



Q3'22 Quarterly Results

December 1, 2021

Safe Harbor and Other Information

This presentation and associated commentary contain forward-looking statements, including statements regarding Veeva’s future performance, financial outlook, and guidance and the assumptions underlying those statements, market growth, the benefits from the use of Veeva’s solutions, our strategies, and general business conditions. Any forward-looking statements contained in this presentation and associated commentary 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 December 1, 2021, the date of this presentation. 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 (i) breaches in our security measures or unauthorized access to our customers’ data; (ii) competitive factors, including but not limited to pricing pressures, consolidation among our competitors, entry of new competitors, the launch of new products and marketing initiatives by our existing competitors, and difficulty securing rights to access, host or integrate with complementary third party products or data used by our customers; (iii) the rate of adoption of our newer solutions and the results of our efforts to sustain or expand the use and adoption of our more established applications, like Veeva CRM; (iv) our expectation that the future growth rate of our revenues will decline; (v) loss of one or more customers, particularly any of our large customers; (vi) our ability to attract and retain highly skilled employees and manage our growth effectively; (vii) fluctuation of our results, which may make period-to-period comparisons less meaningful; (viii) adverse changes in the life sciences industry, including as a result of customer mergers; (ix) the impact of the COVID-19 pandemic (including the impact to the life sciences industry, impact on general economic conditions, and government responses, restrictions, and actions related to the pandemic); (x) system unavailability, system performance problems, or loss of data due to disruptions or other problems with our computing infrastructure; (xi) failure to sustain the level of profitability we have achieved in the past as our costs increase; (xii) adverse changes in economic, regulatory, international trade relations, or market conditions, including with respect to natural disasters or actual or threatened public health emergencies; (xiii) a decline in new subscriptions that may not be immediately reflected in our operating results due to the ratable recognition of our subscription revenue; (xiv) pending, threatened, or future legal proceedings and related expenses; and (xv) our recent conversion to a Delaware public benefit corporation, including the expected impact, benefits, and risks of our conversion.

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, 2021. 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.

This presentation includes certain non-GAAP financial measures and the corresponding growth rates as defined by SEC rules. For additional information, see the slide titled “Statement Regarding Use of Non-GAAP Financial Measures.” Terms such as “Excess Tax Benefit” and “Calculated Billings” have the meanings set forth in the Appendix.

The comparison period amounts and the related growth rates included in this presentation have been adjusted from previously reported amounts to reflect the impact of the full retrospective adoption of Topic 606.



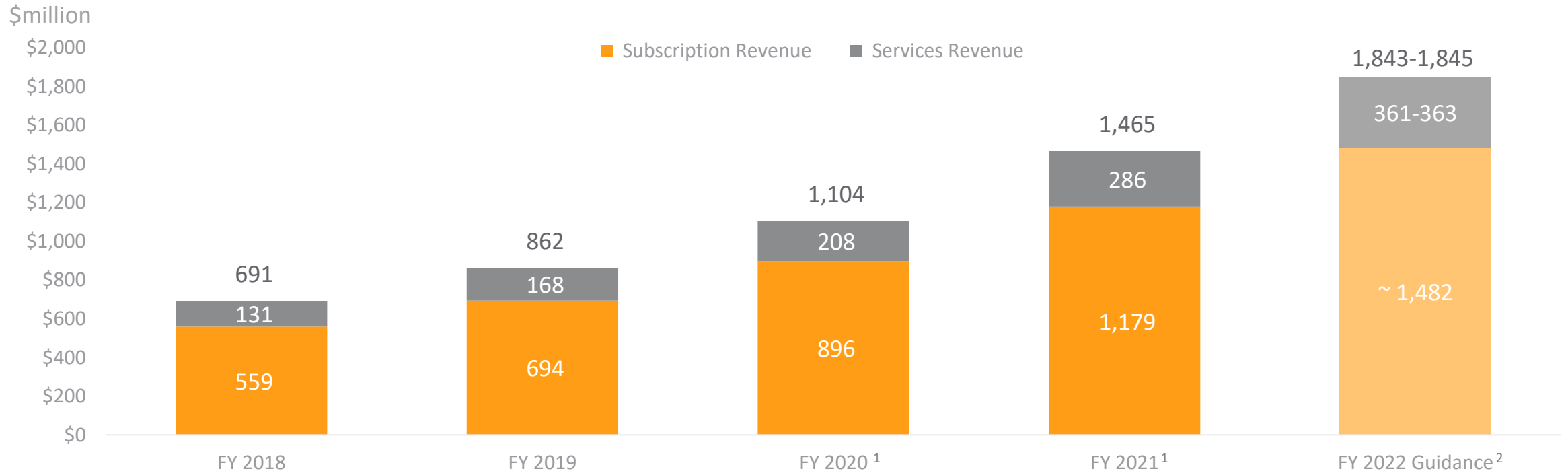
Statement Regarding Use of Non-GAAP Financial Measures

We provide the following non-GAAP measures, which we define as financial information that has not been prepared in accordance with generally accepted accounting principles in the United States, or GAAP: Non-GAAP gross margin on subscription services revenues and professional services and other revenues, operating income and margin, non-GAAP net income, and non-GAAP net income per share. In addition to our GAAP measures, we use these non-GAAP financial measures internally for budgeting and resource allocation purposes and in analyzing our financial results. We believe that excluding stock-based compensation expense, amortization of purchased intangibles, deferred compensation associated with our acquisition of the Zinc Ahead business, and income tax effects of the same provides information that is helpful in understanding our operating results, evaluating our future prospects, comparing our financial results across accounting periods, and comparing our financial results to our peers, many of which provide similar non-GAAP financial measures.

Non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. We encourage our investors and others to review our financial information in its entirety, not to rely on any single financial measure to evaluate our business, and to view our non-GAAP financial measures in conjunction with the most directly comparable GAAP financial measures. A reconciliation of GAAP to non-GAAP financial measures has been provided in the Appendix.



Total Revenue – Annual



Y/Y Growth

Total	25%	25%	28% ¹	33% ¹	~26% ²
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% Mix

Commercial Solutions	75%	68%	63% ¹	61% ¹	-
R&D Solutions	25%	32%	37%	39%	-

Fiscal Year Ending January 31

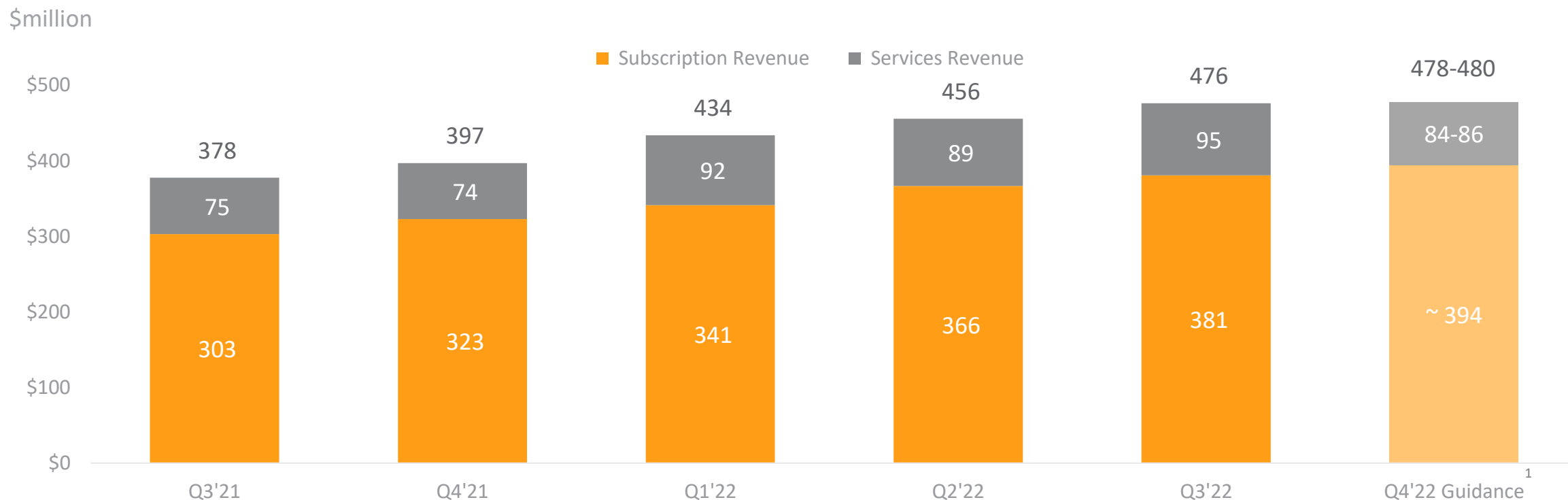
Components of total revenue may not sum to total revenue due to rounding

