NielsenIQ environmental policy and guidelines 2021

Our vision

Sustainability is a fundamental part of the decision-making process at an individual and organizational level throughout NielsenIQ.

Our mission

To continuously identify, bring awareness to, and advocate for, sustainable options in an effort to manage and reduce NielsenIQ's impact on the environment by driving operational efficiencies.

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Environmental policy

The vitality of our business is closely linked to the health of the markets and communities where we operate. When they are vibrant and growing, so is our business. Sound environmental management is central to the health of our business and operations over the long-term. We recognize that it is also important to our employees, clients, the communities in which we live and work, and our other stakeholders. This commitment comes to life through protecting and restoring our natural environment by better managing our resources.

With the onset of COVID-19 in 2020, ESG (Environment, Social and Governance) management has continued to grow as a priority for NielsenIQ. The intersectionality of social and environmental issues, particularly for vulnerable populations, have also driven the importance of climate change mitigation efforts.

As a result, in addition to compliance with laws and regulatory requirements, we continually seek to reduce the adverse environmental effects of our products, services and business operations during design, creation, use and overall lifecycle management. We also recognize the unique power of our data and insights; through our wide-ranging tools and services focused on innovation and predicting future audience needs and preferences, we can help our clients optimize the value of their investments and growth strategies.

With that, we aim to collaborate with our clients and other stakeholders to facilitate a lower-carbon economy based on the intelligent use of information and technology. We also engage and collaborate with our supplier network to improve their overall performance and minimize the environmental impact of our business. Overall, we communicate proactively and openly with our stakeholders about our environmental commitments and performance, and we encourage them to share their feedback with us on an ongoing basis.

Change to NielsenIQ business

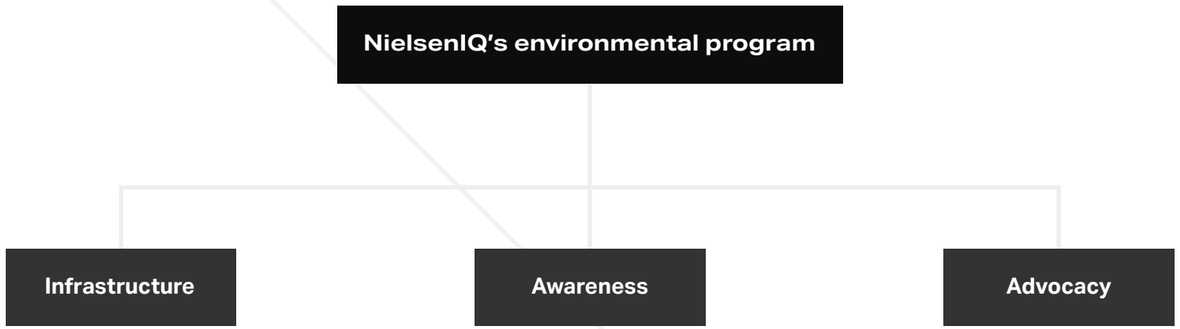
As of December 31, 2020, Nielsen was divided into two business units. NielsenIQ (formerly known as Nielsen Global Connect) provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Nielsen Global Media (now called Nielsen) provides the media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. On March 5, 2021, Nielsen Holdings plc announced that it completed the previously announced sale of NielsenIQ to affiliates of Advent International.

All data represented in this policy document is reflective of aggregate 2020 global data across both business units.

Our environmental sustainability strategy

We are fully committed to driving environmental awareness globally, and pursuing opportunities that will allow for the most substantial impact on our footprint. NielsenIQ's environmental sustainability strategy focuses on three key areas:

NielsenIQ's environmental program



Infrastructure: Identify and establish foundational tools and processes for our offices, data centers, and people to facilitate and encourage Awareness and Advocacy.

Awareness: Facilitate associate and stakeholder engagement, participation and commitment to NielsenIQ's sustainability program.

Advocacy: Identify and champion opportunities to efficiently manage and reduce NielsenIQ's resource consumption and footprint.

Understanding what's critical

Our non-financial materiality assessment highlights certain focus areas as fundamental "table stakes" for our company to drive sustainable operations. These regular assessment processes incorporate input and feedback from internal and external stakeholders, including our people, suppliers and external advocacy groups. Among other inputs, this feedback helps determine the environmental issues that are most critical to our business, and where we have the ability to make a relevant impact.

Energy, Business Travel & Waste are the primary material areas for our environmental strategy. We have set key performance indicators (KPIs) relating to these three key aspects of our environmental performance, with a roadmap that aims to achieve continual improvements.

In recognition of both the reality of climate change and the opportunities for increased efficiency and effectiveness that it presents, we also completed a global climate risk assessment in 2018 for Nielsen to identify climate—related physical and transitional risks.

By investigating physical risks, we aimed to uncover how business assets integral to our operations, such as our facilities, may be affected by extreme weather events (e.g., "super storms," hurricanes, etc.) and changing climate patterns (e.g., increasing drought, heat waves, sea-level rise, etc.). By looking at transitional risks, we aimed to identify the potential financial implications associated with regulatory pressures related to climate change (e.g., carbon taxes, emission caps, investing in new technology, etc.) as well as potential reputational risks.

As we build on these results and integrate the findings into our ongoing strategy across internal operations, now more than ever, we continue to implement resiliency measures that will secure our business and people's safety in the face of potential exposure to risk.

Our people

We empower our employees to identify, lead and participate in environmental projects that are unique to our business and footprint. We endeavor to generate awareness, dialog and action around climate change among our employees, and encourage behavior that will help address the challenges to climate justice. To that end, we invite all to explore environmental opportunities at the grassroots level and come together to drive socio-environmental initiatives.

NielsenIQ people around the world take a hands-on approach when it comes to taking care of their communities and environment. Through simple but impactful initiatives, their volunteering efforts are changing our behavior and interaction with the environment every day.

In 2020, with the challenges introduced by the pandemic, our volunteers pivoted their efforts to find new ways to engage with ourselves, our neighbors, our community and our environment, moving the focus of our responsible practices to our homes, our communities and online volunteering. In addition, grassroots volunteers have implemented a number of unique initiatives over recent years. At our Oldsmar facility in Florida, volunteers oversaw the installation of an electric car charging station as well as a thriving garden. Elsewhere, they have installed low-flow faucets and shower heads, dry urinals and dual-flush toilets in our offices; instituted the practice of shutting off lights for an hour every afternoon during peak electricity usage; changed out light switches to those that have timers and motion detecting sensors; instituted duplex printing; switched from disposable cups to reusable mugs; and established recycling and composting systems. NielsenIQ recognizes these contributions through our internal Simply Excellent recognition program and quarterly Global Responsibility & Sustainability Champions recognition.

Data collection

By focusing on collecting data and metrics, NielsenIQ is able to build a strong baseline to support and drive our global environmental strategy.

In 2015, Nielsen (NielsenIQ & Nielsen Media) adopted a tiered approach to our utility data collection process, establishing a plan to expand our tracking and reporting of greenhouse gas (GHG) emissions by region. Our 2015 data collection focused on North America, expanding to Latin America and Europe by 2016 and 2017, respectively. Starting in 2018, we expanded our data collection coverage to a global view that included all Nielsen regions, which continued with our 2019 and 2020 data.

Since 2018, we have used the Portfolio Environmental & Energy Reporting System (PEERS) tool for our greenhouse gas (GHG) emissions calculations and resource management. PEERS is a proprietary energy management tool developed by our global real estate services provider, JLL (Jones Lang LaSalle), to capture, analyze and report energy data. A third-party utility bill processor, ProKarma, is retained to enter utility bill data into a database, which is then electronically conveyed from ProKarma into PEERS. Landlord data based on whole-building consumption is adjusted to reflect Nielsen's percentage of building square footage, and is then entered manually into PEERS. We use the **Greenhouse Gas Protocol guidelines** to align our data collection and reporting.

In addition to Scope 1 emissions, Scope 2 emissions, Water and Waste data (based on facility based utility consumption), NielsenIQ also reports on Scope 3 emissions categories and Paper purchase data.

Details of our collection and calculation methodology is in the **Our Environmental Footprint & Resource Usage** section of this policy.

All data reported here and in our other public reports has been verified by an external third-party, Apex Companies, LLC, (previously known as Bureau Veritas North America (BVNA)). The limited assurance letters are included in the **Verification Statements** section of this document.

Our material areas

As mentioned, our non-financial materiality assessments have affirmed Waste, Energy & Business Travel as our three key material issues in the environmental sustainability space.

1 Waste management

- Within this area, we promote strategies and programs to reduce landfill waste, particularly electronic waste (e-waste).
- **Electronic waste (e-waste)**: NielsenIQ has a no-tolerance policy for our e-waste going to landfills. In 2020, Nielsen **met its goal** of ensuring that 100% of all e-waste processed by Nielsen Infrastructure team, will be diverted towards reusing, refurbishing and recycling the items. See the **E-Waste** section for updates on our disposal policy.
- **Paper consumption** is one of the more prominent areas of focus for our waste management efforts, although COVID-19 related office closures reduced our facility-based paper usage in 2020. Nielsen's trended paper purchase data is shown in the **Waste Generation** section below.

Our ongoing process to mitigate paper usage and waste includes:

- **Duplex printing**: NielsenIQ has a standard global duplex printing policy for all current printers, with a commitment to use our refresh process to upgrade old printers to enable duplex printing.
- **Paper purchase**: In continuation of ongoing initiatives by our volunteers, paper consumption reduction initiatives include restricting color printing to specific associates in the office, central control of paper purchases in some regions, and implementing electronic collection of data by our field employees.
- **Paper suppliers & printing service**: As with all spend categories, we seek out responsible vendors. One of NielsenIQ's largest paper suppliers for North America, Xerox, has ISO 14001 certification for all of its major manufacturing sites. Our Xerox copier fleet is more than 70% EPEAT and / or Energy Star certified, with power-down features to save energy.
- **Travel & Expense (T&E) online processing**: Since 2018, a T&E online portal has continued to be used by all global markets. The T&E system includes functionality for both travel booking and expense reporting, creating a true end-to-end T&E solution which also reduces our paper usage across the board.
- **Online W-2 forms**: We continue to provide the option to all our U.S. employees to access their W-2 (tax forms) online, instead of mailing to them.

Learn more about Nielsen's paper management and overall waste management in the **Our Environmental Footprint and Resource Usage** section.

2 Energy management

The main environmental impact of our operations is energy use in our office buildings and data centers. We are focused on developing innovative and pragmatic solutions for mitigating our impact, including low-power consumption and minimizing our use of materials. We also continue to focus on creating more energy-efficient spaces for our offices, such as those that use more efficient light-emitting diode (LED) lighting.

We continue to prioritize server optimization and virtualization, storage refresh and data center consolidation initiatives, which have seen a significant reduction in energy consumption. Read more about this effort in the **Data Centers** section.

Learn more about Nielsen's electricity-based greenhouse gas emissions and overall consumption in **Our Environmental Footprint & Resource Usage** section.

3 Travel

For NielsenIQ, responsible travel means incorporating social and environmental impacts into the way we select and manage our travel suppliers. Our Global Travel & Procurement team manages our travel suppliers—including airlines, ground transportation providers, hotels and others—in order to provide the best possible value to our NielsenIQ people and to ensure that we're focused on responsible resource management in the way that we travel.

We aim to reduce our emissions by focusing on ways to optimize and offset business travel. Our ongoing policy includes:

- Leveraging virtual meeting technology through teleconferencing whenever possible, which we especially utilized during 2020.
- Incorporating customized messaging into our corporate travel online booking tool to remind associates to consider travel alternatives and videoconferencing options before making any reservations.

To further emphasize the importance of sustainability in our approach to travel as a company, we set new goals in 2019:

- First, to include sustainability criteria in 100% of our major, centrally managed, global travel requests for proposal (RFPs);
- Second, to engage 100% of our procurement-managed travel suppliers on overall sustainability practices, including formal, third-party assessments for 80% of our major, centrally managed travel suppliers on environmental, social and governance practices;
- And third, to collect baseline data for greenhouse gas emissions for air, rental car and hotel suppliers where available.

In March 2020, in response to the COVID-19 pandemic, NielsenIQ suspended all non-critical business travel, which remained in force throughout the year. When business travel resumes normal operations, these goals will continue to guide our decision-making.

Our sustainability goals

Our goals in the area of environmental sustainability are based on the relevant needs and realities of the three most material areas where we have dedicated the majority of our resources in this space:

- **Energy**: Reduce global energy use per square foot of facility space by up to 5% by the end of 2020.

  Status: Achieved. With our planned office consolidations and facility-based operational efficiencies over the last five years, the per square feet energy consumption, and overall greenhouse gas emissions have reduced beyond the originally estimated 5%.

