

**2023  
ESG PROGRESS  
REPORT**

**NIQ**

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## A MESSAGE FROM OUR CEO

As the world’s leading consumer intelligence company, our purpose is to show the world what people want. Our relentless pursuit to deliver the Full View™ of consumer behavior has impacts far beyond the clients and industries we serve.

This report summarizes our Environmental, Social, and Governance (ESG) priorities and how we embed inclusive, sustainable principles into our business model. NIQ takes this path not only because it is the right thing to do, but because it’s a fundamental driver of long-term value—for our employees, our stakeholders, our customers, our industry, our vendors, and our communities.

Our commitment to finding new pathways to growth for our customers is rivaled only by our passion for delivering intelligence and innovation that positively impacts economies, communities, the environment, and diversity and inclusion inside and outside our own organization.

I am proud of the work we’ve done thus far and fully support our future ESG efforts. Thank you for your trust as we collectively strive to create a more resilient and thriving future.



Handwritten signature of Jim Peck in black ink.

**Jim Peck**  
*Executive Chairman and CEO*

## ABOUT THIS REPORT

This is NIQ's second annual Environmental, Social, and Governance (ESG) progress report, covering our approach, activities, and performance for the second half of 2022 and the first half of 2023 (unless otherwise noted). This report focuses on sustainability issues that are most relevant to our business and our stakeholders. Due to the combination of NIQ with GfK in the second half of 2023, NIQ intends to expand this report to include GfK in the future. Readers should expect that for the year 2024, NIQ will provide an ESG report with combined NIQ/GfK data and information.

We continue to align our ESG reporting with the UN Sustainable Development Goals, and we have included an index for the Sustainability Accounting Standards Board (SASB) Standards for Professional Commercial Services in the Appendix of this report.





# 01

# INTRODUCTION

## About NIQ

*NIQ\* is the world’s leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth.*

NIQ is the world’s leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together the two industry leaders with unparalleled global reach. Today NIQ has operations in 95+ countries representing 97% of the world’s GDP. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the *Full View*™.

For more information, visit [NIQ.com](https://www.niq.com).



*\*Use of “NIQ” throughout the report refers to legacy NIQ legal entities prior to the combination with GfK, unless otherwise noted or stated. A full list of NIQ entities is included in the Appendix of this report.*

# NIQ at a Glance



### Complete Coverage

100+ countries, measuring more than 90% of global GDP



### Stores & Retailers

1.5M stores and 2,000+ unique retailers



### Global Clients

20K+ clients, from emerging brands to global corporations



### Complete Data

63M product reference points and 1,500+ attributes



### Digital Shelf

82K online merchants, capturing 60B data points everyday



### Products/Categories

72M products measured each month in 1,400 Fast Moving Consumer Goods (FMCG) categories

## Awards & Recognitions



2023 Corporate Equality Index rating of 100% for Mexico



Inclusive Top 50 U.K. Employers List in 2022/2023



A Top Latino Employer in the U.S. by National Diversity Council



Bronze Trailblazer Status Race Equality Matters



Menopause in the Workplace/Henpicked in the U.K./Ireland



Avtar Most Inclusive Companies Index 2023 India



Avtar 100 Best Companies for Women India



CDP Disclosure award for 2023



2023 Gold Employer award for India

# 02

# ESG STRATEGY & GOVERNANCE

# ESG Strategy & Governance

*At NIQ, we consider integrity the bedrock of our business operations, and we have implemented a robust framework of policies and standards to uphold responsible business practices and nurture an ethical corporate culture.*

We continue to evolve our approach to governance of ESG issues. In 2024, we shifted oversight of our ESG strategy and program to our Chief Legal Officer (CLO), which had formerly been a shared responsibility with the Chief Diversity, Talent and Culture Officer (CDO). Our CLO leads our ESG team that both partners with stakeholders across the company on day-to-day execution and manages reporting and disclosures on our progress. In 2024, we are focused on continuing to strengthen and formalize the cross-functional collaboration across different teams to further embed our ESG strategy and priorities across the company.

Our Board of Directors and CEO review and approve key aspects of our ESG strategy and take an active role in major business decisions related to ESG. The Board is regularly apprised of evolving regulations and legal requirements related to ESG risks.

In 2022, we completed an assessment with a third-party consultant of the most significant ESG risks and opportunities for the company, which include:

- *Data Security*
- *Data Integrity*
- *Diversity, Equity, and Inclusion*
- *People Management*

In 2023, we integrated these ESG-related risks into the company's overall Enterprise Risk Management (ERM) framework to identify action plans and controls. Our Corporate Audit Staff team is responsible for facilitating the ERM program to help management identify, report, manage, and monitor company-wide risks and mitigation strategies on a regular basis. Twice a year, ERM assessments are discussed formally with the Audit Committee, our Chief Financial Officer, and CLO.

NIQ ensures continuous operations and preparedness for crisis situations by prioritizing people, serving clients, and building a robust response crisis management and disaster recovery program. The Crisis, Security, and Safety Management Team is responsible for creating crisis protocols, global crisis management policy using ISO 22361, and global business resiliency policy and plans using ISO 22301. The team focuses on crisis response and disaster recovery, as well as several subsets of corporate security—physical, travel, event, and executive security. NIQ's approach to disaster recovery aims to prevent and guide recovery in region and service-specific ways, including assessments, plans, testing, backup procedures, and damage assessments.

Corporate Security supports all workers, property, and business interests, with its internal security partners program, coordinating efforts and offering various services through an intranet site. We have a third-party contract to monitor security concerns across various NIQ office and worker locations and provide additional security resources where it is required.



## Our Ongoing Integration Efforts\*

*We are proud to announce that the combination of NIQ and GfK was completed in July 2023, creating the world's preeminent consumer intelligence company. We are mindful of the importance of taking the right steps to integrate our people, processes and practices in a seamless manner.*

### Our integration efforts are underway, and we are proud to share some highlights since the completion of the combination:

- **Embracing Diversity, Equity, and Inclusion.** We have made a conscious effort to understand our unique company cultures and to foster a combined environment that promotes inclusion in all areas of our company. We also launched an integration newsletter that not only highlighted our brand guidelines and social media policy, but strongly encouraged cross-entity internal hiring, so associates can develop their careers and realize their aspirations. As of August 2023, we have posted more than 500 open roles for internal applicants in NIQ and GfK.
- **Uniting for Good.** The Global People & Planet Day was a success on September 21, 2023, and brought together both NIQ and GfK associates, emphasizing our combined commitment to community impact. For more information on the impact made on this day, please see the *Community Impact* section.
- **Crafting Consistency.** Upon combining as one company, functional organizational announcements on the key leadership structure and reporting lines were made across 22 business groups. A systematic interviewing approach was also adapted to ensure fair talent selection across the combined company.
- **Navigating Change Together.** A plan was implemented to train and support cross-company managers, who would lead teams across the combined company. In addition, almost 2,000 managers attended our first combined, all-manager forum, sharing information and resources to help people managers navigate the changes with their teams.
- **Elevating the Employee Journey.** Ongoing integration includes a real estate review and co-location projects for 298 sites to reduce the real estate footprint. Secondly, a deployment plan is underway to shift NIQ's existing human capital management efforts to a cloud-based system. Furthermore, we have launched our annual Gallup Q<sup>12</sup>® Employee Engagement Survey to all employees of the combined company, to ensure their voice is heard as we continuously strive to improve our employees' experience and our company.
- **Safeguarding our Digital Future.** NIQ is prioritizing seamless security integration, focusing on our people, data privacy, and confidentiality. The ongoing Cybersecurity and Privacy Program unifies global departments, leveraging NIST CSF and ISO 27002 standards.
- **Pioneering Sustainable Impact.** With a commitment to reducing our combined carbon emissions, our inaugural 2024 carbon footprint assessment measured our current consumption and waste management activities to establish and improve future practices for a sustainable future.

\*Data presented here includes integration activities that occurred during the second half of 2023.

## Ethics & Integrity

*All employees are expected to adhere to our [Code of Conduct](#), which includes rigorous global policies on anti-bribery, anti-corruption, anti-harassment, anti-discrimination, and other key issues.*

We regularly update our Code of Conduct, which is currently available in 38 languages, to make sure that it meets our evolving business needs. In addition, all employees are expected to complete the code of conduct training and attest to the code of conduct. A separate anti-harassment and discrimination training is also conducted in the U.S.

All employees are encouraged to speak up when they believe they have knowledge of wrongdoing. Our helpline is administered by an independent third party and is available to all employees globally, 24/7. We maintain a non-retaliation policy to protect reporting employees.

We ask our suppliers, and all third parties representing NIQ, to operate according to the same standards of ethics and integrity that the company upholds. These expectations are detailed in our [Supplier Code of Conduct](#). NIQ supports and respects the protection of internationally recognized human rights and endeavors and does not tolerate modern slavery or human trafficking internally, or in its supply chain. We make public our [Global Commitment to Human Rights](#) and [Modern Slavery Statement](#).



# 03

## DATA INTEGRITY, PRIVACY & SECURITY

NIQ contributes to our clients' success by delivering the data and tools to better understand their markets and consumers. We provide our clients with market-level data from retailers and consumer data on how and what they buy. This holistic view helps our clients reach more customers, set competitive pricing, and ultimately grow their businesses. We focus on delivering secure and protected data with a high level of precision and integrity.

