

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
Number: 3235-0101  
Date: July 31, 2023  
Estimated average burden  
per response: 1.00  
SEC USE ONLY

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SEC USE ONLY
DOCUMENT SEQUENCE NO.
CUSIP NUMBER

OMB APPROVAL	
OMB Number:	3235-0101
Expires:	July 31, 2023
Estimated average burden hours per response	1.00
SEC USE ONLY	
DOCUMENT SEQUENCE NO.	
CUSIP NUMBER	
WORK LOCATION	
(e) TELEPHONE NO.	
AREA CODE	NUMBER
925	452 6520
STATE	ZIP CODE
Pleasanton CA 9	

OMB APPROVAL	
OMB Number:	3235-0101
Expires:	July 31, 2023
Estimated average burden hours per response	1.00
SEC USE ONLY	
DOCUMENT SEQUENCE NO.	
CUSIP NUMBER	
WORK LOCATION	
(e) TELEPHONE NO.	
AREA CODE	NUMBER
925	452 6520
STATE	ZIP CODE
Pleasanton CA 9	

5.E.C. File Number.

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CUSIP NUMBER	
WORK LOCATION	
(e) TELEPHONE NO.	
AREA CODE	NUMBER
925	452 6520
STATE	ZIP CODE
Pleasanton CA 94566	
SEC. F. File Number.	
Approximate Date of Sale (See instr. 3(f)) O. DAY YR.	(g) Name of Each Securities Exchange (See instr. 3(g))
1/14/2021	NYSE

3. (a) Title of the class of securities to be sold

- |   |   |
|---|---|
| OMB APPROVAL  |   |
| OMB Number: 3235-0101                               |   |
| Expires: July 31, 2023                              |   |
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| SEC USE ONLY  |   |
| DOCUMENT SEQUENCE NO.                               |   |
| CUSIP NUMBER  |   |
| WORK LOCATION                                       |   |
| (g) TELEPHONE NO.                                   |   |
| AREA CODE   | NUMBER  |
| 925   | 452 6520  |
| STATE   | ZIP CODE  |
| Pleasanton CA 94566                                 |   |
| SEC. F. File Number.                                |   |
| Approximate<br>Date of Sale<br>(See instr. 3(f))    | (g) Name of Each<br>Securities<br>Exchange<br>(See instr. 3(g)) |
| O. DAY YR.)   |   |
| 1/14/2021   | NYSE  |

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DOCUMENT SEQUENCE NO.	
CUSIP NUMBER	
WORK LOCATION	
(e) TELEPHONE NO.	
AREA CODE	NUMBER
925	452 6580
STATE	ZIP CODE
Pleasanton CA 9	
S.E.C. File Number.	
Approximate Date of Sale (See instr. 3(f)) Q. DAY YR.)	(e) Name of Each Securities Exchange (See instr. 3(g))
1/14/2021	NYSE

# TABLE I — SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common	3/10/13	Employee Stock Option	Veeva Systems Inc.	15,000	3/10/13	Cash

## INSTRUCTIONS:

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

## TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
See attached				

REMARKS: The sales of shares set forth herein are made in connection with a selling plan dated 4/14/21 that is intended to comply with Rule 10b5-1(c). The representation below regarding the seller's knowledge of material information was true as of the date the selling plan was entered into.

## INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (c) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION: The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

9/14/2021  
4/14/2021  
DATE OF NOTICE  
DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION,  
IF RELYING ON RULE 10b5-1

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

(SIGNATURE)

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

Account Name	Transaction Date	Transaction Type	Qty	Symbol	Description	Settlement Amount
Matthew Wallach c/o Veeva Systems 4280 Hacienda Drive Pleasanton, CA 94588	23-Aug-21	Sale	5,000	VEEV	VEEVA SYSTEMS INC CMN	\$ 1,611,108.28
	15-Jul-21	Sale	5,000	VEEV	VEEVA SYSTEMS INC CMN	\$ 1,562,439.03
	8-Jun-21	Sale	5,000	VEEV	VEEVA SYSTEMS INC CMN	\$ 1,475,327.47