

NielsenIQ

NielsenIQ ESG Interim Summary



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A message from our CEO

NielsenIQ (NIQ) is an ambitious and dedicated company. We recognize and embrace our role to improve the life of every person, not only through our support of the suppliers of consumer goods and their retailers, but through our day-to-day actions amongst ourselves, our customers, our vendors and our communities in delivering our products and services to the world at large.

As the leading consumer intelligence company, we have a sincere, purposeful and unwavering commitment to our planet and its people. Our values—integrity, passion, and responsibility—direct us toward responsible data collection, mitigating our environmental impact, promoting diversity and inclusion within our workforce, and uplifting underrepresented communities.

I am proud to share this initial Environmental, Social and Governance (ESG) Summary, the first of its kind for NIQ.



A handwritten signature in black ink that reads "Jim M. Peck". The signature is written in a cursive, flowing style.

Jim Peck

Executive Chairman and CEO, NIQ Officer

Introduction

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About This Summary

About NielsenIQ (NIQ)

Our Values & Behaviors



Introduction

About This Summary

This Interim Summary is the first Environmental, Social, and Governance (ESG) Summary report issued by NielsenIQ (NIQ) following our acquisition by Advent International. In this summary, we seek to provide a broad overview of our approach to addressing key societal issues.

The data and information presented in this summary primarily cover activities in 2021 and first half of 2022, unless otherwise noted.

About NielsenIQ (NIQ)

NielsenIQ, a global information services company, delivers the gold standard in consumer and retail measurement. Through the most connected, complete, and actionable understanding of the evolving global, omnichannel consumer. NIQ is the source of confidence for the industries we serve and the pioneer defining the next century of consumer and retail measurement. Our data, connected insights, and predictive analytics optimize the performance of consumer-packaged good (CPG) and retail companies, bringing them closer to the communities they serve and helping to power their growth. NIQ, an Advent International portfolio company, has operations in 80+ markets, covering more than 90% of the world's population.

Awards & Recognitions



Received a Bronze Sustainability Rating from EcoVadis in 2021



CDP disclosure award for 2022



Earned a 100% rating from the Human Rights Campaign Foundation's Corporate Equality Index in 2022, for the ninth consecutive year in the U.S., as well as the fifth consecutive year in Mexico and the first year in Brazil



Ranked #11 in the Inclusive Top 50 UK Employers List in 2020/2021



Named Best Place to Work for Disability Inclusion 2022 on Disability Equality Index (DEI) (scored 90%)





Gold Employer for LGBT+ Inclusion in India for 2022

Our Values and Behaviors

The world-class talent and dedication of our employees are what make us a market leader around the globe.

At NIQ, we are guided by three values:

Integrity	
	Integrity powers our organization. It means we are honest, trusted—by our customers and each other—and uncompromising in our pursuit of excellence.

Responsibility	
	We take the initiative to achieve great things for our clients, our communities and each other. We value diversity and ensure has a voice. We are accountable and do what we say we'll do—as individuals, as teams and as a company.

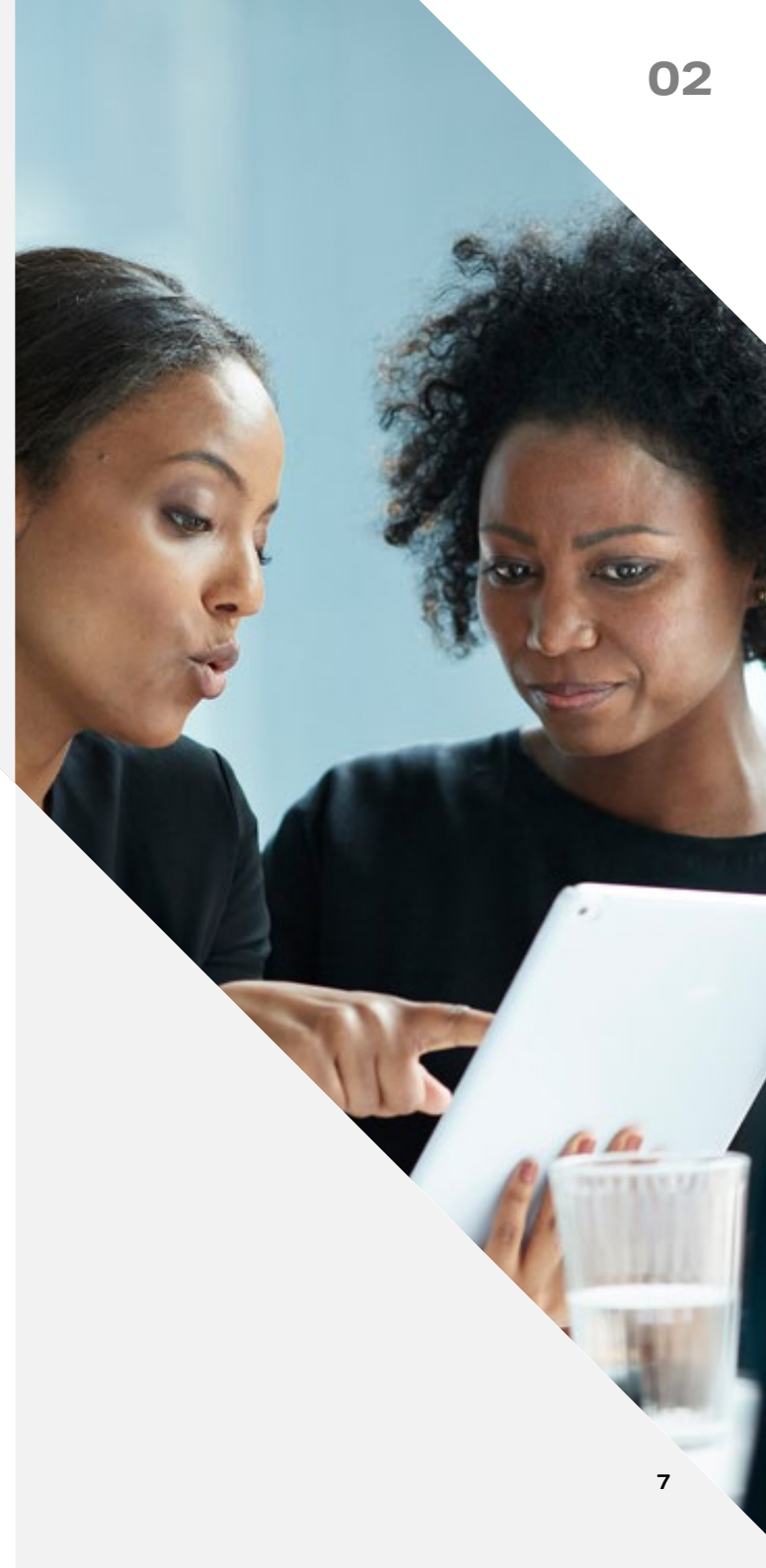
Passion	
	Passion drives us to reach for something bigger than ourselves. It's the spark that ignites innovation and customer focus, inspiring each of us to bring our unique contribution to everything we do.

