

## Veeva Systems Announces Increased Investment in China

*Life sciences business solutions leader expands operations in industry's largest emerging market to support customer growth*

**PLEASANTON, CA — February 22, 2011** – Just days after the announcement of the company's second major global product, Veeva Systems officially launches its expanded operations in China. Veeva has corporate offices in Shanghai and Beijing to support its multinational life sciences customers, which now include four of the world's largest pharmaceutical companies. Veeva's President & CEO, Peter Gassner, is in China to headline two educational seminar events taking place at the JW Marriott Shanghai today and at the Park Hyatt in Beijing on February 24<sup>th</sup>. Other featured speakers include Darren Ho, Six Sigma Champion and CRM Program Leader for Eli Lilly and Company and Jeffrey Xu, CIO Greater China for Novartis Pharmaceuticals.

"Life sciences companies of all sizes and in every part of the world understand how important China has become to sustaining long-term success today," said Novartis' Xu. "Likewise, Veeva recognizes the need to expand as far and wide as its customers. This launch demonstrates Veeva's global strategy and unbounded commitment to customer success."

Veeva Systems has tailored its flagship Veeva CRM products to accommodate the Chinese market, including investment in new mobile platforms and support of both simplified and traditional Chinese. Cloud-based Veeva CRM is flexible enough to support the region's diverse regulatory, business, and cultural needs, both today and in the future.

Cindy Zhang, General Manager of Veeva China, stated, "These are very exciting times for the pharmaceutical industry in China. With Veeva's expanded commitment to the region, I look forward to contributing to our customers' business success in China."

"American and European companies that attempt to bring their existing products and business practices to China are underestimating the uniqueness of what is happening here," added Peter Gassner, President & CEO of Veeva Systems. "We have been investing heavily in China and we will continue to expand that investment by hiring the very best people we can find in support of our customers."

### **About Veeva Systems**

Veeva Systems is the leader in cloud-based business solutions for the global life sciences industry. Committed to innovation, product excellence, and customer success, Veeva has over 60 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Beijing, and Shanghai. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

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