

A high-angle photograph of two men in business attire shaking hands in a modern office. They are standing around a large, curved wooden conference table. On the table, there is a laptop, a tablet, a stack of papers, and a small stack of sticky notes. In the background, there is a dark grey cabinet with a telephone and a wire rack. The scene is brightly lit, suggesting a sunny day.

## Global Commitment to Human Rights

**NIQ**

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Throughout NIQ's 100 year history, we've remained dedicated to the highest standard of respect for human rights by operating responsibly and sustainably across the globe. We recognize that it is critical for all companies to respect and promote human rights wherever they operate. As a global measurement and data analytics company, NIQ provides the most complete and trusted view available of consumers and markets worldwide and with that comes a particular responsibility to act as a steward of the consumer data and information that we use to power our business.

Our commitment to civil liberties extends across the clients we proudly serve, the communities in which we live and work, the employees who serve our clients, the consumers who share their information with us and a supply chain that supports our work. We champion inclusion and equity, while respecting the laws of the countries in which we operate; we expect the same from our business partners, subsidiaries, joint ventures, suppliers, clients, and employees.

We recognize that the vitality of a business is closely linked to the health of the markets in which it operates, and we continue to believe that it is critical for us to care for the people and communities we rely on to operate our business. This belief provides the foundation for our commitment to human rights, as well as for NIQ's overall commitment to global responsibility and sustainability. We work together across all functions and teams to ensure that we fulfill our enduring commitments to all of our various stakeholder groups through the sound management and monitoring of our company, operations and relationships with external groups like our suppliers, clients, and business partners. NIQ broadly defines our stakeholder groups as: our employees, clients, investors, suppliers, business partners, the physical environments and communities in which we live and work, and the consumers who share data with us.

We are committed to maintaining open lines of communication with all stakeholders relating to human rights-related issues. We invite any stakeholders concerned about potential human rights-related risks or impacts to reach out and share any concerns or grievances with us. To that end, the NIQ Integrity Helpline is available to handle human rights-related questions or concerns. Stakeholders may visit [NIQ helpline](#) to make a report online or to find a full list of country-specific phone numbers. More information about how to submit a claim through the Helpline and other ways to report a concern can also be found in the [NIQ Code of Conduct](#).

We are committed to regularly sharing updates with our stakeholders and the general public on our approach to addressing human rights-related risks and opportunities across our business and supply chain, through resources such as [our website](#).

## Our approach

NIQ values responsibility, integrity and passion. These values are aligned with the commitment to respect human rights as set out in the United Nations (UN) Guiding Principles on Business and Human Rights, built on the UN Universal Declaration of Human Rights, the International Labor Organization (ILO) Conventions, and the human rights-related recommendations set forth in the Organization for Economic Co-operation and Development (OECD) Guidelines for Multinational Enterprises. The overarching definition of human rights set out in the UN Universal Declaration on Human Rights recognizes that human rights are basic, universal rights that form the foundation for freedom, justice and peace in the world, and apply equally in all countries. NIQ's alignment with these principles covers human rights risks related to—but not limited to—the following areas: discrimination, harassment, excessive or forced labor, child labor, appropriate compensation and minimum living wages aligned with the ILO Declaration on Fundamental Principles and Rights at Work and safe working conditions as well as anti-slavery, prison labor and anti-human trafficking.

We are mindful that our approach to human rights is based on many dynamic factors, such as stakeholder needs, industry best practices, expansion to new markets, and changing social, economic and political landscapes within the markets where we operate. As such, we are committed to reviewing this and other policies on a regular basis to ensure our approach is aligned with changing needs. Beyond the positive impact we seek to make, we are continuously seeking new and improved ways to avoid directly or indirectly contributing to human rights violations.

All NIQ leaders are responsible for ensuring our practices demonstrate a commitment to human rights. Functional responsibility for managing, monitoring and tracking the potential human rights impacts and risks of our business and operations is managed across a variety of functions, including: Procurement, Operations, Corporate Audit, Human Resources, Legal & Corporate Affairs, Communications, Finance, Corporate Citizenship and Diversity & Inclusion. Each functional group contributes unique expertise and competencies to ensure that human rights risks are addressed or incorporated and implemented into policies or practices if and as needed.

One such functional group with responsibility in this area is our compliance and integrity team.





Integrity Leaders are available to all associates to confidentially report any misconduct or concerns related to any aspect of the company, including any issue that may be related to human rights. In the normal course of their work, Compliance and the Integrity Leaders will use information relevant to human rights-related issues to drive awareness throughout the organization and to mitigate risk in this area.