¹The Crossix and Physicians World acquisitions closed in the quarter ended January 31, 2020 and contributed an aggregate of \$20M in total revenue for the year ended January 31, 2020 and \$103M for the year ended January 31, 2021

²Guidance issued on December 1, 2021



Total Revenue – Quarterly



Y/Y Growth

Total	34%	27%	29%	29%	26%	~21% ¹
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% Mix

Commercial Solutions	60%	59%	58%	56%	56%	-
R&D Solutions	40%	41%	42%	44%	44%	-

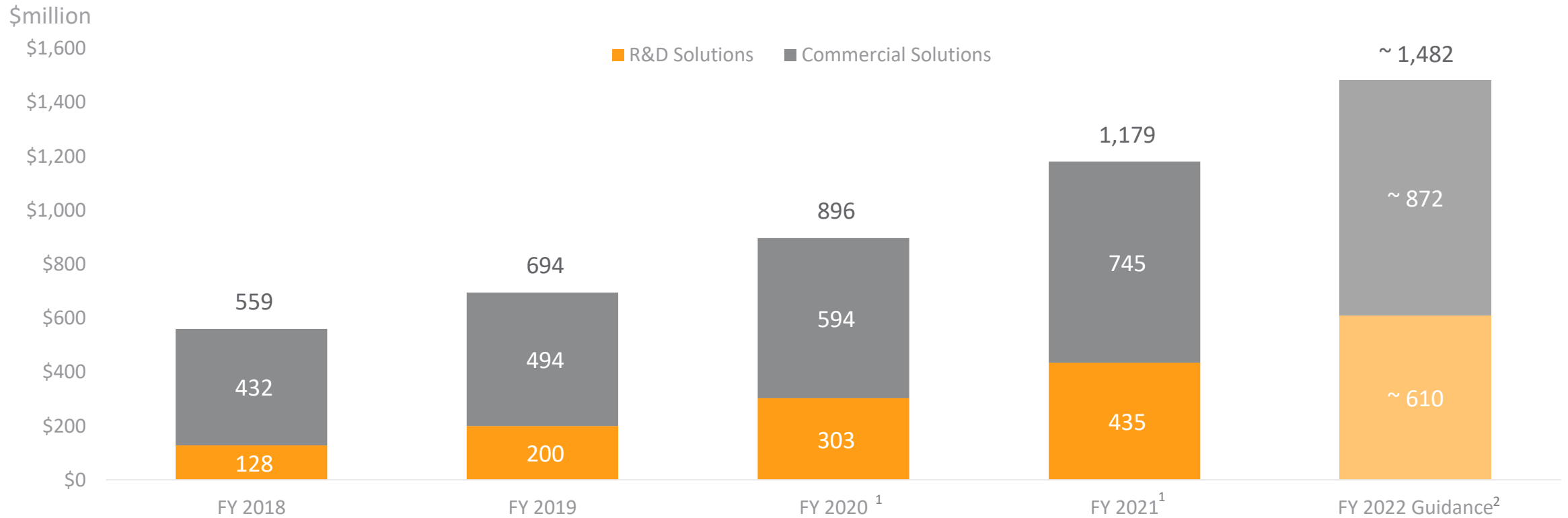
Fiscal Year Ending January 31

Components of total revenue may not sum to total revenue due to rounding

¹Guidance issued on December 1, 2021



Subscription Revenue – Annual



Y/Y Growth

Category	FY 2018	FY 2019	FY 2020 ¹	FY 2021 ¹	FY 2022 Guidance ²
Total Subscription	27%	24%	29% ¹	32% ¹	~26% ²
Commercial Solutions	18%	15%	20% ¹	25% ¹	~17% ²
R&D Solutions	71%	57%	51%	44%	~40% ²

Fiscal Year Ending January 31

Components of subscription revenue may not sum to total subscription revenue due to rounding

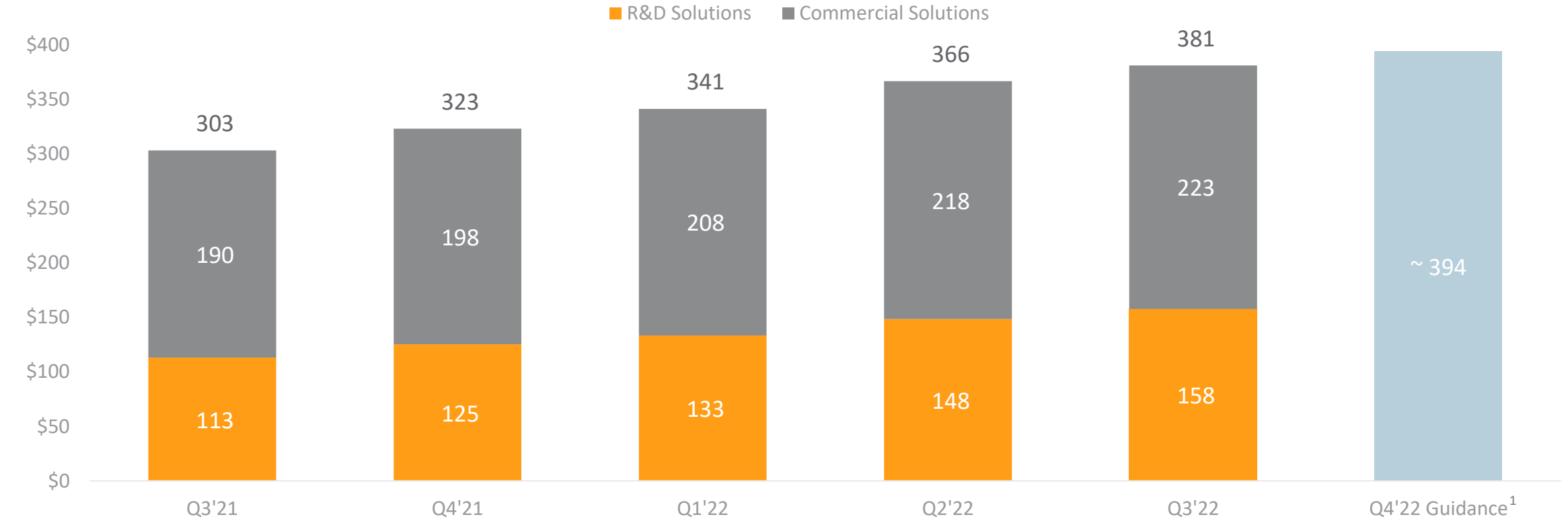
¹The Crossix acquisition closed in the quarter ended January 31, 2020 and contributed \$14M in subscription services revenue for the year ended January 31, 2020 and \$79M for the year ended January 31, 2021

²Guidance issued on December 1, 2021



Subscription Revenue – Quarterly

\$million



Y/Y Growth

Total Subscription	34%	27%	26%	29%	26%	~22% ¹
Commercial Solutions	29%	18%	18%	21%	18%	-
R&D Solutions	42%	45%	42%	45%	39%	-