To bring these values to life every day, we use the following behaviors as touchstones in our workplace culture:

			
Think Like Our Customers	Know Our Business	Be Inclusive and Help Others	Be Honest and Transparent
			
Keep Your Word	Take Ownership	Make Things Better	Be Courageous and Aim High

Our company values and behaviors are embedded throughout the employee life-cycle to ensure these are core to how we operate, and this is evident through the work we do and the ways we interact with our stakeholders.

Governance



Governance

At NIQ, integrity is core to our identity and our primary value. Building and safeguarding strong governance structures is one way we codify integrity across the company and in our culture.

When NIQ became an independent company in 2021, we created an updated ESG program that addresses our greatest areas of opportunity and risk. We named a Chief Diversity, Talent, and Culture Officer (CDO) in 2022. Our CDO leads the Corporate Citizenship team who manages the creation of our overall ESG strategy framework. The team works with stakeholders across the company on day-to-day execution, along with ESG data collection, measuring, and reporting progress over the long term.

Our Board of Directors and CEO review and approve key aspects of our ESG strategy and take an active role in major business decisions related to ESG, including climate-related issues. The Board also regularly reviews evolving regulations and legal requirements related to ESG risks. The Chief Human Resources Officer regularly coordinates communication between the Board, the Corporate Citizenship team, and the CDO.

In 2022, we completed an assessment of the most significant ESG risks facing the company. ESG-related risks are being integrated into the company's overall Enterprise Risk Management (ERM) framework to identify action plans and controls. Our Corporate Audit Staff team is responsible for facilitating the ERM program to help management identify, report, manage, and monitor company-wide risks and mitigation strategies on a regular basis.

We have various policies in place across the company that relate to ESG management. Our [Code of Conduct](#), that our employees around the world are expected to adhere to, provides guidance to our employees on our key values and behaviors, including a commitment to environmental and community stewardship. The Code also includes policies on anti-bribery, anti-corruption, insider trading, anti-harassment, anti-discrimination, and other key issues. We regularly update our Code of Conduct to make sure that it meets our evolving business needs and annual training in our Code is mandatory for all employees.

Our approach to human rights, including our Modern Slavery Statement, can be found on our [website](#).

Data Integrity, Privacy, & Security



Data Integrity, Privacy, & Security

Data is NIQ's business, so we put data integrity, security, and privacy at the center of all we do.

We operate according to an extensive set of [privacy principles](#), including consumer-friendly privacy controls, meaningful notice and choice, and minimization of data collection. Beyond following all laws and industry standards in countries where we operate, we are also guided by the principle of Privacy by Design—a commitment to include appropriate privacy protections directly into the design and implementation of our products and services.

Our purpose for data collection is to provide consumer intelligence at an aggregated level, not on an individually identifiable basis. We rely primarily on demographic and aggregated data from which no one can directly identify individuals. In cases where we do process some information considered personal or sensitive—such as demographic information and income or spending information—that data is de-identified and never shared in our products and services.

As regulations around data privacy evolve around the world, we adjust our standards and practices to ensure we remain compliant. Whenever possible, we seek to create companywide cybersecurity and data privacy policies that meet universal minimum standards and to implement country-specific protocols only where needed.

NIQ collects personal data from:

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

Our cybersecurity team implements multi-layered organizational, technical, and administrative measures to ensure the data we collect remains protected. We follow cybersecurity industry best practices, including pressure-testing our program regularly with trusted third-party organizations. We are also members of industry groups sharing best practices on cybersecurity, including the nonprofit Retail & Hospitality Information Sharing and Analysis Center (RH-ISAC).

We maintain strict limits on access to data about specific individuals where we hold it. For all data we collect, our cybersecurity team works to control access internally so that only the right employees get the right data at the right time. Our employees also receive regular training and guidance on cybersecurity best practices, including how to avoid phishing scams and how to report potential cybersecurity incidents.

