



2025 Responsibility & Sustainability Report

A message from our CEO

As the media landscape continues to evolve, trust and value are becoming even more critical for a more inclusive, transparent media ecosystem. As a global leader in audience measurement, data and analytics, Nielsen's focus is clear: to be the world's authority on time spent with media, wherever and whenever it happens. We provide independent, consistent data to help content makers, distributors, advertisers and sponsors make meaningful connections with the audiences they serve.

To meet the moment, we continue to build on three growth-centered priorities: creating capacity for sustainable growth, delivering growth via streaming and encouraging growth and engagement of our workforce. Achieving these priorities requires a continued commitment to the key responsibility and sustainability priority areas that influence our business and enable our broader impact.

This commitment means protecting the data we collect, upholding the highest standards of ethics and embedding inclusion across our products and culture. It also means minimizing our environmental impact—from managing energy use to promoting responsible e-waste practices and expanding our electric and hybrid fleet, which made up 22% of our total portfolio at the end of 2024. And it means giving back through pro bono data, volunteering and relationships that connect us to the communities where we live and work, including nearly 20,000 volunteer hours logged and \$22.5 million in in-kind data and insights donated.

At the center of all our efforts are our people. Grounded in our values—Inclusion, Courage and Growth—and guided by Our Nielsen Way culture, we come together to achieve shared goals to show up for our clients, one another and the world.

As the media industry continues to transform, so too will Nielsen, driven by a clear purpose, sustainable practices and an innovative global team with big dreams and aspirations that is powering a better media future for all.

Best,



Karthik Rao
CEO



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About this report

This 2025 Responsibility & Sustainability Report provides an overview of Nielsen’s responsibility and sustainability strategy, approach and performance, inclusive of 2024 data. The report is organized around our key responsibility and sustainability priority areas, and additional data disclosures on these topics are provided in the report’s Appendix. Additionally, there are addenda aligned with two external reporting frameworks: the Sustainability Accounting Standards Board (SASB) and the Task Force on Climate-related Financial Disclosures (TCFD).¹

For questions, please contact Nielsen’s Corporate Citizenship team at nlsncorporatecitizenship@nielsen.com

¹ Currency-based data in the report represents U.S. dollars.

About Nielsen

Nielsen is a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their global audiences—now and into the future. Learn more at www.nielsen.com and connect with us on social media ([X](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [TikTok](#)).

Forward-looking statements

This report includes information that could constitute forward-looking statements. These forward-looking statements may generally be identified by words such as “will,” “intend,” “expect,” “anticipate,” “should,” “could” and similar expressions. These statements are subject to risks and uncertainties, and actual results and events could differ materially from what presently is expected. Factors leading thereto may include, without limitation, the risks related to Nielsen’s previously completed sale to a private equity consortium, including any unexpected liabilities or costs and Nielsen’s ability to realize anticipated cost savings, the failure of Nielsen’s new business strategy in accomplishing Nielsen’s objectives, economic or other conditions in the markets Nielsen is engaged in, impacts of actions and behaviors of customers, suppliers, competitors and key employees, technological developments as well as legal and regulatory rules and processes affecting Nielsen’s business. This list of factors is not intended to be exhaustive. Such forward-looking statements only speak as of the date of these materials, and Nielsen assumes no obligation to update any written or oral forward-looking statement made by Nielsen or on its behalf as a result of new information, future events or other factors, except as required by law.

Key responsibility & sustainability issues

In early 2025, Nielsen completed our first “double materiality assessment” to understand both sustainability-related risks and opportunities that impact Nielsen and our stakeholders. This assessment, building on previous non-financial environmental, social and governance assessments, added the financial impact lens to help Nielsen prepare for and report against upcoming regulations, such as the European Union’s Corporate Sustainability Reporting Directive (EU CSRD). The results will continue to inform our internal sustainability strategy and long-term goals, as well as help to ensure transparency in our reporting that aligns with stakeholder priorities and regulatory expectations. The key responsibility and sustainability topics that emerged include:

- Business conduct, including ethics and prevention of bribery and corruption
- Access to quality information
- Privacy for consumers and end-users
- Cybersecurity and data security
- Engagement with our own workforce
- Climate change adaptation
- Societal trust in media



Our Business

Trust is the foundation of our business. As a global leader in audience measurement and data, Nielsen is committed to earning that trust every day through robust data privacy and security practices, strong governance and responsible innovation. Across our operations, we uphold high ethical standards and safeguard the integrity of our insights and actions to ensure we empower our clients with independent and actionable intelligence.

Our Business

Data privacy and security

At Nielsen, everything we do centers around data—how we collect it, protect it and use it responsibly. That's why safeguarding data privacy, security and integrity is a key priority, and central to how we operate.



Hosted annual global Privacy Awareness Month (January) and Cybersecurity Awareness Month (October) campaigns, reaching thousands of employees through webinars, training and real-world guidance



Continued to hold 100% of our employees accountable for completing global privacy training, available in 17 languages



Maintained strong governance and Board-level oversight of privacy and cybersecurity risks through quarterly updates from our Chief Privacy Officer and Chief Information Security Officer

Putting privacy first

Every day, panelists, clients, employees and members of the public trust us with their data. We maintain that trust through clear standards, thoughtful design, transparent communication and responsible practices—building on our commitment to reliable data stewardship.

We follow strong global standards and local laws to ensure our policies are compliant and easy to understand, and that our controls are accessible. Our Global Privacy Policy reflects evolving privacy expectations and clearly outlines employee responsibilities.

The Nielsen Privacy Team is committed to Privacy by Design and Default—embedding privacy into the lifecycle and daily operations of the organization—and recently hosted a webinar for employees to demonstrate how these critical principles are being applied.



Data collection and management

We are intentional about the data we collect and just as intentional about how we manage and protect it. We collect only the data we need to deliver meaningful insights, primarily by transforming individual-level data into aggregated forms that cannot be used to identify individuals.

When personal data is collected, we apply strict access controls and follow key privacy principles. These include data minimization to collect only what is necessary, and purpose limitation to ensure data is used only in ways that align with its original purpose.

If direct identifiers are used, access is restricted to only those who need it, both internally and externally. When identifying details are removed, we have processes to prevent reidentification.

Access to and use of personal data is limited to Nielsen employees and, only when a legitimate business requirement necessitates it, to business partners and service providers who are bound by contractual agreements ensuring data protection. We also follow strict retention policies to limit how long personal data is kept.

To further strengthen our data governance and support employees, we are pursuing a cross-functional effort to automate data tagging across our systems, improving data oversight, driving efficiency and making it easier for teams to manage data responsibly. More about our approach is detailed in our [Privacy Principles](#).



Cybersecurity

Cybersecurity is a core part of how Nielsen protects trust, helping keep our data, systems and networks secure.

Our global Cybersecurity Program is aligned with the National Institute of Standards and Technology's (NIST) Cybersecurity Framework, which guides how we manage cybersecurity-related risks. It is built on internationally recognized data protection principles and supports security planning, implementation, management and operations. Our maturity in operating this framework is measured by an external party every two years, with the most recent benchmark completed in August 2024. We use advanced technologies to detect and respond to threats, and we maintain cyber insurance to help mitigate potential financial losses. We also partner with a third-party firm to support forensic investigations when needed. Learn more about our policies and practices at the [Nielsen Trust Center](#).



Employee training and awareness

Securing Nielsen is everyone’s responsibility. We provide employees with the tools and training they need to protect privacy and maintain strong data security practices.

All new hires complete mandatory privacy, security and Acceptable Use Policy (AUP) training during onboarding. In addition, all global employees are also mandated to annually complete privacy training, alongside our annual Code of Conduct training, recommitting to Nielsen’s Global Privacy Policy and Privacy Principles. Anyone with access to Nielsen systems, including all Nielsen employees, contractors, consultants, temporary staff and other workers, must also review and attest to our AUP each year. Additional training is required for roles involving sensitive data.

Beyond required training, we offer a range of ongoing learning opportunities to keep privacy and security top of mind. These include e-learning modules, phishing simulations and training, internal newsletters, quarterly webinars and live sessions led by our Cybersecurity and Privacy teams.

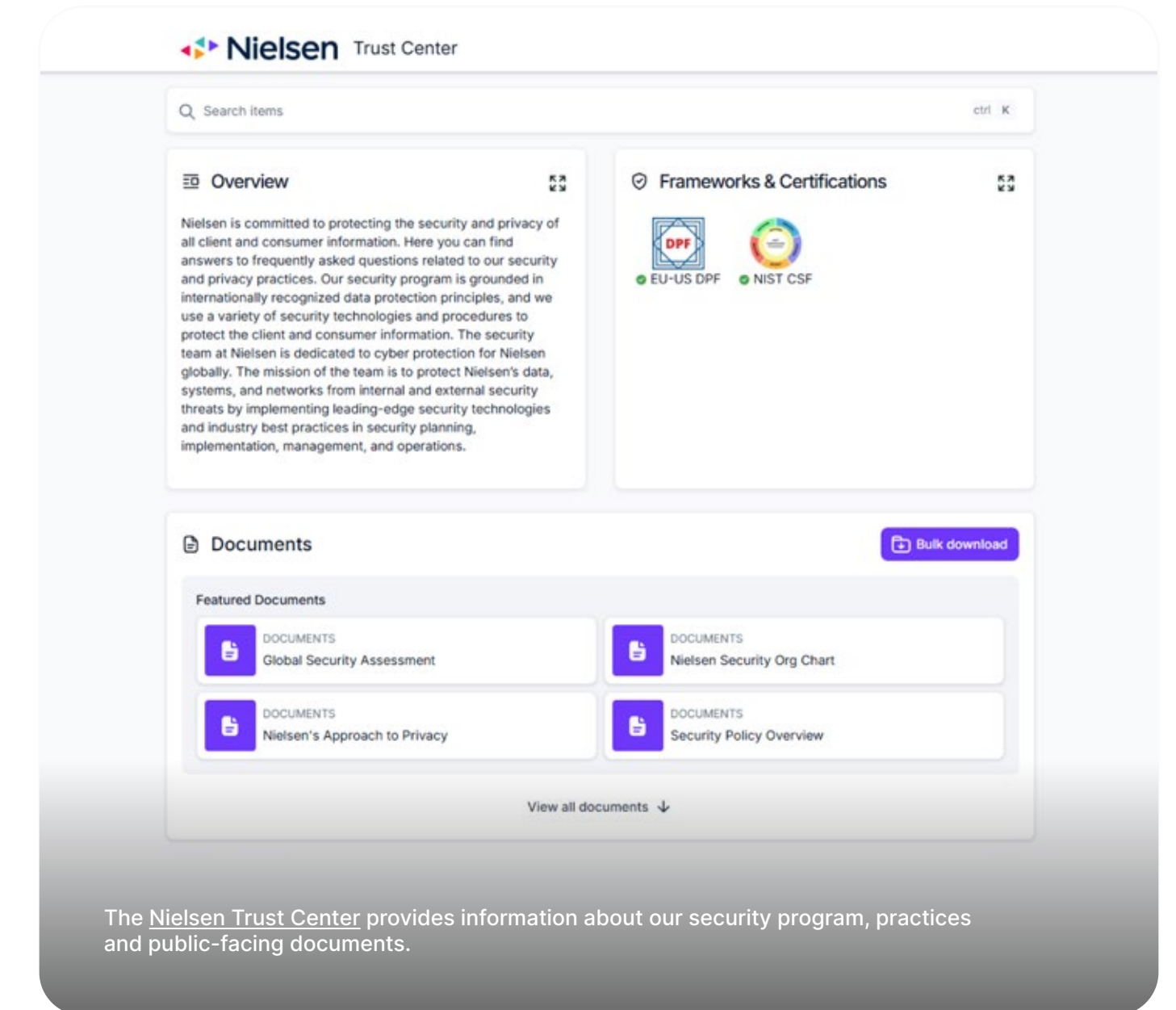
In 2024, we hosted two global campaigns to reinforce responsible data practices across the company. Privacy Awareness Month (January) and Cybersecurity Awareness Month (October) offered guidance on safeguarding personal data and protecting systems, supported by webinars, training and practical tools. Together, the campaigns engaged thousands of employees across Nielsen.