Fiscal Year Ending January 31

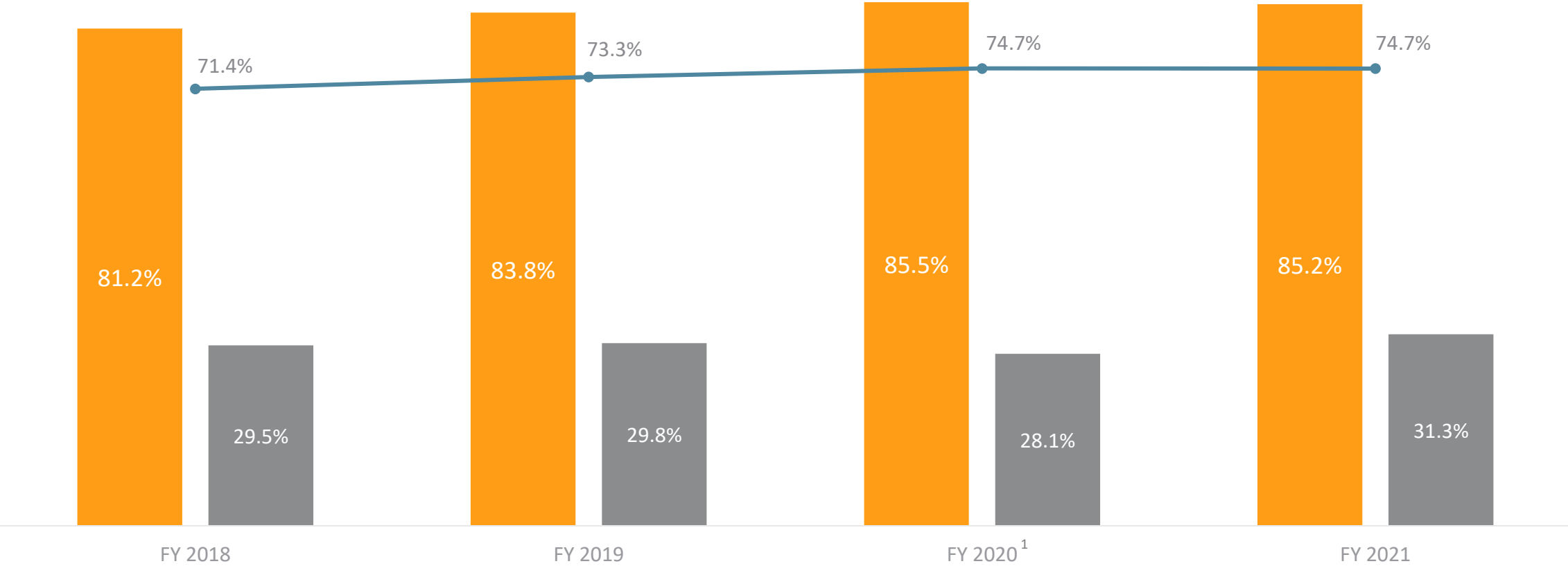
Components of subscription revenue may not sum to total subscription revenue due to rounding

¹Guidance issued on December 1, 2021



Non-GAAP Gross Margin – Annual

■ Subscription Gross Margin
 ■ Services Gross Margin
 ● Total Gross Margin



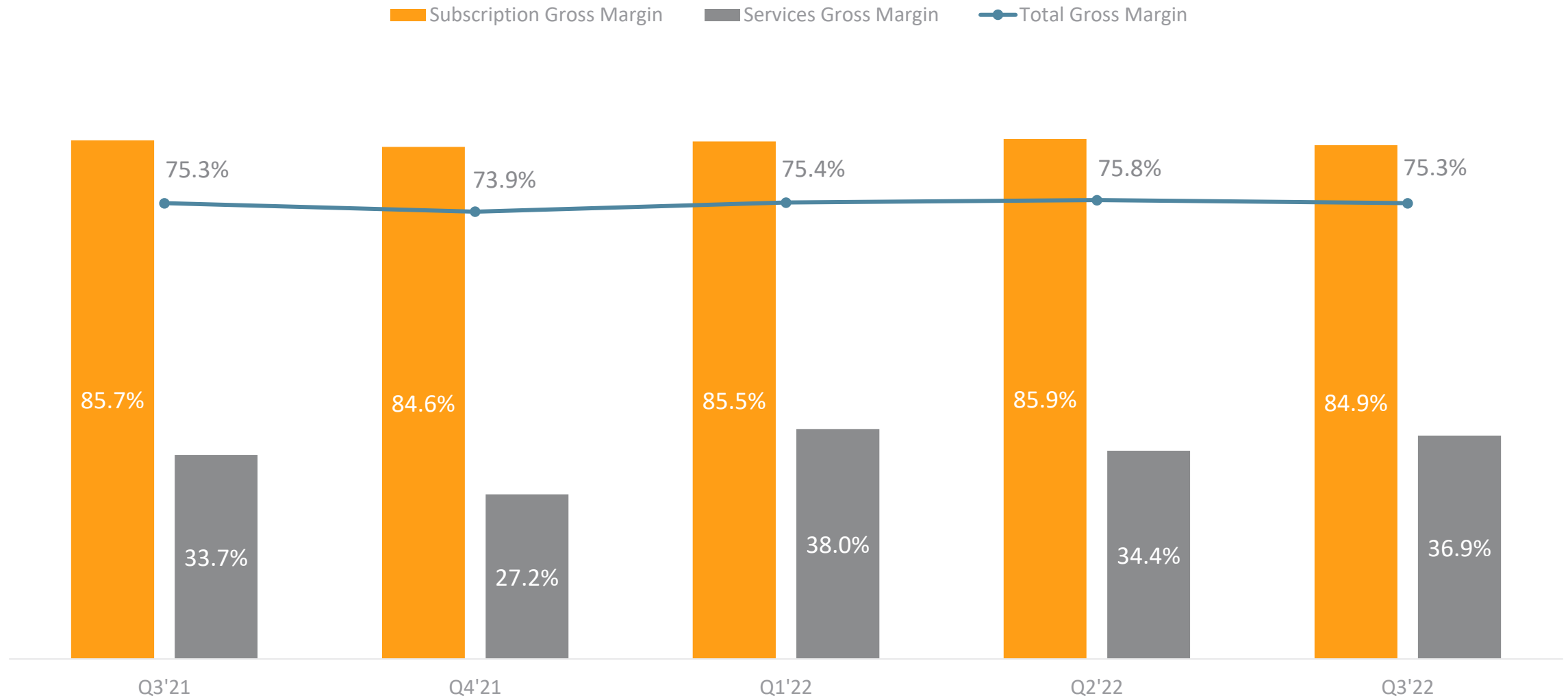
Fiscal Year Ending January 31

A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix

¹ The Crossix and Physicians World acquisitions closed at the beginning of the quarter ended January 31, 2020. The impact to subscription gross margin included a purchase accounting adjustment starting in the quarter ended January 31, 2020.



