



DRAFT NOT FOR RELEASE

Veeva Completes Acquisition of Crossix

Combined strength in patient data and cloud technology to help industry advance commercial execution and improve patient outcomes

PLEASANTON, CA — Nov. 4, 2019 — Veeva Systems (NYSE:VEEV) today announced it has completed its acquisition of **Crossix Solutions**. Trusted by more than 200 pharmaceutical brands, Crossix provides privacy-safe U.S. patient data and a best-in-class analytics platform to help maximize media and marketing effectiveness.

“We’re excited to welcome the talented Crossix team to the Veeva family,” said Veeva founder and CEO Peter Gassner. “Crossix adds deep expertise in patient data and data science to Veeva. Together, we can help the industry optimize commercial execution and patient engagement to drive better health outcomes.

The Crossix analytics platform provides technology that connects health and non-health data for more than 300 million U.S. patients to drive greater marketing effectiveness. Data includes Rx, OTC, clinical, claims, consumer, hospital, media data, and more – all of which are protected by best-in-class privacy safeguards.

Crossix will operate as an independent business unit under its current brand led by Crossix founder and CEO Asaf Evenhaim. The new business unit will remain headquartered in New York and continue operations in Israel and Belarus.

Learn more about Crossix at [Veeva Summit](#), June 8-10, 2020 in Philadelphia. Pre-register for the event and stay up to date on the agenda at veeva.com/Summit.

About Veeva Systems

Veeva Systems Inc. is the leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 775 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Veeva is headquartered in the San Francisco Bay Area, with offices throughout North America, Europe, Asia, and Latin America. For more information, visit veeva.com.

About Crossix Solutions, a Veeva Company

Crossix partners with top health brands to maximize media and marketing effectiveness through robust data analytics. Fueled by our privacy-by-design, patented Crossix SafeMine™ technology, Crossix connects the industry’s most comprehensive set of health and non-health data, covering more than 300 million lives in the United States. Crossix DIFA™, our best-in-class, cloud-based platform, allows real-time measurement and optimization of complex, cross-channel media campaigns aimed at patients and healthcare professionals.

Customers include the top 20 pharma companies, leading health systems, pharmacies, and other wellness brands. Crossix is headquartered in New York. For more information, visit crossix.com.

Forward-looking Statements

This release contains forward-looking statements, including expectations regarding the market demand for and acceptance of the data, analytics, software solutions, and services offered by Veeva and Crossix, the results from use of such offerings, the benefits of Veeva’s combination with Crossix, 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, including Veeva's ability to successfully integrate Crossix's business and products; whether demand for Crossix's offerings will grow as anticipated; the competitive environment in the industry and competitive response to the acquisition; Veeva's and Crossix's success developing new products or modifying existing products and the degree to which these gain market acceptance; general market and business conditions; and the accounting impact of the acquisition. 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 July 31, 2019. 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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