Governance and oversight

Nielsen’s Chief Privacy Officer (CPO) leads our global privacy compliance program and manages the Privacy team. A dedicated European Union (EU) Data Protection Officer ensures compliance with the General Data Protection Regulation (GDPR). The CPO reports to our Chief Legal and Business Affairs Officer.

Cybersecurity is led by our Chief Information Security Officer (CISO), who oversees a team of highly qualified information security professionals and reports to our Chief Information Officer.

At the Board level, the Audit and Risk Committee provides oversight of key enterprise risks, including our Compliance and Integrity, Cybersecurity and Privacy programs. The CPO and CISO provide quarterly updates to the Committee on privacy and information security risks.



Our Business

Governance

A fair and functioning media ecosystem depends on trust—and that starts with sound governance and doing what is right. At Nielsen, we are committed to upholding the highest standards of ethical conduct and measurement integrity, and delivering transparency into how we build, operate and evolve our service portfolio.

This commitment is foundational for our role in the industry, where reliable, accurate and unbiased audience measurement ensures that media works for everyone. As an independent third party, we deliver insights that are objective, auditable and held to consistent standards, helping create a level playing field for both advertisers and content distributors.



Awarded accreditation by the Media Rating Council (MRC) in the United States as a national TV audience measurement provider for our Big Data + Panel methodology, alongside accreditations for select live sports programming solutions and traditional panel measurement—building on existing accreditations for our National TV service and segments of our Audio service



Opened our services to independent external audits across international markets, including Saudi Arabia, South Africa, Denmark, Ireland, the United Kingdom, Norway, France, Thailand, Germany and South Korea



Rolled out company-wide training on responsible generative AI use and hosted Nielsen's first-ever AI Hackathon to explore practical, responsible applications and innovations

Sustainability strategy and governance

Our strategy takes a holistic approach to managing responsibility and sustainability risks and opportunities, [focusing on the issues that matter most](#) to our stakeholders and long-term business success. These priorities are embedded into cross-functional planning, internal working groups and regular engagement with Executive Committee leaders.

The Board, through its committees—including the Audit and Risk Committee, Compensation and Talent Committee and Executive Operating Committee—provides strategic oversight and regularly engages on topics such as governance, human resources, data privacy and cybersecurity.

The Compliance and Integrity program coordinates the Global Policies Governance Council, a cross-functional team that ensures Nielsen’s global policies remain current and aligned with business needs. As of year-end 2024, 94% of policies were up to date in accordance with our policy review cadence.

Enterprise Risk Management

Our Enterprise Risk Management (ERM) framework helps identify, evaluate and address financial and non-financial risks across Nielsen. It supports informed decision-making and fosters cross-functional collaboration across all levels of the company to assess risks and to strengthen mitigation efforts. Several of our risk and control categories align with broader sustainability issues, including Climate Change, Health, Safety and Human Rights and sustainability-related Vendor Risk.

As part of the ERM process, we conduct an annual risk ranking survey to gather insights from leaders across the company. Results are shared with senior leadership and the Board to help prioritize risks and inform enterprise strategy.

AI governance

Nielsen continues to thoughtfully and responsibly integrate artificial intelligence (AI), including generative AI (GenAI), into our operations, with a focus on innovation, efficiency and [unlocking insights](#), while upholding strong governance practices.

AI is a stand-alone risk category in our ERM process to execute a coordinated Nielsen-wide strategy for internal use, including investments, policies and risk management. Our internal AI Framework supports ethical, transparent and risk-aware adoption by helping employees understand when and how to use AI tools responsibly. In early 2025, we rolled out company-wide training on responsible GenAI use to help employees identify risks, apply ethical practices and use these tools effectively.

We also hosted our first-ever AI Hackathon in fall 2024, which brought together over 700 Nielsen employees to explore practical applications and new innovations. As we expand our use of AI, we remain focused on upskilling teams, protecting data and leveraging technology in alignment with Nielsen’s values.



Russ Soper
Chief Information Officer

“

GenAI empowers us to unlock deeper insights, drive efficiency and fuel innovation across Nielsen. As we embrace this transformative technology, we’re committed to doing so ethically and responsibly, guided by our values.

”

Ethics and integrity

Ethics and integrity are the foundation on which we operate. Our [Code of Conduct](#) sets clear expectations for practicing these behaviors and offers guidance to help employees navigate decisions and uphold the Nielsen values of Inclusion, Courage and Growth.

All employees and Board members are required to certify annually to the Code of Conduct, unless prohibited by local law. We also provide targeted training on critical topics such as anti-corruption, human rights and global privacy regulations to address specific areas of risk.

In 2024, we invited employees to provide feedback on the 2025 Code of Conduct update, recognizing that the Code is a living document shaped by the people who use it. To support ongoing awareness, the Legal team also hosted 30-minute micro-trainings throughout the year, helping employees apply core principles and foster a culture of integrity across the business.

We encourage employees to speak up when they believe they have knowledge of wrongdoing. Employees and all Nielsen stakeholders, both internal and external, can report concerns anonymously through our third-party secure [Speak Up](#) portal or international Helplines. We strictly prohibit retaliation against anyone who raises a concern in good faith, and when misconduct is confirmed, we take appropriate disciplinary action.

At the end of 2024, the average time to close an Integrity report was 21 days, surpassing our 42-day benchmarked target and improving from 34 days in 2023.

Human rights

We respect and protect human rights across our value chain. This commitment is reflected in our [Code of Conduct](#), [Supplier Code of Conduct](#), [Modern Slavery Statement](#) and [Global Commitment to Human Rights](#).

We monitor human rights protections across key groups, including manufacturing suppliers, panelists and Nielsen employees—particularly field teams who interact with the public. Our focus includes safeguarding panelist privacy, ensuring panelists’ informed consent and protecting the health and safety of our employees.

We engage suppliers by collecting risk-related data during onboarding and RFPs, requiring attestation to our Supplier Code in our master services agreement and embedding sustainability risk screening through third-party due diligence.

Our Code of Conduct includes a section on protecting human rights, reinforcing our responsibilities and expectations to help prevent exploitation of vulnerable populations, human trafficking and child and forced labor.



Public policy engagement

Through our Government Relations and Public Policy team, Nielsen engages with policymakers, elected officials, industry associations and experts globally, to support a healthy media ecosystem and advocate for policies that ensure every voice is heard, counted and respected.

We do not use corporate funds for direct political contributions, and our [Code of Conduct](#) prohibits employees from engaging in any political activity on Nielsen’s behalf. We maintain a federal political action committee (PAC) funded by eligible employees, allowing support of candidates whose positions are consistent with Nielsen’s, and report all U.S. political contributions through the Federal Election Commission. For more information on our lobbying activity, policy priorities and membership affiliations, visit our [Public Policy page](#).

Inclusive business

As a global leader in data-driven audience, content and campaign insights, we are well-positioned to provide our clients with a deeper understanding of trends in media production, content and advanced audiences. Using our data and analytics capabilities, we can help advertisers and content providers create more impactful and inclusive campaigns and programming. Our Gracenote Inclusion Analytics product, for example, provides valuable insights about on-screen inclusion, enabling media companies to make more informed decisions about content acquisition, creation and distribution.

Through our longstanding [Diverse Intelligence Series](#) reports, [articles](#) and [webinars](#), we leverage Nielsen's expertise to underscore the consumer demand for inclusive brand practices, such as advertising placement in inclusive content and inclusive creative, and the client need for access to information about advanced audiences. These insights into audiences' unique media and consumption habits help inform the decisions of advertisers and content producers that serve these markets. In 2025, we published [Engaging Black Audiences: How brands impact, grow and win with inclusion](#), which looks at the power and influence of African American consumers on the U.S. marketplace and cultures around the world. The report includes guidance for brands on why understanding Black audiences is essential to their success.

Our 2024 reports included [Fanáticos: Nielsen's playbook on Hispanic media consumption and sports engagement](#), diving into the influence of Hispanic audiences and sports fans, with a focus on how Latino fans are reshaping the sports media landscape. We also launched [Reaching Asian American audiences: Understanding Asian influence and media consumption](#), looking at how clients can better reach and engage the Asian community by leaning into [streaming](#) and building trust for greater long-term returns on investment.



Our People

Our employees bring our values of Inclusion, Courage and Growth to life every day, driving our success in a rapidly transforming media landscape. We are committed to attracting, developing and retaining top talent by creating an inclusive and fulfilling employee experience. From building future leaders to prioritizing health, wellness and safety, we are driven to enable every employee to thrive.



Launched SPARK, our 15th global Business Resource Group (BRG), focused on sharing best practices on recognizing and protecting new ideas and providing a space for collaboration between employees with an affinity for innovation



Achieved 80% participation in our 2024 company-wide Voice Survey (up from 73% in 2023), enabling employee feedback to shape manager action plans and strengthen team culture across Nielsen



Recognized for our global health and well-being support by the Business Group on Health for the ninth consecutive year



Our values and culture

In early 2025, we strengthened our focus on living our values through the launch of Our Nielsen Way, a set of cultural principles that align us around common goals and empower us to bring our best to work. These intentional actions continue to serve as a guide for all employees to work and win together:

- We dream big and own the details
- We embrace uncertainty to shape the future
- We push forward with speed and agility
- We achieve together and celebrate each other

Our Culture Champions, a dedicated network of employee volunteers, actively bring Our Nielsen Way to life by embodying our values and leading meaningful initiatives. They serve as grassroots ambassadors, inspiring colleagues by motivating and educating others, fostering engagement and leading local culture initiatives that strengthen our company culture.



