



**FOR IMMEDIATE RELEASE**

## **Veeva Expands Footprint of Veeva OpenData to Eastern Europe**

*Total coverage for Veeva OpenData now includes 38 countries with addition of customer reference and affiliations data in Hungary, Slovakia, and Czech Republic*

**BARCELONA, Spain — 01 March 2017** — Veeva Systems Inc. and MedicalScan Ltd today announced the expansion of **Veeva OpenData** to Eastern Europe, following Veeva's acquisition of MedicalScan's MedicalBase, one of the leading databases among pharmaceutical companies in Hungary. The move continues Veeva's commitment to providing access to comprehensive, reliable, and consistent quality customer data in all major markets.

Veeva OpenData offers rigorously verified and continuously updated local customer reference data, delivered with a standard, worldwide approach to data structure, quality, customer service, and pricing. As a result, subscribers have easy access to available healthcare professionals (HCPs), healthcare organizations (HCOs), and affiliations data in major life sciences markets worldwide, directly integrated with **Veeva CRM**.

Spanning approximately 45,000 healthcare professionals and 27,700 healthcare organizations, MedicalBase is one of the largest and most authoritative Hungarian databases. By providing comprehensive demographic and professional data targeted to local client needs, MedicalScan counts 4 of the Top 10 pharmaceutical companies among its clients.

"We continue to grow Veeva OpenData's global footprint at the request of our customers who are looking for a global approach to source local customer reference data. The addition MedicalBase adds an established, high quality database of Hungarian HCPs, HCOs and affiliation data," said Jim Cushman, senior vice president and general manager of Veeva OpenData.

Going forward, MedicalScan will continue to contribute to the database in an ongoing data stewardship role, complementing Veeva's existing data stewards.

With the addition of the MedicalScan database in Hungary, Veeva OpenData will be available this month in Slovakia and Czech Republic, taking the total coverage for Veeva OpenData to 38 countries globally.

### **Additional Information**

For more on Veeva OpenData, visit: [veeva.com/eu/opendata/](http://veeva.com/eu/opendata/)

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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 500 customers, ranging from the world's largest pharmaceutical companies to emerging biotech. Veeva is headquartered in the San Francisco Bay Area, with offices in Europe, Asia, and Latin America. For more information, visit [veeva.com/eu](http://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 October 31, 2016. This is available on the company's website at [veeva.com](http://veeva.com) under the Investors section and on the SEC's website at [sec.gov](http://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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