Non-GAAP Gross Margin – Quarterly

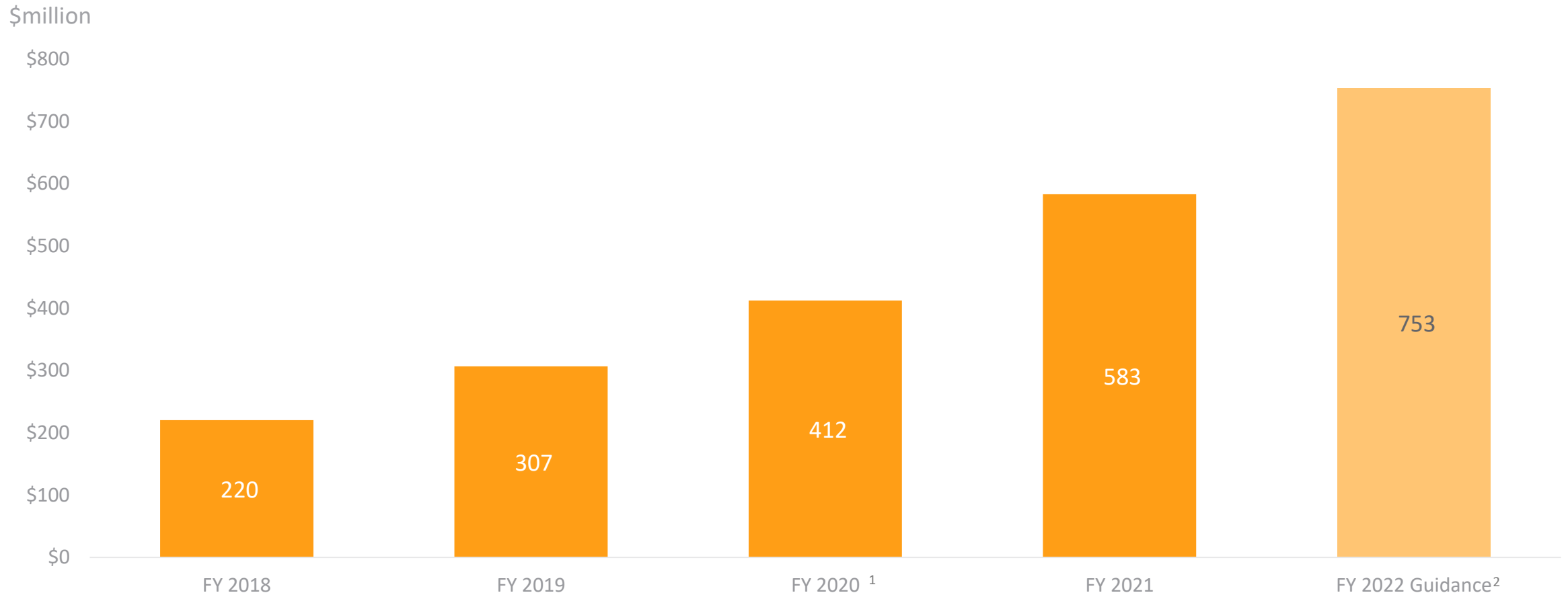


Fiscal Year Ending January 31

A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix



Non-GAAP Operating Income – Annual



Non-GAAP Operating Margin

Fiscal Year	Operating Margin (%)
FY 2018	31.9%
FY 2019	35.6%
FY 2020 ¹	37.3% ¹
FY 2021	39.8%
FY 2022 Guidance ²	~41% ²

Fiscal Year Ending January 31

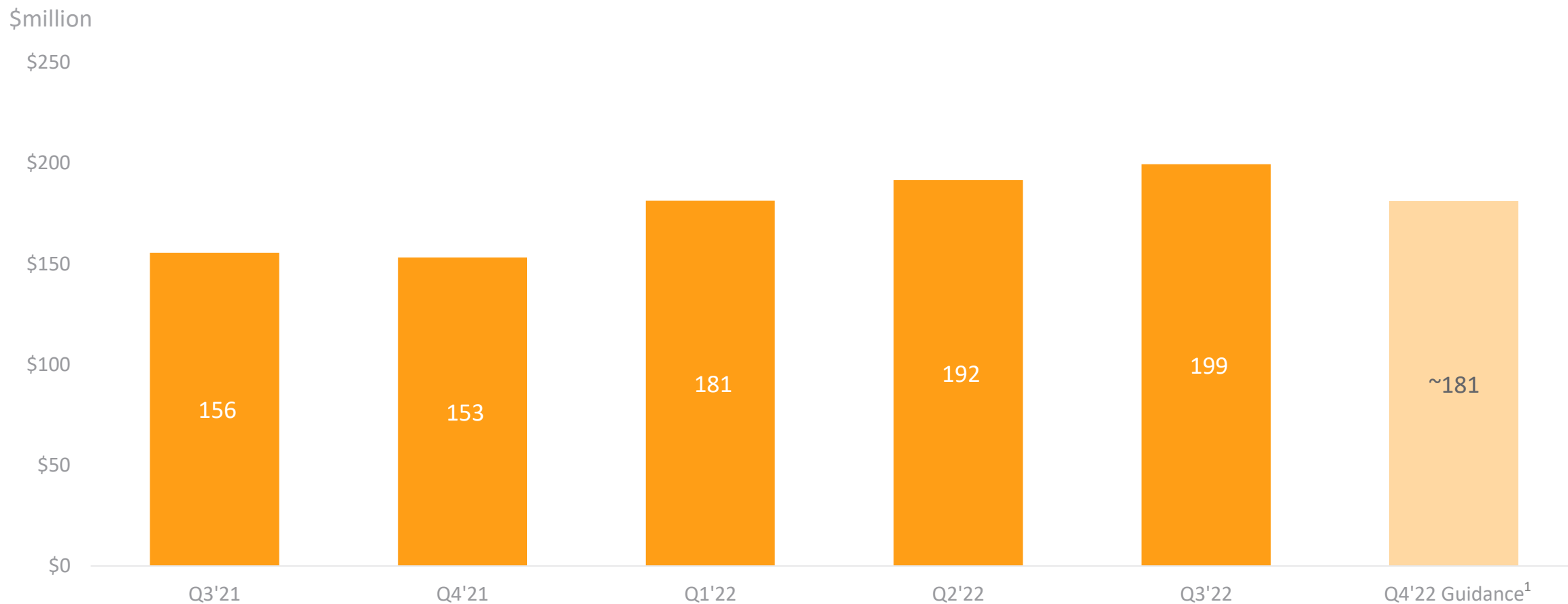
A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix

¹ The Crossix and Physicians World acquisitions closed at the beginning of the quarter ended January 31, 2020. The impact to operating income and operating margin includes a purchase accounting adjustment starting in the quarter ended January 31, 2020.

² Guidance issued on December 1, 2021



Non-GAAP Operating Income – Quarterly



Non-GAAP
Operating Margin

41.2%

38.6%

41.8%

42.1%

41.9%

~38%¹

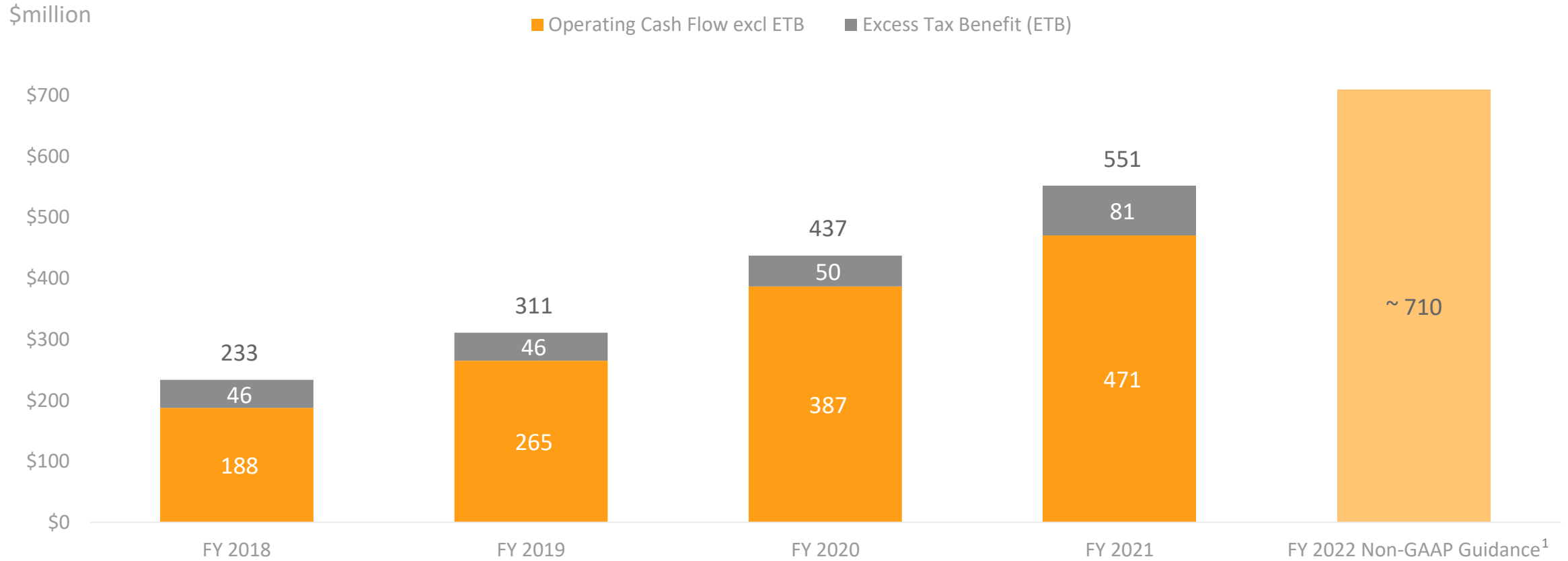
Fiscal Year Ending January 31

A reconciliation of GAAP to non-GAAP measures is set forth in the Appendix

¹Guidance issued on December 1, 2021



Operating Cash Flow – Annual



OCF Margin
(excl ETB)