We also celebrated a major milestone with the opening of new offices in Mumbai and Bengaluru, India, in early 2025. The week-long event featured cultural performances, leadership sessions, employee activities and a celebratory gathering that reflected the agility, collaboration and energy that define our culture and future. It also recognized the importance of our growing workforce in India, which grew to over 4,200 people at the end of 2024.



Nicolina Marzicola
Chief People Officer

“

Our Nielsen Way is already who we are, how we engage with each other, our clients, our partners and communities when we are at our best.

”

Our Values

What we believe



Inclusion



Courage



Growth

Our Nielsen Way



Dream big



Shape the future



Push forward



Achieve together

Creating a culture of inclusion and belonging

Inclusion is more than a value at Nielsen—it drives innovation, impact and connection across our global teams. It also shapes the completeness and accuracy of the audience data that we deliver every day. We exist to count everyone, and we embed inclusion and belonging into all aspects of our products, measurement and employee experience.

We are committed to fostering a culture where all employees feel respected, safe and a sense of belonging. Every employee is accountable to Nielsen's [Code of Conduct](#), which includes clear prohibitions against all forms of harassment and discrimination. Our global non-discrimination policy applies in every market in

which we do business and reinforces our commitment to fair and respectful treatment.

Our Business Resource Groups (BRGs) are central to our commitment to building an inclusive culture. Open to all employees and led by passionate volunteers, our global BRG program includes about 3,000 active members across business areas and geographies. BRGs help promote community, connection and a sense of belonging across our company, supporting recruitment, retention and business growth.

In early 2025, we launched our 15th BRG, called SPARK (Securing Protection for Audience Research & Knowledge), an innovation-focused group that provides a space to explore bold ideas, champion intellectual property and contribute to Nielsen's evolving business landscape.

Nielsen

BRG

Nielsen

ADEPT

Nielsen

ALL-IN

Nielsen

Believe

Nielsen

Cares

Nielsen

Green

Nielsen

HOLA

Nielsen

Marhaba

Nielsen

MOSAIC

Nielsen

NATIV

Nielsen

N-GEN

Nielsen

Pride

Nielsen

SABLE

Nielsen

SERV

Nielsen

SPARK

Nielsen

WIN

Learning and development

We continue to invest in programs that build critical role-specific skills, support career growth and transitions and foster a culture of continuous learning.

In 2024, over 225 managers across six cohorts participated in our global Lead and Boost programs. Lead supports new managers in developing core leadership capabilities, while Boost focuses on team engagement and advanced management skills for more experienced managers. In the first half of 2025, 143 completed these two programs, with another 150 planned for Fall 2025.

Our Leader Lab series remains a key resource for people leaders, offering on-demand content through our People Leader Essentials curriculum in Degreed.

For early- and mid-career talent, programs like Get Ready for Opportunities at Work (GROW) and the Global Leadership Network (GLN) are both global programs that offer mentorship, skill building, hands-on learning and strategic exposure. In 2024, we retained 86% of GLN alumni and 91% of GROW graduates, reflecting the long-term impact of these investments in internal talent and thus strengthening our leadership pipeline, which is critical for future growth.

To support our global growth and help teams lead inclusively, we expanded Collaborating Across Cultures—a virtual workshop designed to build trust, bridge communication gaps and foster psychological safety across global teams. The workshops were especially timely as we welcomed thousands of new hires in India during 2024, ahead of our new office openings in Mumbai and Bengaluru, India, in early 2025.

Fueling career growth

Our onboarding experience helps new employees feel welcomed, informed and connected from day one. We support growth through a consistent performance management approach, including annual reviews, regular check-ins and targeted development plans. In 2024, 100% of employees who worked more than three months received performance reviews.

We also continued the Ignite program, a self-guided journey to help employees set development goals and plan their next steps through our Career Development Center site. All employees accessed our Learning Management System in 2024, completing 493 unique courses. Through Degreed, our learning experience platform, employees completed 55,465 learning activities, totaling more than 37,000 learning hours across these systems.

We regularly gather feedback to shape the employee experience. In 2024, 80% of employees participated in our Nielsen Voice Survey, up from 73% in 2023. Their input helped teams and managers focus on what matters most and contributed to an 8-point increase in our employee Net Promoter Score (eNPS).

Prioritizing employee health and wellness

Our approach to well-being reflects the varied needs of our global workforce, with benefits that support every life stage, mental health resources and flexible, safe workplaces that foster belonging.

Our global well-being program, Nspired Wellness, supports physical, emotional, financial and social health. In 2024, Nielsen was named a [Best Employer by the Business Group on Health](#) for the ninth

consecutive year, recognized for excellence in employee health and well-being. We also earned [Platinum certification from Mental Health America's Bell Seal](#), reflecting our commitment to mental health in the workplace.

One example of that commitment is the global expansion of Spring Health, now available in nearly all Nielsen countries, offering no-cost counseling, coaching and mindfulness tools to employees and their families. In 2025, we continued to observe our annual Global Wellness Day, providing employees around the world with dedicated time to prioritize their mental, physical and emotional well-being.

Globally, all employees have access to health care, paid time off and parental leave. We have also expanded culturally competent care offerings, family planning, birth and end-of-life doula services, comprehensive women's health support and caregiver assistance programs. This holistic approach ensures support throughout all life stages and transitions, with specialized resources designed to address varied healthcare needs. Local benefits are tailored to the specific needs of employees and aligned to the market standard. In India, for example, health insurance plans can be extended to cover employees' parents, who often live in the same household.

In times of crisis, our Global Support Fund offers financial relief to employees affected by hardship or natural disasters. In 2024, we distributed over \$260,000 through 291 grants in seven countries, supporting employees through events such as Hurricanes Helene and Milton in Florida in the U.S., as well as the ongoing impacts of the war in Ukraine.

On the ground, our Well-Being Ambassador Network, BRG partnerships and workplace safety efforts help foster secure, inclusive environments where employees can thrive. Our Nielsen [Code of Conduct](#) and Field Health and Safety Policy and Procedures provide consistent guidance to support safe workplaces.

In 2025, we introduced a global Security and Safety Policy, outlining core principles to help protect Nielsen facilities, property and personnel. Additional country-level policies are aligned with local laws and regulatory requirements. For employees in field roles, the Field Health and Safety Committee offers ongoing training and education, working to reduce in-field and work-related incidents through continuous analysis, risk mitigation and employee feedback.





Our World

We understand that any business truly thrives only when the world around it does too. Through our environmental and community initiatives, we work to support sustainable ecosystems, foster inclusive growth and engage in the communities where we live and work. We continue to strengthen our climate resilience, reduce our negative environmental impact, expand community relationships and empower our people to drive meaningful change—at Nielsen and beyond.

Our World

Environment

Sound environmental management is essential to our long-term business success and our responsibility to reduce environmental impact. It is also important to our employees and key stakeholders, and Nielsen continues to recognize climate change and our environmental impact as priority areas of focus.



Continued efforts to reduce our environmental footprint by optimizing energy use across data centers, lowering travel-based emissions and responsibly managing e-waste across our global operations



Completed an updated climate risk assessment in 2024, and built on Scope 3 greenhouse gas emissions tracking in both 2024 and 2025, to inform science-aligned emissions reduction planning



Expanded our green fleet to 22% by the end of 2024 (up from 18% in 2023), advancing our commitment to lower-emission transportation

Our strategic approach

Our sustainability strategy focuses on reducing the environmental footprint of our operations. We also work with suppliers on environmental practices that affect Nielsen's emissions, and support clients as they navigate growing expectations from consumers, regulators and investors. We advance this strategy through responsible and sustainable practices, data-driven insights and meaningful engagement across our value chain. One example is a report on [climate change coverage in local extreme weather reporting](#), created in collaboration with Climate Central through our pro bono Data for Good® program. Follow-up work focused on local coverage of the [fires in Los Angeles, U.S.](#)

We have reported annually to [CDP](#) since 2016, reflecting our ongoing commitment to transparency and continuous improvement.

We recognize the intersection of environmental and social issues, including the disproportionate impacts of climate change on marginalized communities around the world. As part of our strategy, we remain committed to building programs and collaborations that recognize this reality and strengthen our ability to serve and support our communities.



Employee engagement and environmental action

Nielsen employees play an important role in supporting climate action—both within our company and in the communities where we live and work.

Our Green BRG champions sustainability across Nielsen by advancing positive environmental action and ensuring our efforts are inclusive and responsive to all those affected by climate change.

In April 2025, Nielsen [celebrated](#) Global Volunteer Month, culminating in our annual Earth Day call to action. Led by our Corporate Citizenship team and Green BRG, employees around the world contributed more than 2,600 volunteer and engagement hours across 140 events and individual activities, helping advance environmental and community stewardship. See the [Communities](#) section to learn more about our global volunteering efforts.

Understanding and managing climate risks

Climate Change is recognized as a stand-alone risk category in our Enterprise Risk Management (ERM) process and is reviewed by senior leadership to ensure we remain prepared to adapt to and mitigate risk effectively.

In 2024, we completed an updated climate risk assessment to reflect changes in our business structure and operations. This included a refreshed analysis of both physical and transition risks across Nielsen's current global footprint. We also conducted a comprehensive annual Scope 3 emissions review, evaluating all 15 categories to better understand upstream and downstream risks. Insights from these assessments inform Nielsen's climate risk mitigation strategy and future emissions reduction planning, including potential alignment with a science-based reduction model, as well as shaping our broader approach to sustainable and responsible operations.

More detail on our climate risk assessment and governance can be found in the [Task Force on Climate-related Financial Disclosures \(TCFD\)](#) index and the [Governance](#) section of this report.



Managing our environmental impacts

Environmental responsibility is embedded across Nielsen. While senior leaders provide strategic oversight, each team plays a role in making sustainable decisions and driving action.

