

VEEVA SYSTEMS INC  
Form 4  
March 17, 2016

**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 \*  
Cabral Timothy S

(Last) (First) (Middle)

C/O VEEVA SYSTEMS INC., 4280 HACIENDA DRIVE

(Street)

PLEASANTON, CA 94588

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
03/15/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

Chief Financial Officer

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

**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)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	03/15/2016 <sup>(1)</sup>		C		11,500 A \$ 0	12,066	D
Class A Common Stock	03/15/2016		S <sup>(2)</sup>		11,400 D \$ 25.456 <sup>(3)</sup>	666	D
Class A Common Stock	03/15/2016		S <sup>(2)</sup>		100 D \$ 26.275	566	D
Class A Common	03/15/2016 <sup>(1)</sup>		C		20,000 A \$ 0	20,566	D

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Stock									
Class A Common Stock	03/15/2016		S <sup>(2)</sup>	19,697	D	\$ 25.4528 <u>(4)</u>	869		D
Class A Common Stock	03/15/2016		S <sup>(2)</sup>	303	D	\$ 26.301 <u>(5)</u>	566		D
Class A Common Stock	03/15/2016 <sup>(1)</sup>		C	4,375	A	\$ 0	4,375		I
									by TC 2013 Annuity Trust <sup>(6)</sup>
Class A Common Stock	03/15/2016		S <sup>(2)</sup>	4,375	D	\$ 25.45 <u>(7)</u>	0		I
									by TC 2013 Annuity Trust <sup>(6)</sup>

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

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(9-02)

**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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Class B Common Stock	<u>(8)</u>	03/15/2016 <sup>(1)</sup>		C		<u>(8)</u> <u>(8)</u>	Class A Common Stock 11,500
Stock Option (right to purchase)	\$ 3.92	03/15/2016 <sup>(1)</sup>		M		<u>(9)</u> 03/09/2023	Class B Common Stock 20,000
Class B Common Stock	<u>(8)</u>	03/15/2016 <sup>(1)</sup>		A	20,000	<u>(8)</u> <u>(8)</u>	Class A Common Stock 20,000
Class B Common	<u>(8)</u>	03/15/2016 <sup>(1)</sup>		C	20,000	<u>(8)</u> <u>(8)</u>	Class A Common 20,000



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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.

(9) The option shares are fully vested and may be exercised at any time.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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