- **Energy**: By the end of 2019, we plan to upgrade our live data storage in our data centers to all-flash for energy reduction and enhanced efficiency.

  Status: Achieved. As of the end of 2020, Nielsen has completed this goal, and we are now all-flash, achieving 95% completion as was determined in our 2019 internal re-evaluation.

- **Waste**: Ensure that virtually none of our global e-waste is sent to landfills by the end of 2020.

  Status: Achieved. Nielsen met its 2020 goal of ensuring zero percent of its global electronic waste processed by our Infrastructure team goes to landfills.

- **Travel**: Include sustainability criteria in 100% of our major, centrally managed, global travel requests for proposals (RFPs).

  Status: On Track. There were no travel RFPs in 2020 due to COVID-related travel restrictions. The sustainability language is in our Master RFP template as a standard operating procedure, and it will continue to be used when RFPs are re-issued.

- **Travel**: Engage 100% of our procurement-managed travel suppliers on overall sustainability practices. Also, formally assess 80% of our major, centrally managed travel suppliers on environmental, social and governance (ESG) practices through our third-party sustainability scorecard process.

  Status: On Track. In 2020, we continued to engage 100% of our major travel suppliers on their ESG practices, covering all three major categories of NielsenIQ's travel spend (air travel, auto travel and hotels / accommodations), though that sector was hard-hit due to COVID-19 travel restrictions, furloughs, and layoffs.

Our environmental footprint & resource usage

Peers methodology for utility bills

Our tool for our greenhouse gas (GHG) emissions calculations and resource management—Portfolio Environmental & Energy Reporting System (PEERS)—uses a different methodology than what we used for all past reporting. In order to properly align energy use to the timing of weather and site operations, PEERS translates (i.e., normalizes) reported consumption that is reflected in utility bills to the start and the close of each month. To normalize consumption, PEERS divides the billed consumption by the number of days in the billing period to determine the average daily consumption. The daily average is then multiplied against the number of days in each month that the bill straddles in order to arrive at the portion of the consumption that should be assigned to each month. In most cases, this approach results in two successive utility bills providing consumption data for one calendar month; care is taken to avoid accidentally double-counting emissions across multiple months. All work continues to be done in accordance with the Greenhouse Gas Protocol.

Change in reporting methodology for 2019 utility data (scope 1, scope 2, water, waste)

While our utility data collection plan continued to expand each year, and new processes were added to enhance our reporting, challenges related to timely language translations and access to inventory, such as in landlord-owned facilities, limited us from gaining a full representation of every metric for each site in the regions covered in each reporting year.

Thus, in order to gain a more comprehensive and complete view of Nielsen's global emissions, while also acknowledging the data accessibility challenges, we made a change to our methodology with our 2019 reporting. Using the PEERS tool, all gaps in the data that impact complete coverage of Nielsen facilities' emission tracking are bridged through estimates. These estimates are applicable to all sites with any missing or unavailable data in order to represent a full year's coverage. With the estimates added, our 2019 utility based reporting represents 100% of the global portfolio's square footage.

Adding estimates

For sites with partially missing data, the estimates are based on prior year consumption / usage and the cost for the applicable month or average of surrounding months, where available. For sites where data on a metric is unavailable, **CBECS national averages** for "Administrative or Professional Offices" are used for approximate energy intensity of fuels within Scope 1, and electricity consumption within Scope 2.

To estimate water and waste for sites where we have no data on their consumption, we use a portfolio-specific usage intensity to extrapolate approximate usage based on the square footage of a site. We take the average consumption per square foot for the sites where we have data to get the portfolio-specific usage intensity value.

This 2019 methodology change in how we calculate our utility-based emissions and resource usage—adding estimates to bridge any gaps in available data—now ensures that our reported data represent 100% of Nielsen's global square footage starting 2019. This explains the upward trend in the 2019 data for the metrics reported below in this section.

For the emission and utility consumption data reported for 2016 through 2018, we have provided in the chart footnotes the square footage that each metric represents within the covered regions for each year. In addition, to better illustrate our year-over-year regional expansion of utility data reporting, intensity figures are displayed alongside absolute emissions or consumption, to put each metric in the context of the relative square footage it represents, based on the specific sites within the regions that are covered in our reporting for that year (i.e., intensity figure = annual emissions or consumption / square footage represented by the data).

We have also included the total square footage in our global real estate portfolio for each year in order to provide full context.

2020 data impact of COVID-19

In 2020, COVID-19 related global NielsenIQ office closures and travel restrictions have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is reflected in any data swings seen in our 2020 reported numbers.

GHG emissions

We utilize the **Greenhouse Gas Protocol** to report our carbon / carbon equivalent impact.

Emission sources & factors

We convert our utility data to CO_2e emissions using emission factors from the following sources in order of preference: 1) Federal Register EPA; 40 CFR Part 98 (Scope 1 factors); 2) Environmental Protection Agency eGrid2016 dataset (North America Scope 2 location-based factors); 3) International Energy Agency (IEA) 2018 dataset (sites outside of North America for Scope 2 location-based factors); 4) 2017 Green-e-Residual Mixes (North America sites for market-based factors); and 5) 2018 AIB European Residual Mix (European sites Scope 2 market-based factors).

Scope 1 emissions: Stationary combustion factors for all sites came from the 2018 International Energy Agency (IEA) dataset.

Scope 2 emissions: The United States uses the 2016 e-Grid dataset for location-based calculations. All Latin American countries use IEA factors (reference: 2018 edition of the IEA factors for CO_2 emissions from fuel combustion). Nielsen has used the Scope 2 Quality Criteria from the GHG Protocol for market-based data; regionally, the United States and Canada use factors provided by GreenE, and European sites use the European Residual Mix factors provided by AIB. For all other Nielsen countries (Latin American countries and "Rest of Nielsen" countries), market-based factors are not available; in these cases, location-based factors are used for all Scope 2 calculations. Thus, countries in Latin America and "Rest of Nielsen" use IEA factors (reference: 2018 edition of the IEA factors for CO_2 emissions from fuel combustion). Emissions are calculated and normalized to CO_2 equivalent (CO_2e) using Global Warming Potentials (reference: Intergovernmental Panel on Climate Change (IPCC), Fourth Assessment Report (AR4), 2007).

For Scope 3 emissions: The guidance per **GHG Protocol** continues to be used. Emission factors, assumptions and calculation methodologies are derived from EPA Climate Leaders Business Travel Emissions Factors (March 26, 2020). GWPs are IPCC Fourth Assessment Report (AR4 - 100 year).

- CO_2, CH_4 and N2O emissions data for highway vehicles are from Table 2-13 of the EPA (2020) Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990–2018.
- Vehicle-miles and passenger-miles data for highway vehicles are from Table VM-1 of the Federal Highway Administration Highway Statistics 2018.
- Fuel consumption data and passenger-miles data for rail are from Tables A.14 to A.16 and C.9 to C.11 of the Transportation Energy Data Book: Edition 38. Fuel consumption was converted to emissions by using fuel and electricity emission factors.
- Air Travel factors from 2019 Guidelines to Defra / DECC's GHG Conversion Factors for Company Reporting. Version 1.0 August 2019.

For purposes of reporting the Scope 1 and Scope 2 regional breakdown set out below, we have defined "Rest of Nielsen" (RON) as the rest of the world where we had a physical office presence during 2020. These countries include, in alphabetical order: Algeria, Australia, Bahrain, Bangladesh, Cameroon, China, Egypt, Ghana, Hong Kong, India, Indonesia, Israel, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Morocco, Myanmar, Nepal, New Zealand, Nigeria, Oman, Viet Nam, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Africa, Sri Lanka, Taiwan, Thailand, Tunisia, United Arab Emirates and United Republic of Tanzania.

Scope 1

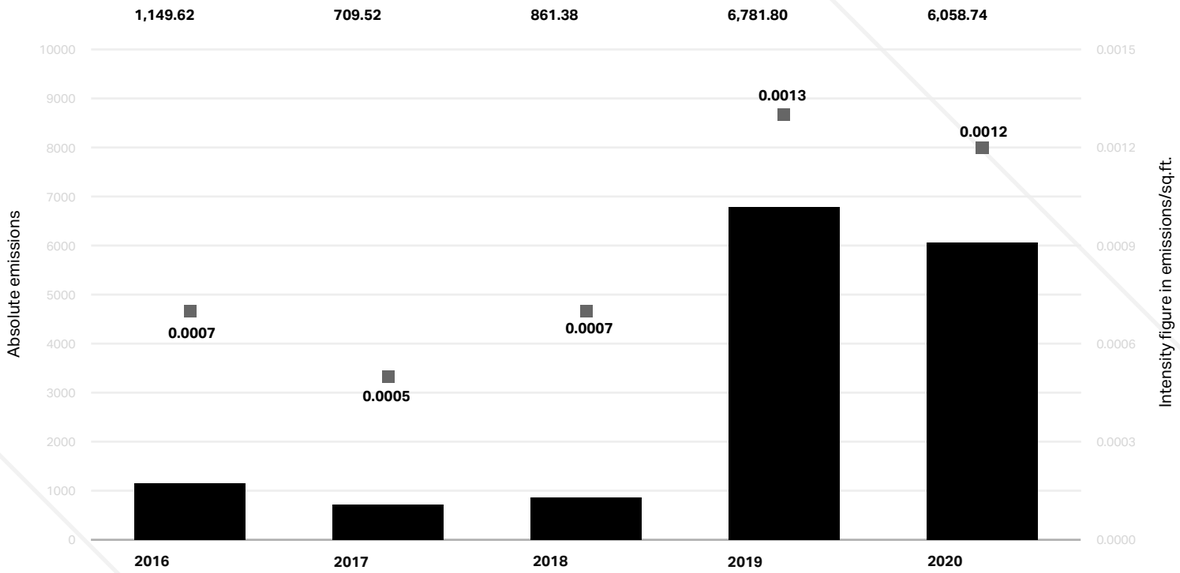
Scope 1 GHG emissions are direct emissions that come from sources owned or controlled by the reporting entity. For Nielsen, in 2020, this primarily included generator fuel and natural gas.

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Scope 1 data reported starting 2019 represents 100% of Nielsen's global facility portfolio. This explains the significant swing in the trended data reported below.

Also, COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is further reflected in any data swings seen in our 2020 reported numbers.

Scope 1 greenhouse gas emissions

In metric tons CO_2e



Square feet represented by emissions:
2016: 1,747,895 (32% of total Nielsen sq. ft. in 2016); 2016 data represents North America & Latin America
2017: 1,471,979 (26% of total Nielsen sq. ft. in 2017); 2017 data represents North America, Latin America & Europe
2018: 1,201,174 (19% of total Nielsen sq. ft. in 2018); 2018 data represents all Nielsen regions
2019: 5,224,928 (100% of total Nielsen sq. ft. in 2019); 2019 data represents all Nielsen regions including estimates for 100% representation of global portfolio (per methodology change)
2020: 5,134,972 (100% of total Nielsen sq. ft. in 2020); 2020 data represents all Nielsen regions including estimates for 100% representation of global portfolio (per methodology change)

The square footage in the chart for each year represents the coverage of the actual metrics as a percentage of our global Nielsen real estate portfolio. The global real estate portfolio is included in the chart footnote for reference.

The intensity figures reported above have been normalized to metric tons CO_2e per square foot (sq. ft.) represented by the available data for North America and Latin America in 2016; North America, Europe and Latin America in 2017; and all Nielsen regions in 2018, including estimates added to bridge any gaps in actual data in 2019 and 2020.

Regional breakdown of scope 1 2020 data

2020 scope 1 by region

Region	Scope 1 metric tons CO_2e	Square footage
North America	1,771.27	1,907,430.7
Latin America	526.32	464,997.05
Europe	1,788.91	1,328,535.45
Rest of Nielsen	1,972.24	1,434,028.41

CO_2e gases

For scope 1, emission factors are found from EPA Emissions Factors for Greenhouse Gas Inventories.

- 6,053.03 tonnes CO_2
- 0.11 tonnes CH_4
- 0.01 tonnes N_20

Scope 2

Scope 2 GHG emissions are indirect emissions from the consumption of purchased electricity, heat or steam. For Nielsen, in 2020, this primarily included purchased electricity, steam and chilled water. Starting in 2016, we began reporting on market-based Scope 2 emissions, in addition to our location-based Scope 2 emissions.

Market-based emissions include any green energy investments a company has made in its reporting period (e.g., renewable energy credits).