Our environmental management strategy focuses on three key impact areas most relevant to our operations: waste, energy and business travel, while remaining mindful of broader impacts across our value chain. In 2024, we continued to make progress in all three areas:

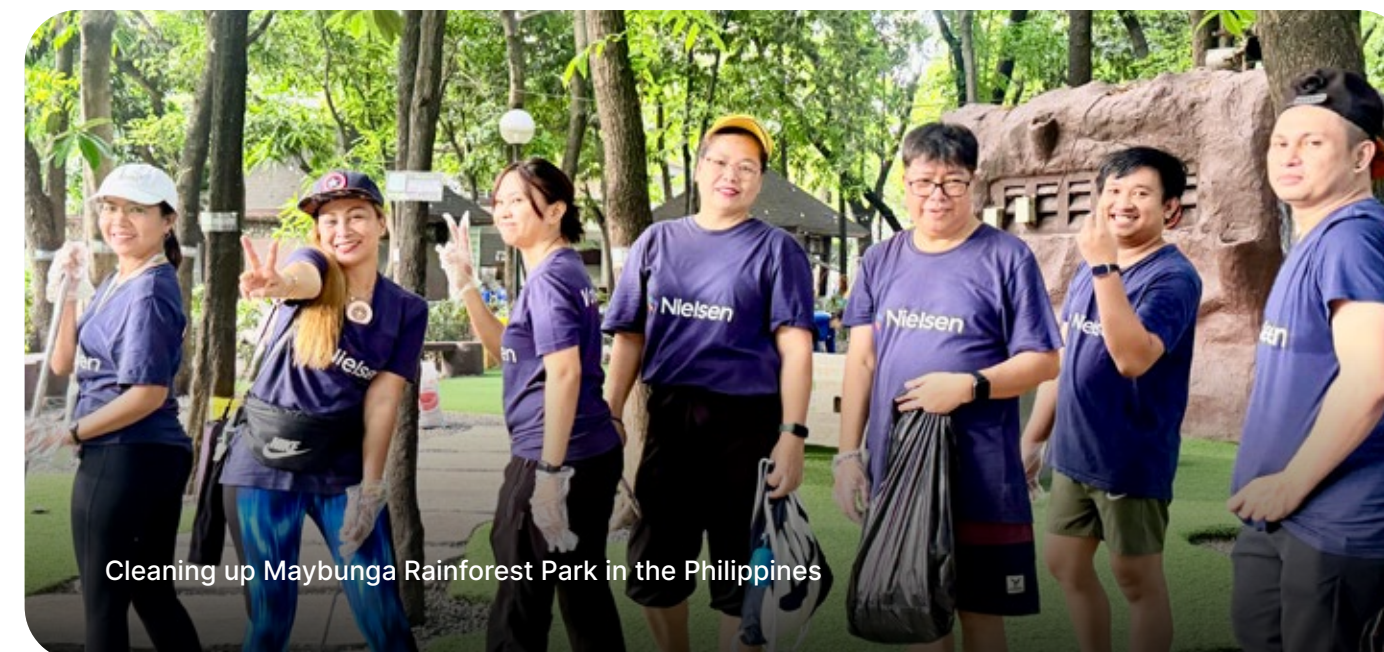
- Cut business travel spending by 70% from our 2019 pre-COVID baseline
- Diverted 100% of field operations electronic waste (e-waste) from landfills, ensuring it was recycled, reused or refurbished
- Reduced our on-premises physical server footprint by 91.8%, compared to our 2021 baseline, with only 8.2% remaining as of Q2 2025

While in [our responsibility and sustainability key issues assessment](#), water does not emerge as a significant material area in terms of our direct operational impact, 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 of our daily operations on the availability of water resources.

We continue to assess our environmental impacts across our supply chain and engage key suppliers to understand and improve their sustainability performance. We also reference our Environmentally Preferable Purchasing (EPP) guidelines, which integrate considerations such as emissions, energy efficiency and waste reduction into procurement decisions.

Most recently updated in June 2025, our [Nielsen environmental policy and guidelines](#) includes our EPP guidelines and outlines our overall approach to environmental management across business functions.

For additional information, see the [Data tables](#) for annual global greenhouse gas (GHG) emissions and resource usage, and the [Environmental data methodology and verification](#) section for the environmental data reporting methodology and the third-party limited-assurance statements.



Waste management

Nielsen generates e-waste through internal operations (e.g., computers, phones, servers) and through the distribution of metering equipment to panelists. We commit to ensuring that all e-waste from our global field operations is responsibly recycled, reused or refurbished, to keep it out of landfills. We are also exploring opportunities to reduce emissions associated with electronic equipment disposal.

Our procurement team continues to engage with our preferred suppliers to ensure that all printing paper is responsibly sourced and supports sustainable forestry practices.

Energy management

We continue to pursue energy optimizations across Nielsen, including:

- For our data centers, we have ongoing efforts to improve efficiency through server optimization, virtualization and cloud migration, helping us maximize the use of physical infrastructure while reducing energy use. We also continue to investigate ways to responsibly manage the cloud footprint, including transitioning to a core compute and query engine with more energy-efficient processor architecture.
- Our Global Procurement team helps manage the energy impact of electronic devices by sourcing energy-efficient equipment such as desktops, laptops, monitors and copiers that meet Electronic Product Environmental Assessment Tool (EPEAT) and/or Energy Star certification standards.
- Across our real estate footprint, we implement energy-saving upgrades such as LED lighting and heating, ventilation and air conditioning (HVAC) adjustments, and pursue office consolidation strategies to reduce our environmental impact. We also consider environmental factors in location selection where possible. For example, both Nielsen-occupied offices in Bengaluru, India, are LEED certified: both Prestige Shantiniketan and Cignus have achieved Platinum certifications. Our new Mumbai, India, office is also pursuing LEED certification. Selecting these sites also ensures that Nielsen's ongoing operations align with LEED standards and support continued certification status.
- Our global fleet, primarily used for field operations, continues to shift toward electric and hybrid vehicles, representing 22% of our total portfolio at the end of 2024, up from 18% in 2023. In Puerto Rico, which accounts for 1% of Nielsen's global fleet, 92% of vehicles were hybrid or electric by year-end, a significant increase from 14% in 2023.

Business travel impacts

Business travel remains a key focus in Nielsen’s carbon reduction efforts. While hybrid work and virtual collaboration continue to mitigate our overall travel footprint, we are also striving to make necessary travel more responsible. We embed sustainability throughout our travel management approach, from policy design to supplier engagement. Sustainability criteria are included in all major, centrally managed global travel requests for proposals (RFPs). In 2024, we also engaged 100% of our procurement-managed travel suppliers on overall sustainability practices, and formally assessed 71% of our major, centrally managed travel suppliers through our third-party sustainability scorecard process.

Supply chain sustainability

We aim to strengthen sustainability across our value chain by advancing supplier performance in ways that create shared value—for Nielsen, our clients and our stakeholders.

We address supply chain climate risks and environmental impacts through clear expectations, active engagement and ongoing capacity-building. Our [Supplier Code of Conduct](#) has been adapted from the supplier code of conduct of the Responsible Business Alliance and sets our standard for expected practices, encouraging suppliers to reduce greenhouse gas emissions and energy use. Our [EPP](#) also provides guidance on reducing emissions through our purchasing decisions, and we collect relevant supplier and product-level metrics to monitor progress and identify improvement areas.

Our efforts across environment and sustainable procurement contributed to Nielsen earning a Silver Medal on its 2024 EcoVadis sustainability assessment—an achievement awarded to approximately the top 15% of companies assessed.



Cleaning the banks of the Vistula River in Warsaw, Poland

Our World

Communities

At Nielsen, we believe community engagement is integral to who we are and how we operate. It strengthens our culture to dream big and achieve together, builds trust in the communities we serve and connects our people through shared purpose. Our volunteer programs foster employee engagement, support local organizations and aim to shape a more inclusive media future globally.



Employee engagement in community programs nearly doubled, from 22.7% participation in 2023 to 42.5%, and surpassing our three-year goal of 30%



Donated the in-kind value of \$22.5M in pro bono data and insights to support nonprofit innovation and academic research through our Data for Good® program



Achieved a record year of giving, with the Nielsen Foundation approving \$2.7 million in grants for 51 nonprofits advancing inclusive innovation in media and technology

Community strategy and approach

Our community engagement strategy focuses on three priority areas that are important to our business and where we can create meaningful impact: inclusion in media and technology, environmental responsibility and education.

Nielsen employees receive 24 hours of paid volunteer time annually. Those who log 10 or more volunteer hours in a quarter can unlock a \$200 Cause Card from the Nielsen Foundation, a private foundation, to donate to an eligible nonprofit or non-governmental organization (NGO) of their choice. To celebrate volunteer engagement, the Nielsen Foundation also offers additional special issue Cause Cards for nonprofit donations.

To further encourage participation and recognize service, we introduced our first Global Volunteer Month in 2024. As part of this effort, we launched new Community Leadership Awards, allowing employees to nominate themselves or others for exceptional commitment to community service and volunteerism. Thirty-four employees received a certificate and a \$1,000 Cause Card to donate to an eligible nonprofit or NGO.

In October, our [12th annual Nielsen Global Impact Day \(NGID\)](#), led by the Cares BRG, brought together more than 2,200 employees who contributed over 9,700 volunteer hours across 300 activities, supporting more than 250 organizations. To mark the occasion and recognize employees' commitment, the Foundation issued a special one-time \$12 Cause Card to all employees to donate to a nonprofit or NGO of their choice.

In 2024, more than 3,600 employees redeemed a Cause Card, up from about 500 the year before. This surge reflects growing employee engagement and helped amplify their impact in communities around the world.



Cleaning up an animal rescue shelter
— Bengaluru, India



Nikhat Syed
Ad Intel Operations,
N-GEN India Country Leader

“
Through volunteering and the Business Resource Groups, I've enriched my leadership skills, connected with wonderful and extremely knowledgeable people, and derived meaning out of community service.
”



Food packing at Coalition for the Homeless
— New York, USA



Using our Data for Good

Through our Data for Good® pro bono program, we leverage Nielsen's data, technology and expertise to help address social and environmental challenges, while strengthening community relationships and engaging our employees.

In 2024, Nielsen donated \$22.5 million in estimated in-kind value through pro bono data access, public reports and other contributions that support a more inclusive media landscape.

For example, since 2017, we have supported the Geena Davis Institute by providing pro bono audience measurement data to support its research to understand inclusion in children's television programming.

We also encourage academic research through our long-standing collaboration with the Kilts Center for Marketing at the University of Chicago Booth School of Business, which began in 2009. Our relationship has enabled scholars worldwide to access Nielsen Ad Intel data for multidisciplinary studies, advancing our purpose to power a better media future globally.

Nielsen Foundation marks largest grantmaking year in 2024

The Nielsen Foundation's mission is to power and advance inclusive innovation in the media and technology industries, especially through the use of data and research. In 2024, the Foundation approved \$2.7 million in grants to 51 nonprofit organizations—its [largest grantmaking year to date](#).