## Data Integrity

*Every day, we translate consumer and retail data into meaningful insights that drive critical business decisions for our clients. Data is the lifeblood of NIQ's business, and we take extensive measures to ensure that it is accurate and relevant.*

For many years, NIQ has integrated machine learning (ML) and artificial intelligence (AI) into many aspects of the back end of our business, including data acquisition and coding. AI helped to ensure the data we referenced was properly tagged, of good quality, up to date, and linked with other assets. The generative AI of today is forward-facing, and includes conversations, task fulfillment, analytical insights and more. Those innovations are being researched and developed at an accelerated rate. At NIQ, we have a dedicated taskforce actively exploring next-generation AI applications, with an emphasis on data quality, completeness, and ethical considerations. We have also introduced generative AI usage guidelines for all NIQ employees globally, which complement our existing policies and guidelines around data integrity and usage.

The use of automated tools also contributes to the quality of the data we collect and reduces potential bias in the data collection process. For example, through NIQ Instore Vision, data collection is now evidenced digitally through images, which allows for all the necessary information to be collected more efficiently.

### **Governance of Data Integrity**

Data quality is a shared responsibility across NIQ and is supported by our various global data governance teams. These teams monitor progress across all markets and provides guidance on tailored local data practices for compliance, including the specific and technical aspects of managing data. NIQ offers continuous refresher training for associates, for the latest information around data coding and any changes to the methodologies.

## **Maintaining Data Accuracy Among Shifting Market Dynamics**

The COVID-19 pandemic created an unprecedented challenge for many sectors, notably affecting the retail industry in specific ways. Not only did it become challenging to conduct physical store counts as NIQ had done in the past, but it introduced a dramatic shift in market dynamics, with a rapid shift to e-commerce.

Recognizing these challenges and the need for a solution, NIQ conducted a special global analysis in 2022 to identify and prioritize 21 key markets to reassess. As a result, we strengthened our approach to providing accurate and relevant data by using a rolling establishment survey and enhancing net sample compliance. We have expanded this approach globally to provide clients with data that reflects the current market conditions—including those permanent post-pandemic shifts—and that meets our own standards of excellence.

## Applying Next-Gen Technologies

Since becoming a stand-alone company in 2021, NIQ has strategically focused on transitioning clients to cloud-based predictive analytics and has enhanced the capabilities of our current product offerings.

For example, NIQ Discover is an all-in-one, self-service platform with predictive analytics for its customers to connect data into differentiated insights and to

take tangible, quick actions. NIQ's Byzzer™ is reaching more emerging small and mid-sized brands, with easy-to-use report templates that provide the intelligence they need to create a consistent buying experience for customers across all their marketing channels.

### Onboarding Retailers

For the retailers and vendors that we onboard, we conduct initial tests to ensure the integrity of a sample of data, and we follow a specific Retailer Accreditation Protocol (RAP), that provides an overall indication of the quality of the data provider and the risks associated with the retailer. This also applies in instances where a retailer needs to be reassessed.

### Quality Checks for Field Data Collection

NIQ uses its Quality Control Tower (QCT) to monitor data collection and data quality through our store auditing devices. QCT's collection applications, geomapping, and analytics enable

real-time alerts and the ability to virtually supervise in-store data collection. In 2023, we enabled additional layers of automated validation through the development of iQCT (intelligent QCT). Strict controls are in place for field auditors to ensure high integrity during the field data collection. An incidence response plan is put in place so that any deviation from standard practices or atypical behavior on the field is addressed immediately and appropriately, based on the circumstances. NIQ is also focused on modernizing its collection of data from Traditional Trade shops globally.

### E-commerce Data Collection and Validation

E-commerce data is obtained through various sources. This data flows into and is captured in our internal systems, which then perform the necessary checks and validations on the data. Point-of-sale (POS) data, one of the many sources of e-commerce data, is collected in predefined format files that are shared with NIQ using encrypted and password protected protocols. We also rely on cloud-to-cloud data sharing for data collection. For limited suppliers, data is shared by email with password-protected attachments, and there is a two-step data validation process.

## Embedding Data Integrity through the Data Management Lifecycle

**Our business process has well-defined checks for data integrity, accuracy, and precision from data collection all the way through report delivery.**

**We focus on continually improving our approach to maintaining reliable and traceable data, monitoring incremental year-over-year performance.**



### Quality Checks for Panelists

NIQ BASES® uses its own and third-party panels, with rigorous measures to verify panelist authenticity and integrity. These include recruitment fraud reviews, verifications, two-factor authentication, digital fingerprinting, and vetting third-

## NIQ Collects Personal Data from:

- Panels that generally comprise of individual stores, and panelists who can be individuals or households, that contractually agree to participate in one or more of NIQ's consumer-focused panels. We also process personal data to aid in the recruiting of additional panel members to represent the overall consumer market more accurately.
- People we contact for NIQ surveys conducted online, in person, or by telephone, email, or postal mail.
- Visitors to our websites and people who contact us via our websites, via email, or other means.
- Our employees, contractors, and contacts at other companies in the normal course of business.

party providers for quality through visibility on panelist recruitment processes and periodic checks.

When recruiting for our Consumer Panel Services (CPS), we manage data integrity through panelist recruitment by collecting personal and demographic data, using it for recruitment screening, retaining non-selected data for one year, and continuously monitoring current panelists' data. NIQ collects device and location data with consent, uses cookies for user experience and performance tracking, and emphasizes user anonymity, while adhering to legal bases for data processing.

### Validating Incoming Data from Data Suppliers

NIQ relies on advanced technology to secure incoming data that meets required standards. Once a data supplier is approved and onboarded, and a full dataset is provided, a specific, dedicated procedure is used to secure all shared data that meets the same criteria as the data supplier. This process is standardized across countries and automated to minimize potential human error. Additionally, there is a dedicated, well-defined escalation and resolution process to handle incidents that could put at risk quality or timeliness of data availability.

### Outlier Checks and Final Delivery Checks

We also use system-generated checks for duplications, errors, and final quality standard checks. These are mainly automatic and based on smart algorithms.

# Data Security Measures



## Governance

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- Cybersecurity policy and standards
- NIST CSF maturity assessments
- Acceptable use and code of conduct policy
- Information Technology (IT) GRC (Governance, Risk, Compliance Committee)
- Third-party risk management program
- Cybersecurity awareness training
- Pre-employment background screening
- Employee confidentiality agreements



## Cybersecurity Operations

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- Security Information and Event Monitoring System
- 24/7/365 Incident Response
- Threat intelligence:
  - Vulnerability assessments
  - Dynamic Application Security Testing (DAST) and Static Application Security Testing (SAST) Scanning



## Technology Enabled Program

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- Antivirus/endpoint detection and response
- Privileged account management solutions
- Firewalls and intrusion detection
- Web filtering
- Multifactor authentication
- Patch/configuration management/system hardening
- Physical and logical access control

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# 04

# OUR PEOPLE

At NIQ, we believe in the undeniable strength that diverse people, cultures, thoughts, and skills bring to our business, clients, colleagues, and communities. We are committed to nurturing a dynamic culture that embraces and celebrates openness, collaboration, creativity, equity, inclusivity, and growth for all. Our goal is for people at NIQ to feel empowered so they can realize their potential, move our industry forward, and contribute to our shared success.

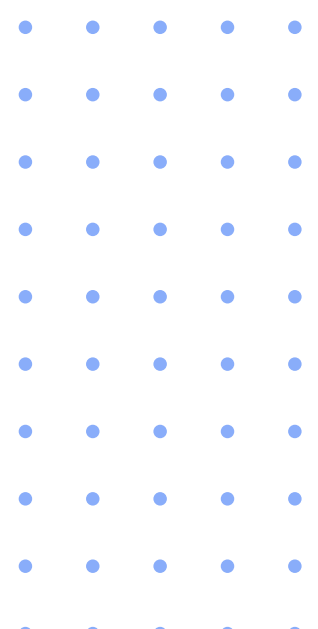
# Recruitment & Internal Mobility

*Our goal is to attract, assess, and hire the best talent for the future of NIQ.*

We center our recruiting efforts around our Employee Value Proposition (EVP), which is a promise to employees and candidates alike about what we stand for and what it means to be a part of our team. Our four EVP pillars address different aspects of what makes our organization unique: *The Company, The Work, The Culture, and The Why.*

To ensure equitable recruiting processes, we use consistent, standardized, and fair selection processes to attract diverse talent to enrich our teams. We view diversity broadly and look for talent that reflects the backgrounds of our large global team. And we embed inclusive hiring practices into manager training programs to help mitigate unconscious bias.

We also provide growth and career development opportunities for all our employees. In 2023, we strengthened our internal referral program, establishing guidelines to ensure a consistent internal candidate experience across both NIQ and GfK, and measuring our progress. To uphold ethical recruitment standards throughout the hiring process, we have adapted our approach to evolve with market trends and realities, including online recruitment. In countries, where deemed necessary, we are investing in efforts to validate the authenticity of documents provided by prospective candidates prior to initiating the recruitment process, while also training hiring managers to identify any form of impersonation or undue aid from generative AI technologies.