27%

31%

35%

32%

~39%¹

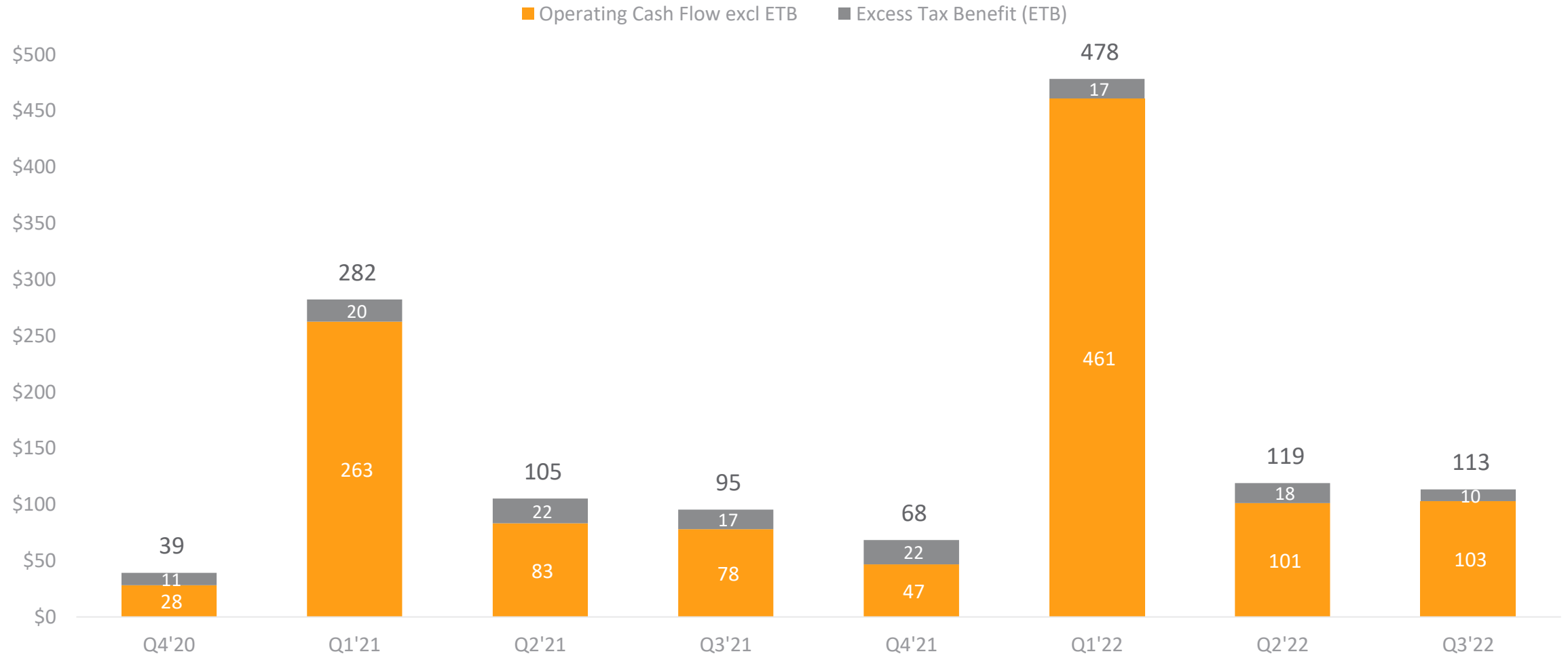
Fiscal Year Ending January 31

¹Guidance issued on December 1, 2021. Non-GAAP guidance excludes excess tax benefit, which is defined in the Appendix. We do not guide to cash flow from excess tax benefit because a target for excess tax benefit cannot be reasonably predicted due to the nature of equity compensation activity and related stock-based compensation expense. The effect may be significant.



