

VEEVA SYSTEMS INC  
Form 4  
September 09, 2016

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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)  
09/07/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

Chief Financial Officer

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 (D) Price			
Class A Common Stock	09/07/2016		S <sup>(1)</sup>	566 D \$ 40.53	0	D	
Class A Common Stock	09/07/2016 <sup>(2)</sup>		C	34,434 A \$ 0	34,434	D	
Class A Common Stock	09/07/2016		S <sup>(1)</sup>	34,434 D \$ 40.7745	0	D	
Class A Common Stock	09/07/2016 <sup>(2)</sup>		C	4,375 A \$ 0	4,375	I	by TC 2013

Edgar Filing: VEEVA SYSTEMS INC - Form 4

								Annuity Trust <sup>(4)</sup>	
Class A Common Stock	09/07/2016		S <sup>(1)</sup>	4,375	D	\$ 40.6679 <sup>(5)</sup>	0	I	by TC 2013 Annuity Trust <sup>(4)</sup>
Class A Common Stock	09/08/2016 <sup>(2)</sup>		C	3,066	A	\$ 0	3,066	D	
Class A Common Stock	09/08/2016		S <sup>(1)</sup>	3,066	D	\$ 49.8937 <sup>(6)</sup>	0	D	

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

**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.**

SEC 1474 (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)	Amount or Number of Shares		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to purchase)	\$ 3.92	09/07/2016 <sup>(2)</sup>		M		34,434 <sup>(7)</sup>	03/09/2023	Class B Common Stock	34,434	
Class B Common Stock	<sup>(8)</sup>	09/07/2016 <sup>(2)</sup>		A		34,434	<sup>(8)</sup>	Class A Common Stock	34,434	
Class B Common Stock	<sup>(8)</sup>	09/07/2016 <sup>(2)</sup>		C		34,434	<sup>(8)</sup>	Class A Common Stock	34,434	
Class B Common Stock	<sup>(8)</sup>	09/07/2016 <sup>(2)</sup>		C		4,375	<sup>(8)</sup>	Class A Common Stock	4,375	
Stock	\$ 3.92	09/08/2016 <sup>(2)</sup>		M		3,066	<sup>(7)</sup>	03/09/2023	Class B	3,066

Option (right to purchase)								Common Stock
Class B Common Stock	(8)	09/08/2016	A	3,066	(8)	(8)		Class A Common Stock 3,0
Class B Common Stock	(8)	09/08/2016	C	3,066	(8)	(8)		Class A Common Stock 3,0

## Reporting Owners

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

## Signatures

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

09/09/2016

\*\*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 a Rule 10b5-1 trading plan adopted by the Reporting Person.
- (2) 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.  
  
The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.5300 to \$41.2600 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).
- (3) 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.  
  
The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.5300 to \$40.8700 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).
- (5) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.7500 to \$40.9900 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).
- (6) The option shares are fully vested and may be exercised at any time.
- (7) 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

## Edgar Filing: VEEVA SYSTEMS INC - Form 4

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.