A few of the year's highlights include:

- \$1.85M in **Community Grants** to 36 organizations focused on inclusive media production and content, careers in media and technology and media/technology as forces for good
- \$350,000 in [Data for Good grants](#) to seven organizations using data in innovative ways to support access to and success in media and technology careers
- \$342,500 in grants for our two **Signature Programs**—[Discover Data](#) and the [Tech|X Accelerator](#)—that promote data education and an inclusive technology sector
- \$154,500+ in **Volunteer Grants**, including over 3,500 Cause Cards earned by employees who volunteered 10+ hours, recently joined Nielsen, or participated in special volunteer recognition programs
- \$13,000 in **Capacity-Building Grants** to three organizations supporting networking, professional development and other capacity-building efforts

Appendix

Data tables

Governance

Political contributions ¹	2022	2023	2024
The Nielsen Company (U.S.), LLC Federal Political Action Committee (Nielsen PAC)	\$20,500	\$11,500	\$26,500
Lobbying expenses ²	2022 ³	2023 ⁴	2024 ⁵
Lobbying, interest representation or similar	\$570,000	\$510,000	\$490,000
Trade associations	\$140,000	\$150,000	\$150,000

Human capital⁶

Head count by type	2022	2023	2024
Total workforce ⁷	16,350	13,537	12,619
Full-time head count	15,019	12,572	11,641
Part-time and temporary head count ⁸	1,243	1,156	1,062
% of employees covered by collective bargaining agreements and/or works councils	15%	17%	9%
Total by region	2022	2023	2024
Americas	7,950	6,329	4,564
Americas %	48.6%	46.8%	36.2%
Asia Pacific, Middle East and Africa	5,030	4,408	5,834
Asia Pacific, Middle East and Africa %	30.8%	32.6%	46.2%
Europe	3,370	2,800	2,221
Europe %	20.6%	20.7%	17.6%

¹ Political contributions were previously reported in election cycles, but we have moved to reporting in calendar years for consistency with other data points. For more information, visit the [Federal Election Commission website](#).

² Links to detailed reports of Nielsen's lobbying activities can be found at these links: [Senate Office of Public Records—lobbying reports](#); [Clerk of the House of Representatives—lobbying reports](#).

³ In 2022, we contributed \$35,000 to the U.S. Chamber of Commerce, 25% of which relates to lobbying and is not tax-deductible as a business expense. We also paid \$85,000 in membership dues to the Information Technology Industry Council, of which 17.5% was attributable to lobbying. We paid \$20,000 in membership dues to the Insights Association in 2022, of which 6% was attributable to lobbying.

⁴ In 2023, we contributed \$25,000 to the U.S. Chamber of Commerce, 25% of which relates to lobbying and is not tax-deductible as a business expense. We also paid \$85,000 in membership dues to the Information Technology Industry Council, of which 18% was attributable to lobbying. We paid \$20,000 in membership dues to the Insights Association, of which 3% was attributable to lobbying.

⁵ In 2024, we contributed \$25,000 to the U.S. Chamber of Commerce, 25% of which relates to lobbying and is not tax-deductible as a business expense. We also paid \$85,000 in membership dues to the Information Technology Industry Council, of which 18% was attributable to lobbying. We paid \$20,000 in membership dues to the Insights Association, of which 3% was attributable to lobbying.

Workforce by gender and age	2022	2023	2024
Total workforce by gender	2022	2023	2024
Female	7,216	5,840	5,138
Female %	44.1%	43.1%	40.7%
Male	9,134	7,671	7,446
Male %	55.9%	56.7%	59.0%
Unknown	—	26	35
Unknown %	—	0.2%	0.3%
Total workforce by age	2022	2023	2024
Under 30 years	27.8%	25.4%	30.6%
30-50 years	54.5%	54.8%	52.3%
Over 50 years	17.7%	19.7%	17.1%
Executive (C-suite)	2022	2023	2024
Female %	44.4%	41.7%	39.0%
Age %	N/A	Under 30 years – 0% 30 – 50 years – 34.6% Over 50 years – 65.4%	Under 30 years – 0% 30 – 50 years – 35.3% Over 50 years – 64.7%
Senior management	2022	2023	2024
Female %	40.9%	39.5%	41.3%
Age %	N/A	Under 30 years – 0.5% 30 – 50 years – 56.5% Over 50 years – 43.0%	Under 30 years – 1.2% 30 – 50 years – 53.1% Over 50 years – 45.8%
All other employees	2022	2023	2024
Female %	N/A	43.6%	40.9%
Age %	N/A	Under 30 years – 25.8% 30 – 50 years – 55.5% Over 50 years – 18.7%	Under 30 years – 31.3% 30 – 50 years – 52.6% Over 50 years –16.0%

Exits and turnover rate	2022	2023	2024
Absolute turnover rate ⁹	21.2%	24.5%	29.5%
Voluntary turnover rate	18.5%	12.2%	11.7%
Involuntary turnover rate	2.7%	12.3%	19.0%

⁶ 2022 data reflects Nielsen's workforce as of December 31, 2022, with data pulled as of January 9, 2023. 2023 data reflects Nielsen's workforce as of December 31, 2023, with data pulled as of January 4, 2024. 2024 data reflects Nielsen's workforce as of December 31, 2024, with data pulled as of January 1, 2025.

New hires ¹⁰	2022	2023	2024
Total number of new employee hires	4,325	1,385	3,291
% of new hires by age	Under 30 years – 51.4% 30 – 50 years – 40.7% Over 50 years – 7.8%	Under 30 years – 55.3% 30 – 50 years – 37.5% Over 50 years – 7.0%	Under 30 years – 63.4% 30 – 50 years – 32.5% Over 50 years – 3.5%
% of new hires by region	Americas – 48.4% Europe – 18.2% Asia Pacific, Middle East and Africa – 33.3%	Americas – 54.8% Europe – 14.5% Asia Pacific, Middle East and Africa – 30.7%	Americas – 19.8% Europe – 5.9% Asia Pacific, Middle East and Africa – 74.4%

Supply chain sustainability

	2022	2023	2024
Tier 1 suppliers engaged in sustainability assessments	148	100	100
% managed spend	77%	51%	49%

Social/communities

	2022	2023	2024
Community investment			
Corporate contributions (including pro bono and in-kind value, as well as corporate cash contributions)	\$22,153,204	\$23,161,656	\$22,744,311
Employee volunteering			
Overall hours logged	21,330	17,442	19,867
Nielsen Foundation			
Grants in USD	\$2,054,106	\$1,322,840 ¹¹	\$2,455,118
Grants in # of organizations	53	23	51

⁷ Total workforce data reflects head count, not full-time equivalents (FTE).

⁸ Based on available data categories for 2024 data, part-time and temporary workers have been combined. 2022 and 2023 data was then combined for comparability.

⁹ Absolute turnover rate includes voluntary and involuntary exits during the time period divided by average head count during the time period.

¹⁰ Percentages may not sum to 100 because of rounding and some records that are unclassifiable by age/gender/region.

¹¹ One \$50,000 Data for Good grant included in the Communities section totals was approved in 2023 but paid in early January 2024. As a result, it is excluded from the 2023 calendar year data here.

Environment

General footnotes:

- Facility-based data represents 100% of Nielsen's global footprint for that reporting year.
- All environmental data have been verified by an external third party, Apex Companies, LLC. The limited assurance letters are included in the [Environmental data methodology and verification](#) section of this report. *Note: the verification used a materiality threshold of 5% for aggregate errors in samples data for each of the indicators.*
- We collect and report greenhouse gas (GHG) emissions data according to the [Greenhouse Gas Protocol Corporate Accounting and Reporting Standard](#). Please see the [Environmental data methodology and verification](#) section in this Appendix for more information.
- 2024 data tables (January 1, 2024–December 31, 2024)
 - Nielsen's global facility footprint = 1,638,372 sq. ft.
- 2023 data tables (January 1, 2023–December 31, 2023)
 - Nielsen's global facility footprint = 1,831,863 sq. ft.
- 2022 data tables (January 1, 2022–December 31, 2022)
 - Nielsen's global facility footprint = 2,043,267 sq. ft.

Scope 1 GHG emissions

	2022	2023	2024
Absolute emissions (metric tons CO ₂ e)	13,251.71	12,818.81	9,272.53
Intensity (metric tons CO ₂ e/sq. ft.)	0.006	0.007	0.006

Scope 1 GHG emissions by gas (tonnes)

	2022	2023	2024
Carbon dioxide (CO ₂)	13,226,596.66	11,447,030.95	9,234.61
Methane (CH ₄)	226,438.01	240,113.68	16.38
Nitrous oxide (N ₂ O)	68,145.32	92,918.77	21.53

Scope 2 GHG emissions

Location-based	2022	2023	2024
Absolute (metric tons CO ₂ e)	16,830.88	14,290.69	11,852.86
Intensity (metric tons CO ₂ e/sq. ft.)	0.008	0.008	0.007
Market-based	2022	2023	2024
Absolute (metric tons CO ₂ e)	17,121.74	14,578.72	12,743.00
Intensity (metric tons CO ₂ e/sq. ft.)	0.008	0.008	0.008

Scope 2 GHG emissions by gas

Location-based (tonnes)	2022	2023	2024
Carbon dioxide (CO ₂)	11,670.32	9,338.62	11,852.86
Methane (CH ₄)	7.10	5.31	16.08
Nitrous oxide (N ₂ O)	46.14	36.43	27.26
Market-based (tonnes) ¹²	2022	2023	2024
Carbon dioxide (CO ₂)	17,108.09	13,807.34	12,743.19
Methane (CH ₄)	10.43	8.10	N/A
Nitrous oxide (N ₂ O)	72.79	58.77	N/A

Scope 1 + Scope 2 GHG emissions intensity (metric tons CO₂e/sq. ft.)

	2022	2023	2024
Scope 1 + Location-based Scope 2 emission intensity	0.015	0.015	0.013
Scope 1 + Market-based Scope 2 emission intensity	0.015	0.015	0.013

¹² Nielsen is unable to provide 2025 CH₄ and N₂O emissions due to changes in data availability from Jones Lang LaSalle Incorporated, Nielsen's global real estate service provider.