Operating Cash Flow – Quarterly

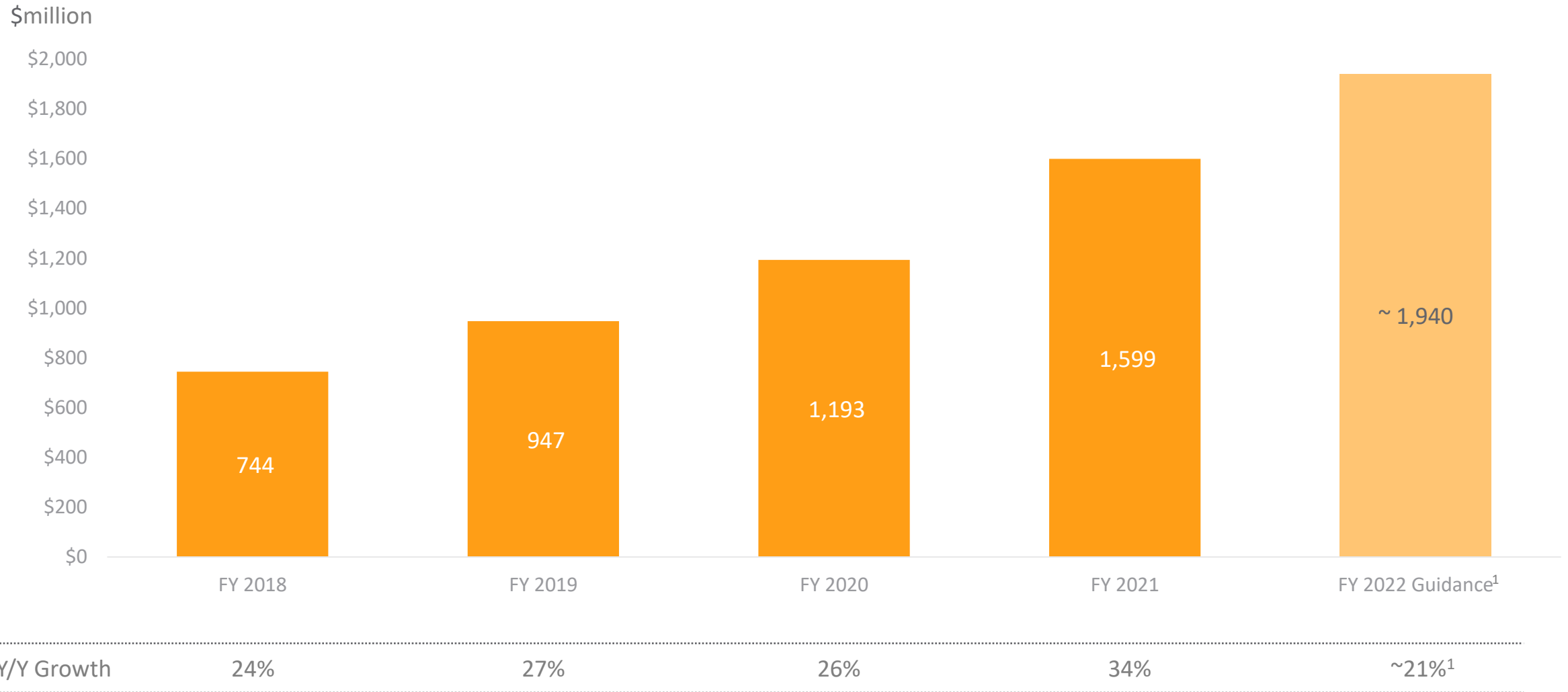
\$million



Fiscal Year Ending January 31
Excess tax benefit is defined in the Appendix



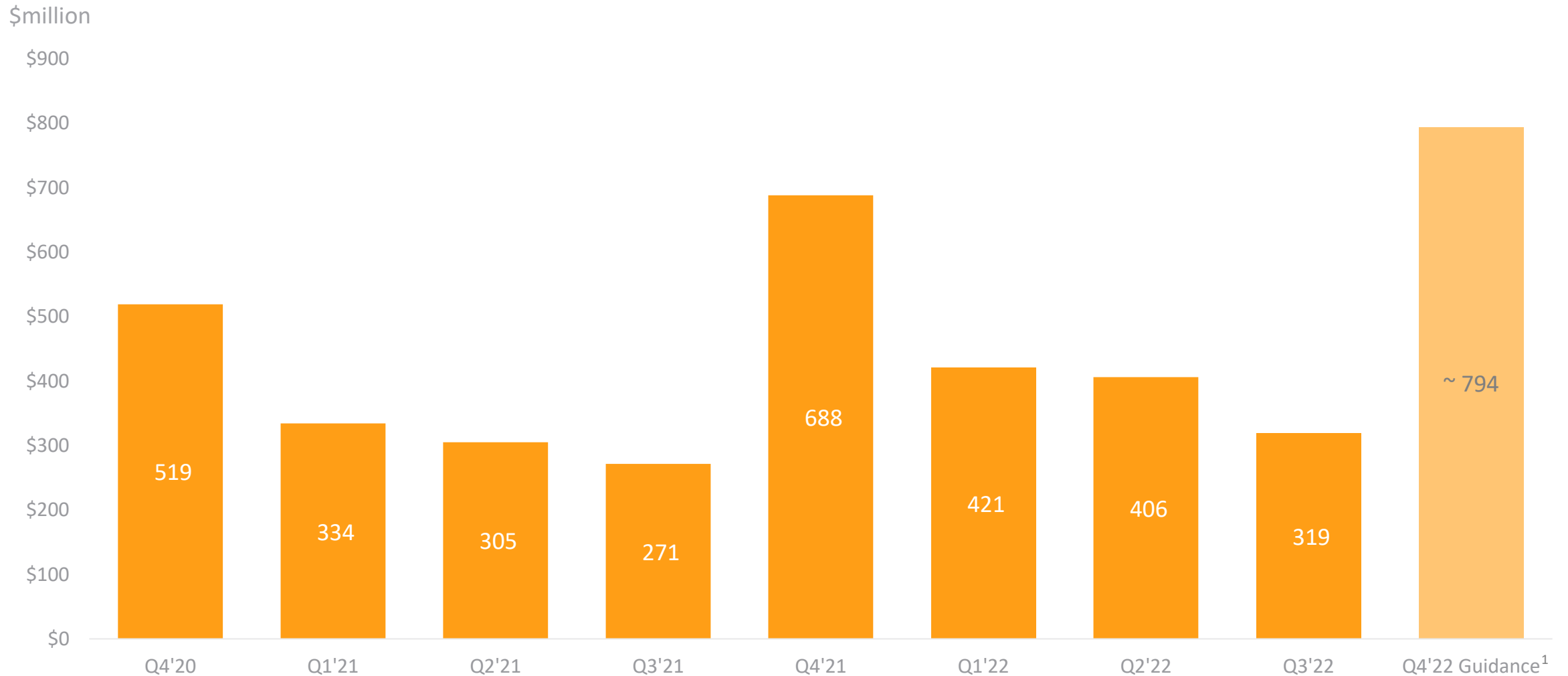
Calculated Billings – Annual



Fiscal Year Ending January 31
Calculated billings is defined in the Appendix
¹ Guidance issued on December 1, 2021



Calculated Billings – Quarterly



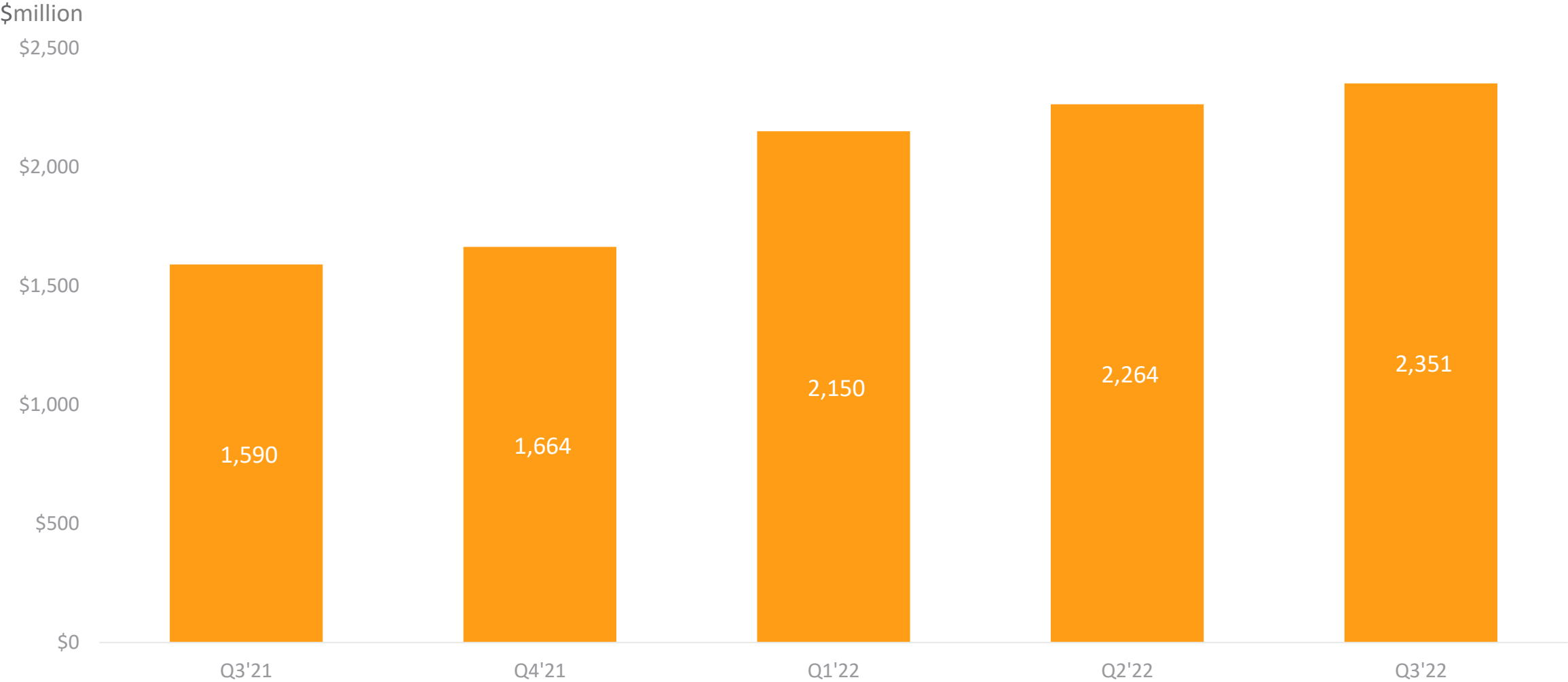
Fiscal Year Ending January 31

Calculated billings is defined in the Appendix. There are numerous factors that make year-over-year comparisons of calculated billings highly variable on a quarterly basis. Therefore, we do not believe it is a good indicator of the underlying momentum of our business, and we do not manage to it internally. Our subscription revenue guidance and calculated billings guidance for the full fiscal year are better indicators of our momentum.

¹Guidance issued on December 1, 2021



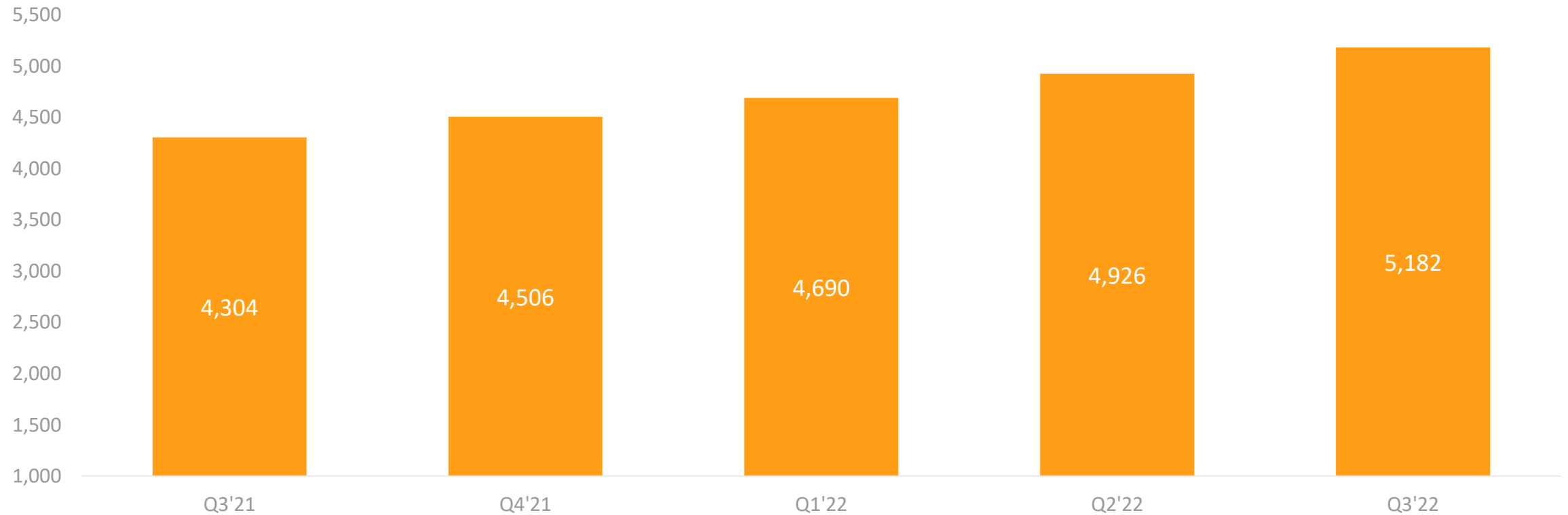
Cash, Cash Equivalents, and ST Investments – Quarterly



