

VEEVA SYSTEMS INC  
Form 4  
September 11, 2015

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

OMB APPROVAL

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**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 \*  
Ritter Gordon  
  
(Last) (First) (Middle)

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

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

C/O EMERGENCE CAPITAL, 160 BOVET ROAD, STE. 300  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
09/09/2015

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

SAN MATEO, CA 94402  
  
(City) (State) (Zip)

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

**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            | 09/09/2015                           |                                                    | S <sup>(1)</sup>               | 2,300 D                                                           | \$ 25.3004<br><u>(2)</u>                                                                      | 318,147 I                                                | By the Ritter-Metzler Revocable Trust dated November 6, 2000 <sup>(3)</sup> |
| Class A Common Stock            | 09/10/2015                           |                                                    | S <sup>(1)</sup>               | 2,300 D                                                           | \$ 25.4976<br><u>(4)</u>                                                                      | 315,847 I                                                | By the Ritter-Metzler Revocable Trust dated November 6, 2000 <sup>(3)</sup> |



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of his pecuniary interest therein.

- (4) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$25.3300 to \$25.7400 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).

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.