



FOR IMMEDIATE RELEASE

Veeva Introduces New Digital Asset Management Capability to Speed Publishing to Any Digital Channel

Brand marketing teams can now easily distribute, update, and withdraw content across digital channels with Vault PromoMats and Vault MedComms

PLEASANTON, CA — Dec. 4, 2018 — Veeva Systems (NYSE:VEEV) today introduced Veeva Vault Digital Publishing, a new digital asset management (DAM) capability in **Vault PromoMats** and **Vault MedComms**. For the first time, brand marketing teams can publish and withdraw approved assets from a central location to any digital channel for faster and easier publishing. Organizations now have greater agility in publishing regulated content and a single view of content performance across digital channels.

Life sciences companies are creating more digital assets and using multiple repositories to manage them. This makes it difficult to identify approved content and have visibility into where content is published, creating potential compliance issues.

Vault Digital Publishing allows users to distribute and update content with a single click from Vault PromoMats or Vault MedComms to any channel, including multichannel **Veeva CRM**, web, email campaigns, and other digital channels. Users can easily publish approved content, trace it back to the source, and withdraw obsolete content when it expires.

Brand marketing teams also have full visibility into the performance and use of digital assets. Vault Digital Publishing provides a consolidated dashboard of content across all channels, producing actionable insights that organizations can use to adjust their content marketing strategies.

“Vault Digital Publishing will give the life sciences industry an innovative way to publish and withdraw content to any digital channel,” said John Chinnici, vice president of commercial content at Veeva. “Companies can finally have full visibility into the performance and usage of all their digital content from a single, central location.”

Vault Digital Publishing leverages **Amazon CloudFront** (CDN) to ensure high availability and optimal performance of digital content regardless of physical location.

In other news, Veeva announced that Roche is adopting Veeva Vault PromoMats as their global content and digital asset management solution. Read today's **press release** to learn more.

Vault Digital Publishing is planned for availability before the end of the year as part of Vault PromoMats and Vault MedComms. Learn more about optimizing speed, control, and insight with Vault Digital Publishing, including visual examples of the dashboard on our **blog**.

Additional Information

For more on Veeva Vault Digital Publishing, visit: veeva.com/PromoMats

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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 675 customers, ranging from the world's largest pharmaceutical companies to emerging biotech. 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.

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 July 31, 2018. 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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