## Career Development

*We use a data-driven approach to identify, measure, and develop learning and development programs for all our employees.*

Our career development framework of “*Envision, Engage, and Evolve*” helps our employees grow and better understand how to navigate their careers at NIQ:

- **Envision:** *This career exploration website allows employees to gain a better sense of various roles at the company and includes “a day in the life” stories.*
- **Engage:** *Our mentoring program is available to all employees, who can search for potential mentors based on skills, experience, department, and role, as well as diverse backgrounds.*
- **Evolve:** *Our career development planning process, which is informed by employee feedback, emphasizes collaboration between employees and managers to develop a forward-looking plan.*

For all employees, we offer a thorough performance feedback process with their manager that includes goal setting and development plans, two check-ins annually to discuss progress against goals and priorities, and internal feedback tools to support development. Engagement in these development tools is high—in 2023, every employee set goals and had a mid-year review. In 2022, 56% of associates shared their career aspirations with their manager as a part of the year-end review process. This was a 35% growth year over year, and our aim is to continue to encourage planning for development and growth. Additionally, we achieved a 98% compliance rate for mid and annual reviews in 2023. Managers that do not meet compliance expectations are supported through a set of “hypercare” strategies that provide extra guidance to these managers in becoming more effective leaders.

At the same time, we use our annual employee survey, based on the Gallup Q12<sup>®</sup> methodology, to gauge our progress on issues such as inclusion, transformation, and well-being. The employee response rate to our latest survey was 84% in 2022 and 85% in 2023. We also use this survey to advance our training and development ambitions.



# Programs for Growth



## Mentoring

NIQ provides a global mentoring program for associates to access mentoring when, where, and how they need to grow with us. The program is supported by MentorcliQ®, a cloud-based, software-as-a-service (SaaS) mentoring platform that administers, matches, tracks, and analyzes mentoring initiatives.

Mentoring relationships can begin at any time throughout the year, with resources and training materials provided for participants. Since the program was launched in early 2022, and after the launch of cross-company mentoring efforts in 2023 for NIQ and GfK associates, more than 2,900 associates have enrolled in the program.



## Leadership Development

In 2023, we relaunched our Career Power Up sessions, available to all employees. These hour-long conversations led by NIQ leaders, focused on practical and relevant career topics such as advancement, mentorship, networking and more,

designed to inspire action on current or future career ambitions within NIQ.

As of June 2023, 98% of our managers completed the manager training program, which is designed to educate managers on the fundamentals of leading others at NIQ.



## Specialized Training

We have leadership development programs to support high-potential associates in our customer service and operations teams. LeapIn supports early career talents in operations, while our Leadership in E2E Operations (LEO) program is focused on developing well-rounded future operations leaders in four main areas: end-to-end operations, business acumen, leadership skills, and client services. Our Data Science Exchange Program supports the development of future data science leaders within NIQ through coaching and developing managerial skills..

Additionally, our Sales Transformation training supports associates at different levels—from onboarding to leadership development—and equips them with the relevant technical skills to deliver with excellence to our clients.

Our NielsenIQ Experiential Talent Program (NExT) offers client-engaging associates' access to live client experiences, in-depth training, and thought leadership initiatives. Of NExT participants, 58% are from diverse backgrounds, contributing to NIQ's leadership diversity. For more on our development of diverse talent, see the DEI section.



## Online Learning

Through our LinkedIn Learning® subscription, our associates have access to more than 20,000 self-paced, expert-led courses to improve their competencies

and build new skills. From June 2022 to June 2023, NIQ employees logged over 50,000 learning hours on the platform.



## Peer-to-Peer

We also believe in providing employees with opportunities to engage and help each other, while celebrating NIQ's behaviors and values in action. Our BRAVO peer-to-peer recognition platform allows employees to identify the outstanding

work of colleagues. In 2022, employees posted acknowledgments 963,000 times, reaching 74% of NIQ employees. In the first half of 2023, 382,000 recognitions occurred.

## Employee Well-being

*At NIQ, we recognize that taking care of our employees' well-being means focusing on the whole person, both inside and outside of work.*

To that end, we have kept our Workplace with Purpose approach to hybrid work consistent since the pandemic, empowering our employees to determine what work is best done in the office and what can be done remotely.

In 2023, we rolled out an enhanced employee experience platform focused on transparency and efficiency, which offers employees a single stop for self-service Human Resources needs, accessing local policies and benefits, and engaging with HR to respond to employee requests quickly and effectively.

NIQ has been focusing on employee well-being through different initiatives throughout the years. In 2024, NIQ will launch a brand-new global well-being program that uses a holistic approach and connects the dots with these various initiatives. NIQ will also launch a global Employee Assistance Program (EAP) for all associates globally.

## Global Support Fund

NIQ fosters a culture of support for each other and our communities. Our Global Support Fund was established to help employees struggling in the face of a natural disaster, unexpected medical expense, or other challenges. These employees can apply for a financial grant through the program, which is funded by NIQ and its employees and is operated by a third party to support employee confidentiality.

In 2022, we mobilized nearly \$500,000 across more than 400 grants to NIQ employees facing hardships, including \$100,000 to employees affected by the war in Ukraine. In the first half of 2023, nearly \$200,000 was distributed to employees, including our colleagues impacted by the earthquakes in Turkey.

### Compensation and Benefits

At NIQ, we work to ensure that compensation and benefit offerings are consistent globally where possible, but also tailored to the local market where necessary. We are committed to ensuring equal pay for comparable work through our

compensation process. Conducting adjusted pay gap reviews across different markets, including making adjustments for disparity. In 2023, we renewed our LEAD Network Europe CEO Pledge to further accelerate gender parity and to prioritize gender equity in our company and our business. NIQ aids associates in areas with human conflict or natural disasters. We provide Employee Assistance Programs and company-wide sessions to address emotional well-being during any such crises and to enhance safety preparations for disasters beyond local legal requirements.

We offer a range of health benefits, in line with best practices in our industry. Besides traditional health and medical benefits, we also provide specialized telemedicine services, fertility and adoption support, up to 20 weeks paid leave for new parents, and a range of mental health resources. For example, in the U.K. and Ireland, we offer an employee assistance program, including mental health responders who can guide employees on the best course of action if they feel overwhelmed or unable to cope and mental health champions who create awareness and break the stigma around mental health issues.



# 05

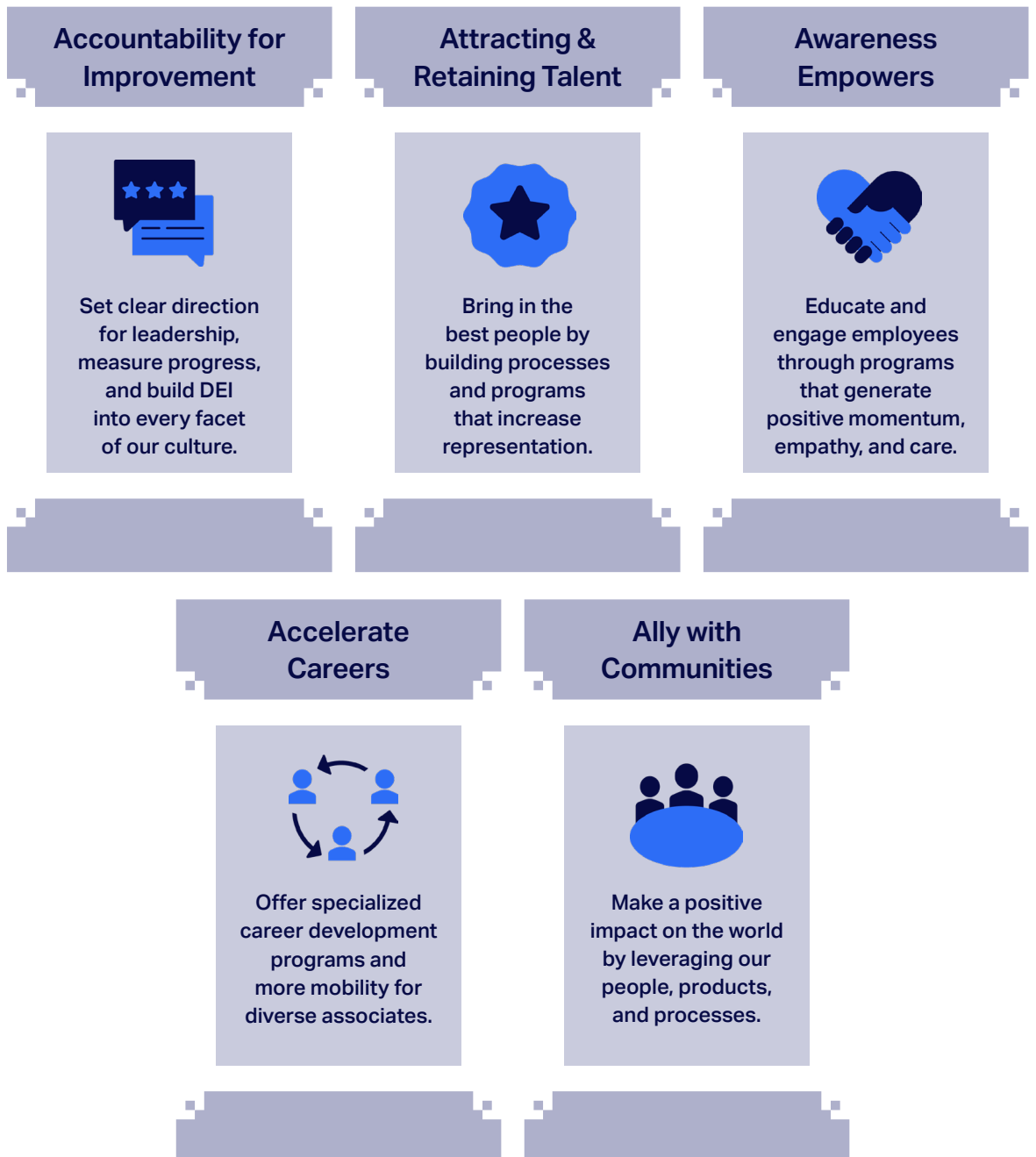
## DIVERSITY, EQUITY & INCLUSION

We are committed to fostering an environment that encourages everyone to be themselves. We work to create an inclusive and equitable workplace and to provide the tools and resources for colleagues to excel and build long and enriching careers. Underpinning these efforts is a commitment to integrate Diversity, Equity, & Inclusion (DEI) in all that we do.

