Nielsen environmental policy and guidelines

Updated May 2023

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Our environmental approach

Our environmental commitment

As part of Nielsen's purpose to power a better media future for all people, we strive every day to engage our people, processes, data and technology to make Nielsen a more responsible company and to enable a more equitable world, where everyone is included and everyone counts. The vitality of our business is closely linked to the health of the markets and communities where we operate. Sound environmental management is central to the sustainability of our business and operations over the long term. Through our climate justice commitment, we protect and restore our natural environment by better managing our resources. We recognize that it is also important to our employees, clients, communities and other stakeholders.

Environmental, social and governance (ESG) management has continued to be a priority for Nielsen. The intersectionality of social and environmental issues, particularly for vulnerable populations, has further emphasized the urgent importance and potential of business-led climate change mitigation efforts.

As a result, in addition to responding to growing customer expectations and complying with laws and regulatory requirements, we also seek to reduce any adverse environmental effects of our products, services and business operations during design, creation, use and overall lifecycle management. We recognize the unique power of our data and insights; through our wide-ranging tools and services focused on innovation and predicting future audience needs and preferences, we can help our clients optimize the value of their investments and growth strategies in a rapidly changing world.

With that, we aim to work alongside our clients and other stakeholders to facilitate a lower-carbon economy based on available information and technology. We also engage and collaborate with our supplier network to improve their overall performance and minimize the environmental impact of our business. Overall, we work to proactively and openly engage with our stakeholders about our environmental commitments and performance, and we encourage them to share their feedback with us on an ongoing basis.

Change to Nielsen's business in 2022

In October 2022, Nielsen was acquired by a private equity consortium led by Elliott Investment Management L.P. and Brookfield Business Partners L.P., together with its institutional partners. With the completion of the transaction, Nielsen's shares ceased trading on the New York Stock Exchange beginning October 12, 2022, marking our transition to a private company. Nielsen continues to remain strongly committed to operating our business responsibly and sustainably as we work to power a better media future for all people, providing the media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function.

Our environmental strategy

Building a foundation

Through cross-functional collaborations, our corporate citizenship efforts drive forward our commitment toward environmental awareness globally to reduce negative impacts of our environmental footprint and advance relevant opportunities. Our sustainability strategy is built on three key pillars:

Infrastructure

Identify and establish effective and impactful tools and processes for our offices, data centers and people to enable and promote awareness and advocacy.

Awareness

Facilitate employee and stakeholder engagement, participation and commitment to Nielsen's sustainability program and focus on climate justice.

Advocacy

Identify and champion opportunities to efficiently manage and reduce Nielsen's resource consumption and environmental footprint.

Understanding what's critical

Climate change impacts every region and industry, and has an effect on consumer needs and behavior patterns, as well as on Nielsen's clients' needs. We prioritize and drive our environmental strategy through the following assessments:

- **Assessment of ESG key areas**: Our ESG assessments have identified the universe of ESG areas, impacts, risks and opportunities that may be important to our company and our stakeholders. These highlight focus areas as fundamental "table stakes" for our company to drive sustainable operations. These regular assessments incorporate input and feedback from internal and external stakeholders, including our people, suppliers and external advocacy groups. Among other inputs, this feedback has helped determine the environmental issues that are most critical to our business, and where we have the ability to make a relevant impact.

  Nielsen's approach to operational sustainability in areas such as waste management, energy management and business travel continue to be most relevant. While water use and sustainable forestry are not as significant at this time in terms of Nielsen's direct operations, they are recognized as societal issues that affect our employees, suppliers and other stakeholders around the world.

- **Climate risk assessments**: In recognition of both the reality of climate change and the opportunities it presents for increased efficiency and effectiveness, Nielsen periodically conducts global climate risk assessments to identify the climate-related physical and transitional risks to the business. Our first risk assessment, conducted in 2018, highlighted potential climate risks—such as exposure of physical infrastructure to rising seas and intensifying storms and carbon pricing in some locations—as well as opportunities like driving awareness of the climate crisis across industries and helping clients meet evolving consumer needs.

  In early 2022, we completed an updated assessment, investigating physical and transitional risks to our business. The findings of the assessment inform our climate-related risk management strategy and guide our work to identify and implement mitigation opportunities to build a more resilient and sustainable business.

  The **physical risk** assessment has uncovered how business assets integral to our operations— such as our facilities and equipment—are affected by extreme weather events (e.g., hurricanes, floods, etc.) and changing climate patterns (e.g., drought, sea-level rise, etc.).