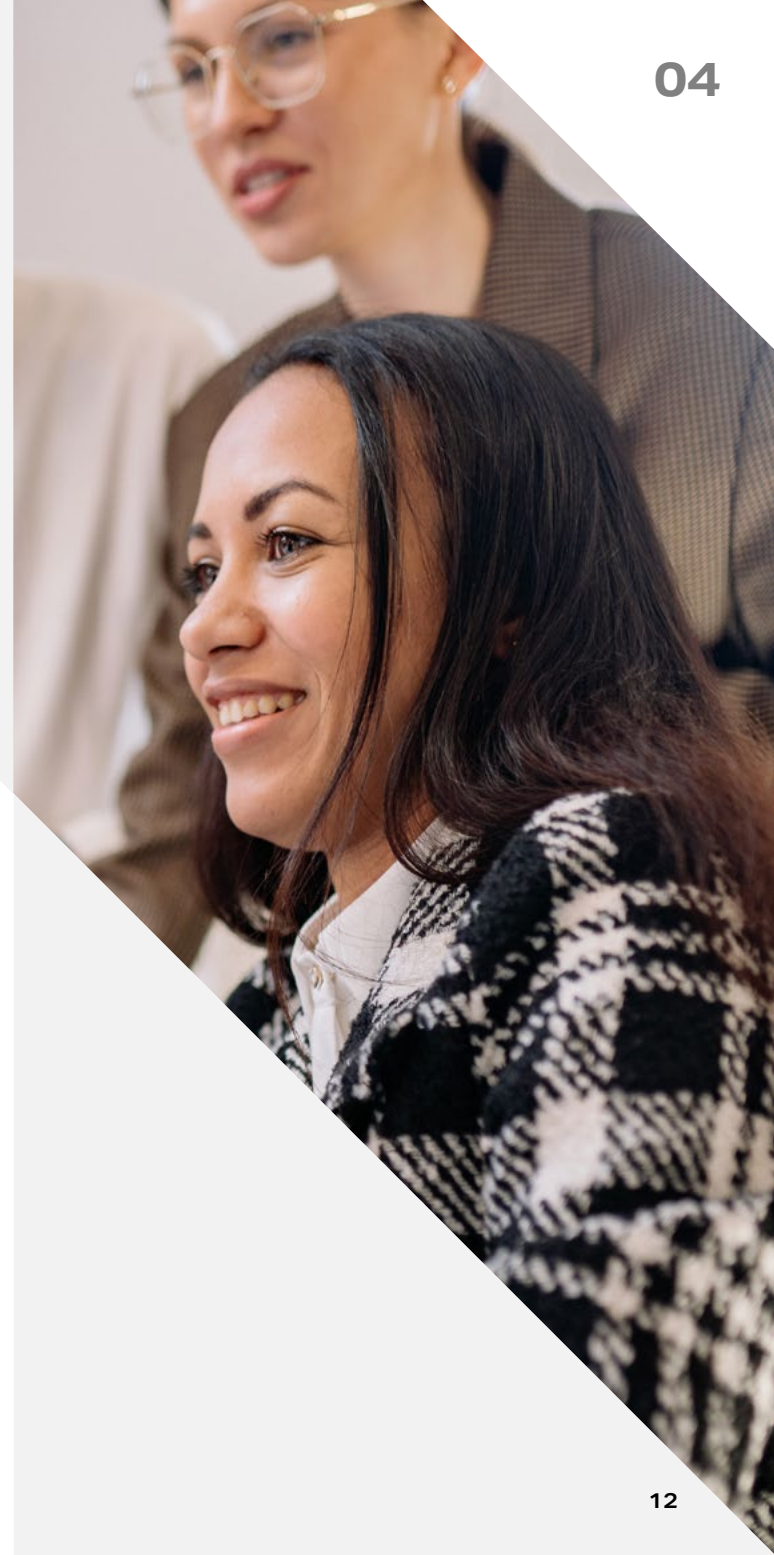
In 2022, we received a U.S. patent for our Quality Control Tower Solution (QCT), used to monitor data collection and data quality in our store auditing devices. QCT's collection applications, geo-mapping, and analytics enable real-time alerts and the ability to virtually supervise all data collection activities. Patenting valuable, commercially significant inventions allow NIQ to support both existing business and future growth.



Our People

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- Learning and Development
- Employee Well-being
- Global Support Fund



Our People

At NIQ, we have a global team of exceptionally talented people that pull together to deliver the very best outcomes for both colleagues and clients. We're united by inclusive, supportive relationships and characterized by a bold, inventive outlook. We aim to make NIQ a place where people feel empowered to realize more of their potential, help us drive our industry forward, and do work that has a defining impact.

We are committed to attracting, developing, and retaining the best talent available in the marketplace by offering them a safe space where they can be themselves. We provide the tools and resources for colleagues to envision where they want to take their careers, engage with others to help them grow and evolve their careers over time. Our workplace is one where they feel encouraged to own their story by being their authentic selves, expand their horizons by growing and learning, and change the landscape by doing work that moves the needle. Diversity, Equity & Inclusion (DEI) remains a key factor of our approach, from hiring to performance management and compensation. For more information on our approach to DEI, see the following section of this summary.

Learning and Development

We know that managers play an outsized impact on the employee experience. In 2021, we began the process to revamp our manager evaluation and training program, using a data-driven approach to identify, measure and develop our managers to build engaged teams. We used NIQ's employee engagement framework, to identify and develop three key manager competencies that positively drive the employee experience: creating clarity,

focusing on people, and driving results. Starting in 2022, we rolled out a 4-hour mandatory training for all managers, starting with Senior Leaders, at NIQ. To date, over 4,300 managers (95% of all managers) have been certified in the new competencies.

Progress on managers' performance is tracked on an annual basis and additional tools and training are provided where needed.

To measure the effectiveness of the training and our focus on people, we use Gallup's methodology (Q12®) to measure employee engagement on an annual basis. We use this data to track managers' performance against baseline scores and provide additional tools and training where needed. In 2022, we also introduced a people manager goal for all people leaders. The goal measures key manager behaviors that drive inclusive people practices: compliance in reviewing & setting up specific, measurable, time-bound goals that connect to the company priorities, completing a performance evaluation, providing performance feedback at least every six months and reviewing and developing an engagement action plan with each team member. Overall, associate engagement at NIQ is well above average (measured against Gallup Q12®) and showed meaningful growth in 2022, in a world where overall engagement trends are declining.

Our performance assessment tools have also been redesigned to place data-driven results at the core. The framework requires managers to ensure clear, measurable goals are set for associates that can be evaluated both at mid-year and at year-end, with an emphasis on more frequent ongoing feedback to celebrate progress and help close performance gaps. And our talent

assessment process has shifted from a subjective, discussion-based approach to include key metrics like results against goals, tenure in position, and aspirations to learn and grow.

In 2022, NIQ invested in a corporate subscription to LinkedIn Learning®, a best-in-class learning platform for business. Every associate has access to over 16,000 self-paced courses in a personalized environment which helps them improve their current skills and build new ones. LinkedIn Learning also supports our career development approach (below) by enabling associates to upskill and expand their expertise to new areas.

Our career development framework of “Envision, Engage, and Evolve” helps our employees grow with us over the long term and better understand how to navigate their careers at NIQ.

- **Envision:** A career exploration website allows employees to gain a better sense of various roles at the company, including “a day in the life” stories.
- **Engage:** Our revamped mentoring program is available to all employees and had over 2,000 active participants in 2022. Mentees can search for potential mentors based on skills, experience, department, and role, as well as options to search by race, gender, sexual orientation, and language.
- **Evolve:** Our career development planning process is based on employee feedback and emphasizes greater collaboration between employees and managers to develop a forward-looking plan.

Employee Well-being

The COVID-19 pandemic has impacted the way all our employees live and work. As a result, NIQ has made important adjustments to our real estate and work policies to prioritize the health and safety of all employees and the communities in which they live.

At the end of 2021, NIQ finalized a hybrid work model, “Workplace with Purpose.” As we designed the best future workplace for our employees, we benchmarked return to the office models globally and in key markets. Employee sentiment surveys revealed that 41% of our employees preferred a hybrid work model. Employee listening workshops were conducted across many regions and countries, and we learned how employees’ lives have changed since the onset of COVID-19. Many employees reported increased care responsibilities of family members, making a 100% return to the office more difficult. As a result, NIQ embarked on a mission to use our offices with purpose.