Scope 3 GHG emissions¹³

Category (tCO ₂ e)	2022	2023	2024
1. Purchased goods and services	Not assessed for relevance	50,342	37,098
2. Capital goods	Not assessed for relevance	2,729	1,178
3. Fuel and energy related activities	Not assessed for relevance	8,368	5,822
4. Upstream transportation and distribution	Not assessed for relevance	9,813	356
5. Waste generated in operations	1,967	1,566	299
6. Business travel	1,858	1,878	4,037
7. Employee commuting	132	2,295	5,092
8. Upstream leased assets ¹⁴	Not assessed for relevance	Relevant, not calculated	Relevant, not calculated
9. Downstream transportation and distribution	Not assessed for relevance	Not relevant, not calculated	Not relevant, not calculated
10. Processing of sold products	Not assessed for relevance	33	25
11. Use of sold products	Not assessed for relevance	3,108	4,725
12. End-of-life treatment of sold products ¹⁵	Not assessed for relevance	Relevant, not calculated	Relevant, not calculated
13. Downstream leased assets	Not assessed for relevance	Not relevant, not calculated	Not relevant, not calculated
14. Franchises	Not assessed for relevance	Not relevant, not calculated	Not relevant, not calculated
15. Investments ¹⁶	Not assessed for relevance	Relevant, not calculated	Relevant, not calculated
Total ¹⁷	3,958	80,132	58,633

¹³ As part of Scope 3 GHG emissions reporting, Nielsen has annually assessed and reported on our waste, business travel and employee commuting data. As a result, Nielsen's 2022 Scope 3 data covers only the three annual categories; the other categories were not assessed for relevance. Starting in 2023, we engage third-party experts to complete annual 15-category Scope 3 assessments.

¹⁴ Nielsen includes the GHG emissions from leased assets in its Scope 1 (direct emissions) and Scope 2 (indirect emissions from purchased energy) GHG emissions inventory. To avoid double counting, for 2023 and 2024, this GHG emissions source is not calculated as a Scope 3 GHG emissions source.

¹⁵ While Nielsen does not sell products, media consumption data collected by Nielsen proprietary meters is used in the delivery of its services to clients. This category involves the estimation of the GHG emissions of the disposal of the meters. While this GHG emissions source is relevant in 2023 and 2024 assessments, the data is not granular enough to estimate Scope 3 GHG emissions.

¹⁶ This GHG emissions source is relevant for 2023 and 2024 measurements, but there is a lack of granularity in data to estimate GHG emissions from Nielsen's investments. Note that the estimation and reporting of Category 15 is identified as optional by the Scope 3 GHG Protocol Guidance.

¹⁷ Totals may not add up due to rounding.

Energy use

	2022	2023	2024
Electricity consumption (MWh)			
Absolute consumption	40,598.37	35,014.44	30,005.71
Intensity (MWh/sq. ft.)	0.020	0.019	0.018
Fuel consumption (MWh)			
Diesel #2	281.98	432.92	255.10
Natural gas	10,658.14	7,383.51	5,778.36
Fleet fuel (gasoline & diesel) ¹⁸	44,999.88	45,443.51	41,896.09

Waste generation¹⁹

	2022	2023	2024
Absolute generation (short tons)	5,507.33	4,194.24	718.92
Intensity (short tons/sq. ft.)	0.0027	0.0023	0.0004

Water consumption

	2022	2023	2024
Absolute consumption (cubic meters)	92,380.03	149,248.95	82,630.40
Intensity (cubic meters/sq. ft.)	0.045	0.081	0.050

¹⁸ For the 2024 report (with 2023 data), Nielsen has updated calculation factors to reflect more accurate marginal and unitary emissions factors, enabling us to recalibrate our 2022 fleet fuel numbers for year-over-year comparability. This change has no impact on the Scope 1 emissions data previously reported.

¹⁹ Our reported waste metrics consist primarily of landfill waste, excluding composting and recycling. Nielsen 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 data 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.

Sustainability Accounting Standards Board (SASB) Index

The [SASB Standards](#)—overseen by the IFRS Foundation's International Sustainability Standards Board (ISSB)—help companies disclose relevant sustainability information to their investors. SASB has identified three topics as most material to our industry—data security, workforce diversity and engagement, and professional integrity—as well as specific quantitative and qualitative indicators for each topic.

This index was prepared with reference to the Professional & Commercial Services Standard (Version 2023-12) issued by SASB. Unless otherwise noted, data and descriptions apply to Nielsen. All data is as of the year ended December 31, 2024, unless otherwise noted.

Topic	Code	Accounting metric	Response
Data security	SV-PS-230a.1	Description of approach to identifying and addressing data security risks	Nielsen is committed to protecting the security of all client and consumer information. Our Cybersecurity program is grounded in internationally recognized data protection principles, and we use a variety of security technologies and procedures to protect client and consumer information. We deploy and utilize innovative custom-built and commercial solutions at a global scale. Nielsen's Cybersecurity program aligns with the National Institute of Standards and Technology's Cyber Security Framework (NIST CSF), which includes five core functions: identify, protect, detect, respond and recover. Please visit the Nielsen Trust Center for more details and the most current information about our Cybersecurity program. Identifying data security threats and vulnerabilities: Our Threat and Vulnerability Management and Penetration Testing program seeks to detect new vulnerabilities and assign priority to remediation. The Vulnerability Management process leverages internal asset discovery tools and a combination of appliance-based and software agent-based scanners to detect vulnerabilities. We have defined remediation periods based on severity of findings and risk scoring that in turn drives prioritization. We have also engaged a third party to conduct Attack Surface Management: a process that continuously scans and monitors our internet-facing assets, identifies possible exposures, validates those exposures and escalates to our internal Threat Management team. We operate a 24/7 Cybersecurity Operations Center, which includes threat defense operations and threat intelligence to detect and respond to malicious behavior and to identify incidents through monitoring, alerts and analysis of network activity, as well as through cyberintelligence findings. We continue to invest in technology, alerting capabilities and enhanced processes to assist us in staying on top of threats facing our environment. Our continuous improvement capabilities include periodic Red and Purple team exercises, and incident response tabletop exercises.

Topic	Code	Accounting metric	Response
Data security	SV-PS-230a.1	Description of approach to identifying and addressing data security risks	Policies and governance: Nielsen uses a principles-based approach to deliver specific control areas in the Nielsen Acceptable Use Policy, Cybersecurity Policy and Cybersecurity Standards. Combined, these policies and standards define the minimum set of controls that are necessary to uphold the company's reputation and protect sensitive information. The Acceptable Use Policy and Cybersecurity Standards are reviewed annually to ensure appropriate controls and implementation across the company. The controls within the Acceptable Use Policy are tiered, to ensure that appropriate protection is provided for our highest levels of information classification. Nielsen's information classifications are: public, proprietary, confidential and confidential-restricted. We have a defined exception process in place for deviation from data security controls. Before approval is considered, the process requires a review of business justifications and impact, while considering additional or alternative mitigating controls. Risk management: At Nielsen, we use Security Risk Management to identify, assess and mitigate security risks to our organization. Risk registers help us to track and manage risks over time, and risk scorecards provide a snapshot of our current risk profile. The annual ERM risk assessment and readout process helps us to ensure that our risk management program is effective and that we are taking the necessary steps to protect our organization from security threats. • Risk registers are maintained for our business units, and new risks are assigned to senior leaders for decision making. • On a quarterly basis, status information relating to risks is shared with our Security Governance Committee, which is made up of members of our senior leadership team and includes our Chief Information Officer. • Quarterly updates are also provided to the Audit and Risk Committee of the Board. • The risk registers feed into the annual ERM risk assessment and readouts. Assessments of third parties that collect, process or store Nielsen confidential or confidential-restricted information: The Cybersecurity team performs in-depth cybersecurity assessments on third-party security controls and their security technologies before allowing any data sharing to occur. Vendors are tiered according to the classification of information they are collecting, processing or storing, and reassessments are conducted on a recurring basis.

Topic	Code	Accounting metric	Response
Data security	SV-PS-230a.1	Description of approach to identifying and addressing data security risks	Insurance: Nielsen procures insurance for cybersecurity incidents, with limits applicable to the anticipated risk. Training: In conjunction with our Code of Conduct training, mandatory data privacy training continues annually and offers employees the opportunity to refresh their understanding of privacy basics and to recommit to following Nielsen's Global Privacy Policy and Privacy Principles. We work to ensure that 100% of eligible employees are held accountable for completing the required privacy training, which is now available in 17 languages. We also implement mandatory security training and Acceptable Use Policy training when an individual is granted access to our network, as well as annual Acceptable Use Policy training for all users. For more details on privacy and security training, please visit the Nielsen Trust Center.
	SV-PS-230a.2	Description of policies and practices relating to collection, usage, and retention of customer information	We are committed to protecting all personal and confidential data. We adhere to a Privacy by Design approach, ensuring our privacy principles—aligned with globally accepted fair information practices—are embedded in the design, development and continuous operation of all our products and services. Our Global Privacy Policy governs Nielsen's collection, use, disclosure and retention of personal data. The policy applies comprehensively to all Nielsen services, processes and technologies—whether client-facing or internal—that utilize personal data, including during the development or assessment of new processes or technology. Furthermore, it binds all Nielsen affiliates, subsidiaries, employees and contractors. Please visit Nielsen's Privacy Principles here.
	SV-PS-230a.3	(1) Number of data breaches, (2) percentage that (a) involve customers' confidential business information and (b) are personal data breaches, (3) number of (a) customers and (b) individuals affected	Nielsen had no reportable data breaches in 2024.

Topic	Code	Accounting metric	Response
Workforce diversity & engagement	SV-PS-330a.1	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, and (c) all other employees	Please see Data tables on pg 26
	SV-PS-330a.2	(1) Voluntary and (2) involuntary turnover rate for employees	Please see Data tables on pg 26
	SV-PS-330a.3	Employee engagement as a percentage	We are committed to strengthening employee engagement through our Growth Culture and our values (Inclusion, Courage and Growth), which are at the core of who we are at Nielsen. In early 2025, we strengthened our focus on living our values through the launch of Our Nielsen Way, a set of cultural principles that align us around common goals and empower us to bring our best to work. These intentional actions continue to serve as a guide for all employees to work and win together: • We dream big and own the details • We embrace uncertainty to shape the future • We push forward with speed and agility • We achieve together and celebrate each other Employee engagement is a key strategic priority, because of the critical role our people play in fulfilling our mission to power the future of media. We engage employees through: • Regular employee/manager one-on-ones • A learning experience platform, myLearning, powered by Degreed • Business Resource Groups (BRGs) • Culture Champions Network

Topic	Code	Accounting metric	Response
Workforce diversity & engagement	SV-PS-330a.3	Employee engagement as a percentage	• Career development programs that are curated to grow Nielsen's leadership pipeline and provide growth opportunities for our talent, including the Global Leadership Network (GLN) and GROW (Get Ready for Opportunities at Work) • Transition programs to support our people as they onboard to Nielsen, as well as evolve and grow in their careers with us; examples include our internships, conversion from intern to full-time, new managers and executive onboarding programs • Corporate Citizenship calls to action like Nielsen Global Impact Day and Earth Day • Regular town hall meetings that encourage dialogue between leaders and employees • Surveys for global and local leaders to hear from our employees and plan specific actions based on their feedback • Google Space channels, which enable employees to connect on a variety of topics, including career growth, learning and development, Business Inclusion, Impact and Belonging (BIIB) and business strategy, as well as to pose questions directly to our CEO and senior management • Ignite, an internal campaign to engage employees around our newly designed career development portal
			We continue to prioritize our employee engagement and support efforts, which help employees address their unique challenges. This includes providing additional virtual resources, support for remote workers and enhanced mental health support. Once employees are at Nielsen, we have an “always on” employee listening and continuous feedback strategy, with a tool designed to enhance our employee engagement, experience and overall culture. Feedback mechanisms include quarterly check-in processes, year-end performance reviews, and Performance Improvement Plans (PIP) when applicable. We believe that continuous feedback boosts engagement, enhances performance, allows people to make real-time adjustments and promotes a culture of ongoing improvement. Our employee listening strategy is part of our effort to constantly improve the Nielsen employee experience. By proactively engaging with our people across all functions and geographies to identify both successes and shortfalls, we believe we can build a better Nielsen—together.