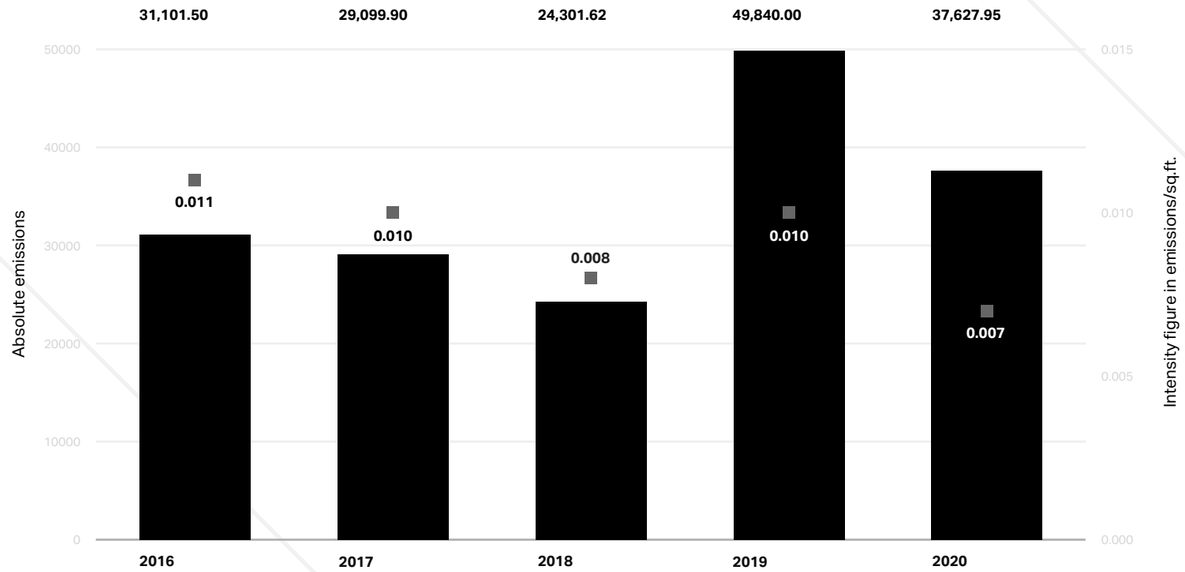
Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Scope 2 data reported starting 2019 represents 100% of Nielsen's global facility portfolio. This explains the significant swing in the trended data reported below.

Also, COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is further reflected in any data swings seen in our 2020 reported numbers.

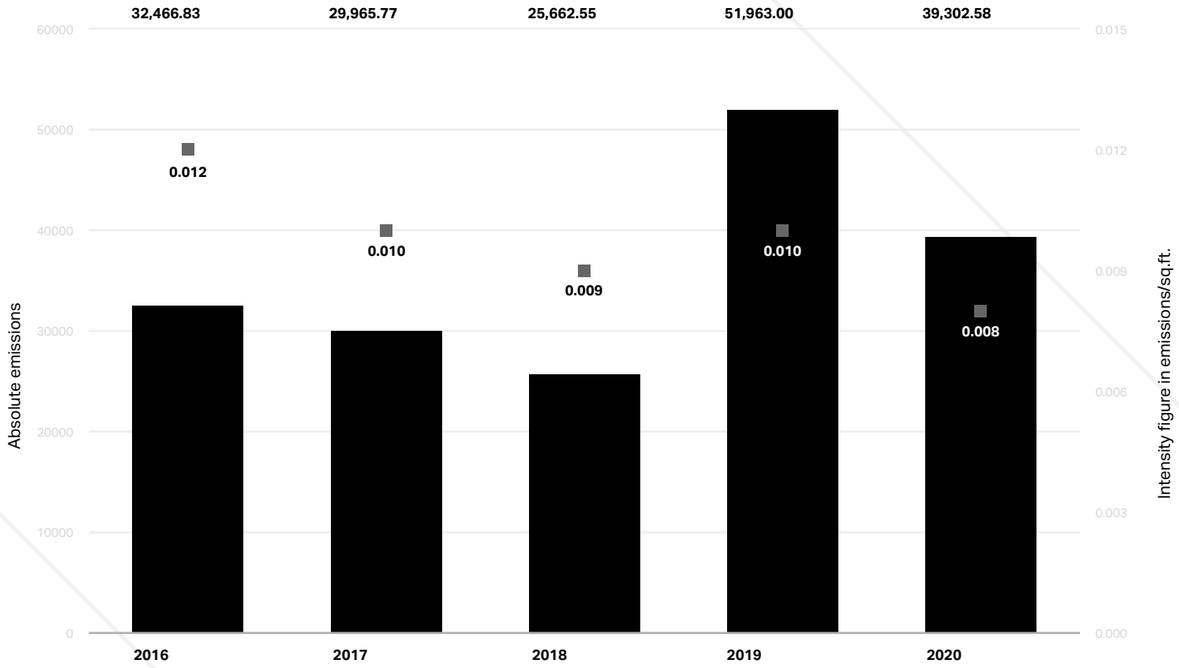
Scope 2 greenhouse gas emissions

In metric tons CO_2e

Location-based emissions



Market-based emissions



Square feet represented by emissions:
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Regional breakdown of scope 2 2020 data

2020 scope 2 by region

Region	Location-based metric tons CO_2e	Market-based metric tons CO_2e	Square footage
North America	16,290.62	16,302.00	1,907,430.7
Latin America	1,594.41	1,594.41	464,977.05
Europe	7,203.82	8,867.02	1,328,535.45
Rest of Nielsen	12,539.11	12,539.11	1,434,028.41

CO_2e gases

Below is the components' breakdown for 2020 Scope 2 emissions. The component breakdown is provided in the emissions factor datasets by IEA and eGrid—the datasets we use for location-based factors. For market-based, we do not have supplier-specific data and are using residual mixes to calculate the market- based emissions. The residual mix datasets (Green-e Residual Mix Factors and AIB European Residual Mix Factors) only provide CO_2e factors, not the corresponding component factors individually.

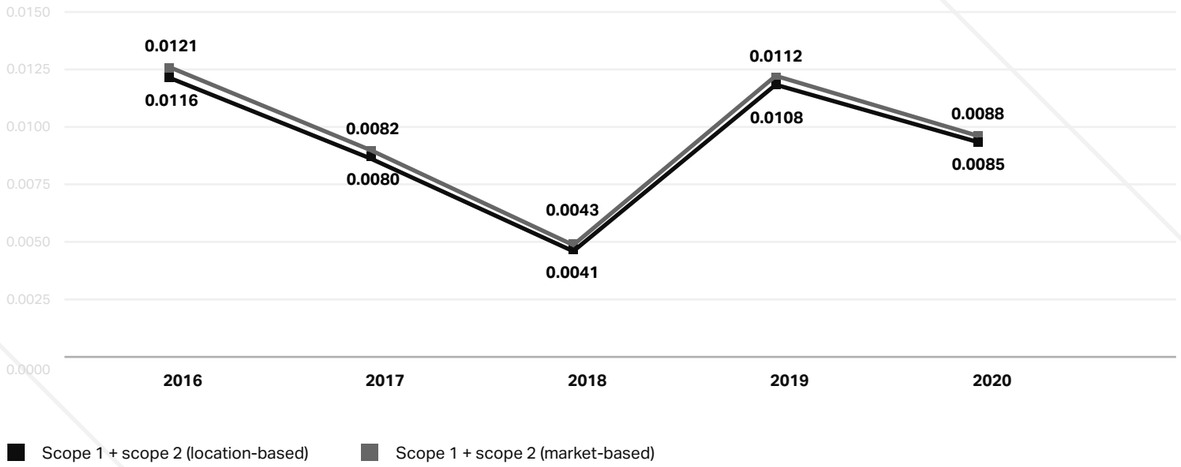
CO_2e gases	Location-based (tonnes)	Market-based (tonnes)
CO_2	35,450	39,232
CH_4	0.68	0.41
N_20	0.29	0.21

Global emission intensity figure (scope 1 and scope 2)

This chart represents Nielsen's total emissions (Scope 1 and Scope 2) for the year. Unlike the other metrics in this section where the intensity figure has been calculated using the square footage that represents only the sites reported in that year, for our global emissions intensity number below, we have used the total square footage for each year's geographic coverage as the denominator for the calculation in order to provide additional context about Nielsen's environmental footprint.

Greenhouse gas emission intensity

Scope 1 & scope 2 metric tons CO_2e/sq. ft.



Intensity reported has been normalized to metric tons CO_2e per square foot for North America & Latin America in 2016; North America, Europe & Latin America in 2017; All Nielsen regions in 2018; All Nielsen regions including CO_2e estimates in 2019 and 2020

2020 goal update

These changes, and the COVID-19 facility impact show that Nielsen has reduced our overall greenhouse gas emissions per square feet, and electricity consumption by square feet, beyond the originally estimated 5%.

Nielsen had established an intensity goal of reducing global energy use per square foot of facility space by up to 5% by the end of 2020. No absolute goal was set due to our annual data coverage plan, which allowed us to expand our collection to a new region each year. 2015 represented North America only, and starting 2019, all regions have been included. The last five years have seen significant changes to Nielsen's facility portfolio, including office closures and consolidations. In addition, our reporting methodology changes to add estimates, have allowed us to create a more comprehensive view of our emissions and utility usage, which we started in 2019.

Scope 3

In 2016, we started tracking our Scope 3 GHG emissions, mainly focusing on our global business travel and expanded to include employee commuting by 2018 (**Category 6** and **Category 7**, respectively, of the **Greenhouse Gas (GHG) Protocol Scope 3 Standard**). In addition, we have continued to investigate the relevance of all other Scope 3 categories for our business, as we seek to fully understand the scale of their collective impact. As part of our due diligence process, we have worked across our internal teams, such as Global Procurement, Finance and Real Estate, to understand the implications of our supply chain emissions and to determine the applicability of each category.

COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is reflected in the Scope 3 data swings seen in our 2020 reported numbers.

2020 data (reported in 2021)

Nielsen's 2020 Scope 3 emission calculation included Waste (**Category 5**), Business Travel (**Category 6**) and Employee Commuting (**Category 7**). Based on this, **Nielsen's 2020 Scope 3 emissions were 17,326.71 metric tons CO_2e**.

Waste

(Category 5 of GHG Protocol Scope 3 Standard)

Nielsen's 2020 Waste emissions were **671.74 metric tons CO2e**.

For details on waste data, please see the **Waste Generation** section below.

Business travel miles

(Category 6 of GHG Protocol Scope 3 Standard)

Within the category of business travel, the initial focus was on air travel only. This was expanded in 2019 (reporting 2018 data) to include rail and rental cars. In 2020 (reporting 2019 data), we started including data from vehicles for hire.

Nielsen's 2020 Business Travel emissions were **4,563.97 metric tons CO_2e**.

Employee commuting

(Category 7 of GHG Protocol Scope 3 Standard)

For the category of employee commuting, we have used the **Distance-Based method**, which involves collecting data from employees on their commuting patterns (e.g., distance traveled and their mode of commuting). Employee-level data for 2020

was collected through a global commuting survey that ran from January through February 2021. COVID-19 led to different waves of closures across Nielsen offices globally; the survey questions were modified for more accuracy to track these varied changes to employee commuting. The data was then weighted to make a representative sample of our global headcount; emission factors were then applied to reach our final emissions. The methodology and final emission numbers have been verified by our third-party assurance team (Apex Companies, LLC).

Nielsen's 2020 Employee Commuting emissions were **12,091 metric tons CO_2e**.

Historical reference: 2018 data (reported in 2019)

For 2019 reporting (of our 2018 data), Nielsen engaged with a third-party vendor to expand our Scope 3 representation by conducting our For 2019 reporting (of our 2018 data), Nielsen engaged with a third-party vendor to expand our Scope 3 representation by conducting our **first greenhouse gas (GHG) value chain assessment** across our entire corporate value chain. This effort has given us a more comprehensive understanding of our global supply chain footprint and helped us assess the relevance and emissions for each of the 15 **Scope 3 categories**, enabling us to formalize our overall strategy for a complete and accurate measurement of our emissions.

Business Travel and Employee Commuting were calculated by Nielsen, and provided to the third party for inclusion in overall Scope 3 emissions. Partial Waste data (**Category 5**) also came from Nielsen's data collection, but represented only 2% of our global footprint. The third-party vendor extrapolated to represent 100% Nielsen facilities.

The total Scope 3 emissions from Nielsen's value chain for 2018 were 615,382tCO_2e. We are sharing the table below as reference to the 2018 relevancy of each Scope 3 category, the actual emission for each, and its percentage of total emission.