This program is intended to help our people work more efficiently, by identifying what work is best done in the office and what could be done remotely. It’s about embracing the flexibility that worked well during the pandemic, while finding new ways to optimize technology and real estate to connect our people and strengthen our culture. Fundamentally, we believe that a hybrid work model should attract and retain talent, maximize our productivity, helping us to achieve extraordinary business outcomes.

Decisions about which workplace is best (office or remote) are based upon the nature of the work to be accomplished each day, the role of the associate, and their function. Leaders use NIQ’s 3C’s framework—Create, Collaborate, and Connect—to develop

an operating rhythm on when and how to use the office, so that their teams can develop predictable schedules. Data suggests that when employees have more control over their work schedule, they are better able to achieve work-life balance and are more productive.

Workplace with Purpose was launched in December 2021. The first region to fully deploy was Latin America. To date, 67 countries have defined operating rhythms. When completed, 89 countries and nearly 32,000 employees will be operating under our "future of work" policy.

Employee Benefits

We know that physical, emotional, and financial wellbeing is key to maintaining overall health and safety - now and in the future. We offer a comprehensive benefits package that meets the standards across different countries. For instance, in the US, we also provide specialized telemedicine services, fertility, and adoption support, and up to twenty weeks of paid leave for new parents. We also seek to support our employees' long-term financial health through a 50% 401(k) matching program in the US or an equivalent wherever possible.

Global Support Fund

Collaboration and community support is a part of our culture, both inside and outside of our company. NIQ employees struggling in the face of a natural disaster, unexpected medical expense, or other challenge can apply for a financial grant through the Global Support Fund. The program is funded entirely by NIQ and its employees and is operated by a third party to support employee confidentiality.

In 2022, we distributed nearly \$500,000 (USD) over 400 grants to NIQ employees facing hardships, including \$100,000 (USD) to help employees affected by the war in Ukraine.

Diversity, Equity, & Inclusion (DEI)

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Attract Diverse Talent: The NielsenIQ University Program Builds Next Generation of Diverse Employees

Awareness Empowers: Employee Resource Groups

Accelerate Careers: Building Development and Mobility Programs for Diverse Associates

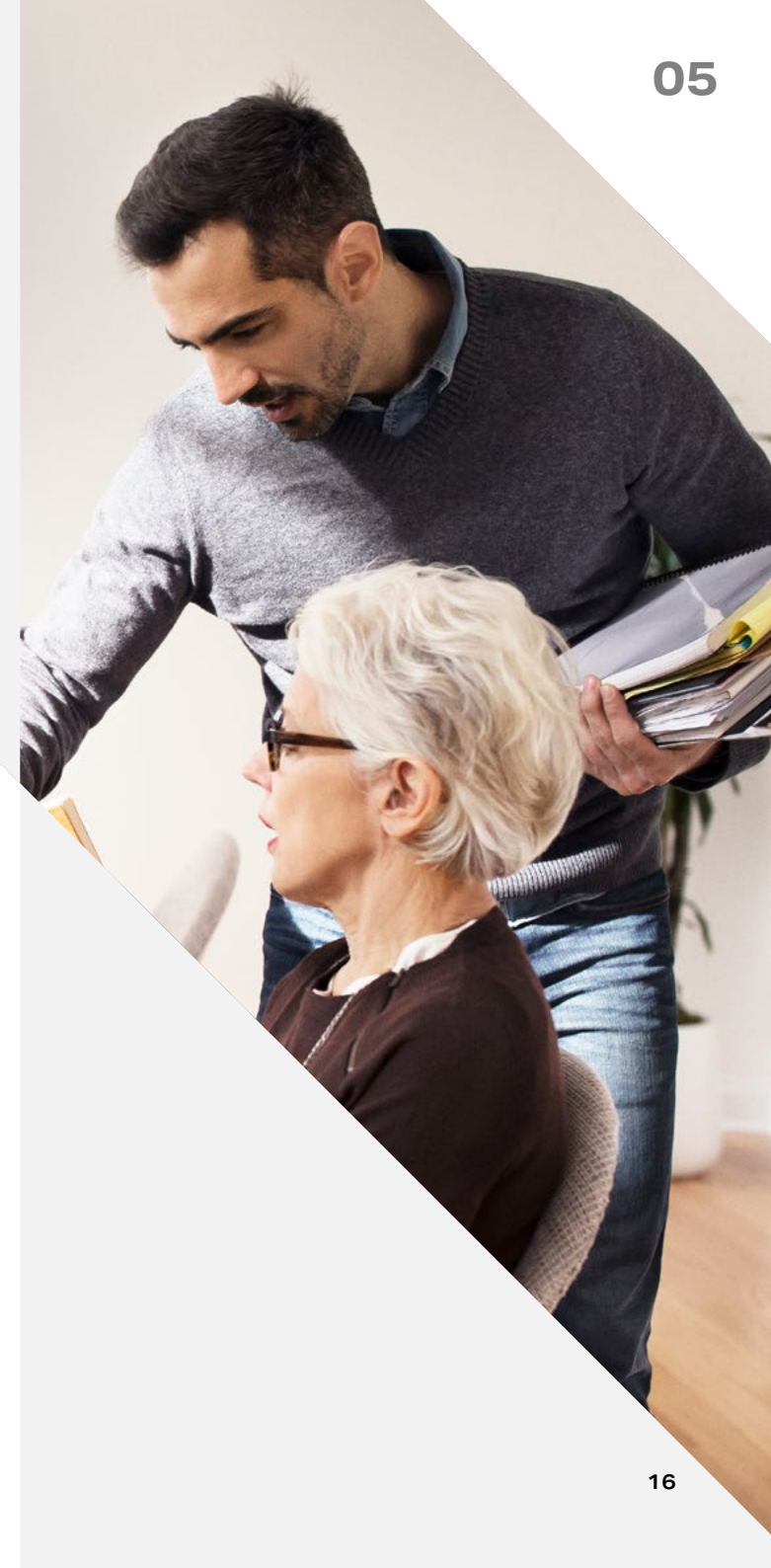
Ally with Communities

DEI Partnerships and Programs

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Diversity, Equity, & Inclusion

We embrace our leadership role to increase equity and NIQ views of Diversity, Equity & Inclusion (DEI) in two ways. First, it is a core factor in our ability to grow our business, and second, we actively contribute to much-needed equity efforts to uplift the communities we measure. We integrate DEI in the tools and services we use internally, and in the products we develop, sell, and deploy. By building a diverse workforce, equitable processes, and an inclusive culture aligned with the core values of NIQ, we operate from a place of authenticity to make a true impact.

