



FOR IMMEDIATE RELEASE

Veeva European Commercial Summit Gathers Life Sciences Industry Leading the Next Generation of Commercial Excellence

Astellas, Bayer, Ferring Pharmaceuticals, GSK, Kite Pharma, Merck KGaA, Darmstadt, Germany, and other biopharma leaders advance digital innovation for more customer-centric engagement

BARCELONA, Spain — 22 Nov. 2023 — **Veeva Systems** (NYSE: VEEV) today announced that leaders from Astellas, Bayer, Ferring Pharmaceuticals, GSK, Kite Pharma, Merck KGaA, Darmstadt, Germany, and more will be among the speakers at **Veeva Commercial Summit, Europe** on November 28–29 in Madrid, Spain. Life sciences professionals will come together to share how they are advancing digital strategies across sales, medical, and marketing to bring new treatments to patients.

One of largest gatherings of life sciences leaders in Europe, Veeva Commercial Summit will host over 1,300 industry professionals across more than 100 sessions. Astellas, Bayer, and GSK will headline the opening keynote joining Chris Moore, president of Veeva Europe on stage. Veeva will showcase **Veeva Vault CRM**, the next generation of CRM for life sciences, with companies sharing how they are advancing field engagement to deliver on-demand information to healthcare professionals (HCPs) and fostering better connections with clinical.

Forward-thinking life sciences companies will headline the event's main keynotes, including:

- **Astellas**, standardizing customer and deep key opinion leader (KOL) data globally to drive consistent field engagements and improve collaborations with the scientific community.
- **Bayer** and **GSK**, enhancing their commercial foundation to lead omnichannel, precision engagement.
- **Ferring Pharmaceuticals** and **Novo Nordisk**, connecting their content approach across marketing and medical to lead highly personalized engagement.
- **Kite Pharma** and **Novartis**, measuring medical impact more effectively to link medical outcomes to company success.

A panel with practicing physicians, Merck KGaA, Darmstadt, Germany, and Veeva experts will close the event, highlighting the evolving needs of KOLs and HCPs. They will discuss how the industry is moving toward more responsive customer-centric engagement to bring the right medicines to the right patients.

“Developing service-oriented HCP relationships is key to creating better patient outcomes as real-time communication increases with the growth of complex therapies,” said Chris Moore, president of Veeva Europe. “We are excited to bring the industry together, creating a network of shared learnings that can spur ideation and innovation to advance life sciences.”

The event is open exclusively to life sciences professionals. Register and stay up to date on the agenda and program details at veeva.com/eu/Summit.

Additional Information

To register for Veeva Commercial Summit, visit: veeva.com/eu/Summit
Connect with Veeva on LinkedIn: linkedin.com/company/veeva-systems

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,000 customers, ranging from the world's largest biopharmaceutical companies to emerging biotechs. As a **Public Benefit Corporation**, Veeva is committed to balancing the interests of all stakeholders, including customers,

employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.

Veeva Forward-looking Statements

This release contains forward-looking statements regarding Veeva's products and services and the expected results or benefits from use of our products and services, including certain of our new solutions and applications that are still under development or not generally available. These statements are based on our current expectations. Actual results, availability, and any future events relating to these products and services could differ materially from those provided in this release and we have no obligation to update such statements. There are numerous risks that have the potential to negatively impact our results, including the risks and uncertainties disclosed in our filing on Form 10-Q for the period ended July 31, 2023, which you can find [here](#) (a summary of risks which may impact our business can be found on pages 38 and 39), and in our subsequent SEC filings, which you can access at sec.gov.

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