, informed interactions. To maintain productivity, reps can submit data change requests (DCRs) directly to Veeva's global team of expert data stewards that validate and update DCRs within hours.

"Veeva responds to change requests and verifies updates to customer data quickly," added Vincent Lacour, program manager at Pierre Fabre. "Veeva OpenData ensures our reps are working with accurate information to stay productive, compliant, and focused on the customer."



Organizations from emerging biotechs to the largest pharmaceutical companies are using Veeva OpenData, which provides access to approximately 16 million HCPs and their healthcare organizations spanning 42 countries. Leading companies, including 16 of the top 20 pharmaceutical companies, have **made the switch to Veeva OpenData** in various regions to increase field effectiveness and enhance customer engagement.

“Pierre Fabre is implementing an innovative global strategy to strengthen customer relationships for its dermo-cosmetics business,” said Guillaume Roussel, director of strategy, Veeva OpenData, Europe. “Veeva OpenData will give the company real-time access to accurate customer information to improve commercial execution.”

Hear why Pierre Fabre and other customers are making the switch to Veeva OpenData at the upcoming **Veeva Commercial & Medical Summit, Europe**, December 3-5, in Madrid, Spain. Learn more, register, and view the full agenda at veeva.com/eu/summit.

Additional Information

For more information on Veeva OpenData, visit: veeva.com/eu/VeevaOpenData

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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 675 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. For more information, visit veeva.com/EU.

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 July 31, 2018. This is available on the company's website at veeva.com/eu 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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