  The **transitional risk** assessment—which looks at the business impact of an organization's transition to a lower carbon economy—has considered the implications associated with current and emerging regulatory pressures related to climate change (e.g., carbon pricing mechanisms), technological and market changes and potential reputational risks.

  The physical and transition risk assessments consider three climate scenarios, namely Shared Socioeconomic Pathways (SSP), with varying levels of collective global action and temperature rise. The assessments also review risk impacts over the short-, medium- and long-term and assign estimated financial impacts to Nielsen for relevant risks.

  After completion of the climate risk assessment, Nielsen teams have worked to understand and integrate the findings and mitigation efforts into our operations. These teams include, but are not limited to, Corporate Citizenship, Real Estate, Security, Business Resiliency, Risk & Insurance, Technology, Global Procurement and Infrastructure; they continue to work together to identify and implement resiliency measures that can secure our business and people's safety in the face of potential exposure to risk.

Our people

We empower our employees to identify, lead and participate in environmental projects that are unique to our business and footprint. We seek to generate awareness, dialogue and action around climate change among our employees, and encourage behavior that will help address the challenges to environmental justice. To that end, we invite all to explore opportunities at the grassroots level and come together to drive socio-environmental initiatives.

Nielsen people around the world take a hands-on approach when it comes to taking care of their communities and environment. Their volunteering efforts foster education, awareness and behavior change in how we interact with our environment.

Over the years, with the changes in the social and environmental ecosystem, and increasing remote and flexible work structures, our volunteers have continued to find new ways to engage with each other, our neighbors, our community and our environment, growing the focus of our responsible practices to our homes, our communities and virtual volunteering, where needed. Our global Green Business Resource Group (BRG) enables greater employee engagement and leadership visibility for employee-driven environmental initiatives. Our volunteers continue to implement a number of unique initiatives, such as engaging organizations to bring awareness and action around environmental and energy justice and the role of policies in environmental activism, hosting internal podcasts highlighting leaders and work across our BRGs and communities, coordinating maintenance of facility-based gardens through the challenging times, running remote waste management and energy efficiency drives and raising funds to support local environmental organizations.

Nielsen continues to celebrate these contributions through our internal recognition programs and quarterly Diversity & Citizenship Champions recognition.

Our data collection & resource usage tracking

Nielsen is committed to monitoring our environmental performance and reporting regularly on environmental issues. By focusing on collecting data and metrics, we have been able to build a strong baseline to support and drive our global environmental strategy. Nielsen extends its commitment to managing its footprint through an ongoing data collection process, tracking and reporting on its global resource usage. The following is a selection of the data collected through this process:

- Facility-based utilities, such as water consumption, electricity usage, waste generation and fuel (e.g., natural gas, diesel, etc.)
- Global business travel and employee commuting
- Fuel usage from Nielsen's global fleet
- Supplier-based emission information, where available
- Global paper purchase, where available
- Recycled electronics

Through a third-party tool for our greenhouse gas (GHG) emissions calculations and resource management—Portfolio Environmental & Energy Reporting System (PEERS)—Nielsen measures and annually reports on our Scope 1 direct emissions, Scope 2 location-based and market-based indirect emissions and Scope 3 indirect (other) emissions. PEERS is a proprietary energy management tool developed by our global real estate services provider, Jones Lang LaSalle (JLL), to capture, analyze and report energy data. Nielsen also retains ProKarma, a third-party utility bill processor, to enter utility bill data into a database, which is then electronically conveyed from ProKarma into PEERS. All work is done in accordance with the Greenhouse Gas Protocol guidelines.

Nielsen's 2022 environmental data will be reported in the 2023 ESG Report, which will be available on Nielsen.com. Previous ESG reports, also available on the same site, include historical data from 2017–2021.

Setting environmental targets

Nielsen continues to review our operations to set forward-looking environmental goals and KPIs across waste, energy and travel management. In 2021, we set the following new or updated targets:

Energy

By 2024, we will reduce our on-premise physical server footprint to 10% of Nielsen's overall physical servers.

Travel

By 2024, we will reduce our business travel spend by 25% from our 2019 pre-COVID baseline, and implement a travel policy that will maintain the reduced travel emissions.

Waste

Through 2024, all of Nielsen's electronic waste managed through our global field operations team is recycled, refurbished or reused.

