

VEEVA SYSTEMS INC  
Form 3  
March 25, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 \*

Â Lequient Frederic  
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)  
03/23/2016

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

4. Relationship of Reporting Person(s) to Issuer

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

(Check all applicable)

C/O VEEVA SYSTEMS INC,Â 4280 HACIENDA DRIVE

(Street)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
SVP Global Customer Service

PLEASANTON,Â CAÂ 94588

(City) (State) (Zip)

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 Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable Expiration Date Title Amount or Number of

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				Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy) <u>(1)</u>	03/01/2017 <sup>(2)</sup>	03/02/2026	Class A Common Stock	100,000	\$ 25.7	D	Â
Restricted Stock Units <u>(1)</u> <u>(3)</u>	06/01/2016 <sup>(4)</sup>	03/01/2020	Class A Common Stock	36,000	\$ 0	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lequient Frederic C/O VEEVA SYSTEMS INC. 4280 HACIENDA DRIVE PLEASANTON, CA 94588	Â	Â	Â SVP Global Customer Service	Â

## Signatures

/s/ Brian N. Savage,  
attorney-in-fact

03/25/2016

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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-3(d) promulgated under the Act.
- The options were granted under the Issuer's 2013 Equity Incentive Plan ("Plan"). The Reporting Person vests ownership in this option
- (2) over five years, with 20% of the shares subject to the award vesting March 1, 2017, and 1/20 of the shares vesting on a quarterly basis thereafter, subject to continued service to the Issuer by the Reporting Person.
- (3) Each Restricted Stock Unit ("RSU") represents a contingent right to receive one share of Class A Common Stock of the Issuer.
- The RSUs were granted under the Plan. The Reporting Person vests ownership in the RSUs over four years, with 6.25% of the RSUs will
- (4) vesting on June 1, 2016, and 1/16 of the RSUs vesting on a quarterly basis thereafter, subject to continued service to the Issuer by the Reporting Person.

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.