# Diversity, Equity, & Inclusion

*As the world's leading consumer intelligence company, we embrace Diversity, Equity & Inclusion (DEI) in all that we do. We are building a diverse workforce, equitable processes, and an inclusive culture aligned with the core values of NIQ.*

One way is by ensuring our panels reflect the diversity of our communities, to calibrate our data and ensure equitable representation in our analysis. We are also embedding DEI in our products and services, and expanding our impact and reach in communities through partnerships and programs that center around data access, financial investment and skills, and business development. We base our DEI strategy on the following five pillars:





## Accountability for Improvement: DEI and Talent

DEI is foundational to our success. To maintain our place as a global leader in data and information services, we strive to bring a diverse, talented workforce together across the globe, attracting the best talent to reflect the diversity of the markets we serve.

### Female Representation at NIQ\*

- 50% female representation in total workforce globally
- 43% female representation in global senior leadership
- Maintained 48.6% representation of women in senior leadership in the U.S.

### Racial & Ethnic Representation for Corporate & Leadership Roles at NIQ in the U.S.\*

- Diverse employees represent 29% of our overall workforce for corporate and leadership roles in the U.S.
- Black representation is 5.2%
- Hispanic representation is 7.4%
- Asian representation is 11.6%
- Other 4.8%

*To create a more balanced representation across our company, and to be responsive to market-level dynamics, we are focused on talent pipelining through our NIQ University and other similar programs.*

Our data-driven approach to DEI enables us to identify areas of focus to drive improvements. We collect employee input on internal DEI initiatives through our annual employee survey. We also participate in multiple external benchmarking surveys and partner with several nonprofits focused on elevating diversity, equity, and inclusion in our workplaces & communities. These external initiatives allow us to continuously examine our DEI initiatives, observe the trends and best practices of other organizations committed to change, and stay accountable for our progress and results. Other tools include our DEI dashboard, which helps us to monitor progress in creating and maintaining a diverse workforce, and to measure against our Culture of Inclusion index. This is determined through our annual employee survey and provides a sense of how all employees are experiencing these efforts.

#### Attracting and Retaining Diverse Talent Through NIQ University

In addition to attracting and promoting associates from diverse backgrounds at our own company, we are committed to diversifying the Consumer-Packaged Goods Industry (CPG) as a whole. Our NIQ University Program is a 12-week data analytics, insights, and business intelligence training program to prepare undergraduate college students from diverse backgrounds for careers in the CPG industry.

The program works with universities in the U.S. and Canada, including Historically Black Colleges and Universities and Hispanic-Serving Institutions.

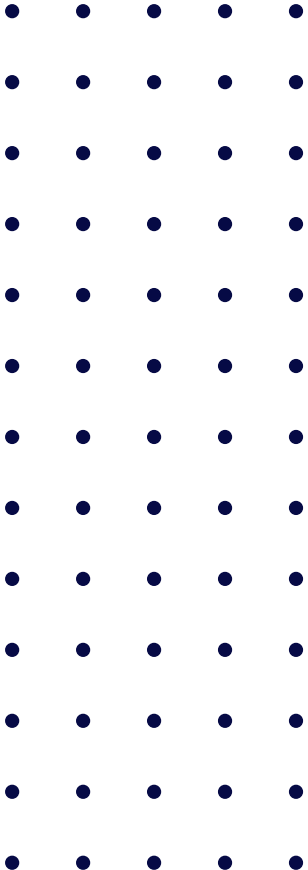
**Awareness Empowers: Employee Resource Groups**

Our nine Employee Resource Groups (ERGs) hold regular events throughout the year to engage employees, to educate during affinity events like Juneteenth, #WhoILove and International Women’s Day, and to drive community impact initiatives. Managed centrally by our DEI team, our ERGs include more than 3,250 members across more than 80 countries. They are supported by over 50 inclusion impact teams that help us localize our diversity and inclusion strategy to the unique needs of the markets where we operate. Additionally, our internal *Me & You* series is available for employees to share and listen to the personal stories that affect, impact, and shape the lives of our associates’ identities both inside and outside of work.

**Accelerate Careers: Building Development and Mobility Programs for Diverse Associates**

We work to ensure all employees have equal and inclusive opportunities to grow at NIQ. Our mentoring program allows associates to choose mentors based on function, time zone, language, and ERG membership, so that associates can align with mentors who understand their unique experiences. Our learning resources embed DEI, both through our LinkedIn Learning access as well as our Career Power Ups learning sessions.

In 2023, we expanded our WIN (Women in Leadership) program to Europe. Launched in 2022, in Asia Pacific and India, this program supports women in leadership roles with mentoring, events, and speakers. It will be rolled out in Latin America in 2024. For more information on our development programs, see the [Our People](#) section of this report on *page 17*.



## Global Employee Resource Groups (ERGs) & Inclusion Impact Teams (IITs) at NIQ

*In 2022-2023, NIQ's Employee Resource Groups showcased remarkable achievements, fostering a diverse and inclusive workplace with global impact.*

An Employee Resource Group (ERG) is a voluntary, employee-led group formed within a company or organization to provide support, networking opportunities, and advocacy for historically marginalized employees who share a common background, identity, or interest. ERGs can be formed around a variety of different characteristics, such as race, ethnicity, gender, sexual orientation, age, disability, or religion.

At NIQ, the ERG program was created to cultivate a sense of community and to provide a safe and supportive space for employees to connect, share their experiences, and seek guidance and support. The ERG program also serves as a resource for the company, providing insights and recommendations on policies, practices, and products that can help to create a more diverse and inclusive workplace.

In addition to providing support and advocacy for its members, the ERG program helps to promote Diversity, Equity, and Inclusion within NIQ by organizing events and initiatives that educate and engage employees on issues related to DEI; helping to foster a sense of belonging and engagement among employees, leading to increased retention and productivity. This program embodies the company values of integrity, responsibility, and passion.

The NIQ Employee Resource Group Program is available to all NIQ employees. Rooted in our values and mission, the ERG program establishes an organizational structure to address the unique needs and issues of its diverse workforce, to foster an equitable and fair workplace for all. NIQ aims to address these issues through different elements under the program, including, but not limited to creating partnerships between the DEI team and ERG leaders, creating an open forum for all NIQ employees, supporting NIQ's values and business goals, and providing education, mentoring, and professional development opportunities for NIQ associates.

The NIQ ERG program has a membership total of around 3,200 NIQ employees. Year over year, the ERG program has typically increased its membership by 16%, indicating its importance to the company's culture.

# ERG Groups from June 2022-2023

## ADEPT

Abled & Disabled  
Employees  
Partnering  
Together

ADEPT is dedicated to establishing a safe space where associates, both abled and disabled, can openly share their experiences. The Employee Research Group (ERG) works toward creating educational and awareness opportunities with senior leaders, like focusing on practices for mental health in the workforce, especially during this post-pandemic era.

## ALL-IN

Asian Learning,  
Leadership and  
Innovation at  
NIQ

ALL-IN aims to empower its membership. Although it is based in North America, ALL-IN engages with associates across the globe, uplifting the history and significance of Asian Americans and providing career-focused events and initiatives to support associates during their time at NIQ.

## HOLA

Hispanic  
Organization  
of Leaders in  
Action

The HOLA ERG collaborates with Hispanic-serving organizations in the U.S. that offer leadership development workshops and cohort programs. Throughout the year, about 10% of HOLA members actively participate in these initiatives, creating valuable opportunities for career growth.

## MOSAIC

Multinational  
Organization  
Supporting an  
Inclusive Culture

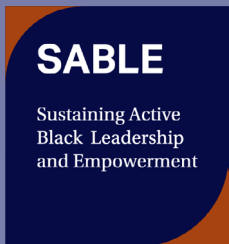
Dedicated to fostering an inclusive workplace that embraces individuals from diverse cultures, backgrounds, ethnicities, and religions, the MOSAIC ERG promotes the spirit of *#CelebrateDifferences* and *#OwnYourCulture*. This commitment extends to connecting with all our ERGs, providing a platform for widespread partnership and collaboration. Throughout the year, MOSAIC actively collaborates with six ERGs, consistently recognizing and celebrating the diversity within our workforce.



*#BelieveBelongBecome.* As the second-largest ERG at NIQ, N-GEN is dedicated to comprehending the motivations and driving factors behind associates in our diverse, multigenerational workforce. Following the execution of a global survey, the findings revealed a commonality that unites us as a company across generations, emphasizing our similarities over differences. These insights have established a foundation for us to explore and implement strategies that bridge the gaps among our workforce.



PRIDE hosted over 20 events throughout the year, including the cross-ERG 'Be a Good Ally' event. In partnership with ADEPT, MOSAIC, and SABLE, associates shared personal stories centered on the power of allyship.



The SABLE ERG hosted programming throughout the year, but one of its key programming events was a program series, Coffee Chat w/ SABLE. The series creates community, networking, and access to senior leaders for Black associates and allies. Past guests include the Chief Human Resources Officer, the Chief Operating Officer, and many Black associates in various positions in the business.



