



FOR IMMEDIATE RELEASE

GSK Adds New Veeva Commercial Cloud Applications Following the Success of Veeva CRM

*GSK expands multichannel strategy to transform global customer engagement
in more than 90 countries*

BARCELONA, Spain— 9 June 2016 — Today [Veeva Systems](#) (NYSE: VEEV) announced that GSK, one of the world's leading research-based pharmaceutical and healthcare companies, will add new [Veeva Commercial Cloud](#) applications as part of its ongoing program to transform customer engagement globally. In addition to further expansion of [Veeva CRM](#) into more regions, GSK will deploy [Veeva Network](#), [Veeva Align](#), and [Veeva CRM Approved Email](#) to execute its multichannel vision and strategy in more than 90 countries.

"We've seen tremendous progress with Veeva CRM in delivering more informed, tailored interactions with our customers across many touch points and channels," said Daniel Lebeau, Chief Information Officer and Head of Core Business Services at GSK.

GSK has rapidly deployed Veeva CRM successfully in more than half of their global target countries since it [selected Veeva as its multichannel CRM partner](#), with expansion continuing into other countries, including the United States.

In addition to Veeva CRM, GSK will use Veeva Network to provide a complete, authoritative view of accurate customer data; Veeva Align to align the right resources to the right customers; and Veeva CRM Approved Email for customer teams to extend their reach. Altogether, Veeva is delivering an integrated commercial cloud solution to help GSK improve customer insight and multichannel planning and execution around the world.

"We're proud to have contributed to GSK's success and we're excited for the expanded opportunity to support their global efforts," said Peter Gassner, founder and CEO of Veeva Systems. "Veeva Commercial Cloud will give GSK teams full visibility into customer interactions so that they can deliver the right information tailored to their customers' needs, when they need it, and in the channels that they prefer."

Additional Information

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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 30 April 2016. 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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