



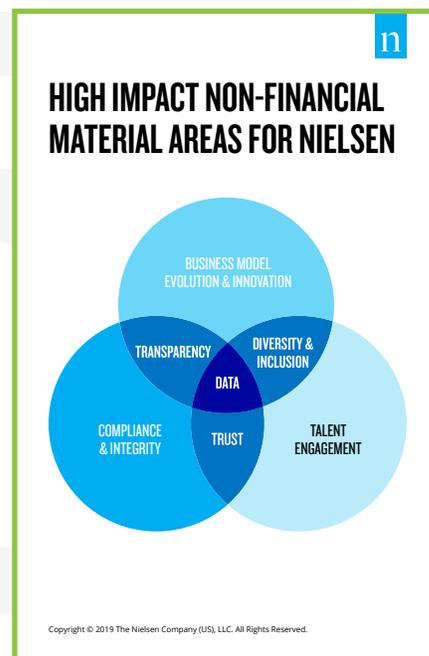
# ESG HIGHLIGHTS @ NIELSEN



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. In order to deliver on this purpose, our mission—what we do—is to provide measurement services that will help shape a smarter market and provide one media truth. 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](http://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.



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## ENVIRONMENTAL

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

Nielsen completed its first global value-chain assessment in 2019, determining the relevance of each of the 15 Scope 3 greenhouse gas (GHG) emissions categories focused on supply chain and indirect emissions.

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 during Nielsen's sixth annual Earth Week initiative in April 2019.

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

## 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 the **Media industry leader by JUST Capital and Forbes for the third year in a row** as part of their "JUST 100" annual ranking as of Nov. 2019. As a result, we are also included in the Goldman Sachs JUST U.S. Large Cap Equity ETF (JUST).

We are committed to sharing our data and insights for good. Our teams, technology and data contribute to pro bono and skills-based volunteering projects with strategic nonprofits throughout the year where we can make a unique impact and provide talent development and growth opportunities for our associates. All Nielsen associates have 24 hours of Dedicated Volunteer Time each year.

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

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 third time in 2019. MSCI ESG Ratings gave Nielsen an "A" in its 2019 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.

In 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 maintain a global commitment to respecting human rights across our value chain, and we share how we have operationalized this commitment through our public guidelines.

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