Scope 3 category	Name of category	Evaluation status	Category emissions (TCO_2e)	% of total emissions	Additional information
Category 1	Purchased goods & services	Relevant; calculated	434,639	71%	Based on Nielsen's business sectors and revenue data.
Category 2	Capital goods	Relevant; calculated	42,974	7%	Based on Nielsen's business sectors and revenue data.
Category 3	Fuel-and-energy related activities	Relevant; calculated	11,916	2%	Based on Nielsen's business sectors and revenue data.
Category 4	Upstream transportation & distribution	Relevant; calculated	14,730	2%	Based on Nielsen's business sectors and revenue data.
Category 5	Waste generated in operations	Relevant; calculated	10,182	2%	Nielsen's waste data collection represented 2% of global square footage. Total emissions (covering 100% of the square footage) was extrapolated from primary data collected.

Category 6	Business travel	Relevant; calculated	18,551	3%	The business travel data has been verified by a third-party. See '**Verification Statements**'.
Category 7	Employee commuting	Relevant; calculated	49,838	8%	The employee commuting data has been verified by a third-party. See '**Verification Statements**'.
Category 8	Upstream leased assets	Relevant; calculated	32,553	5%	Based on Nielsen's data on leased office space square footage and average intensities for energy consumption to obtain total consumption by energy source for each office.
Category 9	Downstream transportation & distribution	Not relevant, not calculated			NielsenIQ does not produce goods for onward processing, nor large amount of goods that need to be physically transported to customers.
Category 10	Processing of sold products	Not relevant, not calculated			NielsenIQ does not produce goods for onward processing, nor large amount of goods that need to be physically transported to customers.
Category 11	Use of sold products	Not relevant, not calculated			NielsenIQ does not sell or lease any physical products to our customers that consume energy and/or if disposed, would lead to significant emissions.
Category 12	End-of-life treatment of sold products	Not relevant, not calculated			NielsenIQ does not sell or lease any physical products to our customers that consume energy and/or if disposed, would lead to significant emissions.
Category 13	Downstream transportation & distribution	Not relevant, not calculated			NielsenIQ does not have any major downstream leased assets.

Category 14	Franchises	Not relevant, not calculated	NielsenIQ does not have franchises.
Category 15	Investment	Not relevant, not calculated	NielsenIQ is not engaged in financial services.

Detail resource measurement

Electricity consumption

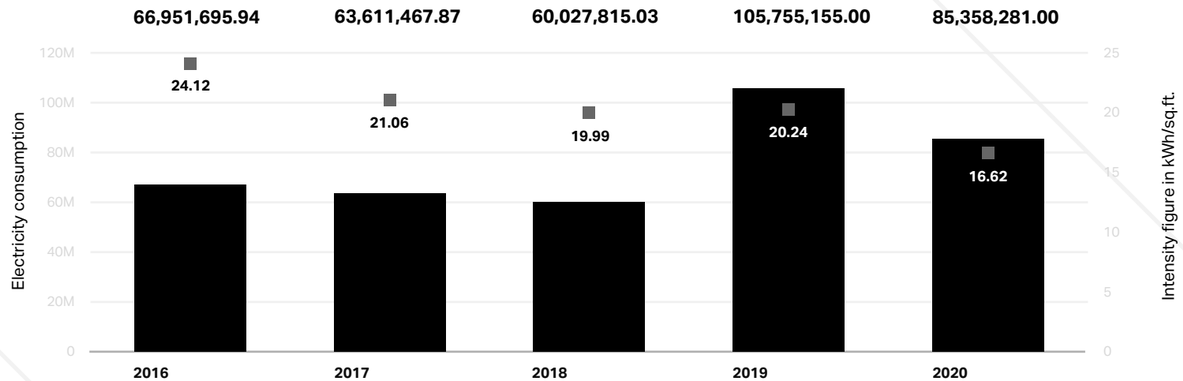
As the scope of our global data collection continues to evolve over time, our consumption levels fluctuate as we move towards a more complete and accurate picture of our consumption.

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Electricity data reported starting 2019 represents 100% of Nielsen's global facility portfolio. This explains the significant swing in the trended data reported below.

Also, COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is further reflected in any data swings seen in our 2020 reported numbers.

Electricity consumption

In kWh



Square feet represented by emissions:
2016: 1,747,895 (32% of total Nielsen sq. ft. in 2016); 2016 data represents North America & Latin America
2017: 1,471,979 (26% of total Nielsen sq. ft. in 2017); 2017 data represents North America, Latin America & Europe
2018: 1,201,174 (19% of total Nielsen sq. ft. in 2018); 2018 data represents all Nielsen regions
2019: 5,224,928 (100% of total Nielsen sq. ft. in 2019); 2019 data represents all Nielsen regions including estimates for 100% representation of global portfolio (per methodology change)
2020: 5,134,972 (100% of total Nielsen sq. ft. in 2020); 2020 data represents all Nielsen regions including estimates for 100% representation of global portfolio (per methodology change)

The square footage in the chart for each year represents the coverage of the actual metrics as a percentage of our global Nielsen real estate portfolio. The global real estate portfolio is included in the chart footnote for reference.

The intensity figures reported above have been normalized to kilowatt hours (kWh) per square foot (sq. ft.) represented by the available data for North America and Latin America in 2016; North America, Europe and Latin America in 2017; and all Nielsen regions in 2018, including estimates added to bridge any gaps in actual data in 2019 and 2020.

Waste generation

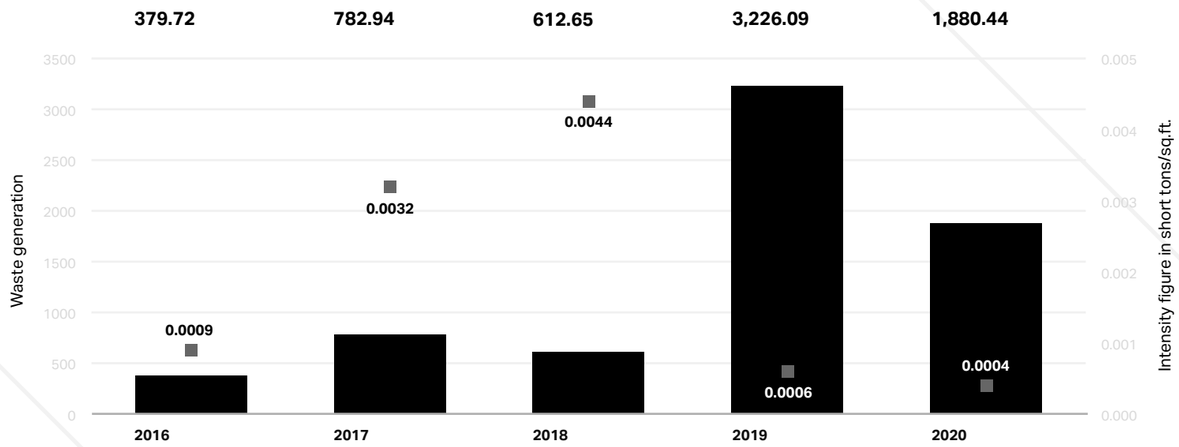
Our reported waste metrics consist primarily of landfill waste, excluding composting and recycling. NielsenIQ continues to look at the local and regional infrastructure available to us to establish responsible waste management (such as setting up and / or properly separating different waste streams) in our global offices. However, for collection and reporting purposes, all waste is assumed to be landfill in locations where recycling and / or composting are not yet set up or clearly separated.

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Waste data reported starting 2019 represents 100% of Nielsen's global facility portfolio. This explains the significant swing in the trended data reported below.

Also, COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is further reflected in any data swings seen in our 2020 reported numbers.

Waste generation

In short tons



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The intensity figures reported above have been normalized to short tons per square foot (sq. ft.) represented by the available data for North America and Latin America in 2016; North America, Europe and Latin America in 2017; and all Nielsen regions in 2018, including estimates added to bridge any gaps in actual data in 2019 and 2020.

2020 goal update

E-Waste (electronic waste) is a prioritized area of focus for NielsenIQ's waste management work. We have a committed goal of ensuring that by the end of 2020, none of our e-waste processed by the Infrastructure team goes to landfill, and is disposed of in a responsible manner.

In 2020, Nielsen met its 2020 goal of ensuring zero percent of electronic waste goes to landfill. We continue with zero tolerance for adding electronic waste to landfill, and are working with approved suppliers who use safe and environmentally-friendly disposal methods to ensure responsible end-of-life management of our electronics.

In 2020, our two primary e-waste management vendors reported that a total of 25,486 metric tons CO_2e of GHG emissions were avoided through reusing, refurbishing and recycling of our e-waste. In 2019, we reported 28,676 metric tons CO_2e of GHG emissions avoided through the same process with these vendors.

The breakdown of the emission avoided per vendor is reported below-

	2019 GHG emissions avoided (metric tons CO_2e)	**2020 GHG emissions avoided (metric tons CO_2e)**
SPW Enterprise IT	27,570	25,010
Ingram Micro Commerce and Lifecycle Services	1,106	476.38

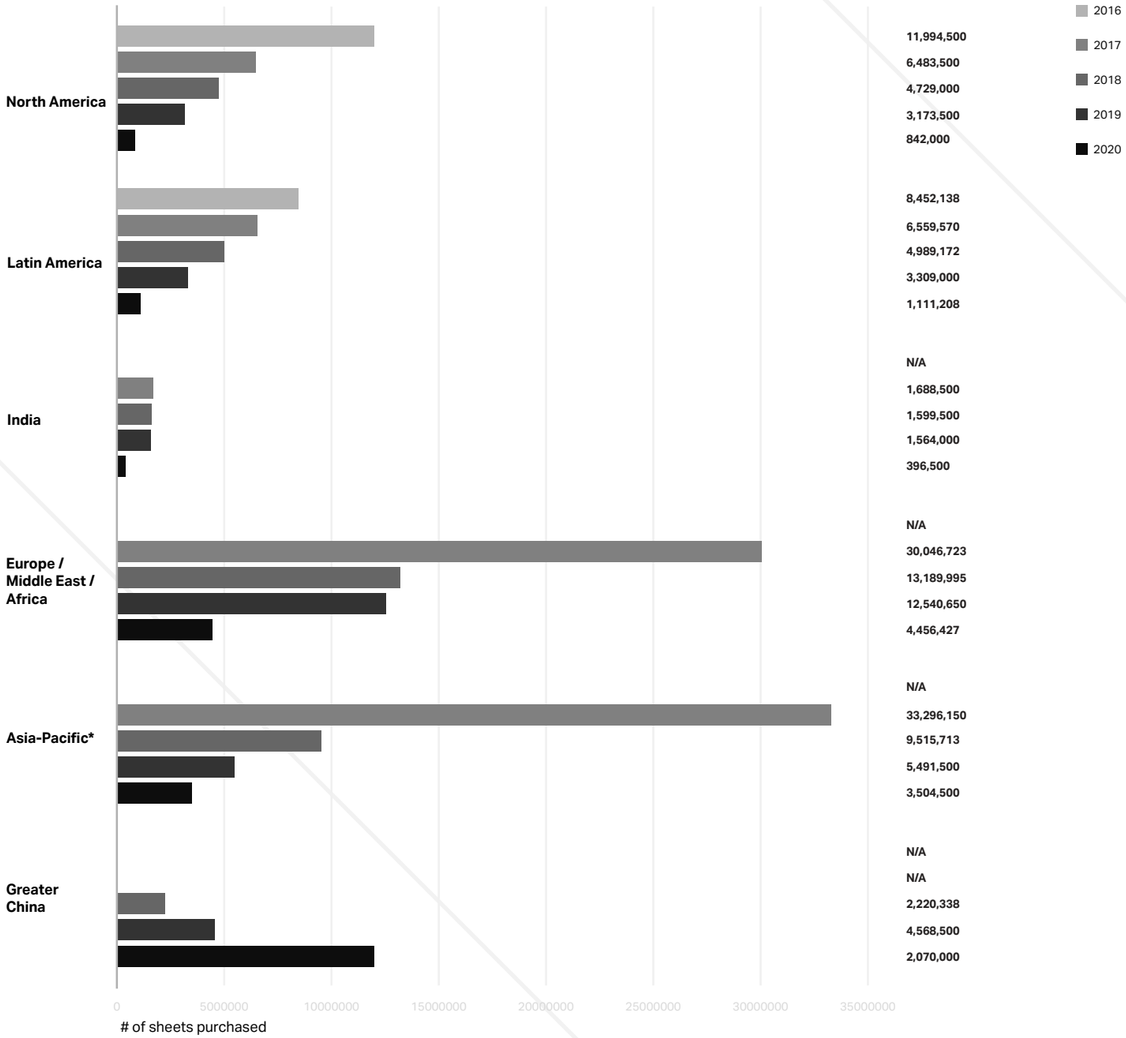
Paper management

NielsenIQ continues to investigate reductions in our paper usage. In addition, we encourage responsible disposal of paper waste, through recycling across our locations where infrastructure exists in the local community. As an example of these efforts, our standard global policy is to set our printers to default duplex printing.