Our renewed DEI vision is to create an awesome place to work for everyone's benefit.

Our DEI strategy is based on five pillars:

- **Accountable for Improvement:** Set clear goals, measure progress, and build DEI into every facet of our culture.
- **Attract Diverse Talent:** Bring in the best people by building processes and programs that increase representation.
- **Awareness Empowers:** Educate and engage employees through programs that generate positive momentum, empathy, and care.
- **Accelerate Careers:** Specialized career development programs and more mobility for diverse associates.
- **Ally with Communities:** Make a positive impact on the world leveraging our people, products, and processes.

Female representation at NIQ (YTD June 2022):



- 51% female representation in total workforce globally
- 43.2% female representation in global senior leadership, 6.3 points above the global benchmark (World Economic Forum: Global Gender Gap 2022 Report).
- Achieved 48.7% representation of women in Senior Leadership in the US, +0.7% points from 2021

Racial and ethnic representation at NIQ in the US (YTD June 2022)



- Black representation is 5.1%, +0.8% points from 2021
- Hispanic representation is 8.2%, +0.5% points from 2021
- Asian representation is 11.9%, -0.1% points from 2021

Accountable for Improvement: *DEI and Talent*

While NIQ is a newly independent company, our legacy DEI journey is over twenty years old. This longstanding commitment serves as the foundation for our continued success in bringing a diverse, talented workforce together across the globe. To maintain our place as a global leader in data and information services, we are focused on attracting the best talent that reflects the diversity of the markets we serve - one that innately understands the diversity of the markets we serve. DEI is a key part of our talent strategy, and we strive to make NIQ a place where everyone feels empowered to bring their authentic selves to work every day.

We embrace our leadership role to increase equity and representation across the industry. In 2021, we accelerated our investments in DEI initiatives across the company, highlighted by NIQ University, a key pipeline for underrepresented talent.

We are proud to be an Equal Opportunity/Affirmative Action Employer making decisions without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability status, age, marital status, protected veteran status or any other protected class. Our global non-discrimination policy covers these protected classes in every market in which we do business worldwide.

To further propel progress, NIQ developed a DEI dashboard to monitor progress against internal goals and benchmarks. This data-driven approach also enables us to identify areas of focus to drive improvements.

Attract Diverse Talent: *The NIQ University Program Builds Next Generation of Diverse Employees*

The Consumer-Packaged Goods (CPG) industry has a diversity gap in its workforce. At NIQ, we believe we can make a difference by developing the next generation of diverse talent through initiatives like the [NIQ University Program](#).

The NIQ University Program is a 12-week data analytics, insights, and business intelligence training program designed to prepare undergraduate college students from racially and ethnically diverse backgrounds to launch careers in the CPG industry.

In the first year of this program, we served students from more than 80 U.S. universities including Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions. 90% of the scholars in the inaugural spring 2022 cohort were from racially or ethnically diverse backgrounds, and 26% were hired into an internship or full-time position at NIQ after completing the program.

The second cohort of the NIQ University Program launched in September 2022 with more than 150 scholars, 94% of whom were racially or ethnically diverse. In addition to increasing the program's size and diversity, we also began to include students from two additional countries (U.K. and Canada), a broader scope of client partners, and an exclusive talent sharing pilot with those client partners. These enhancements support our goal to develop a pipeline of the next generation of diverse talent for the international CPG industry.

Awareness Empowers: Employee Resource Groups

Core to this work is our network of Employee Resource Groups (ERGs). Managed centrally by our DEI team, these groups are led by our associates and help bring our DEI work to life both within the company and our communities. Our nine ERGs include nearly 3,000 members across 89 countries and hold regular events throughout the year, including affinity month celebrations.

We also have over 50 local inclusion impact teams that support our ERGs and help the company localize our diversity and inclusion strategy in markets where we operate.

In March 2021, we launched the Home Truth Series, which seeks to educate, empower, and engage our associates by fostering ally-ship and creating safe spaces for candid conversations around DEI topics. We also started the *My _____ Story* podcast, which celebrates DEI by making a safe space for our employees to share their personal stories and be part of an open dialogue across the company.



Accelerate Careers: Building Development and Mobility Programs for Diverse Associates

We seek to apply a DEI lens across every aspect of talent management and development, and work to ensure all our employees have equal and inclusive opportunities to grow throughout their time at NIQ.

As part of this, we have made significant strides in building a more objective, data-driven performance management and review process. This revamped approach also plays into talent succession and planning, an important part of meeting our internal goals and benchmarks for more diverse workforce and leadership. For more on our performance reviews and career development processes, see the Learning and Development section of this summary.

Internal resources like our mentoring platform – which allows mentees to search for mentors by race and gender, among other characteristics – is another way we support high-potential diverse employees. We are also in the process of launching a DEI-focused, mid-career development program in the U.S. to build a strong and inclusive talent pipeline for future leaders.

Ally with Communities

NIQ is uniquely positioned to uplift underrepresented communities and markets through our industry-leading data. We seek to leverage our products, data and talented associates to create a positive impact on communities.

DEI Partnerships and Programs

Our employees are valued and active participants in our DEI efforts and create a direct impact on underrepresented communities and businesses through targeted initiatives. Our Inclusion Design Lab leverages the skills of our employees and our data to provide pro-bono solutions to DEI-related issues.

In 2021 we launched our Trailblazer Program and formed our inaugural partnership with Black-owned Navigator Sales & Marketing's Lighthouse Foundation. Compared to their counterparts, minority-owned small and medium-sized businesses (SMBs) face systemic hurdles to success, including limited access to financing and capital. The Trailblazer Program supports participating businesses with data and actionable insights into their markets, helping to level access to data. In the program's first round, eight businesses in the food and beverage industry received nearly \$60,000 worth of pro-bono subscriptions to our Byzzer platform, along with mentoring, analytical training, coaching, and other resources. Byzzer, a first-of-its-kind platform, helps small- and mid-sized CPG companies streamline disparate sets of retail data to help create a competitive edge.

We plan to run the Trailblazer Program annually, to increase the number of participating minority-owned businesses across different market categories and add more CPG and retail partnerships in the future.

