



FOR IMMEDIATE RELEASE

Veeva Announces Alliances for Digital Field Engagement

*Veeva to design digital strategies and implementation roadmap
to help field teams better connect with HCPs*

*Veeva establishes alliances with Accenture, Deloitte, and other partners
to enable industrywide digital transformation initiatives and get customers up and running fast*

PLEASANTON, CA — April 7, 2020 — **Veeva Systems** (NYSE:VEEV) today announced industry alliances to accelerate the industrywide shift toward digital engagement. Together with Accenture, Deloitte, and other alliance partners, Veeva is helping life sciences companies design and implement new digital engagement strategies. The Digital Field Engagement offering will help the industry leverage digital channels such as remote meetings, virtual events, and email as the primary way for field reps to connect with healthcare professionals (HCPs).

“We are coming together to help life sciences accelerate its digital transformation through a combination of strategic services, modern cloud applications, and rapid implementation support,” said Dan Rizzo, vice president of global business consulting at Veeva. “Biopharmaceutical companies will be able to quickly shift their customer engagement strategies to digital as in-person access declines.”

Veeva’s Digital Field Engagement solution provides a roadmap for customers to connect with HCPs using digital channels. In the four-week engagement, Veeva defines the roles, responsibilities, tools, data, and training needed for digital engagement. Customers get best practices for remote engagement and remote sampling using **Veeva CRM Engage Meeting** and sending compliant content with **Veeva CRM Approved Email**, as well as a complete roadmap for the processes and technologies to implement.

Accenture, Deloitte, and other partners will support the execution of the digital engagement strategy. Together, Veeva and its ecosystem of partners are helping life sciences customers implement business process change and get up and running fast.

Learn how Veeva is helping customers leverage digital to connect with HCPs at the upcoming **Veeva Summit** on June 9, 2020. Pre-register for the virtual event and stay up-to-date on program details at veeva.com/Summit.

Additional Information

Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

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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 850 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.

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 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 January 31, 2020. 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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