

BelHealth Investment Partners Announces Close of Previously Announced Sale of Qforma’s Key Opinion Leader (KOL) Solutions Business to Veeva Systems

New York, NY – April 6, 2015 – BelHealth Investment Partners (“BelHealth”), a healthcare-focused private equity firm, announced the close of the previously announced sale of Qforma’s Key Opinion Leader (“KOL”) Solutions Business known as Qforma CrowdLink to Veeva Systems (NYSE: VEEV).

Qforma’s CrowdLink is a leading global solution for KOL data and services for life sciences’ brand, medical, and market access teams. As part of the all-cash transaction, Veeva Systems acquired the outstanding equity interests of Mederi AG, a BelHealth portfolio company, as well as selected other KOL related business assets of Qforma, Inc. and other affiliated entities.

Inder Tallur, BelHealth Managing Director said, “We are excited to announce the sale of Qforma’s CrowdLink to Veeva Systems and we believe the partnership between Qforma and Veeva Systems is a perfect fit.”

Kilian Weiss, Qforma’s CEO added, “BelHealth was a terrific partner and provided the institutional resources and support that allowed CrowdLink to achieve its goals. We are excited to partner with Veeva Systems through our next growth phase. Veeva Systems, with its broad network and complementary products, will provide the ideal platform to exponentially grow the business.”

About Qforma

Qforma is a leading provider of advanced analytics for the life sciences industry. Based on advanced data and analytics, Qforma helps its clients to understand, monitor and predict behavior in all relevant communities. Qforma applies its intelligence hub platform to optimize promotional campaigns, manage key influencers and execute product launches. Our enterprise solutions have helped clients around the world to increase company value.

About BelHealth Investment Partners

BelHealth Investment Partners, based in New York, is a healthcare private equity firm focused on lower middle market companies. BelHealth acquires majority positions in entrepreneur-owned companies we believe would benefit from our vast operating and private equity experience. The firm typically invests \$20-40 million per platform company across four healthcare segments: Services, Products, Distribution and Information Technology. Applying an active, hands-on approach, BelHealth utilizes its experience to support management to drive revenue, profit growth and achieve superior returns for our investors and partners.

For further information, please visit:

BelHealth Investment Partners: www.belhealth.com

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