In 2020, Nielsen's global facility-based paper purchase fell by 60%, primarily because of the global office closures through the 2020 pandemic.

Paper management

of sheets purchased



*Japan and Korea moved to APAC in 2020 data

Water consumption

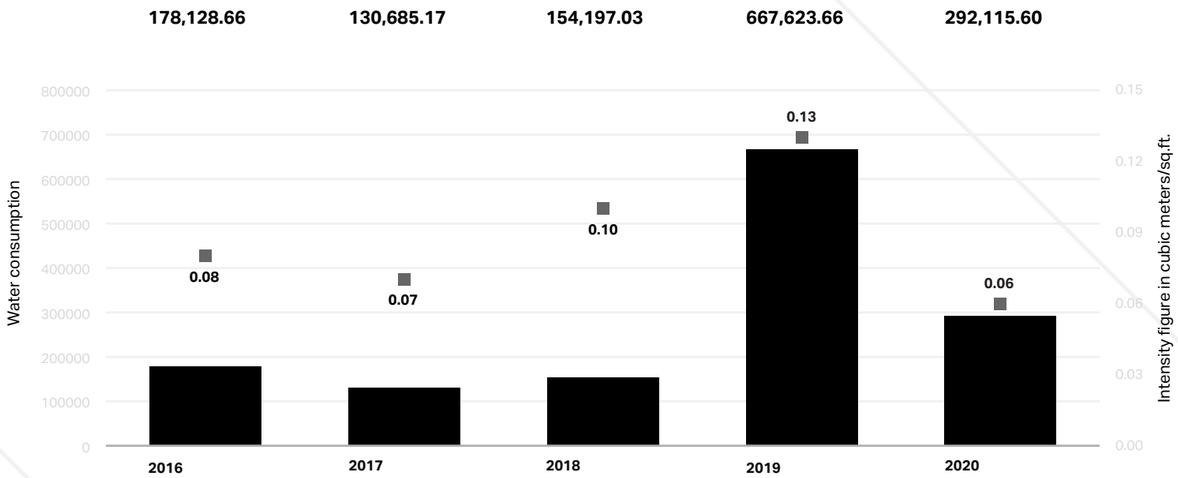
While water has not emerged as a significant material area in terms of our direct operations through our non-financial materiality assessment process, we recognize that access to potable water is a societal issue and a fundamental human right for everyone. With this in mind, we strive to minimize the impact from our daily operations on the availability of water resources.

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Water data reported starting 2019 represents 100% of Nielsen's global facility portfolio.

Also, COVID-19 related global NielsenIQ office closures and travel restrictions in 2020 have driven a decline in the greenhouse gas emissions and utility consumption in our facilities. This is further reflected in any data swings seen in our 2020 reported numbers.

Water consumption

In cubic meters



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The intensity figures reported above have been normalized to cubic meters per square foot (sq. ft.) represented by the available data for North America and Latin America in 2016; North America, Europe and Latin America in 2017; and all Nielsen regions in 2018, including estimates added to bridge any gaps in actual data in 2019 and 2020.

Diesel fuel

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Diesel data reported starting 2019 represents 100% of Nielsen's global facility portfolio. The significant reduction in our 2020 usage from previous years is due to COVID-19 related office closures.

2020

- Total fuel MWh consumed by Nielsen: 53.35. All fuel consumed was for self-generation of electricity for generators.

2019

Total fuel MWh consumed by Nielsen: 432.36. All fuel consumed was for self-generation of electricity for generators.

2018

- Total fuel MWh consumed by Nielsen: 483.53. All fuel consumed was for self-generation of electricity for generators.

Natural gas

Please note the **methodology change** starting with our 2019 data reporting, which includes estimates. Natural Gas data reported starting 2019 represents 100% of Nielsen's global facility portfolio. This explains the significant swing in the trended data reported below.

2020

- Total fuel MWh consumed by Nielsen: 33,371.94. All fuel consumed was for self-generation of heat for our offices.

2019

- Total fuel MWh consumed by Nielsen: 36,139.49. All fuel consumed was for self-generation of heat for our offices.

2018

- Total fuel MWh consumed by Nielsen: 4,077.81. All fuel consumed was for self-generation of heat for our offices.

Taking action

With COVID-19 taking hold in 2020, Nielsen teams' efforts pivoted to continue positive impact and continued engagement with, and support of, the environment and communities where we live and operate.

- **Data Center Energy Efficiency:** For greater business alignment and to drive process efficiencies, Nielsen's Infrastructure team has been working on centralization, consolidation and simplification efforts across our different data centers (DC) and server rooms over the last three years. The effort was executed using the following initiatives: global footprint reduction of our server rooms, centralization of applications, optimization by removing duplicate systems, DC consolidation and more refresh of older equipment to energy efficient denser capacity equipment. These efforts have translated to an ongoing reduction in electricity consumption on all major DC each year. Between 2018 and 2020, over 8,000 devices have been removed, leading to 72,210 kWh of energy usage reduction (year 2019 - 62,161 kWh electricity savings; year 2020 -10,050 kWh electricity savings). *Note: this data does not represent the 'net reduction', i.e., any usage that was added back to our portfolio with the efficiencies in our technological alternatives.*

- **Facility Based Energy Efficiency:** Nielsen's Real Estate team has continued to investigate energy consumption reduction and cost reduction opportunities across our Nielsen's standard facility-based practice is to engage and collaborate with our suppliers to improve our overall environmental performance including HVAC efficiencies and LEDs (Light Emitting Diode). Between 2019 and 2020-
  - Multiple Nielsen offices across the global portfolio moved towards LED lights in our facilities. Locations included, but were not limited to, UK, Australia, China, Colombia, Chile, Guatemala, Costa Rica and Mexico. This led to an electricity consumption reduction of 175,968 kWh in 2020, as compared to 2019 consumption in those facilities
  - Nielsen's North America offices focused on other efficiencies such as HVAC, and managing the temperature in server rooms, where possible. This led to an electricity consumption reduction of 2,757,655 kWh in 2020, as compared to 2019 consumption in those facilities.

- **Earth Week:** Each April, our employees mobilize globally in honor of the annual celebration of Earth Week. Given the challenges introduced by the global pandemic, for Earth Week 2020 we adapted how we engaged with ourselves, our neighbors, our community and our environment. With the shelter-in-place orders around the world, we honored our seventh annual Earth Week at home and online. The efforts included identifying green opportunities at home, a panel discussion with a global nonprofit to discuss food security and the need to reduce food waste through COVID-19, and donating skills, time and money toward local grassroots efforts.

- **Hunger Action Month:** Despite the challenging environment in 2020, Nielsen employees mobilized for our 10th annual Hunger Action Month during September and October. The efforts, which involved virtual events across 25 countries, resulted in the donation of an estimated 240,000 meals through fundraising, monetary support, food donations and other online programs. During the month, we emphasized the intersectionality of environmental and social drivers as core to tackling global issues such as hunger.

- **Green Spaces:** Nielsen completed an internal-facing global 'green spaces' project to generate a list of recommendations for cross- functional collaboration, considering best practices that will help create environmentally sustainable and responsible spaces in our facilities. This continues to serve as a working document towards 'greening our employee's experience'.

- **Renewable energy:** Our key European offices are moving to green electricity to power our offices, further reducing our emissions. For example, in Copenhagen, Denmark, we have moved to using wind energy, which positively impacts our office footprint.

- **Green materials:** Our offices around the world continue to take a number of small actions that add up to big impact, like replacing paper cups with reusable mugs, implementing recycling and composting programs, and replacing single-use water bottles with communal water fountains.

- **Energy-efficient lighting:** In our Honduras, Toronto and Mexico offices, we have moved to light-emitting diode (LED) lighting, reducing NielsenIQ's carbon footprint and increasing our operational efficiency.

- **Green building certifications:** We are proud to have offices in buildings that have been awarded with various green building certifications, including the following office locations:
  - Los Angeles, California: Green Biz certification
  - Malaysia: GreenRE Bronze certified
  - Tel Aviv, Israel: LEED Gold pre-certified

- **Key Office and City-Level Collaborations:**

- **Vietnam:** The Vietnam Green leaders drove multiple efforts through the year, including an awareness campaign called “Green Mindset” focusing on plastic use reduction, eco-work from home through pandemic closures, online green quizzes, and proper and responsible disposal of surgical masks post-use. They also implemented a “Zero Plastic Waste” drive with tips and best practices to avoid their use where possible, resulting in an estimated savings of over 15,800 single-use plastic bottles through the year. Finally, the team ran an electronic waste drive, collecting over 25 kg of batteries, cables, chords, computer accessories, etc.

- **Shanghai:** The Shanghai office leads received the “Excellence Award for Sustainability 2020” from the Shanghai Changning government. The team won this award with their innovative application of digital photo technology to reduce the carbon footprint and ensure staff safety, especially during COVID-19.

- **Russia:** Through the closures and other facility management, the facility leads worked to identify initiatives to drive green action in the offices. Some of the actions included:

  - Removing plastic cups, replacing them with paper and reusable mugs
  - Removing plastic plates, replacing them with paper and reusable plates
  - Reducing the number of individual desk bins, favorably impacting the overall waste production in the office
  - Defining clear goals around waste separation, including recycling

- **France**: The office moved away from using plastic, replacing plastic bowls with glass bowls for in-office use, and swapping out plastic bags for recycled paper bags as a greener alternative.

- **Costa Rica, El Salvador, Guatemala, Nicaragua, Honduras and Panamá:** Our Green leaders and volunteers , in collaboration with the Facility leads, moved these offices from using paper cups to reusable cups.

Environmental guidelines across functions

Real estate

What we do:

- Provide sound environmental management of our physical resources, primarily for our office spaces.
- Seek to continually reduce the environmental footprint of our global Real Estate portfolio, made up of various types of facilities, including leased traditional office space, warehouse space, data centers, etc.

How we do it:

- Develop pragmatic solutions to reduce environmental footprint, such as reducing power consumption, reuse and recycling of materials, implementing renewable energy solutions and minimizing our use of unsustainable materials in all facility-based projects.
- Where possible, and financially feasible, incorporate environmental considerations into relevant business decision-making processes, such as investing in an HVAC system that may have a high initial cost, but is more environmentally efficient and has a lower running cost.
- Continue to maintain awareness and ensure understanding of environmental issues among our employees to encourage environmentally responsible behavior.
- Engage and collaborate with our suppliers to improve our overall environmental performance. The material specifications with our suppliers have environmental considerations that include, but are not limited to, paint with low VOC (Volatile Organic Compounds), using recycled materials for facility carpets, LEDs (Light Emitting Diode) vs. CFLs (Compact Fluorescent Lamps), etc.
- Work to include language in our new facility lease contracts and Requests for Proposal (RFPs) to include delivery of environmental data on consumption at the facility level across energy, waste and water, among other areas.

Global procurement

What we do:

Our purchasing decisions and supply chain management integrate environmental, social, governance and ethical criteria along with performance, quality, service and cost. We aim to limit our company's negative environmental impacts and promote sustainable and responsible growth and innovation in the marketplace.

How we do it:

Our procurement and contracting processes include environmental, social, governance and ethical criteria. For suppliers that register through our core accounting systems, we request them to provide company-level information related to sustainability. This information augments our criteria on performance, service, quality and cost. Environmental considerations are balanced with performance and financial cost. To that end, our policies and business practices include:

- **Contractual Requirements** – Suppliers onboarded through our global procurement system are asked to abide by the **NielsenIQ Supplier Code** of Conduct. In 2018, we updated our Supplier Code based on a widely-used industry standard, the **Responsible Business Alliance**. NielsenIQ's Supplier Code of Conduct addresses the following areas: Labor (specifically Human Rights), Health and Safety, Environmental Management, Ethics and Management Systems.
- **Procurement Practices** – We specifically solicit sustainability information during supplier registration and the Request for Proposal (RFP) process; this information is included along with our other requirements for quality, delivery, service and cost.

As part of our ongoing commitment to environmental sustainability, our EPP, first adopted and published on our website in March 2017, outlines the environmental factors we consider in our procurement decisions. This principles-based policy applies globally to all categories of purchasing, with segment-specific approaches in the following major segments of our supply chain: technology; professional services, including paper, printing, air and auto travel; and contract manufacturing of measurement equipment.