We also continue tracking two of our ongoing travel targets:

- *Target:* Include sustainability criteria in 100% of our major, centrally managed, global travel requests for proposals (RFPs).

  Status: Nielsen had a major sourcing event in 2022, where the business shifted to a new travel management company. Sustainability criteria were integrated into the sourcing process. Also, sustainability language is included in our Master RFP template as a standard operating procedure.

- *Target:* Engage 100% of our procurement-managed travel suppliers on overall sustainability practices. Also, formally assess 80% of our major, centrally managed travel suppliers on ESG practices through our third-party sustainability scorecard process.

  Status: In 2022, Nielsen engaged 100% of our major travel suppliers through meetings and third-party sustainability scorecard process, and formally assessed 85% of these suppliers on their ESG practices, covering all three major categories of Nielsen's travel spend (air travel, auto travel and hotels/accommodations).

Guidelines across functions

Real estate

What we do

- Provide sound environmental management of our physical resources, primarily our office spaces.

- Seek to continually reduce the environmental footprint of our global Real Estate portfolio, made up of various types of facilities, including leased traditional office space, warehouse space and data centers.

How we do it

- Develop pragmatic solutions to reduce our environmental footprint, such as reducing power consumption, reusing and recycling materials, implementing renewable energy solutions and minimizing our use of unsustainable materials in all facility-based projects.

- Where possible, and financially feasible, incorporate environmental considerations into relevant business decision-making processes, such as investing in an HVAC system that may have a high initial cost, but is more environmentally efficient and has a lower running cost.

- Continue to maintain awareness and ensure understanding of environmental issues among our facilities managers and employees to encourage environmentally responsible behavior.

- Engage and collaborate with suppliers serving our facilities to improve our overall environmental performance. The material specifications with our suppliers have environmental considerations that include, but are not limited to, paint with low VOC (Volatile Organic Compounds), using recycled materials for facility carpets, LEDs (Light Emitting Diode) vs. CFLs (Compact Fluorescent Lamps), etc.

- Work to include language in our new facility lease contracts and Requests for Proposal (RFPs) to include delivery of environmental data on consumption at the facility level across energy, waste and water, among other areas.

Global procurement

What we do

Our purchasing decisions and supply chain management integrate ESG criteria along with performance, quality, service and cost. We aim to limit our company's negative environmental impacts and promote sustainable and responsible growth and innovation in the marketplace.

How we do it

Our procurement and contracting processes include ESG criteria. For suppliers that register through our core accounting systems, we request them to provide company-level information related to sustainability. This information augments our criteria on performance, service, quality and cost. Environmental considerations are balanced with performance and financial cost. To that end, our policies and business practices include:

- **Contractual requirements:** Suppliers onboarded through our global procurement system are expected to abide by the Nielsen Supplier Code of Conduct. In 2018, we updated our Supplier Code based on a widely-used industry standard, the Responsible Business Alliance. Nielsen's Supplier Code of Conduct addresses the following areas: Labor (specifically Human Rights),

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Health and Safety, Environment, Ethics and Integrity and Management Systems.

- **Procurement practices**: We specifically solicit sustainability information during supplier registration and the Request for Proposal (RFP) process; this information is included along with our other requirements for quality, delivery, service and cost. Our formal, principles-based Environmentally Preferable Purchasing (EPP) guidelines inform purchasing decisions at the product and service level.

Environmentally Preferable Purchasing (EPP) guidelines

As part of our ongoing commitment to environmental sustainability, our EPP outlines the environmental factors we consider in our procurement decisions. This principles-based policy applies globally to all categories of purchasing, with segment-specific approaches in the following major segments of our supply chain: technology; professional services, including paper, printing, air and auto travel; and contract manufacturing of measurement equipment.

Our approach is focused on specific areas where we can make a measurable impact through our supplier relationships, including:

- **Emissions**: We aim to make continual progress toward eliminating the release of any substance that may cause environmental damage and will seek to limit any effect on climate. We seek to utilize products and services that reduce air and water pollution.

- **Resource conservation and preservation**: We are committed to minimizing resource consumption and considering the lifecycle costs of products. We aim to reduce, reuse and recycle resources during any procurement activity. We will utilize renewable resources and conserve nonrenewable resources whenever possible.

- **Waste reduction**: We will promote demand for recycled products and give preference to buying recycled materials when possible. We will seek to minimize waste through source reduction and recycling. All waste disposal decisions will be made with consideration towards environmental impact and meeting regulatory requirements. In alignment with our EPP, we have provided only recycled and Forestry Stewardship Council (FSC)-certified paper options for purchase in our U.S. online catalog for office supplies.

