



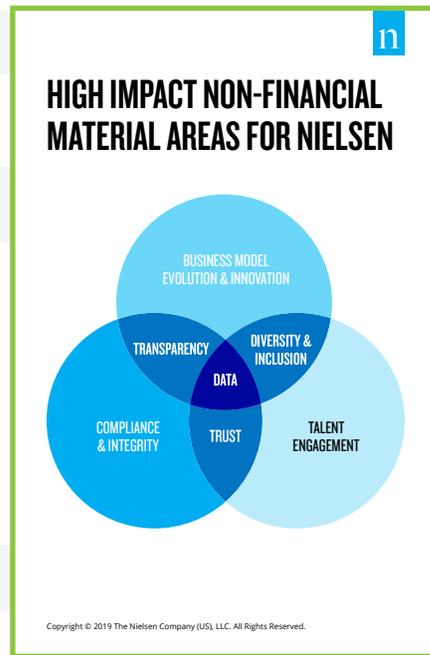
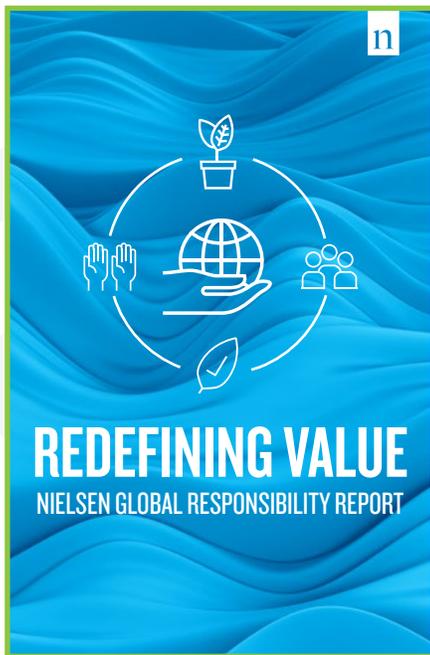
ESG HIGHLIGHTS @ NIELSEN



Through responsible, sustainable business practices and our commitment to giving back, we care for the communities and markets where we live and operate our business. Our Global Responsibility & Sustainability strategy at Nielsen includes all environmental, social and governance (ESG) issues that affect our business, operations, and all internal and external stakeholders.

Our purpose and mission—and the value they create—are directly connected to our Global Responsibility & Sustainability journey. Each day we work tirelessly to help our clients and the markets we serve operate more efficiently. In order to deliver on this purpose, our mission—what we do—is to provide measurement services that will enable improvement in the marketplace and, ultimately, greater efficiency. This dedication to delivering incremental value through our core business is critical to the way we operate each day around the globe.

We've linked our ESG strategy and external reporting efforts as part of a cohesive cycle focused on continuous improvement. Examples include:



Visit NIELSEN.COM and our Nielsen Global Responsibility Report to learn more about our ongoing Global Responsibility & Sustainability efforts, and how ESG is a part of our overall strategy.





ESG HIGHLIGHTS @ NIELSEN



ENVIRONMENTAL

We published a statement outlining our **commitment to addressing climate change** impacts in April 2018 on Nielsen News Center. In Nielsen's 2018 10-K, we incorporated climate change impacts into our view of the risk factors for our business, specifically focused on weather-related events that could disrupt our business.

Nielsen was again recognized by the CDP for the third consecutive year in 2018, continuing our environmental sustainability as part of CDP's "Awareness" tier.

Our productivity initiatives enable greater efficiencies through innovation and also reduce **Nielsen's overall carbon footprint** over the short- and long-term.

More than 11,000 associates led and participated in sustainable activities in Nielsen's sixth annual Earth Week initiative in April 2019.

Nielsen was honored to be included on JUST Capital's and Forbes' list of the 'Top 33 Companies For the Environment' in honor of Earth Day.

We've seen a **300% increase in Green Team office representation** since the program launched in mid-2013.

SOCIAL

Nielsen was named **#7 on the annual list of the "100 Best Corporate Citizens" as of May 2019**. Companies in the Russell 1000 Index are ranked each year according to 98 ESG factors by CR Magazine and research partner ISS-ESG.

Nielsen was named one of "America's Most JUST Companies" by JUST Capital and Forbes for the second year in a row, advancing +53 spots to #40, and again named the media industry leader, in the latest ranking as of Dec. 2018. As a result, we are also included in the Goldman Sachs JUST U.S. Large Cap Equity ETF (JUST).

Our teams, technology and data contributed to pro bono and skills-based volunteering projects with nonprofits in priority cause areas totaling \$21.2 million in value in 2019.

Nielsen was **included on the 2019 Bloomberg Gender-Equality Index (GEI)**; the GEI distinguishes companies committed to transparency in gender reporting and advancing women's equality.

Approx. 24,000 associates volunteered across 92 countries for our 8th annual Nielsen Global Impact Day in June 2019.

GOVERNANCE

Nielsen was included in both the **FTSE4Good index** and the **Dow Jones Sustainability North America index** for the second time in 2018. We were also included for the first time in 2018 in the **Dow Jones Sustainability World index**. Given our inclusion in the DJSI World, the S&P Global 1200 ESG Index included Nielsen as a constituent on its newly-released index, as of May 2019.

We released our **second Nielsen Global Responsibility Report** in June 2018, aligned with the GRI Standards as well as relevant indicators outlined by SASB, CDP and other ESG rating and reporting organizations. As part of our commitment to meaningful continuous improvement across our business, we also recently published our third non-financial materiality assessment.

The Nomination & Corporate Governance committee of our Board is committed to continually reviewing our policies, practices and positions to further our efforts across all ESG areas.

In Q2 2018 **we completed a global climate risk assessment** to identify the physical and transitional business risks for Nielsen related to climate change over the short and long terms. This assessment will continue to help inform our overall governance and risk management practices. We published our most recent update on how the findings from this assessment are integrated across our business in June 2019.

We recently updated our global commitment to human rights, as of March 2019.

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