



FOR IMMEDIATE RELEASE

## Veeva OpenData Expands into Singapore to Empower Field Teams with Faster, More Accurate Customer Data

*New offering delivers innovation and choice in customer reference data for the industry*

**SINGAPORE — xx April, 2021 — Veeva Systems** (NYSE: VEEV) today announced that **Veeva OpenData**, which provides trusted customer reference data to help pharmaceutical companies better engage with their customers, launched in Singapore.

Currently available in 34 markets globally, including Australia and China, and in New Zealand (through our partnership program), which extends the solution across the Asia Pacific market. Veeva OpenData provides access to detailed, verified profiles on approximately 16 million healthcare professionals (HCPs) and their healthcare organisations (HCOs) worldwide.

“Singapore’s healthcare industry is on its way to digital transformation, particularly in a post-COVID world. The availability of Veeva OpenData is a step further in this process,” said Cassandra Barker, senior director, OpenData APAC at Veeva Systems. “Some of the largest pharmaceutical companies in the world, as well as emerging biopharma, use Veeva OpenData to increase field force effectiveness, boost productivity and enhance customer engagement.”

“Singaporean companies can now shift their internal dialogue from data quality issues to commercial effectiveness because Veeva OpenData helps data stewards resolve data change requests in hours rather than days,” said Ms Barker.

According to **Veeva Systems’ Asia Pacific Life Sciences Industry Survey on Customer Data**, the industry faces many challenges; particularly when it comes to understanding customers and gaining greater insight into their behaviour. Accurate, timely and quality data is critical to support commercial business goals and initiatives. Eighty-eight percent of respondents across the life sciences industry reported that improving customer data is a top priority for their organisation.

Veeva OpenData seamlessly integrates with **Veeva CRM**, [enabling sales representatives to search and download data up to 60 percent faster and with 50 percent fewer clicks](#). This allows field reps to target the right physicians and opportunities in real time. The ability to quickly confirm specialty data, prescriptive authority, and sample eligibility also helps companies maintain compliance with privacy laws and regulations.

### Additional Information

For more on Veeva OpenData, visit: [veeva.com/VeevaOpenData](https://veeva.com/VeevaOpenData)  
Connect with Veeva on LinkedIn: [linkedin.com/company/veeva-systems](https://linkedin.com/company/veeva-systems)  
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### About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 975 customers, ranging from the world’s largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit [veeva.com](https://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-K for the period ended January 31, 2021. 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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