

## Attendance at the Annual Meeting

Since publishing the Proxy Statement and Notice of Annual General Meeting on April 1, 2020, Nielsen Holdings plc (the “Company”) has continued to monitor the situation with regards to the novel Coronavirus (“COVID-19”) pandemic. The health and well being of our associates, shareholders and the communities in which we operate remain our priority.

In light of the emergency order introduced by the Governor of Massachusetts on March 23, 2020, which imposes stringent restrictions on public gatherings, as well as the Stay-At-Home Advisory issued on March 24, 2020 (each of which has been extended to May 18, 2020) (collectively, the “COVID Restrictions”), shareholders are strongly advised, both for their own well being and to reduce the risk of aiding the spread of the COVID-19 virus, to participate in the Annual Meeting online and not to seek to attend the Annual Meeting in person. Shareholders should note that, in light of the prevailing restrictions, the Company expects to conduct the in person portion of its 2020 Annual Meeting employing public health recommended social distancing directives and restrictions on public gathering, including requiring all attendees to wear a self-provided mask or cloth face covering. The Company cannot provide assurances that every shareholder who would like to attend in person will be able to attend in person. Further details on how to participate in the Annual Meeting online and how to vote by internet, telephone or mail and ask questions online during the Annual Meeting are set out in the Proxy Statement.

We very much regret the restrictions that apply to physical attendance at this year's Annual Meeting but we are grateful to shareholders for their understanding in these exceptional times. Shareholders should continue to monitor and act in accordance with guidance issued by federal, state and local governments, including the COVID-19 Restrictions. Shareholders should also continue to monitor Nielsen's website for any updates in relation to the Annual Meeting arrangements that may need to be provided.