Topic	Code	Accounting metric	Response
Workforce diversity & engagement	SV-PS-330a.3	Employee engagement as a percentage	We also regularly conduct confidential surveys to measure progress against our employee engagement and culture goals, and to better understand the Nielsen employee experience. This is reviewed at a company, business unit and regional level, to identify key themes and inspire action planning. These include: • Surveys of all employees • Surveys of our new joiners to understand their experience at key milestones during their onboarding • Exit surveys to understand the views of our departing employees Our employee surveys include questions tied to measurable outcomes that reflect effective employee engagement, including a focus on our employee Net Promoter Score (eNPS). We share detailed survey results with senior leaders and managers, and overall performance with all employees, in our company newsletter, global town halls and manager-led team discussions. Managers develop team-specific action plans based on their survey results, focusing on areas important to their teams where they can make meaningful progress. After a decline in our eNPS score in our Q3 2023 employee engagement survey, we achieved our goal of returning to a neutral score in the Q3 2024 survey. Beyond eNPS, we are looking at other metrics to more fully understand our employees’ engagement, such as confidence in Nielsen’s future. We continue to track progress on engagement, as we believe that two-way communication is imperative for strengthening our company culture.

Topic	Code	Accounting metric	Response
Professional integrity	SV-PS-510a.1	Description of approach to ensuring professional integrity	At Nielsen, our global Compliance and Integrity program is dedicated to ensuring legal and ethical behavior from the top down—from our C-suite to the most junior employees. While all employees must uphold our high ethical standards, functional responsibility for managing our Compliance and Integrity efforts sits with our Global Head of Compliance and Integrity within our Legal and Business Affairs team, reporting directly to our Chief Legal and Business Affairs Officer and with oversight from the Board’s Audit and Risk Committee. Our Code of Conduct (the “Code”) is the cornerstone of this program. The Code explicitly prohibits corruption, bribery, facilitation payments, fraud, discrimination, anti-competitive practices and more. It also requires employees to avoid and disclose conflicts of interest. The Code sets forth expectations and guidelines for positive behavior, including treating everyone with respect, valuing differing perspectives and opinions, protecting human rights and speaking up to report Code violations without fear of retaliation. The Code, updated in December 2024, is available in 24 languages. In all jurisdictions where it is legally permissible, employees are required to complete Code of Conduct training annually. As part of that training, they must certify their understanding and support of the Code. The 2025 Code training also required employees to certify that they had no undisclosed conflicts of interest. To guide day-to-day activities, the Code is supported by subject-matter specific internal policies, such as our Global Anti-Corruption Policy. The Compliance and Integrity team also coordinates the Global Policies Governance Council, a cross-functional team dedicated to keeping Nielsen’s global policies up to date and relevant for current business activity. The Code applies to everyone at Nielsen, including our subsidiaries and the affiliates that we control. The Code also applies equally to the members of the Board, our senior officers and every employee, whether full-time, part-time or temporary. We aim to partner with companies that share our values, and our suppliers are expected to adhere to our Supplier Code of Conduct and ensure their own suppliers and subcontractors meet these same rigorous standards.

Topic	Code	Accounting metric	Response
Professional integrity	SV-PS-510a.2	Total amount of monetary losses as a result of legal proceedings associated with professional integrity	There were no penalties or fines assessed during the reporting period (2024) as a result of legal proceedings associated with professional integrity, including negligence, malpractice, breach of contract, fraud, corruption and bribery.
Activity metrics	SV-PS-000.A	Number of employees by: (1) full-time and part-time, (2) temporary, and (3) contract	Please see Data tables on pg 26
	SV-PS-000.B	Employee hours worked, percentage billable	Not applicable. We do not track employee time through a single, centralized system.

Task Force on Climate-related Financial Disclosures (TCFD) Index

Our 2025 Responsibility & Sustainability Report includes content that is informed by the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD), which have been incorporated into the ISSB's Standards, a part of the [IFRS Foundation](#). Nielsen has aligned our Responsibility & Sustainability Reports with the TCFD's recommendations since 2020, and we continue to develop and expand our climate reporting in line with the existing standards and best practices, while closely monitoring how these standards evolve.

Disclosure	
Governance	
a) Describe the Board's oversight of climate-related risks and opportunities.	In October 2022, Nielsen was acquired by a private equity consortium led by Elliott Investment Management L.P. and Brookfield Business Partners L.P., together with its institutional partners. With the completion of the transaction, Nielsen's shares ceased trading on the New York Stock Exchange beginning October 12, 2022, marking our transition to a private company. Following the move to private ownership, Nielsen and its controlled subsidiaries are managed by the Board of Directors (the "Board") of Neptune Parent Topco LLC, the ultimate parent entity of Nielsen. The Board and its Committees are engaged on a regular basis on responsibility and sustainability topics, and is otherwise involved with major long-term strategic decisions that may have implications on responsibility and sustainability topics.
b) Describe management's role in assessing and managing climate-related risks and opportunities.	Our Enterprise Risk Management (ERM) framework helps identify, evaluate and address financial and non-financial risks across Nielsen. It supports informed decision-making and fosters cross-functional collaboration across all levels of the company to assess risks and to strengthen mitigation efforts. Several of our risk and control categories align with broader sustainability issues, including Climate Change, Health, Safety and Human Rights and sustainability-related Vendor Risk. As part of the ERM process, we conduct an annual risk ranking survey to gather insights from leaders across the company. Results are shared with senior leadership and the Board to help prioritize risks and inform enterprise strategy.
Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	Climate risk assessment Nielsen's first climate risk assessment was completed in 2018, investigating the physical and transitional risks we may be exposed to across our global footprint. We followed that with an updated assessment in 2022, findings of which are included in our 2023 TCFD index. In early 2024, we engaged a third-party expert to initiate the next round of our climate-based business risk and opportunity assessment. This assessment builds on the previous results, identifying any gaps and needed mitigations.

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	The climate change risk assessment details the impacts of physical risks—focusing on the potential impact of climate change in terms of both acute extreme weather events (e.g., tropical cyclones or extreme heat waves) and chronic events (e.g., sea level rise) to our physical assets and operations—and transition risks—covering potential regulatory pressures, market risks and reputational risks. The 2024 assessment reviewed three climate scenarios aligned with the Shared Socioeconomic Pathways (SSP): - SSP1-2.6—Aggressive action scenario resulting in holding temperatures to an average 1.5°C increase as a result of immediate and aggressive action to limit greenhouse gas (GHG) emissions. To limit GHG emissions, carbon legislation and carbon-costing mechanisms are required in the short term, and carbon pricing is anticipated to be at least four times higher than under SSP2-4.5. - SSP2-4.5 (described as the "middle of the road" scenario)—Delayed action scenario resulting in holding temperatures to an average 2°C increase. This scenario is likely to result in delayed reduction of GHG emissions, and legislation and carbon pricing is anticipated to be less severe than SSP1-2.6. - SSP5-8.5 (referred to as the "business as usual" scenario)—Scenario anticipating that GHG emissions will continue to increase at the current rate, resulting in at least a 3.5°C average temperature increase by the end of this century. In this scenario, carbon legislation and pricing mechanisms are unlikely. The assessment included the following temporal boundaries, which were selected to align generally with Nielsen's longer-term asset lifecycle and longer duration contracts: - Physical risks—Focused on the two scenarios likely to cause larger impacts to physical assets, namely SSP2-4.5 and SSP5-8.5. Best practices show that scenario SSP1-2.6 underestimates physical climate risk under current global emissions trends. Timescales for projections focused on three horizons: current day, the 2030s (the period of 2020–2040) and 2050s (the period of 2040–2060). - Transition risks—Focused on all three scenarios for their impact across three time periods of 2030, 2040 and 2050. For assessment of both physical and transition climate risks, senior leadership and subject matter experts participated in workshops to provide input into the impact of climate-related events on Nielsen and/or to validate the event data. To allow for seamless transition into the corporate risk register, the consequence and risk ratings were completed in accordance with our Enterprise Risk Management process.

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	Physical risk assessment The physical risk assessment used a heat map approach to review potential climate change impacts in the distinct global regions in which we operate. Looking at the "Likelihood" and "Consequence" of the risk, current and future physical climate change impacts—namely, extreme heat, extreme cold, flooding, drought, tropical cyclones, sea level rise and warming average temperatures—were given a risk rating and ranked as a "low," "medium" or "high" risk to Nielsen in each region. Risk treatment (mitigation) has been recommended in accordance with the ISO 31000 Risk Management practice. The risks were evaluated against four consequence criteria represented by the following categories: Reputational: Its impact on Nielsen's ability to deliver core services and conduct business Asset integrity: The possible damage to assets and data storage that Nielsen depends on to deliver services and conduct business Financial: Financial costs incurred due to exposure to climate hazards Health and safety: Impact on employee and panelist health and safety Examples of physical risks with potential larger consequences (greater than those defined as "low") in the short/medium/long term; and changes since Nielsen's 2022 risk assessment: The total number of risks identified in the current assessment is higher than in the 2022 assessment, due to the use of more detailed climate data and the subdivision of climate regions into 26 sub-regions, compared to 17 in the previous study. The subdivision of climate regions resulted in a higher number of asset-climate interactions and, therefore, a higher number of identified risks. However, these results do not imply that Nielsen is exposed to greater risks than in 2022. Rather, the results are a refinement of the 2022 study and reflect a higher degree of geographic detail. - Tropical storms and hurricanes have been identified as showing a steady/slightly increasing likelihood of potentially higher risk to Nielsen assets, impacting all existing assets in regions such as Northern Central America, Central and Eastern North America, the Caribbean, East and South Australia, Southern Africa and South and Southeast Asia. - Risks can be associated with structural damage to owned and leased assets, interruptions to site access, health and safety concerns for field personnel and data providers, and prolonged disruptions to the supply chain. - Flooding, extreme heat and sea level rise pose potential medium risks to Nielsen's assets.