"NIQ's HOLA and SERV ERGs have provided me since day one the opportunity to connect and growth as a civilian, after retiring from the military without any experience in the civilian sector. These groups provided formal and informal mentoring that helped me develop professionalism goals and connect with colleagues." - Rubin Rodriguez



As the largest ERG at NIQ, WING plays a crucial role in fostering connections and providing support to women associates and their allies. One impactful initiative that has significantly contributed to the global professional development of women associates is the women leadership programs.



# Inclusion Impact Teams (IITs)

*Inclusion Impact Teams (IITs) are diverse, all-inclusive groups of associates dedicated to creating a welcoming workplace for everyone. Operating at the country level, IITs bring localized affinity knowledge and allyship, as well as support and amplify the global strategies of ERGs, People & Planet Day, and Well-being Programs.*



## Brazil IIT

Attended by 500 people, for the opening of PRIDE month, the Brazil IIT led an intimate discussion on how to be a better ally for LGBT+ associates, and how to do their part in a more accepting society.

It also organized a focus group to better understand which barriers Brazilian associates face when looking at female leadership evolution.

This was the second event of our “Cabeloton,” the annual Pink October event, where we funded a “Wigmobile,” raising money and hair for an organization specialized in making wigs for cancer patients. The group also focused on the impact of a cancer diagnosis on families and relatives, and discussing the importance of mental health for them with a specialized psychologist.

## Italy IIT

In collaboration with the Tavecchio Foundation, associates in Italy spent one morning playing sports with the support of Paralympic athletes. We tried six different sports (sitting volley, handbike, badminton, pingpong, soccer, basketball) playing and competing against each other. The impact was strong. People felt connected to each other and we created awareness about the topic. Many of NIQ associates had not met with one another due to COVID, and had the opportunity to share some funny moments together in person. Some colleagues said that it was the best activity they had ever done at NIQ.

## India (Pune) IIT

With initiatives such as the India Women in Leadership Program, LGBT+ Ally Starter Kit, and other programming, our India Inclusion Impact Team (IIT) sets the standard for fostering an inclusive workplace culture locally. This is evident in our recognition as one of the ‘100 Best Companies for Women in India 2023’ by BCWI and our receipt of the ‘Exemplar of Inclusion’ recognition in the Most Inclusive Companies Index (MICI) by Avtar & Seramount.

Participating in the PRIDE parade.

## U.K. & Ireland IIT

Supporting associates and promoting a healthy work/life balance, the group promotes a mental health day, and creating awareness and education about mindfulness in the workplace.



The U.K. & Ireland received recognition as a Menopause Friendly Workplace, by implementing policies, practices, and support mechanisms to create a supportive and inclusive environment for employees experiencing menopause. Additionally, the team was recognized as a Top 50 Inclusive company in the U.K. This accolade is part of the Inclusive Top 50 U.K. Employers, a definitive list highlighting organizations that champion inclusion across all protected characteristics at every level of employment.

# Ally with Communities

*At NIQ, we strive to offer the communities we serve the benefits of our data insights and the commitment and energy of our talented associates.*

## Building a More Diverse CPG Industry

NIQ supports emerging consumer packaged goods (CPG) brands by investing in their development and fostering connections to support their success. In 2021, NIQ launched the Trailblazer program, which provides minority-owned small to medium-sized businesses (SMBs) in the CPG industry pro bono subscriptions to our Byzzzer platform, a tool geared toward creating more equitable access to big datasets, and helping to give these businesses a competitive edge. After the success of the initial cohort, NIQ increased the investment for 2023 and initiated the Trailblazer program for minority-owned small and medium-sized beauty brands. The program offered them invaluable access to data, business case development, consultation with retail and CPG partners, and other tools to help them grow in the competitive beauty industry. NIQ also provides mentoring, analytical training, coaching, and other resources to Trailblazer participants and will continue to evaluate the program for greater impact in the future. Since the program's inception, NIQ has invested more than \$250,000 to accelerate the success of over 20 minority-owned CPG brands.



In 2023, we hosted a program, Founders Pitch Slam, where startups pitched their companies to industry and business leaders and competed for a first-place cash award and in-kind prizes. Through our Naturally Network Partnership, we have supported more than 100 minority-owned businesses in the natural and organic CPG market since 2022. Fellows receive resources, tools, and access to opportunities and business development. Through our BASES® Pro-Bono Minority Business Consulting Initiative, we offer expert innovation research guidance, leveraging proprietary data and predictive analytics from our BASES® portfolio of services. This helps underrepresented businesses access primary research to take their business to the next level. The last application pool included 12 minority-owned businesses from different industries interested in signing up for this initiative.

### DEI in our Products and Services

To provide useful and relevant data to our clients, we must use data that accurately reflects the rich diversity of the communities that we measure. Our consumer panels are among the important ways we calibrate our data and ensure equitable representation in our analysis. With our panels, we strive to mirror the wider population in each market. Through this process, we capture the interests and habits of underrepresented groups, to ensure that that retailers and CPG manufacturers meet their needs.

We apply the insights we learn to help our clients better understand the products and services that appeal to diverse populations. [Our Diverse Voices](#) reporting series is a collection of rich and nuanced reporting and analysis that provides a robust picture of diverse consumers' unique needs and behaviors. Recent topics covered in the Diverse Voices series include understanding the influence of Black consumers and the massive market shifts that Hispanic consumers can set in motion.

## NIQ's Impact

To maximize NIQ's impact around the globe, our areas of focus for volunteering initiatives align with the following UN Sustainable Development Goals.





### Engagement with the Communities We Serve

Through providing pro bono data and analysis engagements with leading nonprofits to local volunteer efforts, our employees are vital to NIQ’s ability to improve the lives of people around the world. We offer regular opportunities for volunteering and community engagement, and every employee receives one day of paid volunteer time each year. In September 2023, we held our second annual People & Planet Day, where global employees contributed to local volunteer efforts in line with our four commitment pillars aligned with the UN SDGs: *food equity, education, economic empowerment, and climate justice*. Over 13,000 employees\* participated in various activities on this day. Overall, NIQ contributed over 75,000 hours,† covering more than 500 activities, with nearly \$67,000 in employee fundraising.



\* Includes GfK associates, as this was a combined event.  
 † An average of six hours for volunteering



We look to harness our data for positive impact in the community by partnering with nonprofits that are driving change in the areas we care about most. We support ReFED and its goal of reducing food waste by 50% across U.S. by 2030, by providing pro bono data to inform its online hub, which features the most comprehensive examination of food loss and waste in the U.S. This data has been used in over 1,000 use cases, including to inform public funding decisions toward food waste reduction.

Through a large public/private partnership, major retail grocers leverage it to report surplus food, which ultimately helps to improve national-level estimates. This is a retail industry first, and a significant step in understanding progress toward the goal of reducing food waste by half by 2030.

For over a decade, we have provided Feeding America® with data, insights, and expertise, including local food pricing data to estimate meal costs in every U.S. county to inform its annual “*Map the Meal Gap*” report. This report raises awareness of food insecurity across the U.S. that affects over 34 million people (about twice the population of New York) and is used by food banks and policymakers who help advocate for food and resources to help local communities. In 2023, NIQ provided data and resources at an estimated value of \$2.6 million to support the Feeding America® report.



# People & Planet Day 2023 Spotlight



Total Number of Participants: 13,329\*



Total In-Person & Virtual activities: 569\*



Total Employee Fundraising: \$66,842\*

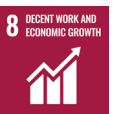
## Food Equity

- Avg. Hours Participated: 17,538 hrs
- 126 in-person activities/ 11 virtual activities
- Total Employee Fundraising: \$29,845
- No. of Meal Boxes Donated: 40,150
- Total Amount of Food Donated: 19,964 lbs
- No. of Meals Prepared/ Served: 20,867



## Economic Empowerment

- Avg. Hours Participated: 15,828 hrs
- 122 in-person activities/ 6 virtual activities
- Total Employee Fundraising: \$10,831
- No. of Community Projects Completed: 68
- Members of Community That Benefited: 875
- No. of Students Educated on Gender Equality: 400



## Education

- Avg. Hours Participated: 10,902 hrs
- Total Employee Fundraising: \$8,369
- No. of Books/Learning Resources Donated: 18,168
- No. of Disabled Children Engaged in Activities: 411
- No. of Individuals that Benefited from Digital Skills Training: 1,631



## Climate Justice

- Avg. Hours Participated: 35,706 hrs
- 208 in-person activities/ 12 virtual activities, including tree planting and cleanup activities
- Total Employee Fundraising: \$17,797
- No. of Students Educated on Climate Impact: 114
- Avg. Hours Dedicated to Climate Education: 2.5 hrs



\* Includes GfK associates as this was a combined event.

# 06

# ENVIRONMENTAL RESPONSIBILITY

As the impact of climate change becomes more evident, we understand the responsibility we have to create a more sustainable future. At NIQ, we are working to mitigate and manage our environmental impacts and adapt to the changing world, while also leveraging our unique expertise to help our clients transition to a more sustainable marketplace.

## Our Impacts and Risks

*NIQ plays a unique role in supporting Consumer-Packaged Goods (CPG) manufacturers, which collectively create a large environmental impact on a global scale.*

By delivering data that provides the most complete understanding of consumer buying behavior and market trends in the sustainable product space, we have an opportunity to support an industry transition toward developing and marketing more sustainable products that support healthy people and ecosystems.