Our approach is focused on specific areas where we can make a measurable impact through our supplier relationships, including:

- **Emissions:** We aim to make continual progress toward eliminating the release of any substance that may cause environmental damage and will seek to limit any effect on climate. We seek to utilize products and services that reduce air and water pollution.
- **Resource Conservation and Preservation:** We are committed to minimizing resource consumption and considering the lifecycle costs of products. We aim to reduce, reuse, and recycle resources during any procurement activity. We will utilize renewable resources and conserve nonrenewable resources whenever possible.
- **Waste Reduction:** We will promote demand for recycled products and give preference to buying recycled materials when possible. We will seek to minimize waste through source reduction and recycling. All waste disposal decisions will be made with consideration towards environmental impact and meeting regulatory requirements.

- **Energy Efficiency:** We aim to conserve and improve the energy efficiency of our operations, goods and services. We will make an effort to utilize sustainable energy sources and energy-efficient products.
- **Environmental Health & Safety Risk Reduction:** We will give preference to purchasing from sources that limit pollution and utilize clean technology. We will avoid products and services that pose any environmental, health or safety threats.

Based on our EPP, in 2017 we established 43 baseline measurements across our purchasing categories and identified targets for improvement in the following spend categories: Energy Star devices and equipment; office paper and printing; travel and events.

Raw materials sourcing - conflict minerals

Upstream raw materials sourcing occurs in the electronics contract manufacturing segment of our direct supply chain. Thus, we are exposed to issues relating to the extraction and use of conflict minerals which may be used to finance militia operations or as a means to utilize forced labor.

These minerals—tin, tantalum, tungsten, and gold or 3TG—are common components in electronics manufacturing, and as such, we are exposed to the risk of sourcing conflict minerals. To mitigate this risk, we are a member of the **Responsible Minerals Initiative**, the primary multi-stakeholder collaboration addressing ethical raw mineral sourcing. We conduct due diligence and report publicly on the smelters in our supply chain in our **Conflict Minerals Disclosure**, prepared in accordance with the Dodd-Frank Act of 2010.

Business development

What we do:

We incorporate environmental sustainability-related questions as part of our due diligence efforts prior to an acquisition.

How we do it:

As part of our standard due diligence for new acquisitions, we ask potential acquisition candidates to complete a questionnaire which asks for detailed information about their corporate environmental sustainability programs and how they report on their overall footprint, climate risks and commitments. These inquiries then extend into understanding how the program runs, their goals, tracking of key metrics, and how they manage their most material issues and priorities. These corporate responsibility assessments are done at different stages of the process depending on the size and type of acquisition. As part of the overall due diligence process, these answers help ensure a smooth and effective integration with our own sustainability goals and efforts.

Travel and expense (T&E)

What we do:

We look to continuously innovate to create more sustainable processes and policies with our travel vendors wherever possible.

How we do it:

As of July 2018, we have rolled out a new T&E online portal to all markets. The T&E system now includes functionality for both travel booking and expense reporting, creating a true end-to-end T&E solution which also reduces our paper usage across the board. Expense reports are now submitted electronically for all NielsenIQ markets. Receipts are submitted within the system either by e-receipt from the vendor, taking a photo of a receipt or by employees uploading PDF documents. The new T&E system allows for real-time reporting, and quicker report auditing, approval and payment processing. For countries where original copies are not required by statutory accounting policies, electronic-only submission is now accepted.

Brand partnerships and events

What we do:

Our Brand Partnerships and Events team amplifies, creates and designs innovative experiences and programming with a focus on client and internal engagement, brand and reputation building, business development, revenue generation and ROI. Integrating environmental criteria into our processes is an extension of that commitment to operational excellence.

How we do it:

Our Corporate Citizenship and Brand Partnerships and Events team have collaborated to establish Global Green Meeting Guidelines to include green criteria in all of our global events planning in order to drive a more sustainable impact. We continue to look at additional opportunities to reduce consumption and waste as it pertains to trade shows and other events.

Technology and infrastructure

Data centers

What we do:

We continue to identify efficiency improvements in our technology and infrastructure management to drive a positive impact on our overall environmental footprint.
To that end, as part of our commitment to green infrastructure, we maximize sustainable efficiencies across our data center footprint through server optimization, virtualization, storage refresh, and data center and server room consolidation.

How we do it:

Previous consolidation and virtualization projects have reduced energy consumption by 70% across our data centers. As we look towards the future of our data centers, we continue to innovate, modernize and identify opportunities that will deliver on our sustainable policies. As an example, below are some high- level goals established in these five areas:

- **Data Center Optimization:**
  - Under-Utilized / Unused Servers: we run capacity reports to identify underutilized physical hardware resources that can be used to complete physical-to-virtual systems conversions or be decommissioned.
  - Virtualization: we aim to virtualize or retire hundreds of physical servers by the end of 2020 without adding more physical hardware or expanding the data center footprint. This will also allow us to move to the cloud easily.
  - Server Density: we are replacing older blades with newer, denser blades (with more CPUs and Memory). The newer blades are more energy efficient and allow for larger sized Virtual Machines (VMs) and more VMs per blade cluster combination.
  - Cluster Density: we are moving towards a new standard for cluster density to optimize on hardware and software licenses. This also decreases the Data Center footprint and energy utilization per Cluster / Blade combination.
- **Storage and Backup Refresh:** we use an innovative approach to refresh and upgrade our storage and backup platform, which will also significantly reduce our need for data center floor space and significant reduction in energy consumption.
- **Process Optimization:** we are also heavily investing in automation of processes there by ensuring process optimization, hardware and software resource optimization and efficiency, reducing cycle time, reducing the dependency on people in turn reducing errors and manual processes.

E-waste management

What we do:

Waste management is one of our key areas of concern within our environmental sustainability strategy. As such, we continue to investigate innovative ways to minimize waste production. This spans from proactive measures such as reducing consumption, reusing and repurposing raw materials, to more reactive actions such as recycling and composting.

One of the biggest areas of focus within waste management for Nielsen is electronic waste (e-waste).

Through our Cyber Security Policy, we have specified disposal and destruction requirements for our approved third-party vendors that ensure the security of our data and assets on various types of media. These requirements are defined by industry standards for the destruction of data by approved e-waste vendors; our policy aligns with the current National Institute of Standards and Technology (NIST) requirements.

How we do it:

In 2020, Nielsen transitioned our electronic waste management to two primary vendors, establishing a global policy of 100% of our facility-based e-waste being processed responsibly versus going to landfills.

The vendors that we work with to dispose of our retired electronic equipment are committed to our zero landfill requirements. In 2018, we reevaluated our vendors in this category to simplify our approach, ultimately reducing the number of e-waste vendors we use from over two dozen to just a few who comply with these environmental sustainability requirements.

These vendors undergo a security risk assessment process to validate that they can meet our Cyber Security expectations, including the following requirements:

- Vendors must demonstrate that their facilities leverage 100% recycling of all electronic components processed on our behalf;
- Vendors must provide certificates of disposal or destruction for assets;
- Vendors are contractually required to comply with any applicable NielsenIQ cyber security standard;
- Vendors are contractually required to abide by all regulations pertaining to appropriate disposal or destruction of assets in the specific city, country or region where the service is provided;
- Vendors retained by us to assist in the transfer, disposal or sanitization of equipment or media must comply with the sustainability terms of this policy;
- Vendors are chosen based on our supplier selection criteria and are assessed for appropriate information security requirements; and
- Our standard Requests for Proposal (RFPs) include a section on sustainability to evaluate our potential supplier's commitment to the environment.

Engineering

What we do:

In order to ensure our continued resilience, our Engineering teams follow guidelines set out to maintain sustainable operations by addressing the full lifecycle of all NielsenIQ equipment: from design and manufacturing, to recycling and repurposing. By addressing the full lifecycle of our equipment, we aim to ensure that we remain sustainable across all of our global operations.

We understand the toxic and hazardous impact of electronic materials on the solid waste stream in the environment, while also recognizing that such electronic waste can contain valuable, recoverable materials such as aluminum, copper, gold, silver, plastics and ferrous metals. Thus, in an effort to conserve natural resources and the energy needed to produce new electronic equipment from untapped resources, we seek to refurbish, reuse and recycle all of our electronic equipment where possible.

How we do it:

Equipment design / manufacturing

- Our metering equipment used for device and consumer measurement are designed for low power consumption. This allows us to maximize our run time on battery (also benefiting the final consumer with a lower energy bill).
- All equipment is designed and built to be compliant based on product specifications with the following protocols:
  - All designs are RoHS (Restriction of Hazardous Substances)-compliant.

- All our hardware is UL- (Underwriters Laboratories Inc.), FCC (Federal Communications Commission) and CE (Conformance European)-compliant.
- We implement power management of test equipment in our engineering laboratories to reduce both the amount of energy needed to operate the equipment and the energy required to cool and maintain the environment itself.

Equipment recycling

Obsolete Media Monitoring Sites (MMS) equipment is placed on pallets and sent to a recycler on a quarterly basis. This includes Nielsen watermark encoders, MMS servers, satellite receivers, monitors, workstation PCs and other miscellaneous equipment.

Equipment repurposing

We are committed to repurposing and reusing old equipment for all tests, research and development.

Where feasible, old equipment in storage is used to build new setups and test sites instead of buying new equipment, and old parts are used to build new prototypes. Additionally, for equipment returned from the field, our Field Repair team works on fixes to enable reuse, instead of making new purchases.

Verification statements

- 2020 Scope 1, Scope 2 & Scope 3 Data Verification Statements
- 2020 Water & Waste Data Verification Statements

- 2019 Scope 1, Scope 2 & Scope 3 Data Verification Statements
- 2019 Water & Waste Data Verification Statements

- 2018 Scope 1, Scope 2 & Scope 3 Data Verification Statements
- 2018 Water & Waste Data Verification Statements

- 2017 Scope 1, Scope 2 & Scope 3 Data Verification Statements
- 2017 Water & Waste Data Verification Statements

- 2016 Scope 1 & Scope 2 Data Verification Statements
- 2016 Scope 3 Data Verification Statements
- 2016 Water & Waste Data Verification Statements

2020 scope 1, scope 2 & scope 3 data verification statements

VERIFICATION OPINION STATEMENT
GREENHOUSE GAS EMISSIONS

APEX Companies LLC, (Apex) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by The Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of The Nielsen Company. The Nielsen Company is responsible for the preparation and fair presentation of the GHG statement in accordance with the criteria. Apex's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information. Apex is responsible for expressing an opinion on the GHG statement based on its verification. Verification activities applied in a limited level of assurance verification are less extensive in nature, timing and extent than in a reasonable level of assurance verification.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Worldwide Operations

Emissions data verified:

- **Scope 1:** 6,800 metric tons of CO_2 equivalent
- **Scope 2 Location Based:** 50,000 metric tons of CO_2 equivalent
- **Scope 2 Market Based:** 52,000 metric tons of CO_2 equivalent
- **Scope 3:** 73,150 metric tons of CO_2 equivalent
    - Category 5: 1,150 metric tons of CO2 equivalent
    - Category 6: 18,000 metric tons of CO_2 equivalent
    - Category 7: 54,000 metric tons of CO_2 equivalent

  Data and information supporting the Scope 1, Scope 2, and Scope 3 GHG emissions assertion were in some cases estimated rather than historical in nature.

Period covered by GHG emissions verification:

- January 1, 2019 to December 31, 2019

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol

GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases - Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Level of Assurance and Qualifications:

- Limited
- This verification used a materiality threshold of 5% for aggregate errors in sampled data for each of the above indicators

GHG Verification Methodology:

Evidence-gathering procedures included but were not limited to:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Verification Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

No member of the verification team has a business relationship with The Nielsen Company, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex's standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA
Program Manager – Lead Verifier
APEX Companies, LLC

John A. Stangline, CPEA, Technical Reviewer
HSE Regional Manager
APEX Companies, LLC

April 14, 2020

This verification statement, including the opinion expressed herein, is provided to The Nielsen Company and is solely for the benefit of The Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to CDP in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2020 water & waste data verification statements

INDEPENDENT LIMITED ASSURANCE STATEMENT

To: The Stakeholders of The Nielsen Company, LLC.

Introduction and objectives of work

APEX Companies. LLC (Apex) has been engaged by The Nielsen Company, LLC (The Nielsen Company) to provide limited assurance of select environmental data in its corporate social responsibility report (The Report). This Assurance Statement applies to the Subject Matter included within the scope of work described below.

This information and its presentation in The Report are the sole responsibility of the management of The Nielsen Company. Apex was not involved in the drafting of the Report. Our sole responsibility was to provide independent assurance on the accuracy of the Subject Matter. This is the 5th year in which we have provided assurance over select environmental data in The Report.