Human rights is also embedded in our overall approach to risk management through our Enterprise Risk Management (ERM) framework. This multi-channel collaboration allows us to take a more comprehensive and proactive approach to human rights risk management. ERM ensures that we are conducting ongoing, in-depth assessments through our existing due diligence processes, monitoring and reporting on these risks, taking appropriate actions when needed to address the risks, and integrating any relevant findings into our organizational processes and policies as needed. We also monitor human rights-related risks on an ongoing basis through a variety of other internal audit processes across geographies and different areas of our business.

We recognize that monitoring human rights risks is critical for all stakeholder groups, but that not all groups require the same type or degree of monitoring, resources and support. With that in mind, we have identified key vulnerable stakeholder groups that require more rigorous monitoring, including manufacturing suppliers, panelists, and employees who perform their responsibilities in the field (not in a NIQ office or home office setting). NIQ is continually revising our approach to providing these groups and others with the resources and information they need to recognize and address potential human rights risks or opportunities that might come up in the course of their work or interactions with NIQ.

To operationalize our commitment to human rights, we proactively engage our internal and external stakeholders to better understand their views and recommendations in order to incorporate an informed respect for human rights throughout all aspects of NIQ's business. Our approach is aligned with external

standards and best practices in a number of specific ways, including:

- **Respect for the individual:** No matter if it is the NIQ panelist whose data we collect, the employee whose work propels our organization forward or any number of other people with whom we come into contact every day, we are dedicated to ensuring that NIQ is a place where individuals feel safe, included, respected, and comfortable being themselves.
- **Care for our communities:** We strive to make a difference in each of the communities where we live and work around the world, both through our work with clients and suppliers, as well as through in-kind giving, hands-on community projects and the pro bono delivery of data and insights to meet unique nonprofit needs.
- **Nurture a diverse and inclusive environment:** Our global commitment to [Diversity and Inclusion](#) is a business imperative and we include diversity benchmark metrics in our Leadership overall performance evaluation. NIQ is committed to ensuring our practices of non-discrimination and inclusion of people of different backgrounds, experiences and perspectives extends across the globe. We oppose discrimination on grounds including but not limited to those based on nationality, ethnicity, citizenship, political opinion, trade union membership or activities, religion, race, color, gender, gender identity or expression, age, physical or mental disability, class, caste, caregiver status or family responsibilities (including pregnancy), protected veteran status, marital status and sexual orientation. Diversity makes our company and our business stronger and we will continue our longstanding efforts to recruit, retain and grow a workforce that reflects the communities where we live and work.
- **Safeguard our meritocracy:** We are dedicated to ensuring that NIQ remains a place where associates can grow along with us and where we each have the ability to reach our full potential. NIQ is focused on providing equal opportunities through employment. To that end, we have committed to the

continued growth of our associates' personal and professional skills in a fair and unbiased way, providing ample opportunities through training and development for all associates.

- **Support freedom of expression:** We recognize that it is a right of everyone to associate freely and bargain collectively. We are committed to ensuring an open environment at NIQ where all views are respected and dialogue about our business and its operations is encouraged.
- **Create productive working conditions:** NIQ remains committed to creating a productive and safe working environment for all associates, consistent with all applicable laws and regulations and with regard to local customs and needed accommodations. This includes but is not limited to accommodations for associates with disabilities; working environments free from harassment and discrimination; and clear protocols and resources for associates to speak up as needed about workplace issues.
- **Maintain the safety and security of our associates and offices:** Our global security team is committed to ensuring the safety and security of our associates in our offices, in the field, or working remotely across the nearly 100 markets in which we operate. Our approach is aligned with the Voluntary Principles for Security and Human Rights, including the use of risk assessments that incorporate a local or regional understanding of potential human rights-related risks alongside any relevant prevention or mitigation actions. The Global Security team liaises with private and public sector entities as well as with external stakeholder groups to obtain actionable insights about new and evolving political, economic and health risks. NIQ develops and maintains processes to address potential issues of workplace health and safety for employees.
- **Ensure appropriate pay and benefits:** NIQ remains committed to providing appropriate pay and benefits for all associates, commensurate with the work being performed and consistent with applicable laws and regulations. Gender

pay equity is fundamental to our compensation philosophy and practices. We have robust employee data on gender globally, and we conduct regular audits to ensure that our pay outcomes reflect our commitment to pay equity and are unbiased and support our culture of meritocracy. We are committed to ensuring that all employees are, at a minimum, paid a fair and living wage, and that no discriminatory pay practices are used. In addition, in accordance with local laws and regulations as well as with our commitment to ILO standards and to maintain a positive work culture, we are committed to ensuring that no employees are forced to work excessive hours outside of local norms.