- **Energy efficiency**: We aim to conserve and improve the energy efficiency of our operations, goods and services. We will make an effort to utilize sustainable energy sources and energy-efficient products.

- **Environmental health and safety risk reduction**: We will give preference to purchasing from sources that limit pollution and utilize clean technology. We will avoid products and services that pose any environmental, health or safety threats.

- **Management commitment**: We hope to maximize our results by encouraging our suppliers and vendors to adopt these components. We will give preference to suppliers who share our values. These criteria augment our criteria on performance, service, quality, and cost; they should neither replace nor weaken them. We will always balance environmental considerations with performance and financial cost.

Nielsen fleet

Nielsen's global fleet is primarily used by our field employees who recruit and maintain relationships with our research panelists.

As part of our commitment toward our emissions reductions, we engage substantively with our fleet suppliers to evaluate opportunities for conversion of our fleet to hybrid and electric vehicles as leases are renewed, act on opportunities where infrastructure is available, and contract accordingly. We continue to actively engage our fleet suppliers to move towards a low-emission fleet portfolio.

Business travel

For Nielsen, responsible travel means incorporating social and environmental impacts into the way we select and manage our travel suppliers. Our Global Procurement team manages our travel suppliers—including airlines, ground transportation providers, hotels and others—in order to provide the best possible value to our Nielsen people and to ensure that we're focused on responsible resource management in the way that we travel.

We aim to reduce our emissions by focusing on ways to optimize and offset business travel. Our ongoing policy and initiatives include the below examples.

- We leverage virtual meeting technology through teleconferencing whenever possible, including the continuation of our Smart Work flexible work philosophy and full-time remote positions.

- We incorporate customized messaging into our corporate travel online booking tool to remind associates to consider travel alternatives and videoconferencing options before making any reservations.

- To further emphasize the importance of sustainability in our approach to travel as a company, we have set multiple goals for ongoing management of our travel footprint, including reducing emissions related to it:

  - Include sustainability criteria in 100% of our major, centrally managed, global travel requests for proposal (RFPs).

  - Engage 100% of our procurement-managed travel suppliers on overall sustainability practices, including formal, third-party assessments for 80% of our major, centrally managed travel suppliers on environmental, social and governance practices.

    - Collect greenhouse gas emissions data for airline, rail, hotel and car rental/sharing that are booked through centrally managed suppliers.

- We also established a new goal in 2021 to reduce our business travel spend by 25% from our 2019 pre-COVID baseline by 2024 and to implement a travel policy that will maintain the reduced travel emissions.

After a travel suspension due to the COVID-19 pandemic, business travel has now resumed in 2023, and these goals will continue to guide our decision making.

Raw materials sourcing: Conflict minerals

Upstream raw materials sourcing occurs in the electronics contract manufacturing segment of our direct supply chain. Thus, we are exposed to issues relating to the extraction and use of conflict minerals which may be used to finance militia operations or as a means to utilize forced labor.

These minerals—tin, tantalum, tungsten, and gold or 3TG—are common components in electronics manufacturing, and as such, we are exposed to the risk of sourcing conflict minerals. To mitigate this risk, we are a member of the Responsible Minerals Initiative, the primary multi-stakeholder collaboration addressing ethical raw mineral sourcing, and conduct due diligence on our suppliers.

Corporate development

What we do

We incorporate environmental sustainability-related questions as part of our mergers and acquisitions (M&A) due diligence.

How we do it

As part of our standard due diligence for acquisitions, when appropriate, we ask potential acquisition candidates to provide information about their environmental sustainability programs. In addition, we include provisions in the definitive agreements to protect Nielsen from risks identified in due diligence. We are especially focused on learning about a target's environmental sustainability programs when we are acquiring infrastructure (buildings, rentals, servers, etc.) as part of the transaction. By virtue of their size, a lot of entities acquired via tuck-in acquisitions do not have environmental sustainability programs in place. Our due diligence process allows us to identify shortcomings and prepares our team for integration.

Procure-to-pay

What we do

Our Procure-to-Pay team identifies sustainable processes and policies through our internal policies as well as external vendor relations wherever possible.

