

VEEVA SYSTEMS INC  
Form 4  
April 16, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Sohn Young A

2. Issuer Name and Ticker or Trading Symbol  
VEEVA SYSTEMS INC [VEEV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O VEEVA SYSTEMS INC., 4637 CHABOT DRIVE, SUITE 210

04/14/2014

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PLEASANTON, CA 94588

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Class A Common Stock            | 04/14/2014                           |  | C                              | 25,000  | A \$ 0  | 25,000   | D   |
| Class A Common Stock            | 04/14/2014                           |  | S <sup>(1)</sup>               | 6,270   | D \$ 21.0214  | 18,730   | D   |
| Class A Common Stock            | 04/14/2014                           |  | S <sup>(1)</sup>               | 18,730  | D \$ 21.9422  | 0  | D   |
| Class A Common Stock            | 04/15/2014                           |  | C                              | 25,000  | A \$ 0  | 25,000   | D   |

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Stock

|                            |            |              |        |   |                             |   |   |
|----------------------------|------------|--------------|--------|---|-----------------------------|---|---|
| Class A<br>Common<br>Stock | 04/15/2014 | <u>S</u> (1) | 25,000 | D | \$<br>21.5469<br><u>(4)</u> | 0 | D |
|----------------------------|------------|--------------|--------|---|-----------------------------|---|---|

|                            |            |   |       |   |      |       |   |
|----------------------------|------------|---|-------|---|------|-------|---|
| Class A<br>Common<br>Stock | 04/14/2014 | C | 2,500 | A | \$ 0 | 2,500 | I |
|----------------------------|------------|---|-------|---|------|-------|---|

|                            |            |              |       |   |          |   |   |
|----------------------------|------------|--------------|-------|---|----------|---|---|
| Class A<br>Common<br>Stock | 04/14/2014 | <u>S</u> (1) | 2,500 | D | \$ 20.43 | 0 | I |
|----------------------------|------------|--------------|-------|---|----------|---|---|

|                            |            |   |       |   |      |       |   |
|----------------------------|------------|---|-------|---|------|-------|---|
| Class A<br>Common<br>Stock | 04/15/2014 | C | 2,500 | A | \$ 0 | 2,500 | I |
|----------------------------|------------|---|-------|---|------|-------|---|

|                            |            |              |       |   |          |   |   |
|----------------------------|------------|--------------|-------|---|----------|---|---|
| Class A<br>Common<br>Stock | 04/15/2014 | <u>S</u> (1) | 2,500 | D | \$ 21.58 | 0 | I |
|----------------------------|------------|--------------|-------|---|----------|---|---|

By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(5)</sup>

By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(5)</sup>

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By  
Young  
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Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(5)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of  
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SEC 1474  
(9-02)

required to respond unless the form displays a currently valid OMB control number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. P                 |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount or Number of Shares |
| Class B Common Stock                       | (6)  | 04/14/2014                           |  | C                              | 25,000  | (6)  | (6)   | Class A Common Stock | 25,000                     |
| Class B Common Stock                       | (6)  | 04/15/2014                           |  | C                              | 25,000  | (6)  | (6)   | Class A Common Stock | 25,000                     |
| Class B Common Stock                       | (6)  | 04/14/2014                           |  | C                              | 2,500   | (6)  | (6)   | Class A Common Stock | 2,500                      |
| Class B Common Stock                       | (6)  | 04/15/2014                           |  | C                              | 2,500   | (6)  | (6)   | Class A Common Stock | 2,500                      |

## Reporting Owners

Reporting Owner Name / Address Relationships

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Director   10% Owner   Officer   Other

Sohn Young A  
C/O VEEVA SYSTEMS INC.  
4637 CHABOT DRIVE, SUITE 210      X      X  
PLEASANTON, CA 94588

## Signatures

/s/ Meaghan Nelson,  
attorney-in-fact      04/16/2014

\_\_Signature of Reporting Person      Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported on this Form 4 were effected pursuant to Rule 10b5-1 trading plans adopted by the reporting person on December 30, 2013.  
  
The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.4300 to \$21.4299 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (4).
- (2) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$21.4300 to \$22.3000 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (4).
- (3) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$21.0000 to \$21.9700 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (4).
- (4) Shares held by the Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 (the "Sohn GRAT"). The Reporting Person is a trustee and beneficiary of the Sohn GRAT and may be deemed to share voting and dispositive power with regard to the reported shares held by the Sohn GRAT.
- (5) Each share of Class B Common Stock is convertible, at any time at the option of the holder, into one (1) share of Class A Common Stock and has no expiration date. In addition, each share of Class B Common Stock will convert automatically into one (1) share of Class A Common Stock upon any transfer, whether or not for value, which occurs after the closing of the IPO, except for certain permitted transfers described in, and transfers to any "permitted transferee" as defined in, the Issuer's restated certificate of incorporation in effect after the closing of the IPO. All shares of Class A and Class B Common Stock will convert automatically into shares of a single class of Common Stock upon the earliest to occur of the following: (a) upon the election by the holders of a majority of the then outstanding shares of Class B Common Stock or (b) October 15, 2023.
- (6)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.