Another key engagement with minority-owned businesses is our BASES Pro-Bono Minority Business Consulting Initiative. The program offers expert guidance, proprietary data, and predictive analytics from our BASES solutions to help underrepresented businesses meet their unique goals. In 2021, NIQ worked with Rocky Robinson—a direct-to-consumer personal care line celebrating Black and brown girls launched in March 2020 by Audra Robinson.

NIQ released a U.S. thought leadership discussion, helping manufacturers understand how well they represented the increasingly diverse marketplace and quantify the improved business impact of serving diverse consumers. NIQ is collaborating with the J.E.D.I Collaborative to bring this analysis to the broader marketplace.

For more on how NIQ and our employees are making a difference in their communities, including through DEI-focused efforts, see the Community Impact section of this summary.

DEI in Our Products and Services

To maintain our position as a global leader in consumer intelligence, we must use data that accurately reflects the rich diversity of the communities we measure. Our consumer panels are among the most important ways we calibrate our data and ensure equitable representation in our analysis. We are continuously monitoring representation in our panels to make sure we are mirroring the wider population in each market. Through this process we ensure that minority groups are appropriately represented, and their interests and habits are being captured for retailers and CPG manufacturers to meet their needs.

We also inject meaningful mechanisms for DEI across our products and services to ensure our offerings are culturally relevant in order to accurately represent each group and drive richer insights. Diverse voices are a result of us embedding DE&I into our products. We can return better insights by building a foundation that is equipped to capture diversity properly. Our Diverse Voices reporting series is one example of where we're deepening our insights around diverse consumer trends. The series represents relevant demographic groups and communities through richer and more nuanced reporting and analysis, resulting in better insights and a more robust picture of diverse consumers.



Spotlighting Diverse Consumer Trends

- **Because of our comprehensive view into consumer purchasing decisions, we can provide unique insights into market trends. NIQ thought leadership, which cover a wide range of topics and trends, increase visibility into the power of often-overlooked communities and measure their impact the U.S. and global economies. The reports leverage our products to explore behavior and purchase differences through racial, ethnic, gender, and sexual orientation lenses. We are also exploring the intersection of these dimensions for more targeted and nuanced insights.**
- **In 2021 and into 2022, we released insight reports on Native American and Black beauty consumers, LGBTQ+ consumers in Australia and the U.S., and Black consumer engagement with socially responsible brands. Our expanding Diverse Voices series also offered in-depth analysis on Hispanic, Black and Asian-American consumers.**
- **NIQ employees also delivered an address at the Consumer Goods Forum annual Global Summit around shifting consumer preferences since the start of the COVID-19 pandemic. Our research showed that over the last two years, the majority of consumers worldwide have fundamentally reevaluated their buying priorities, with a strong uptick in preferences for sustainable, healthy and socially responsible products.**

Community Impact

We seek to use our unique datasets, as well as the skills and passion of our employees, to make a positive impact on the world around us. We do this through our Corporate Citizenship initiatives, which include pro-bono work with nonprofits, universities, and other entities, and by offering regular opportunities for volunteering and community engagement to our employees. Every NIQ employee receives 1 day of paid volunteer time annually.

We recognize that the ongoing COVID-19 pandemic has impacted our volunteering and community engagement efforts, yet NIQ continues to strengthen our community programs. While this work evolves, our initial focus areas are food equity, economic empowerment, education, and climate justice.

As part of our work on food equity, we work with several national and global food security organizations on a pro-bono basis. For over a decade, we have provided Feeding America with data, insights, and expertise, including local food pricing data to estimate meal costs in every U.S. County. This research is incorporated into the organization's landmark Map the Meal Gap annual study which illustrates food insecurity and costs on a local level. That study is used by government entities, advocates, and service providers to adjust policies and help people meet their needs. Local meal cost estimates provided by NIQ also play a role in setting Supplemental Nutrition Assistance Program (SNAP) benefits, which millions of low-income Americans rely upon.

We also provide data donations to ReFed, a U.S.-based nonprofit focused on ending food waste, to help inform their Insights Engine. In addition, NIQ provided \$3.8 million (USD) worth of pro-bono data to the World Food Programme to support relief and humanitarian efforts in 40 countries during the COVID-19 pandemic.

In line with our commitment to education, we have a longstanding partnership with the Kilts Center for Marketing at the University of Chicago Booth School of Business. Through this partnership, we provide academics and students access to multiple consumer datasets to explore purchasing behaviors across the U.S. for a wide range of research applications.

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



Employee Engagement

Our employees are the core of our community impact strategy. Whether it is through pro-bono data and analysis engagements with leading nonprofits, or local volunteer efforts, our employees lead with both their heads and their hearts at NIQ. Our signature employee volunteer program—People & Planet—focuses on four key pillars: food equity, education, economic empowerment, and climate justice. These 4 pillars under the program are aligned with the UN SDG's where we have a direct impact as a company. We provide regular opportunities for volunteering and community engagement to our employees, through which they can utilize the 1 day of paid volunteer time they have annually. Our signature event is our People & Planet Day, which we launched in September 2022.

For one day, all global employees take time during their workday to contribute to local volunteer efforts in line with our four commitment pillars. On our inaugural event, over 8,000 employees participated, with 6,640 participants for in-person events and 1,490 employees participated in remote activities contributing more than 33,000 hours to volunteering activities and covering 413 activities with 276 partner organizations.

Around the world, our employees also regularly spearhead their own local efforts to give back to communities. For example, employees in Brazil released a report on LGBTQ+ consumer trends in the country, with proceeds going to support local organizations working on equal rights for this segment of the population.

Our n-ergs are another valuable venue for our community engagement efforts, and our dedicated group of employee volunteers regularly organize unique events and initiatives. For example, the Sable n-erg (sustaining active Black leadership and empowerment) began working with HBCUs to help students manage the transition from school to remote work.