Scope of work

The scope of our work was to provide limited assurance of water and waste data for the reporting period January 1, 2019 to December 31, 2019 (the 'Subject Matter'). Our assurance does not extend to any other information included in the Report.

Reporting Boundaries

The following are the boundaries used by The Nielsen Company for reporting sustainability data:

- Operational Control/Financial Control
- Worldwide (or specify locations)

Limitations and Exclusions

Excluded from the scope of our work is any verification of information relating to:

- Activities outside the defined verification period;

This limited assurance engagement relies on a risk-based selected sample of sustainability data and the associated limitations that this entails. The reliability of the reported data is dependent upon the accuracy of metering and other production measurement arrangements employed at the site level and are not addressed as part of this assurance. This independent statement should not be relied upon to detect all errors, omissions or misstatements that may exist.

Responsibilities

This preparation and presentation of the Subject Matter in the Report are the sole responsibility of the management of The Nielsen Company.

Apex was not involved in the drafting of the Report or of the Reporting Criteria. Our responsibilities were to:

- obtain limited assurance about whether the Subject Matter has been prepared in accordance with the Reporting Criteria;
- form an independent conclusion based on the assurance procedures performed and evidence obtained; and
- report our conclusions to the Directors of The Nielsen Company.

Assessment Standards

- We performed our work in accordance with Apex's standard procedures and guidelines for external Assurance of Sustainability Reports and the International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information (effective for assurance reports dated on or after Dec. 15, 2015), issued by the International Auditing and Assurance Standards Board. A materiality threshold of ±5-percent was set for the assurance process.

Summary of Work Performed

As part of our independent verification, our work included:

1. Assessing the appropriateness of the Reporting Criteria for the Subject Matter;
2. Conducting interviews with relevant personnel of The Nielsen Company;
3. Reviewing the data collection and consolidation processes used to compile Subject Matter, including assessing assumptions made, and the data scope and reporting boundaries;
4. Reviewing documentary evidence provided by The Nielsen Company;
5. Verifying agreement of a selection of the Subject Matter to the corresponding source documentation;
6. Reviewing The Nielsen Company's systems for quantitative data aggregation and analysis; and
7. Assessing the disclosure and presentation of the Subject Matter to ensure consistency with assured information.

Environmental data verified:

- **Water Consumption :** 23,400,000 cubic feet
- **Waste Disposal:** 2,900 metric tonnes

Data and information supporting the environmental data assertion were historical in nature.

Conclusion

On the basis of our methodology and the activities described above:

- Nothing has come to our attention to indicate that the Subject Matter is not fairly stated in all material respects; and
- It is our opinion that The Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data such as water and waste data.

Statement of Independence, Integrity and Competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

No member of the assurance team has a business relationship with **The Nielsen Company**, its Directors or Managers beyond that required of this assignment. We have conducted this verification independently, and there has been no conflict of interest.

The assurance team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex's standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA
Program Manager - Lead Verifier
APEX Companies, LLC
Kennesaw, Georgia

April 15, 2020

2019 scope 1, scope 2 & scope 3 (category 5, 6 & 7) data verification statements

VERIFICATION OPINION STATEMENT
GREENHOUSE GAS EMISSIONS

APEX Companies LLC, (Apex) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by The Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of The Nielsen Company. The Nielsen Company is responsible for the preparation and fair presentation of the GHG statement in accordance with the criteria. Apex's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information. Apex is responsible for expressing an opinion on the GHG statement based on its verification. Verification activities applied in a limited level of assurance verification are less extensive in nature, timing and extent than in a reasonable level of assurance verification.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Worldwide Operations

Emissions data verified:

- **Scope 1:** 6,800 metric tons of CO_2 equivalent
- **Scope 2 Location Based:** 50,000 metric tons of CO_2 equivalent
- **Scope 2 Market Based:** 52,000 metric tons of CO_2 equivalent
- **Scope 3:** 73,150 metric tons of CO_2 equivalent
    - Category 5: 1,150 metric tons of CO2 equivalent
    - Category 6: 18,000 metric tons of CO_2 equivalent
    - Category 7: 54,000 metric tons of CO_2 equivalent

  Data and information supporting the Scope 1, Scope 2, and Scope 3 GHG emissions assertion were in some cases estimated rather than historical in nature.

Period covered by GHG emissions verification:

- January 1, 2019 to December 31, 2019

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol

GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases - Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Level of Assurance and Qualifications:

- Limited
- This verification used a materiality threshold of 5% for aggregate errors in sampled data for each of the above indicators

GHG Verification Methodology:

Evidence-gathering procedures included but were not limited to:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Verification Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

No member of the verification team has a business relationship with The Nielsen Company, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex's standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA
Program Manager – Lead Verifier
APEX Companies, LLC

John A. Stangline, CPEA, Technical Reviewer
HSE Regional Manager
APEX Companies, LLC

April 14, 2020

This verification statement, including the opinion expressed herein, is provided to The Nielsen Company and is solely for the benefit of The Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to CDP in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2019 water & waste data verification statements

INDEPENDENT LIMITED ASSURANCE STATEMENT

To: The Stakeholders of The Nielsen Company, LLC.

Introduction and objectives of work

APEX Companies. LLC (Apex) has been engaged by The Nielsen Company, LLC (The Nielsen Company) to provide limited assurance of select environmental data in its corporate social responsibility report (The Report). This Assurance Statement applies to the Subject Matter included within the scope of work described below.

This information and its presentation in The Report are the sole responsibility of the management of The Nielsen Company. Apex was not involved in the drafting of the Report. Our sole responsibility was to provide independent assurance on the accuracy of the Subject Matter. This is the 5th year in which we have provided assurance over select environmental data in The Report.

Scope of work

The scope of our work was to provide limited assurance of water and waste data for the reporting period January 1, 2019 to December 31, 2019 (the 'Subject Matter'). Our assurance does not extend to any other information included in the Report.

Reporting Boundaries

The following are the boundaries used by The Nielsen Company for reporting sustainability data:

- Operational Control/Financial Control
- Worldwide (or specify locations)

Limitations and Exclusions

Excluded from the scope of our work is any verification of information relating to:

- Activities outside the defined verification period;

This limited assurance engagement relies on a risk-based selected sample of sustainability data and the associated limitations that this entails. The reliability of the reported data is dependent upon the accuracy of metering and other production measurement arrangements employed at the site level and are not addressed as part of this assurance. This independent statement should not be relied upon to detect all errors, omissions or misstatements that may exist.

Responsibilities

This preparation and presentation of the Subject Matter in the Report are the sole responsibility of the management of The Nielsen Company.

Apex was not involved in the drafting of the Report or of the Reporting Criteria. Our responsibilities were to:

- obtain limited assurance about whether the Subject Matter has been prepared in accordance with the Reporting Criteria;
- form an independent conclusion based on the assurance procedures performed and evidence obtained; and
- report our conclusions to the Directors of The Nielsen Company.

Assessment Standards

- We performed our work in accordance with Apex's standard procedures and guidelines for external Assurance of Sustainability Reports and the International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information (effective for assurance reports dated on or after Dec. 15, 2015), issued by the International Auditing and Assurance Standards Board. A materiality threshold of ±5-percent was set for the assurance process.

Summary of Work Performed

As part of our independent verification, our work included:

1. Assessing the appropriateness of the Reporting Criteria for the Subject Matter;
2. Conducting interviews with relevant personnel of The Nielsen Company;
3. Reviewing the data collection and consolidation processes used to compile Subject Matter, including assessing assumptions made, and the data scope and reporting boundaries;
4. Reviewing documentary evidence provided by The Nielsen Company;
5. Verifying agreement of a selection of the Subject Matter to the corresponding source documentation;
6. Reviewing The Nielsen Company's systems for quantitative data aggregation and analysis; and
7. Assessing the disclosure and presentation of the Subject Matter to ensure consistency with assured information.

Environmental data verified:

- **Water Consumption :** 23,400,000 cubic feet
- **Waste Disposal:** 2,900 metric tonnes

Data and information supporting the environmental data assertion were historical in nature.

Conclusion

On the basis of our methodology and the activities described above:

- Nothing has come to our attention to indicate that the Subject Matter is not fairly stated in all material respects; and
- It is our opinion that The Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data such as water and waste data.

Statement of Independence, Integrity and Competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

No member of the assurance team has a business relationship with **The Nielsen Company**, its Directors or Managers beyond that required of this assignment. We have conducted this verification independently, and there has been no conflict of interest.

The assurance team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex's standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA
Program Manager - Lead Verifier
APEX Companies, LLC
Kennesaw, Georgia

April 15, 2020

2018 scope 1, scope 2 & Scope 3 (category 6 & 7) data verification statements

VERIFICATION STATEMENT
GREENHOUSE GAS EMISSIONS

Bureau Veritas North America, Inc. (BVNA) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by the Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of the Nielsen Company. BVNA's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Scope 1 Emissions Reporting is based upon data from 20 Reporting Locations (13 North American, 5 European, and 2 South/Central American countries)
- Scope 2 Emissions Reporting is based upon data from 145 Reporting locations (28 North American, 48 European, 15 Asia-Pacific and 54 South/Central American countries)
- Scope 3 Emissions Reporting is based on World Wide Operations
- Exclusions from the scope of the reporter's GHG emissions assertion
    - Locations within operational control where emission data is not available

Emissions data verified:

- **Scope 1:** 860 metric tonnes of CO_2 equivalent
- **Scope 2 Location Based:** 24,000 metric tonnes of CO_2 equivalent
- **Scope 2 Market Based:** 25,000 metric tonnes of CO_2 equivalent
- **Scope 3** 68,300 metric tonnes of CO_2 equivalent
    - **Category 6 - Business Travel** – 18,500 metric tonnes of CO_2 equivalent
    - **Category 7 – Employee Commute** – 49,800 metric tonnes of CO_2 equivalent

Data and information supporting the Scope 1 and Scope 2 GHG emissions assertion were generally historical in nature.

Data and information supporting the Scope 3 GHG emissions assertion were in some cases estimated rather than historical in nature.

Period covered by GHG emissions verification:

- January 1, 2018 to December 31, 2018

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol Corporate Accounting and Reporting Standard. **(Scope 1 and 2)**
- WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard **(Scope 3)**

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GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases - Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Level of Assurance and Qualifications:

- Limited
- Qualifications
    - No opinion can be given relating to emissions beyond the boundaries of this verification for facilities and activities that the Nielsen Company has not included their 2018 footprint.

GHG Verification Methodology:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Assurance Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the verification team has a business relationship with the Nielsen Company, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

The Bureau Veritas Group has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of The Bureau Veritas Group standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA
Program Manager – Lead Verifier
Bureau Veritas North America, Inc.
Atlanta Regional Office

John A. Stangline, CPEA, Technical Reviewer
National Director – Environmental Services
Bureau Veritas North America, Inc.

June 3, 2019

This verification statement, including the opinion expressed herein, is provided to the Nielsen Company and is solely for the benefit of the Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to the Carbon Disclosure Project (CDP) in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2018 water & waste data verification statements

BUREAU VERITAS NORTH AMERICA

INDEPENDENT ASSURANCE STATEMENT

Introduction and objectives of work

Bureau Veritas North America, Inc. (BVNA) was engaged by the Nielsen Company to conduct an independent assurance of select environmental data reported in its corporate social responsibility report (the Report). This Assurance Statement applies to the related information included within the scope of work described below for the time period of January 1, 2018 to December 31, 2018. The overall aim of this process is to provide assurance to The Nielsen Company's stakeholders on the accuracy, reliability and objectivity of select information included in the Report.

This information and its presentation in the Report are the sole responsibility of the management of The Nielsen Company. BVNA was not involved in the collection of the information or the drafting of the Report.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Waste to Landfill Reporting is based upon data from 5 Nielsen Company Locations
- Water Consumption Reporting is based upon data from 45 Nielsen Company Locations

Scope of work

The Nielsen Company requested BVNA to include in its independent review the following:

- Assurance of the environmental data and information included in the Report for January 1st to December 31st 2018 reporting period, specifically:
  - Water Consumption and Waste Generation associated with Office Operations.
- Appropriateness and robustness of underlying reporting systems and processes used to collect, analyze, and review the environmental information reported; and
- Evaluation of the reported data against the Nielsen Company's internal reporting procedures.

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Excluded from the scope of our work is any assurance of information relating to:

- Text or other written statements associated with the Nielsen Company's submissions
- Activities outside the defined reporting boundaries and period

Methodology

BVNA undertook the following activities:

1. Interviews with relevant personnel of the Nielsen Company
2. Review of internal and external documentary evidence provided by the Nielsen Company;
3. Review of the Nielsen Company information systems for collection, aggregation, analysis and internal verification and review of environmental data.

