



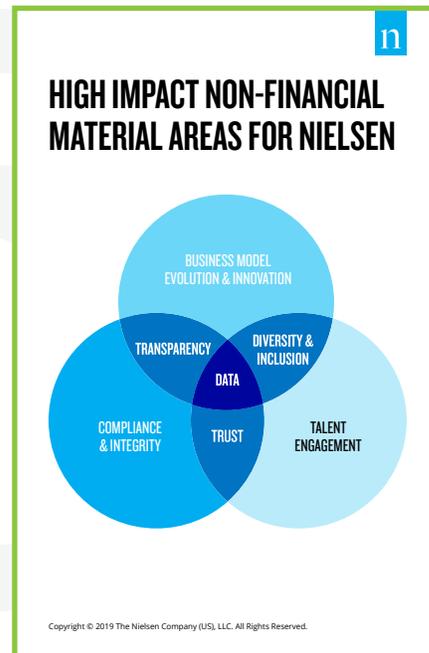
# ESG HIGHLIGHTS @ NIELSEN



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 to help our clients and the markets we serve operate more efficiently, and provide the most complete and trusted view available of consumers and markets worldwide. 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](https://www.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

Nielsen met our 2020 goal to ensure 100% of our global information technology waste is diverted from landfills, and is instead recycled, refurbished or reused. Nielsen's vision for the future continues to be zero tolerance for adding waste to landfill, which drives our global e-waste management policy.

Nielsen has published a statement outlining our commitment to address climate change impacts. In Nielsen's 10-K, we continue to incorporate these impacts into our view of the overall risk factors for our business, specifically focusing on weather-related events that could disrupt our business and impact employee health and safety.

Nielsen's global value chain assessment, conducted in 2019, helps determine the relevance and impact of each of the 15 Scope 3 greenhouse gas (GHG) emissions categories focused on the supply chain.

Nielsen continues to respond annually to the CDP Climate Change questionnaire and the CDP Supply Chain questionnaire, providing insight into our governance practices, goals, progress and initiatives.

Nielsen continues to publish its annual Global Environmental Policy and Guidelines Across Functions, looking at our environmental program and policies, our committed goals, and emission numbers, including our vision and an overview of our operational processes to drive responsible resource management.

Our productivity initiatives enable greater efficiencies through innovation and also reduce Nielsen's overall greenhouse gas emissions and resource usage over the short and long terms.

Nielsen's 2020 Earth Week encouraged virtual volunteering and ways to engage remotely, due to the COVID-19 pandemic. For our seventh annual celebration, employees reduced emissions at home, volunteered online, and donated to local nonprofits.

We combined our annual World Cleanup Day initiative with Hunger Action Month in 2020, to further emphasize the value of waste prevention as well as waste management through food waste prevention and local cleanup activities, highlighting the role of our actions in the preservation and protection of our natural environment.

## SOCIAL

We ensure that for every open role, there is a diverse slate of potential candidates and that unconscious bias training for managers is offered to help ensure they are fair and inclusive when interviewing candidates.

Diversity, Equity & Inclusion is part of every associate's performance review. Each associate must state how they have been proactive in embracing and promoting these values at Nielsen, such as participation in BRGs (Business Resource Groups) or increasing the number of diverse team members.

In response to COVID-19, Nielsen launched a virtual volunteering campaign called "In It Together." Each year, Nielsen associates can dedicate up to 24 hours to volunteering, and employees continued to use their hours to engage virtually in local initiatives.

Nielsen was named #15 on the annual list of the "100 Best Corporate Citizens" as of May 2020. 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 the Media industry leader by JUST Capital and Forbes for the fourth year in a row as part of their "JUST 100" annual ranking as of Nov. 2020. We also returned to the top 50 in 2020, and we continue to be included in the Goldman Sachs JUST U.S. Large Cap Equity ETF (JUST).

Nielsen was included on Bloomberg's 2020 Gender Equality Index (GEI) for the second year in a row; the GEI distinguishes companies committed to supporting gender equality through policy development, representation, and transparency.

Nielsen has continued to dedicate \$10 million in pro bono work, skills-based volunteering and in-kind giving of our data and services each year. For example, using our data, we worked with several governments to understand how COVID-19 food shortages will affect different geographies and supply chains.

Global Procurement, Nielsen Cares, and Diversity, Equity & Inclusion teams collaborated to launch Next Level Suppliers, a skills-based initiative to build the capacity of diverse-owned companies in Nielsen's supplier network and help these businesses get to the next level. Nielsen also launched a Small Business Support content hub to help Black-owned small business owners find opportunity, support and community.

## GOVERNANCE

Nielsen is committed to good governance practices highlighted in our Proxy statement, such as:

- Independent Chairperson,
- Annually elected directors,
- Regular shareholder engagement led by directors,
- Shareholder right to call a special meeting.

Nielsen was included in both the FTSE4Good index and the Dow Jones Sustainability North America index for the fourth time in 2020. Nielsen maintained its MSCI rating at an "A" level in the 2020 review cycle.

We published our third Nielsen Global Responsibility Report in May 2020, aligned with the SASB, TCFD and GRI Standards, as well as relevant indicators across other ESG rating and reporting organizations. As part of our commitment to meaningful continuous improvement across our business, we also published our third non-financial materiality assessment in 2019.

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.

Nielsen's 2018 global climate risk assessment identified the physical and transitional business risks for us related to climate change over the short and long terms. This assessment continues to help inform our overall governance and risk management practices. A more recent update was published in June 2019 on how the findings from this assessment continue to be integrated across our business.

We maintain a global commitment to respect human rights across our value chain, and we share how we put this commitment into practice through our public guidelines.

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