95%
participation rate globally,
by countries, on the first
annual volunteer day



413
activities planned on the
day and partnered with
276 external organizations



3,100
Donated bowls of rice,
through the World Food
Programme Free Rice game



\$33,000
raised for donations
across the globe, through
fundraising activities



87%
of the participants confirmed
that this volunteer day is important
to their employee experience at NIQ



>50%
of the participants confirmed
that this event gave them
a sense of belonging at NIQ



Environment

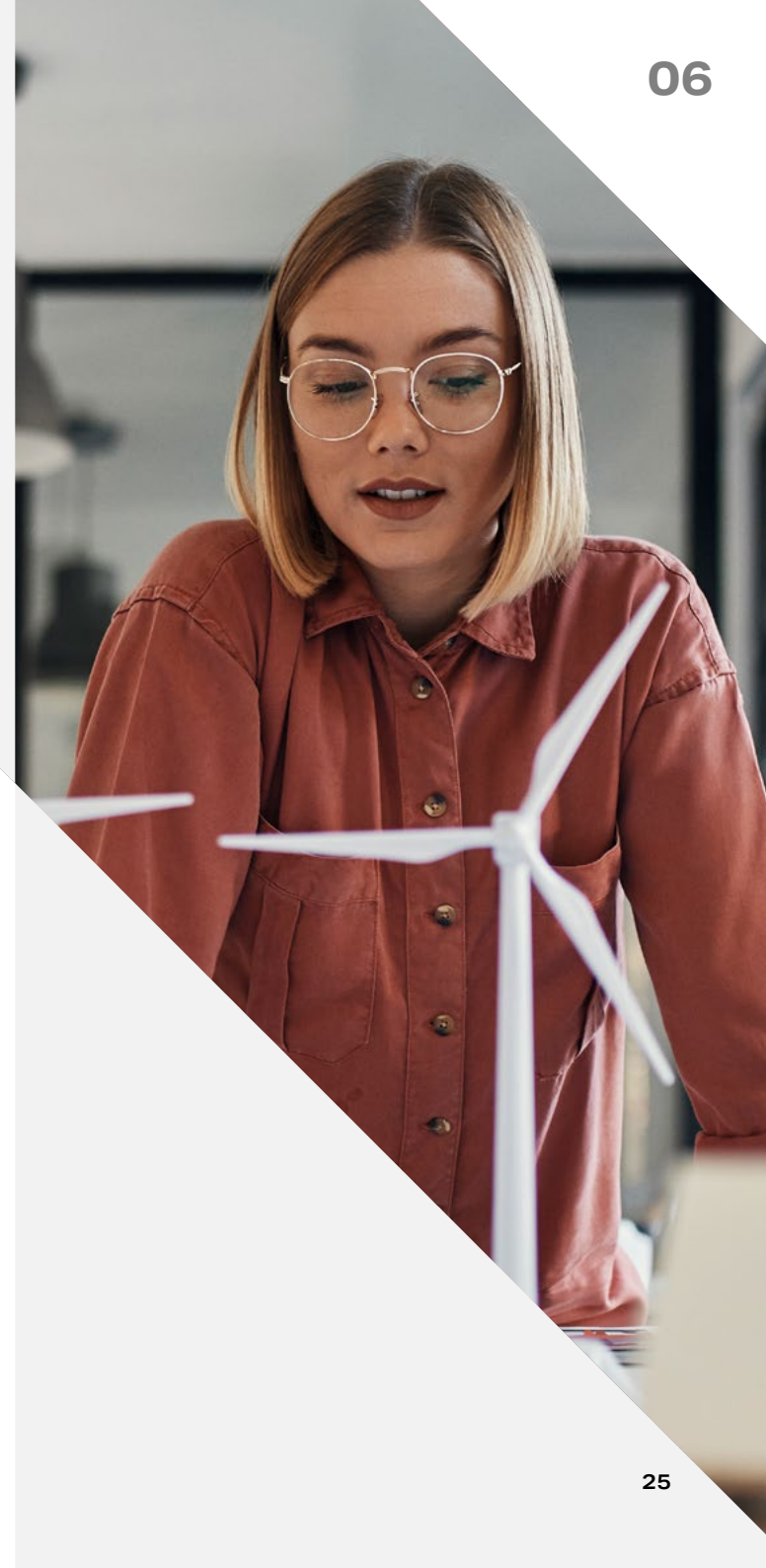
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Environment

As the true costs of the escalating climate crisis become increasingly clear to people around the world, we understand that everyone has a responsibility to act. We can all play a role in mitigating our collective impacts and adapting for the future to come.

Our Impacts and Risks

As a global data and services provider, NIQ's environmental impacts are primarily energy use in our offices and data center operations, along with limited waste and resource consumption. In addition, our field operations generate emissions, along with our supply chain for physical devices used in our data collection process.

We are mindful of the influence we have on shaping the decisions of Consumer-Packaged Goods (CPG) manufacturers, which collectively create a large environmental impact on a global scale. While NIQ has no responsibility for or control over these impacts, we have an opportunity to support an industry transition toward developing and marketing more sustainable products that support healthy people and ecosystems. We do this by measuring shifting consumer sentiment and market trends in the sustainable product space.

Climate change is causing increasingly intense and destructive shifts in the natural environment. As a result, like most other companies, we face potential risks to our physical infrastructure and business continuity. We are continuously evaluating these threats under our Enterprise Risk Management (ERM) process, and we are aiming to conduct our first full climate risk assessment in the next one to two years.

Our Approach to Mitigation

We seek to embed a sustainability lens in the decision-making processes across the company, at both the organizational and individual levels. Our environmental program is focused primarily on improving the impacts of our physical infrastructure, building awareness of our goals among employees and stakeholders, and continually identifying new opportunities to manage our environmental footprint.

Our [Environmental Policy and Guidelines](#) is the primary document governing our impact mitigation strategy and details our approach to energy management, waste management, and travel. Each of our primary business functions strategically consider factors that can help better manage and reduce our impacts.