The chief environmental impact of NIQ, as a global data and services provider, is from energy use in our offices and data centers. Other impacts come from our waste and resource consumption, business travel, and field operations. In addition, our field operations and supply chain generate emissions through physical devices used in the data collection process.

As the impacts of climate change intensify, we, like most companies, face potential risks to our physical infrastructure and business continuity. We continue to integrate ESG risks and opportunities into our enterprise risk management (ERM) framework. We intend to conduct a full climate risk assessment as a combined company together with GfK.

### **Supporting a More Sustainable Consumer Goods Economy**

Because we understand the power of data to help shape marketplaces, we aim to collaborate with our clients to encourage a transition to more sustainable products. In 2023, NIQ partnered with McKinsey & Company to develop a report titled "[Consumers care about sustainability—and back it up with their wallets.](#)" This report looks at the business case for bringing environmentally and socially responsible products to market as part of companies' overall ESG strategies and commitments.

Our 2023 report "[The changing climate of sustainability](#)" explores the forces driving the CPG industry to transform and commit to real, sustainable business models to mitigate short- and long-term risk. We followed this up with further consumer segmentation in our report, "[The Green Divide: How to turn green consumer intentions into sustainable actions.](#)"



## Our Approach to Mitigation

*Everyone at NIQ is responsible for our environmental impact. While we apply a sustainability lens to our decision-making processes across the company to understand and minimize our impacts, we also believe that each person has a role to play.*

### NIQ Environmental Data

Our greenhouse gas (GHG) emissions data has been externally [verified](#).

#### GHG Emissions 2022

(in metric tons of CO<sub>2</sub> equivalent)

##### Scope 1

- Company facilities: 4,463

##### Scope 2

- Location-based: 15,480
- Market-based: 16,104

##### Scope 3

- Waste generated in operations: 8,296
- Business travel\*: 6,159
- Employee commuting: 34,602

**Water consumption:** 1,791,243 cubic feet

*Year-over-year increase due to increased office occupancy globally.*

\* Scope 3 business travel emissions include air and rail.

Our policies and expectations related to energy management, waste management, and travel are highlighted in our [Code of Conduct](#) and [Supplier Code of Conduct](#). We continue to introduce new learning initiatives to improve climate literacy for all employees and management. For example, during Earth Week 2023, NIQ launched a Learner's Challenge using LinkedIn, to help employees better understand individual and collective environmental impacts.

#### Measuring our Environmental Footprint

We take a data-driven approach to environmental management and track and measure our Scope 1, 2, and 3 greenhouse gas (GHG) emissions across the company, in line with the Greenhouse Gas Protocol. For the past two years, to better understand our impacts and opportunities for improvement across the business, we have conducted detailed carbon footprint measurements and external verifications. In 2022, we broadened our measurement of Scope 3 business travel emissions to include, not only air, but also rail and hotel travel. We also began measuring employee commuting and telecommuting for that year, which was compiled using a global commuter survey for all employees, along with relevant emission factors and data.

As NIQ continues to expand its review of emissions across its value chain, we are

integrating sustainability criteria in our procurement and contracting processes. Our [NIQ Supplier Code of Conduct](#) includes provisions requiring that suppliers follow applicable environmental laws and the suggested ways to reduce energy use and GHG emissions.

### **Reducing Energy Usage and Waste**

Our largest source of emissions comes from our real estate footprint, which covers over 200 buildings. Our team works closely with vendors and partners to select energy-efficient lease properties and to investigate opportunities to implement clean energy and energy-reduction initiatives. For example, our newly leased offices in Chennai, India, recently installed on-site renewable solar power units. We also contracted for space in LEED-certified buildings including in Pune, India, and in our Chicago headquarters. In 2023, our real estate team began including questions about sustainability in the requests for proposals (RFPs) for new properties, as part of our ongoing efforts to embed an ESG mindset in all aspects of our business.

We are also continuing our pursuit of data center optimization to reduce the energy use of our servers. We work to identify underused servers, virtualize physical servers wherever possible, and increase server and cluster density for greater energy efficiency.

Our live data is in all-flash storage, which has reduced the requirements for power and cooling at our data centers. Any new server and storage requests go through the private cloud portal, which ensures compliance with virtual and all-flash standards. Approximately 90% of our NIQ servers were virtualized in 2022, resulting in significant energy savings.

For some of our work, we need to operate a car fleet for our global employees. We have implemented a CO<sub>2</sub> cap for our fleet cars, which is determined on a country-by-country basis, and we continue to encourage the use of more hybrid and electric cars.

Our overall waste profile is relatively low, but we still strive to reduce our output. All our locations offer recycling programs and in 2023, we continued to meet our goal to responsibly process 100% of our facility-based e-waste, diverting it from landfills. Furthermore, we are implementing programs to reduce food waste from our business. For example, NIQ Brandbank's image and data capture services require teams to store fresh and frozen foods. To minimize waste, employees can purchase the food, with proceeds going to charity, and we donate any remaining items to food charities before they expire.

### **Maintaining Employee Safety and Security through Natural Disasters**

While 2023 saw an increase in climate events across the globe, NIQ's Crisis, Security, and Safety Management team formalized our approach for maintaining the welfare of all employees in the wake of natural and man-made disasters. Regional Response Teams are accountable for maintaining business operations in their respective locations, while offering emergency support to the global organization. Crisis events are managed through the Executive Crisis Response Council, a cohort responsible for defining crisis levels, prioritizing reaction plans, making decisions, delegating roles, and disseminating information.

The Crisis, Security, and Safety Management team assessed NIQ's 100-plus operating regions against an index of potential crisis events, including but not limited to cyclones, earthquakes, flooding, terrorism, crime, and political instability. When natural disasters struck Pakistan in 2022 and Turkey in 2023, NIQ took proactive action to relocate employees to safe areas. When armed conflict broke out in Ukraine and Israel, NIQ created prompt employee evacuation plans to be deployed following defined triggers.

In 2024, the Crisis, Security, and Safety Management team will expand on this year's efforts to improve real estate decisions and emergency action plans alongside global business leaders.

## **Impact through Data: Addressing the Needs of Vulnerable Consumers**

NIQ plays a critical role in understanding consumer market dynamics and providing insights that can help with tracking food prices and availability, addressing food deserts, reducing food waste, and identifying consumer health and wellness purchasing trends. It also helps to identify trends that highlight the needs of vulnerable consumers.

NIQ provides services that support U.S. Department of Agriculture (USDA) research for vulnerable consumers in the U.S. Accurate retail food store data, focused on low-income areas, reveal store types and locations available to vulnerable populations. Detailed store-level information assists in assessing household shopping behavior related to food store accessibility. Collaborating with experts, USDA employs the data for economic and policy research, ensuring privacy and confidentiality. Aggregated findings will be shared through various channels, including economic journals and USDA platforms. The USDA retains indefinite rights for project support, adhering to strict privacy standards. Nearly \$200,000 was distributed to employees, including our colleagues impacted by the earthquakes in Turkey.



## AFTERWORD

We provide the most holistic view of consumers globally so that companies, governments, and communities can make informed decisions that ultimately help people. We are proud of our efforts to date, and we are committed to expanding our impact.

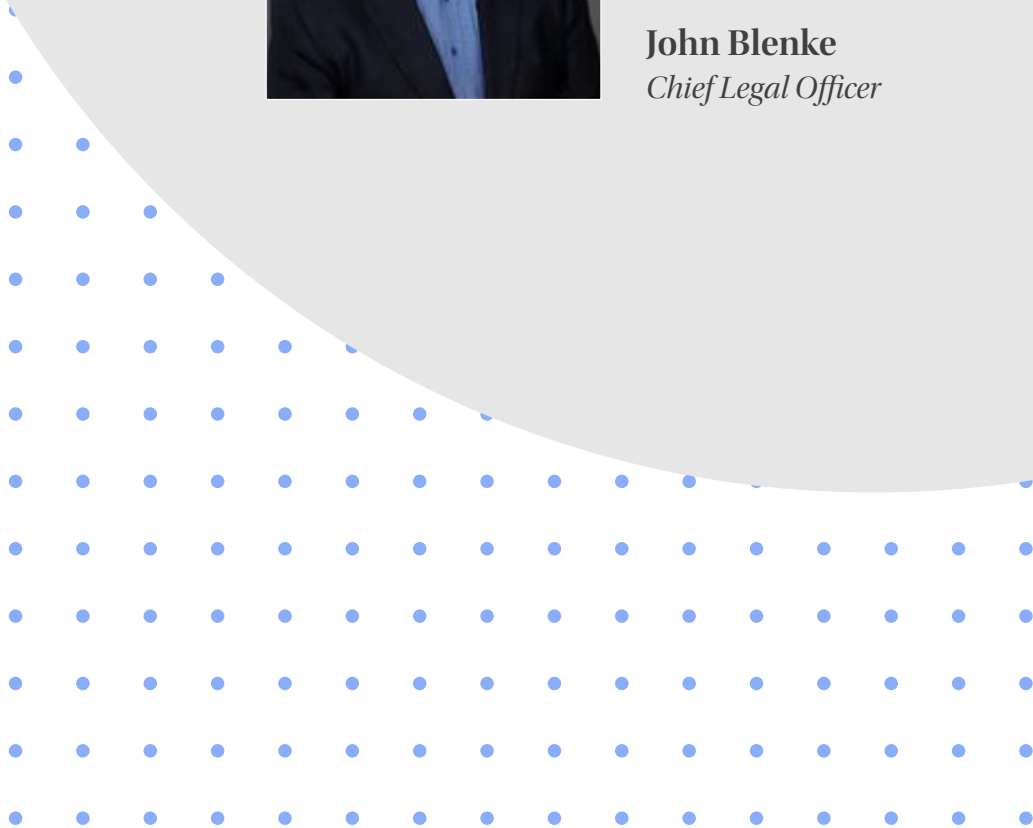
As we continue to integrate our ESG priorities across the organization, we're empowering our employees to bring innovation and sustainability into how they serve our clients and communities.