Fiscal Year Ending January 31



Employee Headcount – Quarterly



Quarterly Net Additions

280

202

184

236

256

Y/Y Growth

43%

29%

28%

22%

20%

Fiscal Year Ending January 31



FY 2022 Guidance

	Guidance
Total Revenue	\$1,843-1,845 million
Subscription Revenue	~\$1,482 million
Commercial Solutions Subscription Revenue	~\$872 million
R&D Solutions Subscription Revenue	~\$610 million
Services Revenue	\$361-363 million
Non-GAAP Operating Income	~\$753 million
Non-GAAP Fully Diluted Net Income per Share	~\$3.69
Calculated Billings	~\$1,940 million
Cash from Operations (excluding ETB)	~\$710 million

Guidance issued on December 1, 2021. We are not able, at this time, to provide GAAP targets for operating income and fully diluted net income per share for the fiscal year ending January 31, 2022 because of the difficulty of estimating certain items excluded from non-GAAP operating income and non-GAAP fully diluted net income per share that cannot be reasonably predicted, such as charges related to stock-based compensation expense. The effect of these excluded items may be significant.



Q4'22 Guidance

	Guidance
Total Revenue	\$478-480 million
Subscription Revenue	~\$394 million
Services Revenue	\$84-86 million
Non-GAAP Operating Income	\$181 million
Non-GAAP Fully Diluted Net Income per Share	\$0.88
Calculated Billings	~\$794 million

Guidance issued on December 1, 2021. We are not able, at this time, to provide GAAP targets for operating income and fully diluted net income per share for the fourth fiscal quarter ending January 31, 2022 because of the difficulty of estimating certain items excluded from non-GAAP operating income and non-GAAP fully diluted net income per share that cannot be reasonably predicted, such as charges related to stock-based compensation expense. The effect of these excluded items may be significant.



FY 2023 Initial Guidance

	Guidance
Total Revenue	\$2,150-2,170 million
Subscription Revenue	\$1,735-1,745 million
Non-GAAP Operating Margin	~38%

Guidance issued on December 1, 2021. We are not able, at this time, to provide GAAP targets for operating income for the fiscal year ending January 31, 2023 because of the difficulty of estimating certain items excluded from non-GAAP operating income that cannot be reasonably predicted, such as charges related to stock-based compensation expense. The effect of these excluded items may be significant.





Appendix

Current Revenue Alignment

	<u>FY2017</u>	<u>FY2018</u>	<u>FY2019</u>	<u>FY2020¹</u>	<u>Q1'FY21</u>	<u>Q2'FY21</u>	<u>Q3'FY21</u>	<u>Q4'FY21</u>	<u>FY2021¹</u>	<u>Q1'FY22</u>	<u>Q2'FY22</u>	<u>Q3'FY22</u>
Commercial Solutions	366.2	431.7	494.3	593.6	176.6	180.9	189.9	197.5	744.9	207.8	218.1	223.2
R&D Solutions	74.6	127.7	200.1	302.7	93.7	102.6	113.1	125.3	434.6	133.3	148.3	157.6
Total Subscription Services	440.8	559.4	694.5	896.3	270.2	283.5	302.9	322.8	1,179.5	341.1	366.4	380.7
Commercial Solutions	81.8	83.2	87.9	103.8	34.4	33.9	36.6	37.1	142.0	43.6	39.0	41.7
R&D Solutions	28.0	47.9	79.8	104.0	32.5	36.3	38.0	36.8	143.6	48.9	50.2	53.7
Total Professional Services and Other	109.7	131.1	167.7	207.8	66.9	70.2	74.6	73.9	285.6	92.5	89.2	95.4
Commercial Solutions	448.0	515.0	582.3	697.4	211.0	214.8	226.5	234.7	886.9	251.4	257.1	264.9
R&D Solutions	102.6	175.6	279.9	406.7	126.1	138.9	151.0	162.1	578.2	182.1	198.5	211.3
Total	550.5	690.6	862.2	1,104.1	337.1	353.7	377.5	396.8	1,465.1	433.6	455.6	476.1

During the fiscal quarter ended October 31, 2021, we changed the product areas under which we group revenues to Commercial Solutions and R&D Solutions to better align with how we manage our business and to reflect the principal functions served by our products. Commercial Solutions consist of our software, data, and analytics products built specifically to more efficiently and effectively commercialize their products. R&D Solutions consist of our clinical, regulatory, quality, and safety products. Revenues attributable to Vault PromoMats and Vault MedComms, applications used for commercial operations, are now reflected in Commercial Solutions. Prior periods have been adjusted to reflect the current revenue alignment. There were no changes to our total revenues.

¹ The Crossix and Physicians World acquisitions closed in the quarter ended January 31, 2020 and contributed an aggregate of \$20M in total revenue for the year ended January 31, 2020 and \$103M for the year ended January 31, 2021. On a subscription basis, the Crossix acquisition contributed \$14M in subscription services revenue for the year ended January 31, 2020 and \$79M for the year ended January 31, 2021.



Prior Revenue Alignment

	<u>FY2020¹</u>	<u>Q1'FY21</u>	<u>Q2'FY21</u>	<u>Q3'FY21</u>	<u>Q4'FY21</u>	<u>FY2021¹</u>	<u>Q1'FY22</u>	<u>Q2'FY22</u>	<u>Q3'FY22</u>
Commercial Cloud	468.6	142.6	144.8	152.5	159.4	599.2	168.5	176.1	179.8
Vault	427.7	127.7	138.7	150.5	163.4	580.3	172.7	190.4	200.9
Total Subscription Services	896.3	270.2	283.5	302.9	322.8	1,179.5	341.1	366.4	380.7
Commercial Cloud	76.3	27.4	26.6	29.1	30.4	113.5	36.0	32.2	34.9
Vault	131.4	39.5	43.6	45.5	43.6	172.1	56.4	57.0	60.5
Total Professional Services and Other	207.8	66.9	70.2	74.6	74.0	285.6	92.5	89.2	95.4
Commercial Cloud	545.0	170.0	171.4	181.6	189.8	712.7	204.5	208.2	214.7
Vault	559.1	167.2	182.3	195.9	207.0	752.3	229.1	247.4	261.4
Total	1,104.1	337.1	353.7	377.5	396.8	1,465.1	433.6	455.6	476.1

Prior to the fiscal quarter ended October 31, 2021, we grouped our revenues into two product areas: Commercial Cloud and Vault. During the fiscal quarter ended October 31, 2021, we changed the product areas under which we group revenues to Commercial Solutions and R&D Solutions to better align with how we manage our business and to reflect the principal functions served by our products. The table above reflects the prior revenue alignment and is provided for informational purposes only.

¹ The Crossix and Physicians World acquisitions closed in the quarter ended January 31, 2020 and contributed an aggregate of \$20M in total revenue for the year ended January 31, 2020 and \$103M for the year ended January 31, 2021. On a subscription basis, the Crossix acquisition contributed \$14M in subscription services revenue for the year ended January 31, 2020 and \$79M for the year ended January 31, 2021.



