FOR IMMEDIATE RELEASE

Sucampo Standardizes on Veeva Vault for a Single Source of Truth and Enterprise-wide Capability

High-growth Biopharmaceutical Company Sets Content and Information Management Foundation for Greater Speed, Agility, and Compliance throughout the Product Lifecycle

BARCELONA, Spain — 28 April 2016 — Veeva Systems (NYSE:VEEV) announced today that Sucampo Pharmaceuticals (NASDAQ:SCMP), a fast-growing global biopharmaceutical company, has standardized on the Veeva Vault platform and suite of applications to provide a unified foundation for content and information management. Veeva's solution will help Sucampo eliminate information and process siloes across functional teams, regions, and partners, enabling Sucampo to make information fully accessible and actionable. Veeva Vault allows Sucampo to increase efficiency and strengthen compliance with a single source of truth for content plus life sciences-specific solutions that streamline key processes throughout the product lifecycle.

Sucampo's move to Veeva Vault is the cornerstone of its initiative to ensure greater efficiency and leverage valuable information created at every stage of a product – including clinical, quality, regulatory, and commercial. "There is a wealth of insight that can be gleaned when you have end-to-end visibility spanning the value chain," explained Michael Gammons, Sucampo's chief information officer and vice president of information technology. "As a rapidly growing company, it's critical we set a foundation for future growth by deploying industry-specific applications that support our most crucial business functions, all on one common platform. Veeva Vault is the foundation and provides the process optimization and single source of truth we need for agility and speed across the product lifecycle."

Having valuable product information quickly accessible for future use in all functional areas, plus key process metrics, can have tremendous impact on the business. For instance, early-stage analysis of a compound can be critical to compiling submissions documents for licensing applications years later. With Veeva Vault, all content and audit trails are in a central system of record, reducing complexity and cost.

Veeva Vault also aligns with Sucampo's corporate initiative to leverage the efficiencies and agility of Veeva's industry cloud. "Our IT department is focused on solving business problems, and, with Veeva Vault, we get a world-class technology foundation plus tailored content and information management solutions that fit our business. We don't have infrastructure to manage or software we need to customize," said Gammons. "As important, Veeva provides frequent enhancements so we're always working with the latest innovations instead of waiting years and investing more to implement an incremental version upgrade."

Over the coming months, Sucampo will drive an aggressive implementation plan to rollout key Veeva Vault solutions worldwide including: Vault eTMF for clinical trial master file management; Vault QualityDocs for managing quality, manufacturing, and validation documents; and Vault Submissions, part of the Vault RIM suite, for regulatory submissions.

In related news today, Veeva introduced new innovative features in its latest release of Veeva Vault, version 14, to empower life sciences companies to streamline their business processes across an increasingly complex ecosystem of internal and external stakeholders. Read today's press release about how the newest release of Veeva Vault is helping to get products to market faster and more efficiently.

Additional Information
For more on Veeva Vault, visit: veeva.com/eu/vault
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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 400 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices in 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-K for the period ended January 31, 2016. This is available on the company's website at www.veeva.com under the Investors section and on the SEC's website at www.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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