How we do it

- **Travel & expense (T&E) online portal:** Our T&E system includes functionality for both travel booking and expense reporting, creating a true end-to-end T&E solution, which also reduces our paper usage. Expense reports are now submitted electronically for all Nielsen markets. Receipts are submitted within the system, either by e-receipt from the vendor, taking a photo of a receipt or by employees uploading PDF documents. This T&E system allows for real-time reporting and quicker report auditing, approval and payment processing. For countries where original copies are not required by statutory accounting policies, electronic-only submission is now accepted.

- **Online W-2 forms:** We continue to provide the option for all our U.S. employees to access their W-2 (tax forms) online, instead of mailing them.

Events and experiences

What we do

Our Events Teams amplify, create and design innovative experiences and programming with a focus on client and internal engagement, brand and reputation building, business development, revenue generation and return on investment. Integrating environmental criteria into our processes is an extension of that commitment to operational excellence.

How we do it

Our Corporate Citizenship and Events Teams have collaborated to establish Global Green Meeting Guidelines to include environmental criteria for all of our global events planning, in order to drive a more sustainable impact. These guidelines provide our teams with considerations throughout the event planning process, including venue selection, communication, travel and accommodation, and on-site elements such as food and beverage, printing, meeting materials, promotional items, awards and waste management, to name a few. A post-event form helps to track the impact of these efforts.

We continue to seek additional opportunities to reduce consumption and waste at trade shows and other events.

Technology and infrastructure

Data centers

What we do

We continue to identify efficiency improvements in our technology and infrastructure management to drive a positive impact on our overall environmental footprint. To that end, as part of our commitment to green infrastructure, we maximize sustainable efficiencies across our data center footprint through server optimization, virtualization, storage refresh, and data center and server room consolidation.

How we do it

Nielsen has set a forward-looking goal to reduce our on-premises physical server footprint to 10% of our overall physical server footprint by the end of 2024, compared to our 2021 baseline.

We continue to innovate, modernize and identify opportunities that will deliver on our sustainable policies. As an example, below are some high-level goals established in these five areas.

- **Data center optimization:**
  - *Underutilized/unused servers:* We run capacity reports to identify underutilized physical hardware resources that can be used to complete physical-to-virtual systems conversions or be decommissioned.
  - *Virtualization:* We virtualized or retired hundreds of physical servers by the end of 2022 and significantly reduced the data center footprint.
  - *Server density:* We are replacing older blades with newer, denser blades (with more CPUs and memory). The newer blades are more energy efficient and allow for larger virtual machines (VMs) and more VMs per blade cluster combination.
  - *Cluster density:* We are moving towards a new standard for cluster density to optimize on hardware and software licenses. This also decreases the data center footprint and energy utilization per cluster/blade combination.
- **Storage and backup refresh**: We use an innovative approach to refresh and upgrade our storage and backup platform, which will also significantly reduce our need for data center floor space, resulting in a considerable reduction in energy consumption.
- **Process optimization**: We are heavily investing in automation of processes thereby ensuring process optimization, hardware and software resource optimization and efficiency, reducing cycle time, in turn reducing errors and manual processes.

Nielsen continues to add new virtual servers, while adding physical ones where the virtual option has been exhausted. Our overall virtualization in the core primary data centers continued to be over 90% by the end of 2022.

We also employ newer backup systems that use hard drives and cloud storage, rather than the traditional magnetic tape media that consume a lot of space in the data centers and at offsite locations. This new architecture allows us to replace multiple data center racks of legacy-tape libraries and consolidate our backup infrastructure into a single rack space or less, and even into the cloud. This significantly reduces our overall hardware footprint, requiring less data center floor space, and lowering power and cooling requirements.

The benefit of this type of backup architecture also protects all our on-premise data recovery operations from accidental file deletions, application corruption and disaster scenarios by allowing data to be recovered immediately.

E-waste management

What we do

Waste management is one of our key areas of concern within our environmental sustainability strategy. As such, we continue to investigate innovative ways to minimize waste production. This spans from proactive measures such as reducing consumption, reusing and repurposing raw materials, to more reactive actions such as recycling and composting.

One of the biggest areas of focus within waste management for Nielsen is electronic waste (e-waste). Along with common sources of e-waste from our internal operations—such as computers, phones and data servers—we also produce and distribute metering equipment to measure TV and audio consumption among our panelists. We are committed to investigating and expanding our opportunities for responsible end-of-life management of electronic devices and equipment to reduce emissions from this source.