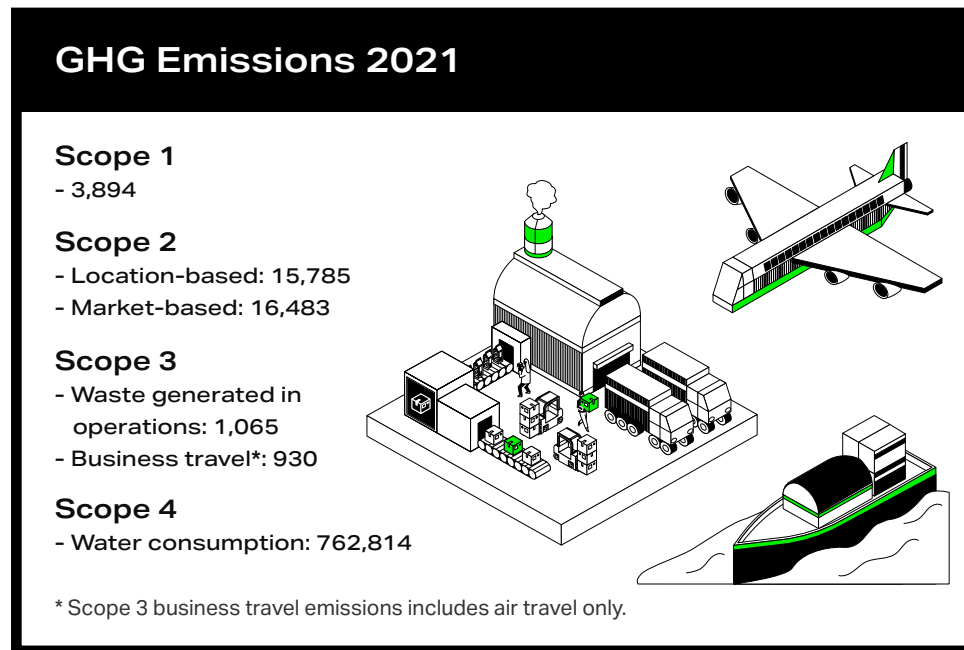
Our real estate footprint, which covers over 400 buildings in 2021, is our largest source of emissions across the value chain. Our team works closely with vendors and partners to select energy-efficient lease properties and investigate opportunities to implement clean energy and energy reduction initiatives. For example, our Chile office reduced energy use by 50% through a LED lighting retrofit, our Shanghai office increased its electric vehicle charging capacity, and our EU offices are undergoing a full-scale energy audit to identify reduction opportunities.

Our data centers are another important area of focus. We have been pursuing data center optimization, working to identify underused servers, virtualizing physical servers wherever possible, and increasing server and cluster density for greater energy efficiency. Our live data is in all-flash storage which has reduced the requirements for power and cooling at our data

centers. Any new server and storage requests go through the private cloud portal which ensures compliance with virtual and all-flash standards. As of 2022, our NIQ servers are over 90% virtualized, resulting in significant energy savings. We are also investing in the automation of certain data processes to reduce cycle times, increasing overall optimization and efficiency.

Our Environmental Data

The below represents key environmental data for NIQ in 2021, which is the first year we have benchmarked this data across the company, post separation in 2021. Our greenhouse gas (GHG) emissions data has been externally verified by APEX Companies LLC.



Due to the nature of our work that involves the collection of data from various sizes of businesses and the surveying of a diverse range of panelists around the world, we operate a car fleet for our field employees across the globe. We have implemented a CO2 cap for our fleet cars, which is determined on a country-by-country basis. In 2021, we adjusted our policies in most EU countries to allow for more hybrid and electric cars.

Our overall waste profile is relatively low compared to many other industries, but we still strive to reduce our output wherever possible. All our locations offer recycling programs, and we work to reduce paper consumption through more efficient printing practices, prioritizing responsible paper vendors, and shifting field data collection to electronic methods. Many of our offices also implement their own recycling and waste reduction initiatives that go beyond company-wide policies.

We have a no-tolerance policy for our e-waste going to landfills. E-waste management programs have resulted in responsibly processing 100% of our facility-based e-waste.

We take a data-driven approach to environmental management and track and measure our Scope 1, 2 and 3 GHG emissions across the company in line with the Greenhouse Gas Protocol. In 2021 and into 2022, we began the process of our first detailed carbon footprint measurement and external verification as NIQ to better understand our impacts and opportunities for improvement across the business. Therefore, NIQ has established and verified its baseline year as 2021.

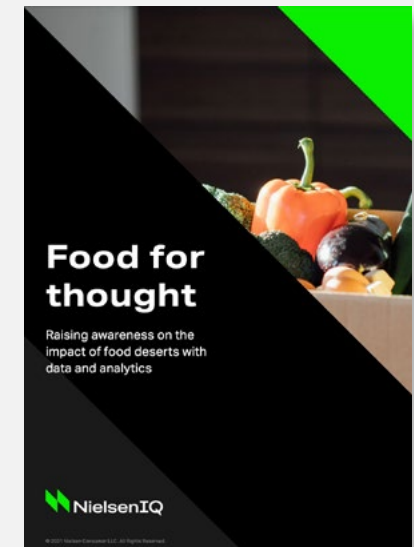
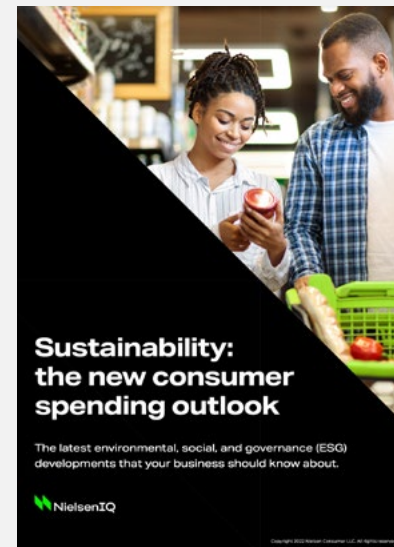
Building a Sustainable Value Chain

Our procurement and contracting processes integrate environmental, social, governance and ethical criteria through our NIQ Supplier Code of Conduct. All suppliers that we work with are asked to follow the requirements in our Code, including a commitment to follow applicable environmental laws and regulations and look for ways to reduce energy use and GHG emissions. NIQ continues to strengthen these practices and build the right practices to continue to evaluate existing suppliers in the supply chain through new due diligence procedures.

Supporting a More Sustainable Consumer Goods Economy

We believe we can make an impact beyond just reducing our own environmental footprint across our value chain. On a broader level, we strive to use the power of data to catalyze the transition to a low-carbon economy and more sustainable choices in the consumer goods market.

We have a range of tools, services, and thought leadership reports that examine shifting consumer preferences toward more sustainable options. We aim to collaborate with our clients to help them understand their place in this shifting consumer landscape, which could ultimately encourage wider adoption of environmentally and socially responsible products.



Afterword

NIQ acknowledges that our planet and society face environmental and socio-economic issues. We firmly believe that our company can play an important role supporting a brighter future for all.

This report is just a sample of our work, and we take pride in and responsibility for building on this foundation. We will continue to transparently report our progress in the future.

Our goal is to be seen as a strong role model for other companies looking to address these issues and opportunities. Internally, we will strengthen existing sustainability practices, take on new commitments, and empower employees to make positive changes in their communities. Looking outward, we will utilize our unique view of global consumers to unlock meaningful insights that help companies, governments, and communities solve challenges in bold, data-driven ways.



Myriam Vidalon

Chief Diversity, Talent, Culture Officer

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.