



FOR IMMEDIATE RELEASE

New Veeva Web2PDF Easily Converts Web Content to Accurate, Review and Submission-ready PDFs

Free Veeva Web2PDF converts online content into exact PDF renditions to accelerate the review of life sciences' commercial content

PLEASANTON, CA – Jan. 26, 2016 – Veeva Systems today introduced [Veeva Web2PDF](#), a free online solution that quickly and accurately converts web content into complete PDFs. Open and available to all, at no cost, Veeva Web2PDF automates a highly manual, error-prone process by delivering a precise rendition of rich, interactive content in minutes, enabling faster digital content review and mark-up.

This challenge is particularly acute for life sciences organizations and their agency partners, which typically submit promotional content for review to health authorities and internal groups in PDF form. However, the process used to generate those PDFs is time consuming, labor intensive, and costly.

“Agencies and brand teams typically spend hundreds of hours manually creating PDFs of websites, yet end up with inaccurate or incomplete renditions,” explained James Brown, vice president and general manager of Commercial Content at Veeva. “When dynamic web content isn’t precisely represented, it’s difficult to ensure accurate, timely review – impacting compliance. Bottlenecks occur as incorrect PDFs must be recreated and resubmitted, and by the time review is completed, claims and information may have changed.”

To quickly convert interactive online content into PDFs, users simply enter the website or landing page URL directly into Veeva Web2PDF, then receive a high-fidelity PDF by email in minutes. Eliminating the hundreds of hours spent on conversion saves resources and streamlines the lifecycle of assets throughout the digital supply chain. Plus, it frees marketing agencies and life sciences company brand managers to focus on more strategic activities, rather than cobbling together dozens of screenshots for every page on a website.

“Veeva Web2PDF will greatly speed time to approval of digital content, and thanks to Veeva we can now serve our clients more efficiently,” said Sena Ito and Benjamin Lee, senior producers of the Integrated Production team from FCB Health, one of the most awarded healthcare networks. “Developing and offering Veeva Web2PDF for free is another example of Veeva’s commitment to customer success, and what a truly great partner they are to the industry.”

Additional Information

For more on Veeva Web2PDF, visit: veeva.com/Web2PDF

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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 375 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 www.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, 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, 2015. This is available on the company's website at <http://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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