Bionorica Selects Veeva CRM to Improve Commercial Execution Globally

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German herbal remedy manufacturer also chooses Veeva OpenData in Russia to provide field teams with accurate customer reference data for better HCP engagement

BARCELONA, Spain--(BUSINESS WIRE)-- **Veeva Systems** (NYSE:VEEV) today announced that Bionorica SE, a fast-growing German manufacturer of herbal medicines, has selected **multichannel Veeva CRM** to streamline business processes and improve customer interactions globally. The company has also adopted **Veeva OpenData** in Russia for reliable, complete customer data to help field teams deliver more focused interactions with healthcare professionals (HCPs).

"We previously relied on multiple systems and needed a CRM solution that was quick to implement and easy to use. Veeva CRM gives us a proven industry application that we are able to deploy with speed to drive more efficient and effective engagement with HCPs and pharmacies," said Christian Kunzelmann, head of IT at Bionorica. "With Veeva CRM, we have a complete view of all customer touchpoints which enables us to be more nimble and deliver truly tailored customer engagement."

Veeva CRM is the industry's leading platform for organizations of all sizes, from pre-commercial launching their first product to the largest global biopharma companies. Advanced mobility, multichannel capabilities, and real-time insights enable field teams to drive effective customer engagement across all channels, including face-to-face, email, and web. With Veeva CRM, Bionorica can now engage with the right customer in the right channel at the right time.

"In addition to our implementation of Veeva CRM, we selected Veeva OpenData in Russia to empower our teams with high quality customer data," said Thomas Hansch, head of global sales at Bionorica. "With Veeva OpenData,

our sales force teams have real-time access to accurate customer information to target customers more effectively and improve commercial execution."

Veeva OpenData provides access to approximately 16 million HCPs and their healthcare organizations spanning 100 countries, including data partnerships. Combined with multichannel Veeva CRM, field teams have the most accurate information to engage with the right customer in the right channel at the right time.

Veeva CRM and Veeva OpenData are part of **Veeva Commercial Cloud**. Learn how Veeva Commercial Cloud enables intelligent customer engagement at the upcoming **Veeva Commercial & Medical Summit Europe**, 3-5 December, in Barcelona. The event is open to Veeva customers and invited guests. Register and view the agenda at **veeva.com/eu/summit**.

Additional Information

For more on multichannel Veeva CRM, visit: **veeva.com/eu/CRM**
Connect with Veeva on LinkedIn: **linkedin.com/company/veeva-systems**
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About Veeva Systems

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 775 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, 2019. 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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