Through our Cybersecurity Policy, we have specified disposal and destruction requirements for both our internal teams managing end-of-life disposal, and our approved third-party vendors, that ensure the security of our data and assets on various types of media. These requirements are defined by industry standards for the destruction of data by approved e-waste vendors; our policy aligns with the current National Institute of Standards and Technology (NIST) requirements.

How we do it

We have committed that through 2024 all of our e-waste from global field operations will be recycled, reused or refurbished. To support this goal, we require our vendors that dispose of our retired electronic equipment through field operations to commit to our zero landfill requirements.

Nielsen vendors undergo a security risk assessment process to validate that they can meet our Cybersecurity expectations, including the following requirements:

- Vendors are contractually required to comply with any applicable Nielsen cybersecurity standard.
- Vendors are contractually required to abide by all regulations pertaining to appropriate disposal or destruction of assets in the specific city, country or region where the service is provided.
- Vendors retained by us to assist in the transfer, disposal or sanitization of equipment or media must comply with the sustainability terms of this policy.

Printers

What we do

As part of Nielsen's waste mitigation and resource management efforts, we continue to investigate ways to reduce our paper usage and optimize technology and processes.

How we do it

One of the ways to do so is through printer efficiencies.

- **Duplex printing:** We are committed to bringing efficiencies in our printers, and we use our refresh process to upgrade old printers to enable duplex printing.
- **Printing service:** As with all spend categories, we seek responsible vendors for our printing services. Our Xerox copier fleet is more than 90% EPEAT and/or Energy Star certified, with power-down features to save energy.

Engineering

What we do

To ensure our continued resilience, our Engineering teams follow guidelines to maintain sustainable operations by addressing the full life cycle of all Nielsen equipment: from design and manufacturing, to recycling and repurposing. By addressing the full life cycle of our equipment, we aim to ensure that we remain sustainable across all of our global operations.

We understand the toxic and hazardous impact of electronic materials on the solid waste stream in the environment, while also recognizing that such electronic waste can contain valuable, recoverable materials such as aluminum, copper, gold, silver, plastics and ferrous metals. Thus, in an effort to conserve natural resources and the energy needed to produce new electronic equipment from untapped resources, we seek to refurbish, reuse and recycle all of our electronic equipment where possible.

How we do it

Equipment design/manufacturing

- Our metering equipment used for device and consumer measurement are designed for low power consumption. This allows us to maximize our run time on battery (which also benefits the final consumer with a lower energy bill).

- All equipment is designed and built to be compliant based on product specifications with the following protocols:
  - All designs are RoHS (Restriction of Hazardous Substances)-compliant.
  - All our hardware is UL(Underwriters Laboratories Inc.), FCC (Federal Communications Commission) and CE (Conformance European) compliant where appropriate.
  - We implement power management of test equipment in our engineering laboratories to reduce both the amount of energy needed to operate the equipment and the energy required to cool and maintain the environment itself.

Equipment recycling

Obsolete Media Monitoring Sites (MMS) equipment is placed on pallets and sent to a recycler on a quarterly basis. This includes Nielsen watermark encoders, MMS servers, satellite receivers, monitors, workstation PCs and other miscellaneous equipment.

Equipment repurposing

We are committed to repurposing and reusing old equipment for all tests, research and development.

Where feasible, old equipment in storage is used to build new setups and test sites instead of buying new equipment, and old parts are used to build new prototypes. Additionally, for equipment returned from the field, our Field Repair team works on fixes to enable reuse, instead of making new purchases.

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Forward-looking statements

This presentation includes information that could constitute forward-looking statements. These forward-looking statements generally may be identified by words such as "will," "intend," "expect," "anticipate," "should," "could" and similar expressions. These statements are subject to risks and uncertainties, and actual results and events could differ materially from what presently is expected. Factors leading thereto may include, without limitation, the risks related to Nielsen's previously completed sale to a private equity consortium, including any unexpected liabilities or costs and Nielsen's ability to realize anticipated cost savings, the failure of Nielsen's new business strategy in accomplishing Nielsen's objectives, economic or other conditions in the markets Nielsen is engaged in, impacts of actions and behaviors of customers, suppliers, competitors and key employees, technological developments as well as legal and regulatory rules and processes affecting Nielsen's business. This list of factors is not intended to be exhaustive. Such forward-looking statements only speak as of the date of these materials, and Nielsen assumes no obligation to update any written or oral forward-looking statement made by Nielsen or on its behalf as a result of new information, future events or other factors, except as required by law.

About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media (Twitter, LinkedIn, Facebook and Instagram).

Audience Is Everything®