Our work was conducted to the Bureau Veritas standard procedures and guidelines for external Verification of Sustainability Reports, which are based upon the International Standard on Assurance Engagements (ISAE) 3000 and current best practice in independent assurance.

The work was planned and carried out to provide limited, rather than absolute, assurance and we believe it provides an appropriate basis for our conclusions.

Environmental data verified:

- **Water Consumption :** 155,000 cubic meters (m3)
- **Waste Disposal:** 615 metric tonnes

Data and information supporting the environmental data assertion were historical in nature.

Our findings

On the basis of our methodology and the activities described above, it is BVNA's opinion that:

- Nothing has come to our attention to indicate that the reviewed information within the scope of our verification is not materially correct.
- Nothing has come to our attention to indicate that the reviewed information is not a fair representation of the actual environmental data.
- The Nielsen Company has established appropriate systems for the collection, aggregation and analysis of relevant environmental information, and has implemented underlying internal assurance practices that provide a reasonable degree of confidence that such information is complete and accurate.

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Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the assurance team has a business relationship with the Nielsen Company, its Directors or Managers beyond that of verification and assurance of sustainability data and reporting. We have conducted this verification independently and we believe there to have been no conflict of interest.

BVNA has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The assurance team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of BVNA standard methodology for the Assurance of Sustainability Reports.

Bureau Veritas North America, Inc.
Kennesaw, Georgia
April 11, 2019

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2017 scope 1, scope 2 & scope 3 data verification statements

VERIFICATION STATEMENT
GREENHOUSE GAS EMISSIONS

Bureau Veritas North America, Inc. (BVNA) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by the Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described herein.

The determination of the GHG emissions is the sole responsibility of the Nielsen Company. BVNA's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported and on the underlying systems and processes used to collect, analyze and review the information.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Scope 1 Emission Reporting is based upon data from 19 North America locations and 1 European location.
- Scope 2 Emission Reporting is based upon data from 152 Reporting locations (54 North American, 24 European, and 74 South/Central American locations)
- Exclusions from the scope of the reporter's GHG emissions assertion
    - Locations within operational control where emission data is not available

Emissions data verified:

- **Scope 1:** 700 metric tons of CO_2 equivalent
- **Scope 2 Location Based:** 29,150 metric tons of CO_2 equivalent
- **Scope 2 Market Based:** 29,450 metric tons of CO_2 equivalent
- **Scope 3 Category 6 Business Travel (Air Travel Only):** 15,570 metric tons of CO_2 equivalent

Data and information supporting the Scope 1 and Scope 2 GHG emissions assertion were generally historical in nature.

Period covered by GHG emissions verification:

- January 1, 2017 to December 31, 2017.

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol

GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases - Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Bureau Veritas North America, Inc.
3380 Chastain Meadows Parkway, Suite 300
Kennesaw, Georgia 30144

Main: (770) 499-7500
Fax: (770) 499-7511
www.us.bureauveritas.com

Level of Assurance and Qualifications:

- Limited
- Qualifications
    - No opinion can be given relating to emissions beyond the boundaries of this verification for facilities and activities that the Nielsen Company has not included their 2017 footprint.

GHG Verification Methodology:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Assurance Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the verification team has a business relationship with the Nielsen Company, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

The Bureau Veritas Group has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of The Bureau Veritas Group standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, CPEA, Lead Verifier
Senior Project Manager
Bureau Veritas North America, Inc.
Atlanta Regional Office

John A. Stangline, Technical Reviewer
HSE Director - Cleveland
Bureau Veritas North America, Inc.
Great Lakes Regional Office

March 30, 2018

This verification statement, including the opinion expressed herein, is provided to the Nielsen Company and is solely for the benefit of the Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to the Carbon Disclosure Project (CDP) in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2017 water & waste data verification statements

BUREAU VERITAS NORTH AMERICA

INDEPENDENT ASSURANCE STATEMENT

Introduction and objectives of work

Bureau Veritas North America, Inc. (BVNA) was engaged by the Nielsen Company to conduct an independent assurance of select environmental data reported in its corporate social responsibility report (the Report). This Assurance Statement applies to the related information included within the scope of work described below for the time period of January 1, 2017 to December 31, 2017. The overall aim of this process is to provide assurance to The Nielsen Company's stakeholders on the accuracy, reliability and objectivity of select information included in the Report.

This information and its presentation in the Report are the sole responsibility of the management of The Nielsen Company. BVNA was not involved in the collection of the information or the drafting of the Report.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Waste to Landfill Reporting is based upon data 1 South/Central America, 2 European, and 4 North American Locations
- Water Consumption Reporting is based upon data from 10 South/Central America, 7 European, and 21 North American Locations

Scope of work

The Nielsen Company requested BVNA to include in its independent review the following:

- Assurance of the environmental data and information included in the Report for January 1st to December 31st 2017 reporting period, specifically:
  - Water Consumption and Waste Generation associated with Office Operations.
- Appropriateness and robustness of underlying reporting systems and processes used to collect, analyze, and review the environmental information reported; and
- Evaluation of the reported data against the Nielsen Company's internal reporting procedures.

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Excluded from the scope of our work is any assurance of information relating to:

- Text or other written statements associated with the Nielsen Company's submissions
- Activities outside the defined reporting boundaries and period

Methodology

BVNA undertook the following activities:

1. Interviews with relevant personnel of the Nielsen Company
2. Review of internal and external documentary evidence provided by the Nielsen Company;
3. Review of the Nielsen Company information systems for collection, aggregation, analysis and internal verification and review of environmental data.

Our work was conducted against the Bureau Veritas Group's standard procedures and guidelines for external Verification of Sustainability Reports, based upon current best practice in independent assurance and the International Standard on Assurance Engagements (ISAE) 3000.

The work was planned and carried out to provide limited, rather than absolute, assurance and we believe it provides an appropriate basis for our conclusions.

Environmental data verified:

- **Water Consumption :** 130,685 cubic meters (m3)
- **Waste Disposal:** 710 metric tonnes

Data and information supporting the environmental data assertion were historical in nature.

Our findings

On the basis of our methodology and the activities described above, it is BVNA's opinion that:

- Nothing has come to our attention to indicate that the reviewed information within the scope of our verification is not materially correct.
- Nothing has come to our attention to indicate that the reviewed information is not a fair representation of the actual environmental data.
- The Nielsen Company has established appropriate systems for the collection, aggregation and analysis of relevant environmental information, and has implemented underlying internal assurance practices that provide a reasonable degree of confidence that such information is complete and accurate.

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Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the assurance team has a business relationship with the Nielsen Company, its Directors or Managers beyond that of verification and assurance of sustainability data and reporting. We have conducted this verification independently and we believe there to have been no conflict of interest.

BVNA has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The assurance team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of BVNA standard methodology for the Assurance of Sustainability Reports.

Bureau Veritas North America, Inc.
Kennesaw, Georgia
March 30, 2018

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2016 scope 1 & scope 2 data verification statements

PRELIMINARY VERIFICATION STATEMENT
GREENHOUSE GAS EMISSIONS

Bureau Veritas North America, Inc. (BVNA) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by the Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of the Nielsen Company. BVNA's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Scope 1 Emission Reporting is based upon data from 26 locations
  (7 South/Central American and19 North American locations)
- Scope 2 Emission Reporting is based upon data from 130 Reporting Locations
  (43 North American and 87 South/Central American and Caribbean locations)
- Exclusions from the scope of the reporter's GHG emissions assertion
  - Locations within operational control were emission data is not available

Emissions data verified:

- **Scope 1:** 1,135 metric tons of CO_2 equivalent
- **Scope 2 Location Based:** 31,000 metric tons of CO_2 equivalent
- **Scope 2 Market Based:** 32,000 metric tons of CO_2 equivalent

Data and information supporting the Scope 1 and Scope 2 GHG emissions assertion were historical in nature.

Period covered by GHG emissions verification:

- January 1, 2016 to December 31, 2016

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol

GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases -- Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Level of Assurance and Qualifications:

- Limited
- Qualifications
  - No opinion can be given relating to emissions that the Nielsen Company has not included within their 2016 emissions reporting boundaries.

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GHG Verification Methodology:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Assurance Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the verification team has a business relationship with the Nielsen Company, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

The Bureau Veritas Group has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of The Bureau Veritas Group standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Christopher J. Ostermann, Lead Verifier
Project Manager
Bureau Veritas North America, Inc.
Atlanta Regional Office

John A. Stangline, Technical Reviewer
HSE Director - Cleveland
Bureau Veritas North America, Inc.
Great Lakes Regional Office

May 7, 2017

This verification statement, including the opinion expressed herein, is provided to the Nielsen Company and is solely for the benefit of the Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to the Carbon Disclosure Project (CDP) in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2016 scope 3 data verification statements

VERIFICATION STATEMENT
GREENHOUSE GAS EMISSIONS

Bureau Veritas North America, Inc. (BVNA) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by the Nielsen Company for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of the Nielsen Company. BVNA's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Exclusions from the scope of the reporter's GHG emissions assertion
    - Emissions Data associated with Scope 3 Category 6 from sources other than Air Travel

Emissions data verified:

- **Scope 3:** 16,400 metric tons of CO_2 equivalent (Business Travel – Air Travel)

Data and information supporting the Scope 3 GHG emissions assertion were historical in nature.

Period covered by GHG emissions verification:

- January 1, 2016 to December 31, 2016

GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol

GHG Verification Protocols used to conduct the verification:

- ISO 14064-3: Greenhouse gases -- Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

Level of Assurance and Qualifications:

- Limited
- Qualifications
    - No opinion can be given relating to emissions that the Nielsen Company has not included within their 2016 emissions reporting boundaries.

GHG Verification Methodology:

- Interviews with relevant personnel of the Nielsen Company;
- Review of documentary evidence produced by the Nielsen Company;
- Review of Nielsen Company data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and

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- Audit of sample of data used by the Nielsen Company to determine GHG emissions.

Assurance Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard.

It is our opinion that the Nielsen Company has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

Statement of independence, impartiality and competence

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

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Attestation:

Christopher J. Ostermann, Lead Verifier
Project Manager
Bureau Veritas North America, Inc.
Atlanta Regional Office

John A. Stangline, Technical Reviewer
HSE Director - Cleveland
Bureau Veritas North America, Inc.
Great Lakes Regional Office

January 11, 2018

This verification statement, including the opinion expressed herein, is provided to the Nielsen Company and is solely for the benefit of the Nielsen Company in accordance with the terms of our agreement. We consent to the release of this statement by you to the Carbon Disclosure Project (CDP) in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

2016 water & waste data verification statements

BUREAU VERITAS NORTH AMERICA

INDEPENDENT ASSURANCE STATEMENT

Introduction and objectives of work

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This information and its presentation in the Report are the sole responsibility of the management of The Nielsen Company. BVNA was not involved in the collection of the information or the drafting of the Report.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Waste to Landfill Reporting is based upon data from 1 South America and 6 North American Locations
- Water Consumption Reporting is based upon data from 27 South/Central America and 28 North American Locations

Scope of work

The Nielsen Company requested BVNA to include in its independent review the following:

- Assurance of the environmental data and information included in the Report for January 1st to December 31st 2016 reporting period, specifically:
  - Water Consumption associated with Office Operations Waste Generation associated with Office Operations)
- Appropriateness and robustness of underlying reporting systems and processes used to collect, analyze, and review the environmental information reported; and
- Evaluation of the reported data against the Nielsen Company's internal reporting procedures.

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Methodology

BVNA undertook the following activities:

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Our work was conducted against the Bureau Veritas Group's standard procedures and guidelines for external Verification of Sustainability Reports, based upon current best practice in independent assurance and the International Standard on Assurance Engagements (ISAE) 3000.

The work was planned and carried out to provide limited, rather than absolute, assurance and we believe it provides an appropriate basis for our conclusions.

Environmental data verified:

- **Water Consumption :** 179,000 cubic meters (m3)
- **Waste Disposal:** 345 metric tonnes

Data and information supporting the environmental data assertion were historical in nature.

Our findings

On the basis of our methodology and the activities described above, it is BVNA's opinion that:

- Nothing has come to our attention to indicate that the reviewed information within the scope of our verification is not materially correct.
- Nothing has come to our attention to indicate that the reviewed information is not a fair representation of the actual environmental data.
- The Nielsen Company has established appropriate systems for the collection, aggregation and analysis of relevant environmental information, and has implemented underlying internal assurance practices that provide a reasonable degree of confidence that such information is complete and accurate.

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Bureau Veritas North America, Inc.
Kennesaw, Georgia
May 4, 2017

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About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: **niq.com**.