



NEWS RELEASE

Reckitt Benckiser Standardizes on Veeva Commercial Cloud Applications to Advance Digital Excellence Globally

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Veeva CRM and Vault PromoMats provide digital engagement and digital asset management capabilities to drive a personalized customer experience across channels

PLEASANTON, Calif.--(BUSINESS WIRE)-- **Veeva Systems** (NYSE: VEEV) today announced that RB (Reckitt Benckiser), a leading provider of consumer hygiene, health, and nutrition products, is using **Veeva CRM** and **Veeva Vault PromoMats** to accelerate its global digital transformation. With Veeva CRM and Vault PromoMats, RB is bringing together multichannel engagement and content to advance its commercial strategy and drive digital excellence around the world.

"Veeva CRM and Veeva Vault PromoMats allow us to strengthen our relationships with doctors and medical professionals by delivering the best customer experience across digital channels," said Nick Cheesman, senior vice president IT, for health, nutrition, eRB, and Greater China at RB. "We now have the commercial and technology foundations in place to enable digital engagement with healthcare and medical professionals which has been accelerated during the pandemic."

RB replaced multiple systems with Veeva CRM to standardize on a single application for digital content, engagement, and execution. Full visibility into healthcare professional (HCP) interactions gives field teams real-time insights to drive smarter, tailored engagement across digital channels.

Vault PromoMats combines digital asset management with medical, legal, and regulatory review to improve global reuse of content and maintain compliance from creation through distribution in multiple channels. Seamless



integration with Veeva CRM enables RB to deliver compliant, approved content at speed so reps can engage in relevant, timely interactions with HCPs.

“RB is leading the way on digital to better meet customers where they are with the information and products they need,” said Rohan Poole, director of commercial strategy at Veeva. “RB’s advanced digital engagement model enables them to drive greater field effectiveness and a personalized healthcare professional experience through digital channels.”

Watch exclusive content from **Veeva Commercial & Medical Summit Online, Europe** to learn how Veeva is helping leading life sciences companies achieve digital excellence in commercial. Register to access on-demand sessions at **veeva.com/Summit**.

Additional Information

Connect with Veeva on LinkedIn: **linkedin.com/company/veeva-systems**

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About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB’s passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 42,000+ diverse and talented colleagues worldwide.

*RB is the trading name of the Reckitt Benckiser group of companies

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 950 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.

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 (including the on-going impact of COVID-19), particularly within 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, 2020. 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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