Appendix

- Excess Tax Benefit (ETB) – The realized tax benefit related to employee equity compensation, including the vesting of restricted stock units and the exercising and selling of stock options.
- Calculated Billings – Revenue for the period plus the change in deferred revenue from the immediately preceding period minus the change in unbilled accounts receivable from the immediately preceding period.



Reconciliation of GAAP to non-GAAP Measures

	FY'18	FY'19	FY'20	FY'21
Gross margin on total revenues on a GAAP basis	69.4 %	71.6 %	72.5 %	72.1 %
Stock-based compensation expense	1.4 %	1.4 %	1.8 %	2.2 %
Amortization of purchased intangibles	0.6 %	0.3 %	0.4 %	0.4 %
Gross margin on total revenues on a non-GAAP basis	<u>71.4 %</u>	<u>73.3 %</u>	<u>74.7 %</u>	<u>74.7 %</u>
	FY'18	FY'19	FY'20	FY'21
Gross margin on subscription services revenues on a GAAP basis	80.3 %	83.2 %	84.8 %	84.4 %
Stock-based compensation expense	0.3 %	0.2 %	0.3 %	0.4 %
Amortization of purchased intangibles	0.7 %	0.4 %	0.4 %	0.4 %
Gross margin on subscription services revenues on a non-GAAP basis	<u>81.2 %</u>	<u>83.8 %</u>	<u>85.5 %</u>	<u>85.2 %</u>
	FY'18	FY'19	FY'20	FY'21
Gross margin on professional services and other revenues on a GAAP basis	23.0 %	23.5 %	19.6 %	21.4 %
Stock-based compensation expense	6.5 %	6.3 %	8.4 %	9.7 %
Amortization of purchased intangibles	- %	- %	0.1 %	0.2 %
Gross margin on professional services and other revenues on a non-GAAP basis	<u>29.5 %</u>	<u>29.8 %</u>	<u>28.1 %</u>	<u>31.3 %</u>
	FY'18	FY'19	FY'20	FY'21
Research and development expense on a GAAP basis	\$ 132.0	\$ 158.8	\$ 209.9	\$ 294.2
Stock-based compensation expense	(17.8)	(22.1)	(37.0)	(63.5)
Deferred compensation associated with Zinc Ahead acquisition	(0.4)	(0.3)	-	-
Amortization of purchased intangibles	-	-	-	(0.1)
Research and development expense on a non-GAAP basis	<u>\$ 113.8</u>	<u>\$ 136.4</u>	<u>\$ 172.9</u>	<u>\$ 230.6</u>
	FY'18	FY'19	FY'20	FY'21
Sales and marketing expense on a GAAP basis	\$ 128.8	\$ 148.9	\$ 190.3	\$ 235.0
Stock-based compensation expense	(16.3)	(18.4)	(27.5)	(40.6)
Deferred compensation associated with Zinc Ahead acquisition	(0.1)	-	-	-
Amortization of purchased intangibles	(3.9)	(3.9)	(6.0)	(14.3)
Sales and marketing expense on a non-GAAP basis	<u>\$ 108.6</u>	<u>\$ 126.6</u>	<u>\$ 156.8</u>	<u>\$ 180.2</u>
	FY'18	FY'19	FY'20	FY'21
General and administrative expense on a GAAP basis	\$ 60.4	\$ 86.4	\$ 114.3	\$ 149.1
Stock-based compensation expense	(10.0)	(23.8)	(31.2)	(48.3)
Amortization of purchased intangibles	-	-	(0.1)	(0.2)
General and administrative expense on a non-GAAP basis	<u>\$ 50.4</u>	<u>\$ 62.6</u>	<u>\$ 83.0</u>	<u>\$ 100.5</u>



Reconciliation of GAAP to non-GAAP Measures

	FY'18	FY'19	FY'20	FY'21
Operating income on a GAAP basis	\$ 157.9	\$ 222.9	\$ 286.2	\$ 377.8
Stock-based compensation expense	54.0	76.4	115.9	185.0
Amortization of purchased intangibles	7.8	7.0	10.1	20.0
Deferred compensation associated with Zinc Ahead acquisition	0.5	0.3	-	-
Operating income on a non-GAAP basis	<u>\$ 220.2</u>	<u>\$ 306.6</u>	<u>\$ 412.2</u>	<u>\$ 582.8</u>
	FY'18	FY'19	FY'20	FY'21
Operating margin on a GAAP basis	22.9 %	25.8 %	25.9 %	25.8 %
Stock-based compensation expense	7.7 %	8.9 %	10.5 %	12.6 %
Amortization of purchased intangibles	1.1 %	0.9 %	0.9 %	1.4 %
Deferred compensation associated with Zinc Ahead acquisition	0.1 %	- %	- %	- %
Operating margin on a non-GAAP basis	<u>31.8 %</u>	<u>35.6 %</u>	<u>37.3 %</u>	<u>39.8 %</u>



Reconciliation of GAAP to non-GAAP Measures

	Q3 FY'21	Q4 FY'21	Q1 FY22	Q2 FY22	Q3 FY22
Gross margin on total revenues on a GAAP basis	72.7 %	71.3 %	73.2 %	73.2 %	72.8 %
Stock-based compensation expense	2.3 %	2.3 %	1.9 %	2.4 %	2.3 %
Amortization of purchased intangibles	0.3 %	0.3 %	0.3 %	0.2 %	0.2 %
Gross margin on total revenues on a non-GAAP basis	<u>75.3 %</u>	<u>73.9 %</u>	<u>75.4 %</u>	<u>75.8 %</u>	<u>75.3 %</u>
	Q3 FY'21	Q4 FY'21	Q1 FY22	Q2 FY22	Q3 FY22
Gross margin on subscription services revenues on a GAAP basis	84.9 %	83.9 %	85.0 %	85.3 %	84.3 %
Stock-based compensation expense	0.4 %	0.4 %	0.3 %	0.4 %	0.3 %
Amortization of purchased intangibles	0.4 %	0.3 %	0.2 %	0.2 %	0.3 %
Gross margin on subscription services revenues on a non-GAAP basis	<u>85.7 %</u>	<u>84.6 %</u>	<u>85.5 %</u>	<u>85.9 %</u>	<u>84.9 %</u>
	Q3 FY'21	Q4 FY'21	Q1 FY22	Q2 FY22	Q3 FY22
Gross margin on professional services and other revenues on a GAAP basis	23.4 %	16.5 %	29.8 %	23.5 %	26.7 %
Stock-based compensation expense	10.1 %	10.5 %	8.0 %	10.7 %	10.1 %
Amortization of purchased intangibles	0.2 %	0.2 %	0.2 %	0.2 %	0.1 %
Gross margin on professional services and other revenues on a non-GAAP basis	<u>33.7 %</u>	<u>27.2 %</u>	<u>38.0 %</u>	<u>34.4 %</u>	<u>36.9 %</u>
	Q3 FY'21	Q4 FY'21	Q1 FY22	Q2 FY22	Q3 FY22
Operating income on a GAAP basis	\$ 101.3	\$ 98.8	\$ 128.4	\$ 124.6	\$ 132.7
Stock-based compensation expense	49.0	49.8	48.5	62.4	62.0
Amortization of purchased intangibles	5.3	4.6	4.4	4.6	4.7
Operating income on a non-GAAP basis	<u>\$ 155.5</u>	<u>\$ 153.2</u>	<u>\$ 181.4</u>	<u>\$ 191.6</u>	<u>\$ 199.4</u>
	Q3 FY'21	Q4 FY'21	Q1 FY22	Q2 FY22	Q3 FY22
Operating margin on a GAAP basis	26.8 %	24.9 %	29.6 %	27.4 %	27.9 %
Stock-based compensation expense	13.0 %	12.5 %	11.2 %	13.7 %	13.0 %
Amortization of purchased intangibles	1.4 %	1.2 %	1.0 %	1.0 %	1.0 %
Operating margin on a non-GAAP basis	<u>41.2 %</u>	<u>38.6 %</u>	<u>41.8 %</u>	<u>42.1 %</u>	<u>41.9 %</u>