We maintain a strong culture of acceptance, diversity, and integrity, and encourage our global workforce to bring NIQ's values and behaviors into their work and how they interact with the world. When we do, we contribute to a positive environment for every community where we live and work.

This report is meant to be a summary of our key ESG priorities and impact. We are committed to ongoing transparency and reporting on our progress.



**John Blenke**  
*Chief Legal Officer*



# APPENDIX

# List of Entities

1	ACNielsen AMER Algeria EURL	51	NielsenIQ (India) Private Limited
2	NielsenIQ South America S.R.L.	52	PT. Sri Karya Utama Graha
3	Nielsen Connect Australia Pty Ltd	53	PT. Nielseniq Services Indonesia
4	A.C. Nielsen Gesellschaft m.b.H.	54	A.C. Nielsen of Ireland Limited
5	The Nielsen Company (Bangladesh) Ltd.	55	ACNielsen (Israel) Ltd.
6	ACNielsen Bel	56	CiValue Systems Ltd.
7	NielsenIQ (Belgium) SPRL	57	NielsenIQ Services Italy S.r.l.
8	Empresa de Servicios AC Nielsen S.A.	58	NielsenIQ Italy S.r.l.
9	A.C. Nielsen do Brasil Ltda.	59	Nielsen Services Japan GK
10	ACNielsen Bulgaria Ltd	60	NielsenIQ Japan
11	ACNielsen Company of Canada	61	Nielsen for Consultancies Limited Liability Company
12	NielsenIQ Sub Holding Company	62	ACNielsen Kazakhstan LLP
13	ACNielsen Cayman Islands Colombia Ltd.	63	ACNielsen Kenya Limited
14	A.C. Nielsen Chile Limitada	64	NielsenIQ Services Korea Ltd.
15	NielsenIQ (Guangzhou) LTD	65	NielsenIQ Korea Ltd
16	A.C. Nielsen de Colombia Ltda.	66	ACNielsen Latvia SIA
17	ACNielsen Costa Rica S.A.	67	UAB ACNielsen Baltics
18	ACNielsen d.o.o.	68	NielsenIQ (Malaysia) Sdn. Bhd.
19	ACNielsen Cyprus Limited	69	NielsenIQ México Services, S. de R.L. de C.V.
20	AMER Research Limited	70	ACNielsen SARL
21	MEMRB Retail Tracking Services Limited	71	Nielsen MMRD (Myanmar) Co., Ltd.
22	ACNielsen Czech Republic s.r.o.	72	The Nielsen Company Nepal Pvt Ltd.
23	NielsenIQ (Denmark) ApS	73	ACNielsen (Nederland) B.V.
24	ACNielsen Dominicana, SRL	74	Art Holding (Brazil) C.V.
25	ACNielsen Ecuador S.A.	75	Indy Dutch Bidco B.V.
26	Nielsen Egypt LLC	76	Intermediate Dutch Holdings B.V.
27	AC Nielsen El Salvador, S.A. de C.V.	77	Nielsen Precima B.V.
28	ACNielsen Eesti OÜ	78	NielsenIQ Sub Holdings I B.V.
29	A.C. Nielsen Finland Oy	79	TNC Europe B.V.
30	A3 Distrib S.A.S.	80	A.C. Nielsen (N.Z.) ULC
31	AC Nielsen S.A.S.	81	ACNielsen Nicaragua, S.A.
32	Data-Impact SAS	82	ACNielsen Nigeria Limited
33	FoxIntelligence SAS	83	ACNielsen Norge AS
34	NielsenIQ Holding France SAS	84	Nielsen for Market Research LLC
35	NielsenIQ Services France SAS	85	ACNielsen Pakistan (Private) Limited
36	Grace BidCo GmbH	86	ACNielsen Panama, S.A.
37	Grace HoldCo GmbH	87	The Nielsen Company Paraguay S.R.L.
38	NielsenIQ Services Germany GmbH	88	Nielsen S.R.L.
39	Nielsen Tele Medical GmbH	89	NielsenIQ (Philippines), Inc.
40	NielsenIQ (Germany) GmbH	90	ACNielsen Polska Sp. z o.o.
41	ACNielsen Ghana Limited	91	Nielsen Services Poland Sp. z o.o.
42	Nielsen Consumer Greece Single Member S.A.	92	A.C. Nielsen Portugal—Estudos de Mercado—Unipessoal, Lda.
43	ACNielsen Centroamerica, S.A.	93	A.C. Nielsen P.R. LLC
44	MEMRB Retail Tracking Services (Guernsey) Ltd.	94	Nielsen Consultancy LLC
45	ACNielsen Honduras S.A. de C.V.	95	ACNielsen Romania srl
46	ACNielsen Holdings Limited	96	ACNIELSEN Limited Liability Company
47	ACNielsen Group Limited	97	Nielsen Data Factory LLC
48	NielsenIQ (Hong Kong) Limited	98	Nielsen Holding Saudi Limited
49	NielsenIQ (Management Services—HK) Limited	99	ACNielsen d.o.o.
50	ACNielsen Piackutató Kft.	100	ACNielsen (Singapore) Pte. Ltd.

101	Nielsen Innovate Singapore Pte. Ltd
102	Nielsen MMRD Holdings Pte. Ltd.
103	NielsenIQ (Singapore) Pte. Ltd
104	The Nielsen Company (Singapore) Holdings Pte. Ltd.
105	ACNielsen Slovakia s.r.o.
106	ACNielsen raziskovalna druzba, d.o.o.
107	NielsenIQ South Africa (Pty) Ltd
108	A.C. Nielsen Company, S.L.
109	ASEE Nielsen Holding (Spain) S.r.l.
110	Nielsen Services Spain, S.L.
111	NielsenIQ Lanka (Private) Limited
112	ACNielsen AB
113	NielsenIQ Services Sweden AB
114	The Nielsen Company (Europe) Sàrl
115	NielsenIQ (Switzerland) GmbH
116	Syria Retail Tracking LLC—inactive
117	NielsenIQ Taiwan Ltd.
118	ACNielsen (Tanzania) Ltd.
119	NielsenIQ (Thailand) Limited
120	Nielsen Tunisie SARL (in liquidation)
121	Nielsen Arastirma Hizmetleri Limited Sirket
122	ACNielsen Uganda Limited
123	ACNielsen Ukraine Limited Liability Company
124	Nielsen Market Research Services FZ-LLC
125	A.C. Nielsen Company Limited
126	AC Nielsen Holdings UK Limited
127	Brandbank Limited
128	CGA Strategy Limited
129	CGA Nielsen (Global) Limited
130	Data Impact Limited
131	Nielsen Book Services Limited
132	AC Nielsen Mexico LLC
133	Indy US Holdco, LLC
134	National Consumer Panel, LLC
135	Nielsen Consumer, Inc.
136	Nielsen Consumer LLC
137	NielsenIQ Holdings, L.L.C.
138	Nielsen Precima, LLC
139	Nielsen Uruguay (US), LLC
140	Unrollme LLC
141	Panel International SA LLC
142	AC Nielsen de Venezuela S.A.
143	NielsenIQ (Vietnam), Ltd.

# The Sustainability Accounting Standards Board (SASB) Index

*The SASB standards, part of the International Financial Reporting Standards (IFRS) Foundation, guide the disclosure of financially material sustainability information by companies to their investors. This index includes our responses to SASB's reporting recommendations for Professional Commercial Services, NIQ's industry classification according to SASB's Sustainable Industry Classification System®. It focuses on three topics defined by SASB as most material to our industry—data security, workforce diversity and engagement and professional integrity—and includes quantitative and qualitative indicators for each topic.*

