



For Immediate Release

Veeva Systems Announces Pricing of Initial Public Offering

PLEASANTON, CA — Oct. 15, 2013 – Veeva Systems Inc. (NYSE: VEEV), a leading provider of industry cloud software solutions for life sciences, today announced the pricing of its initial public offering of 13,045,000 shares of its Class A common stock at a price to the public of \$20.00 per share. A total of 9,720,000 shares are being offered by Veeva, and a total of 3,325,000 shares are being offered by certain selling stockholders. The shares are expected to begin trading on the New York Stock Exchange on Oct. 16, 2013 under the symbol “VEEV”. In addition, the underwriters have been granted a 30-day option to purchase up to an additional 1,956,750 shares of Class A common stock from Veeva. Veeva will not receive any proceeds from the sale of shares by the selling stockholders.

Morgan Stanley & Co. LLC and Deutsche Bank Securities Inc. are acting as joint book-running managers for the offering. Pacific Crest Securities LLC, Stifel, Nicolaus & Company, Incorporated, Wells Fargo Securities, LLC, and Canaccord Genuity Inc. are acting as co-managers.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission and was declared effective on Oct. 15, 2013. The offering is being made only by means of a prospectus. A copy of the final prospectus relating to the offering, when available, may be obtained from: Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014, or by calling (866) 718-1649, or by emailing a request to prospectus@morganstanley.com; or from Deutsche Bank Securities Inc., Attention: Prospectus Department, 60 Wall Street, New York, New York 10005-2836, or via telephone at (800) 503-4611, or email at prospectus.cpdg@db.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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