

Cabral Timothy S  
 Form 4  
 September 07, 2018

**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 \*  
 Cabral Timothy S

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)  
 C/O VEEVA SYSTEMS INC., 4280 HACIENDA DRIVE

3. Date of Earliest Transaction (Month/Day/Year)  
 09/05/2018

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

Chief Financial Officer

(Street)  
 PLEASANTON, CA 94588

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Class A Common Stock            | 09/05/2018 <sup>(1)</sup>            |  | C                              |   | 30,000  | A  | \$ 0  |
| Class A Common Stock            | 09/05/2018 <sup>(1)</sup>            |  | C                              |   | 10,000  | A  | \$ 0  |
| Class A Common Stock            | 09/05/2018                           |  | S <sup>(2)</sup>               |   | 5,657   | D  | \$ 99.0148 <sup>(3)</sup>                             |
| Class A Common Stock            | 09/05/2018                           |  | S <sup>(2)</sup>               |   | 9,270   | D  | \$ 99.9127 <sup>(4)</sup>                             |
|                                 |                                      |  |                                |   | 34,343  | D  |   |
|                                 |                                      |  |                                |   | 25,073  | D  |   |

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|                            |                           |  |                  |        |   |                        |        |   |  |
|----------------------------|---------------------------|--|------------------|--------|---|------------------------|--------|---|--|
| Stock                      |                           |  |                  |        |   |                        |        |   |  |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 3,200  | D | \$<br>101.0458<br>(5)  | 21,873 | D |  |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 15,192 | D | \$<br>101.9771<br>(6)  | 6,681  | D |  |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 5,681  | D | \$<br>102.8568<br>(7)  | 1,000  | D |  |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 1,000  | D | \$ 103.52              | 0      | D |  |
| Class A<br>Common<br>Stock | 09/05/2018 <sup>(1)</sup> |  | C                | 10,000 | A | \$ 0                   | 10,000 | I | By TC<br>2103<br>Annuity<br>Trust <sup>(8)</sup> |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 7,397  | D | \$ 102.558<br>(9)      | 2,603  | I | By TC<br>2013<br>Annuity<br>Trust <sup>(8)</sup> |
| Class A<br>Common<br>Stock | 09/05/2018                |  | S <sup>(2)</sup> | 2,603  | D | \$<br>103.3256<br>(10) | 0      | I | By TC<br>2013<br>Annuity<br>Trust <sup>(8)</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 |
| Stock Option                               | \$ 3.92  | 09/05/2018 <sup>(1)</sup>            |  | M                              | V (A) (D)   | (11)   | 03/09/2023  | Class B Common | 30,000                     |

(right to purchase)

| Class                | Quantity | Date                      | Class | Quantity | Class | Quantity | Class                | Quantity |
|----------------------|----------|---------------------------|-------|----------|-------|----------|----------------------|----------|
| Class B Common Stock | (12)     | 09/05/2018 <sup>(1)</sup> | A     | 30,000   | (12)  | (12)     | Class A Common Stock | 30,000   |
| Class B Common Stock | (12)     | 09/05/2018 <sup>(1)</sup> | C     | 30,000   | (12)  | (12)     | Class A Common Stock | 30,000   |
| Class B Common Stock | (12)     | 09/05/2018 <sup>(1)</sup> | C     | 10,000   | (12)  | (12)     | Class A Common Stock | 10,000   |
| Class B Common Stock | (12)     | 09/05/2018 <sup>(1)</sup> | C     | 10,000   | (12)  | (12)     | Class A Common Stock | 10,000   |

### Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| Cabral Timothy S<br>C/O VEEVA SYSTEMS INC.<br>4280 HACIENDA DRIVE<br>PLEASANTON, CA 94588 |               |           | Chief Financial Officer |       |

### Signatures

/s/ Meaghan S. Nelson,  
attorney-in-fact  
Date: 09/07/2018  
\*\*Signature of Reporting Person

### 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) Transaction exempt from Section 16(b) of the Securities Exchange Act of 1934 (the "Act") pursuant to Rule 16b-6(b) promulgated under the Act.
- (2) The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.  
The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$98.3900 to \$99.3700 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.
- (3) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$99.4200 to \$100.3900 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) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$100.4600 to \$101.4300 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.
- (5) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$100.4600 to \$101.4300 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.

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separate price within the range set forth in this footnote.

- (6) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$101.5200 to \$102.5100 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 (6).

- (7) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$102.5200 to \$103.3300 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.

- (8) Shares held by the TC 2013 Annuity Trust (the "TC Trust"). The Reporting Person is a trustee and beneficiary of the TC Trust and may be deemed to share voting and dispositive power with regard to the reported shares held by the TC Trust.

- (9) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$102.0400 to \$103.0000 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.

- (10) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$103.0900 to \$103.5200 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.

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

- 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.

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.