Topic	Code	Metrics	Response
Data Security	SV-PS-230a.1	Description of approach to identifying and addressing data security risks	<p>For NIQ, as a global consumer intelligence company, data is a crucial part of business, and we prioritize data integrity, security, and privacy in everything the company does. NIQ follows a comprehensive set of privacy principles, which include user-friendly privacy controls, clear notice, and choice options, while minimizing the collection of data. In addition to complying with laws and industry standards in the countries we operate in, we embrace the concept of Privacy by Design. This means that we incorporate appropriate privacy safeguards directly into the design and implementation of our products and services.</p> <p><b>NIQ's approach to identifying vulnerabilities:</b></p> <ul style="list-style-type: none"> <li>• <b>Regular Vulnerability Scanning.</b> We conduct regular vulnerability scanning and assessments of our information systems using industry-standard tools and practices. These scans help us identify weaknesses in our systems, applications, and network configurations.</li> <li>• <b>Penetration Testing.</b> In addition to vulnerability scanning, we utilize automated security validation testing to simulate real world attacks and assess our systems' resilience. This proactive testing approach allows us to uncover potential vulnerabilities and address them before they can be exploited.</li> <li>• <b>Patch Management.</b> We maintain a robust patch management process to ensure that security patches and updates are promptly applied to our systems. This helps us mitigate known vulnerabilities and reduce the risk of exploitation.</li> <li>• <b>Security Audits.</b> We regularly conduct internal and external security audits to evaluate the effectiveness of our security controls, policies, and procedures. These audits help us identify areas for improvement and ensure that our security measures are up to date.</li> <li>• <b>Threat Intelligence.</b> We stay informed about emerging threats and vulnerabilities through threat intelligence sources and industry information sharing. This proactive monitoring allows us to adapt our security posture to new and evolving risks.</li> </ul> <p><b>NIQ's approach to addressing vulnerabilities:</b> NIQ's cybersecurity team implements multiple layers of organizational, technical, and administrative measures to protect the data we collect. We adhere to cybersecurity best practices, regularly subjecting our program to testing by trusted third-party organizations. We actively participate in industry groups to exchange best practices on cybersecurity.</p> <p>NIQ has strict controls on access to individual-specific data. The cybersecurity team ensures that only authorized employees can access specific data at the appropriate times.</p> <ul style="list-style-type: none"> <li>• <b>Incident Response Plan.</b> We have a well-defined incident response plan in place to address security incidents promptly. This plan includes procedures for identifying, containing, mitigating, and recovering from impacts of a potential security incident.</li> <li>• <b>Third-Party Risk Management.</b> NIQ's Third-Party Risk Management (TPRM) program ensures diligent oversight of third-party engagements. It integrates into procurement involving contract review, risk-based assessments, and ongoing monitoring. This approach includes thorough evaluation, continuous compliance monitoring, access controls, transparent communication, all aimed at effectively managing third-party risks and maintaining robust security during data processing.</li> <li>• <b>Data Security and Data Privacy Policies.</b> The company annually updates its cybersecurity and data privacy policies, and these policies are communicated to all employees through the shared intranet.</li> <li>• <b>Employee Training.</b> NIQ utilizes an industry-recognized security and privacy awareness solution to provide security training for all global employees. New hires are automatically enrolled in our Cybersecurity and Privacy curriculum when their account is created, which is required to be completed within 30 days of onboarding. Existing employees are assigned refresher security awareness and privacy training annually. The training covers important cybersecurity topics, such as common phishing strategies and hacker tactics. Additionally, to ensure privacy and meet the expected standards, all employees must undergo yearly privacy training. This training covers various privacy regulations, such as the California Consumer Privacy Act and the EU General Data Protection Regulation. During the training, employees learn about personal data definitions, the principles of data privacy regulations, individuals' rights, and how to report data incidents.</li> </ul>

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Data Security	SV-PS-230a.2	Description of policies and practices relating to collection, usage, and retention of customer information	<p>Our main objective in collecting data is to provide aggregated consumer insights, rather than identifying individuals. We primarily rely on demographic and aggregated data that does not directly identify individuals. If we do process any personal or sensitive information, we de-identify the data, and only in very limited circumstances do we share it with our clients for quality assurance (QA) purposes, but with contractual restrictions and protections. As data privacy regulations evolve globally, we adapt our practices to ensure compliance. Whenever possible, we strive to establish companywide cybersecurity and data privacy policies that meet minimum universal standards, while implementing country-specific protocols as needed.</p> <p><b>NIQ collects personal data from:</b></p> <ul style="list-style-type: none"> <li>• Our panelists, who are individuals and households who contractually agree to participate in one or more of NIQ's consumer-focused panels. We also process personal data to aid in the recruiting of additional panel members to represent the overall consumer market more accurately.</li> <li>• People we contact for NIQ surveys conducted online, in person or by telephone, email, or postal mail.</li> <li>• Visitors to our websites and people who contact us via our websites, via email, or other means.</li> <li>• Our employees, contractors, and contacts at other companies in the normal course of business.</li> </ul> <p><b>Collection.</b> NIQ obtains data from various sources, such as store-level sell-out data and surveys and purchase histories of individual consumers. Store data is devoid of personal information; retail partners are contractually bound to remove personal data before sharing with NIQ. Surveys and purchase history data, on the other hand, are gathered with the individual's consent, aligning with General Data Protection Regulation (GDPR) standards. Individuals voluntarily supply this information to NIQ for processing and receive incentives in return.</p> <p><b>Use.</b> Data is utilized for its designated purpose — from reporting regular sell-out data (store data) to profiling individuals and their purchasing behaviors (surveys and purchase histories) in aggregated and de-identified form. Personal data is strictly used for the original intent and is not repurposed, shared with third parties (except in processing relationships described below under "<i>disclosure</i>"), or used inappropriately.</p> <p><b>Retention.</b> Non-personal store data is stored indefinitely or for extended periods. The retention period for personal data is time-bound, after which it is aggregated and de-identified. NIQ establishes these periods mindful not only of data protection regulations but also potential risks of inadvertent disclosure or unauthorized access.</p> <p><b>Processing.</b> Data undergoes analysis, adjustments, or merges with other datasets to generate reports. It is consistently de-identified during this phase. Data minimization and pseudonymization is employed, i.e. with individual purchase histories, to reduce unauthorized disclosure risks and in line with GDPR data minimization obligations.</p> <p><b>Disclosure.</b> While NIQ shares information with NIQ clients, we limit sharing personal information for QA purposes, but with contractual restrictions. Some vendors, like cloud service providers or specialist third parties, may receive personal data. NIQ maintains data-sharing agreements with these entities to stipulate proper data handling and impose strict processing obligations.</p> <p>Data from physical stores is collected without requiring an individual's consent, since this does not contain personal information. For individuals who participate in surveys or otherwise share personal data, including their purchasing history, NIQ bases processing on consent. In other relationships, for example with clients, individuals may consent to the processing of their personal data to enable NIQ to engage with them about potential B2B solutions, and in doing so, such individuals can "opt in" to receive marketing communications. It is also important to highlight that all our marketing communications always include the option for recipients to "opt out", for instance through an "unsubscribe" link. NIQ does have other data-processing relationships, for example with employees. These are not elaborated on here, and typically they rely on lawful bases like contract or legitimate interests, rather than consent or opt-in/opt-out mechanisms.</p> <ul style="list-style-type: none"> <li>• <b>Destruction.</b> After the data's lifespan, or once the retention period concludes, personal data is securely deleted or destroyed, ensuring irrecoverability.</li> </ul> <p>Personal data is processed internally to formulate information and insights that are presented as reports to NIQ's clients. In this specific process, all personal data is aggregated and de-identified. The sole exception is in the case of service relationships, where in NIQ maintains its position as the controller, and the third party, acting as a processor, is bound by strict processing obligations governed by data-sharing agreements and service contracts. For example, NIQ makes use of third-party cloud services to store its data assets. The processing (including storage) of personal data for this purpose is governed by a service agreement/data-processing agreement.</p>
Data Security	SV-PS-230a.3	(1) Number of data breaches, (2) percentage involving customers' confidential business information (CBI) or personally identifiable information (PII), (3) number of customers affected	During the period in scope, no data breaches ( <i>as defined, and involving PII</i> ) were identified.

Topic	Code	Metrics	Response
Workforce Diversity & Engagement	SV-PS-330a.1	Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees	<p>Please refer to <a href="#">page 25</a> in the <a href="#">Diversity, Equity, and Inclusion</a> section.</p> <p>2022-2023 highlights            Female representation at NIQ (year-to-date June 2023)            Racial and ethnic representation for corporate and leadership roles at NIQ in the U.S. (year-to-date June 2023) * <i>Diversity data covers all NIQ employees.</i></p> <p><i>NB: Effective July 2023, NIQ officially combined with GfK. Considering this strategic merger, the baseline year for all employee-related data has been adjusted to 2024, to accurately reflect the dynamics of the integrated organization. Subsequent reports will utilize this adjusted baseline, demonstrating our commitment to transparency and providing stakeholders with a comprehensive view of the post-merger landscape.</i></p>
Workforce Diversity & Engagement	SV-PS-330a.2	(1) Voluntary and (2) involuntary turnover rate for employees	<p>In July 2023, NIQ officially merged with GfK, marking a strategic milestone. The integration of these entities will have a notable impact on our reporting within the SASB Index, particularly concerning employee turnover rates. Consequently, we are adjusting the baseline year to 2024, to accurately reflect the combined company's data. In the coming years, NIQ is committed to sharing this new baseline data in our SASB Index reports. This adjustment is a proactive measure to ensure the relevance and transparency of our reporting in the post-merger landscape.</p>
Workforce Diversity & Engagement	SV-PS-330a.3	Employee engagement as a percentage	<p>Please see <a href="#">page 19</a> for more details.</p> <p>These are the results of our October 2022 Gallup Q<sup>12</sup>® Employee Engagement Survey results:</p> <ul style="list-style-type: none"> <li>Engaged: 58%</li> <li>Not engaged: 36%</li> <li>Actively disengaged: 6%</li> </ul> <p>For October 2023, overall engagement is above average for the combined company Gallup Q<sup>12</sup>® Employee Engagement Survey, and serves as a solid base from which to move forward to continue to build a best-in-class workplace culture.</p>
Professional Integrity	SV-PS-510a.1	Description of approach to ensuring professional integrity	<p>Please refer to <a href="#">page 11</a>, under <i>Ethics &amp; Integrity</i>.</p>
Professional Integrity	SV-PS-510a.2	Total amount of monetary losses because of legal proceedings associated with professional integrity	<p>There were no monetary losses associated with ethics, corruption, or a lack of professional integrity (areas of responsible business conduct) during the period in scope.</p>