- **Uphold high ethical standards:** Through initiatives led by our Compliance & Integrity program and client partner programs, NIQ remains committed to upholding high ethical standards and creating an environment in which all associates and stakeholders are enabled to raise ethical concerns without fear of reprisal or retaliation.
- **Maintain a sustainable and inclusive supply chain:** NIQ is committed to the highest standards of integrity and social responsibility. To ensure that these standards are achieved by the third parties we do business with, our [Supplier Code of Conduct](#) sets out general requirements applicable to all NIQ suppliers. Details regarding our approach to addressing potential human rights-related risks and opportunities in our supply chain can be found in the Supplier Code of Conduct.

## Commitment to collaboration

We know that we succeed as a company when we invest in our people, resources, and communities. To ensure our continued sustainability as a business and as a responsible corporate citizen, we seek to collaborate with our key internal and external stakeholder groups to fully deliver on our commitment to respect human rights across all of our global operations. Some of the stakeholder groups that we regularly collaborate with include:

- **Employees:** Our clients and everyone with whom we do business have come to expect that NIQ's founding principles of integrity, honesty, fairness, respect and reliability will continue to guide everything that we do. Our clients depend on our word to value their products and services, which is not only an honor but a great responsibility. NIQ is committed to having its employees live up to the highest ethical standards in everything they do in the name of NIQ, which includes respecting human rights everywhere. At NIQ, we are committed to providing an environment where our employees can be themselves, make a difference and grow with us. More information can be found in [NIQ's Code of Conduct](#).
- **Clients:** NIQ is honored to serve our many clients around the world, many of whom are global and local leaders in both business and citizenship. We remain committed to ensuring that human rights are always respected in every aspect of our business dealings with clients.
- **Communities:** NIQ is dedicated to working with community organizations, nonprofits and charitable organizations, local governments and others to ensure that we continue to operate responsibly both as a corporate citizen and through our measurement of consumers in diverse communities around the world. We strive to make an uncommon impact on the communities in which we live and work by leveraging our insights, involvement and investment through pro bono work and the in-kind giving of data and insights to nonprofits in key priority cause areas.
- **Government officials:** We communicate with government officials to express our commitment to human rights and advocate for issues affecting the safety and well-being of our employees, our communities, shareholders and business operations.



- **Supply chain:** NIQ expects that the suppliers with which we do business support and respect the free exercise of human rights, including through compliance with applicable human rights and labor laws and the provision of safe and healthy working environments. We screen all of our vendors that register through our core accounting systems for corruption and sanctions. Forced and involuntary or child labor are strictly forbidden, including the use of prison labor. In complying with all applicable labor laws, we expect all suppliers to uphold our NIQ values through the delivery of their services and to conform to the expectations set forth in our [Supplier Code of Conduct](#).
- **Consumers:** We value the privacy of consumers who share their data and information with us, and we place a premium on operating as a company that consumers can trust. Within this commitment, we ensure that data from children who are included in our consumer measurement panels is only used where parents have consented, including as it relates to the privacy and security of their information. For more information, please refer to [NIQ's Privacy Principles](#).

We will continue to explore new ways to further our commitment to human rights around the world through these and other stakeholder engagement efforts and create transparency in communication for all stakeholders. We commit to ongoing and regular engagement of our internal and external stakeholders and to incorporate their views and recommendations into our global policies and practices.



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#### **About Advent International**

Founded in 1984, Advent International is one of the largest and most experienced global private equity investors. The firm has invested in over 350 private equity transactions in 41 countries, and as of September 30, 2020, had \$66.2 billion in assets under management. With 15 offices in 12 countries, Advent has established a globally integrated team of over 200 investment professionals across North America, Europe, Latin America, and Asia. The firm focuses on investments in five core sectors, including business and financial services; health care; industrial; retail, consumer and leisure; and technology. After 35 years dedicated to international investing, Advent remains committed to partnering with management teams to deliver sustained revenue and earnings growth for its portfolio companies.

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**About NIQ**

NIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the *Full View*.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://www.niq.com)