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	Examples of physical risk mitigation measures and opportunities identified include: <i>Extreme heat, increasing average temperature and drought:</i> • Provide training and awareness for field staff on how to stay safe in extreme heat • Ensure locations and operations have business continuity plans • Ensure access to clean water for staff operating in the field • Ongoing mitigation efforts: emergency notification system for employees; access to a fully documented process to ensure health and safety <i>Tropical cyclones/hurricanes, sea level rise and flooding:</i> • Consider locations in less hurricane-prone regions and areas less likely to be impacted by flooding or future sea level rise • Create efficient at-home setups for employees in high-risk areas • Consider proximity of real estate to flood zones and sea level rise projections when renewing leases • Ensure employees' contact information is up to date, for efficient contact in case of events • Ongoing mitigation efforts: ◦ Moving critical operations to less impacted locations and/ or use third-party data centers ◦ Specifically, moving production for most applications from Oldsmar, Florida (U.S.), to Lebanon, Ohio (U.S.), leaving only quality assurance and development environments ◦ Moving infrastructure inside offices in hurricane-prone regions to third-party data centers built to withstand hurricanes better ◦ Moving staff to remote (non-office) workspaces ◦ Ensuring appropriate backups for power, fuel (generators) and supply chain are in place for potential events Transition risk assessment The transition risk assessment considered the impact of potential current and future risks associated with the shift toward a lower-carbon economy. The transition risks studied were categorized as the following: • Policy and legal: Impact of current and emerging regulations; carbon pricing mechanisms; enhanced reporting obligations; mandate on, and regulation of, existing products and services

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	• Technology: Potential risk from substitution of existing products/services with lower-emission options; cost to transition to lower emission technology • Market: Impact of changing customer behavior; uncertainty in market signals; inability to attract investors due to uncertain climate-related risks; increased cost of raw materials/services • Reputational: Response to increased stakeholder concern or negative shareholder feedback; stigmatization of sector; negative press coverage The majority of risks studied under the transitional risk assessment were found to have a “low” or “negligible” financial impact on Nielsen. However, reputational risks related to climate impacts were found to have a “medium” or “high” impact in the 2040 to 2050 time frames. Examples of transition risks with potential larger consequences (greater than those defined as “low”) in the short/medium term; and changes since Nielsen's 2022 risk assessment: • Increased risk from mandatory reporting requirements, including the EU Corporate Sustainability Reporting Directive (CSRD), will require staffing and budget allocation to meet the disclosure in the required time frame. The lower consequences associated with transition are under SSP5-8.5; the higher consequences are under SSP1-2.6, due to this increased need for policy and regulation, which could impact Nielsen and its operations • Carbon pricing mechanisms where the potential cost of carbon could impact both direct operations and the supply chain (pricing associated with Scope 1 and 2 greenhouse gas emissions) • Changing customer behavior (limited client information was available to the third party to assess Nielsen's customer risk in 2024, which creates some level of uncertainty related to how customers are prioritizing climate and responsibility and sustainability efforts within their supply chains and their own targets) • Increased cost of raw materials/services • Changing stakeholder and consumer expectations of the company could potentially pose a higher risk in the future Examples of transitional risk mitigation measures and opportunities identified include: • Implement decarbonization and risk mitigation transition strategies • Potentially incorporate the cost of carbon in the return on investment for energy efficiency

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	• Implement procurement policies that consider the impact of emissions in the supply chain • Increase budgets and staffing to address emerging responsibility and sustainability reporting requirements, including robust data systems and roadmaps • Adjust fleet transition to electric or hybrid vehicles to be region-specific, taking into consideration lessons learned from the transition and regional issues • Encourage thought leadership, using data to help clients understand consumer perspectives on climate change/ sustainability-related content and advertising • Investigate setting Science Based Targets and be responsive to customer requests or requirements for long-term emissions reduction targets • Ongoing mitigation efforts: ◦ Continue monitoring physical risks and engaging with insurance providers for critical data centers such as Florida, U.S., to incorporate resilience into physical assets and manage the increased premiums expected due to more extreme weather events ◦ Maintain sustainable and responsible procurement programs to continue responsible sourcing and vetting of projects and vendors, and increase supply chain partners that have climate risk mitigation programs in place The transition risk assessment used some of the following assumptions and rationale for the carbon pricing model, looking at the annual carbon cost associated with our direct operations and supply chain across the scenarios and time frames: • Organisation for Economic Co-operation and Development (OECD) countries and non-OECD countries have different carbon pricing. • SSP5-8.5 carbon pricing was set at zero for all time frames across both OECD and non-OECD countries. • Non-OECD countries' SSP2-4.5 pricing was based on expectations of an initial \$8 (USD) per metric tonne price of carbon in 2022, rising to \$25 (USD) per metric tonne in 2030. Medium-term pricing is extrapolated to 2050 based on 2022 and 2030 predictions. • SSP2-4.5 costing under SSP2-4.5 followed the CDP scenario of \$140 (USD) per metric tonne in 2040; costs were extrapolated to determine carbon pricing for relevant years through 2050. • SSP1-2.6 carbon pricing was four times the cost of SSP2-4.5 across all time frames and country status.

Strategy	
a) Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term.	Our approach, practices and considerations in managing energy and emissions across Nielsen functions are described in Nielsen's environmental policy and guidelines, updated annually. We do not currently use an internal price on carbon, but have included carbon pricing in our latest climate change risk-related scenario analyses, as described above, and we will continue to evaluate whether or how Nielsen may use this practice in the future. Just as Nielsen has put more focus on environmental, social and governance issues in recent years, so have our clients. More companies seek to make their operations—and their products and services—increasingly sustainable and responsible. At Nielsen, we continue to look for new ways that we can use our unique measurement capabilities to create data-driven insights on the market potential of sustainable brands and products. We conduct and publish research for our clients about perceptions, issues and concerns relating to responsibility and sustainability topics, as we work to power a better media future for all people. We share key insights with the broader public about audience trends and new innovations in the industries we support via Nielsen Insights.
b) Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy and financial planning.	The findings from our updated 2024 climate risk assessment are being considered across our business, and continue to guide any necessary changes in strategy, approach and implementation of responsive policies and actions. Following our climate risk assessments, we focus on improvements and mitigation actions across Nielsen areas, and continue to consider how to adjust our approach as we move forward. Listed below are some ways we have incorporated the findings from our risk assessments: • Using the findings to guide climate-related risk discussion in our Enterprise Risk Management (ERM) process. Climate Change is a stand-alone risk category in our ERM process, so it is a fundamental part of the business-level risk assessments conducted by our global operational leads • Incorporating the heat map from the physical risk findings into our real estate plans, to inform our understanding of the relevant risks associated with our current and future facilities • Identifying synergies with Nielsen's business resiliency and continuity plans, focusing on risk mitigation across locations, where needed • Continuing to understand the carbon risk-adjusted pricing through these risk assessments, to incorporate consideration of present and potential future climate-related risks in return on investment

Strategy	
b) Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy and financial planning.	• Activating efforts for a responsible footprint by reducing our global emissions, investigating green technology and other solutions and including a corporate supply chain assessment to evaluate the relevance and impact for Nielsen of each of the 15 emissions categories within Scope 3 (Scope 3 data can be found in the Data tables of this report). The results of our most recent supply chain assessment, completed in 2024, are being considered for future updates to our energy, waste and travel-related approach, as well as our development of long-term targets See Nielsen's environmental policy and guidelines for more on how we manage climate change-related issues.
c) Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	Based on the outcomes of our climate risk assessment, together with our ongoing ERM and business continuity efforts, we believe that Nielsen is well-positioned to navigate a low-carbon future. Adaptation to climate change We recognize that our people, suppliers, facilities and product lines are all in some way impacted by climate change, requiring us to adapt and mitigate impacts. Climate change adaptation efforts, along with other business continuity efforts, are considered a part of our Business Continuity and Disaster Recovery Program, which includes business continuity, disaster recovery and crisis management processes. Our Business Continuity and Disaster Recovery team (BC/DR team) works with mission-critical platforms to ensure that whenever any kind of incident occurs—including weather, civil unrest and climate-related incidents—our platforms continue to function, or are able to recover as quickly as possible. The BC/DR team uses tools such as Risk Assessments to understand the potential effect of risks specific to a team, platform or organization, and to plan mitigation steps for minimizing the impact of those risks. The team also employs Business Impact Analysis (BIA) to look at the key processes that take place within a platform or organization. The BC/DR team uses the Configuration Management Database (CMDB), which contains Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs). The team compares these CMDB-maintained RTOs and RPOs against BIA requirements gathered from the business units. When discrepancies are found that could potentially affect business operations, the BC/DR team notifies management as part of the plan implementation/renewal process. These exercises help ensure that our strategies in these areas are comprehensive and coordinated. The team also ensures that the plans that support our mission-critical platforms/products are updated, approved and validated on an annual basis.

Strategy	
c) Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	In addition, this team works with other teams across the organization, including People, Communications, Corporate Citizenship and so on, to coordinate our ongoing preparation and incident response plans. This helps ensure that our Crisis Management team is prepared if a disaster does occur and that the right teams are taking action as needed. The findings from our 2024 climate risk assessment further highlight our identification, adaptation and mitigation efforts across our global footprint and operations. The Oldsmar, Florida (U.S.) data center is critical to Nielsen's operations and is one of the few long-term leases in the real estate portfolio. Due to its criticality and exposure to consequential tropical storms, this asset constitutes a significant financial and operational risk to Nielsen. Nielsen continues to move production for most applications from Oldsmar, Florida (U.S.) to Lebanon, Ohio (U.S.), leaving only the quality assurance and development environments. Other similar transitions include taking the infrastructure set up in offices in hurricane-prone regions to third-party data centers that are built to withstand hurricanes more effectively and moving staff to remote (non-office) workspaces. We are also ensuring that appropriate backups for power, fuel (generators) and supply chain are in place should events occur. In addition, we continue to monitor physical risks and engage with insurance providers for critical data centers, to incorporate resilience into physical assets to manage the increased premiums expected due to more extreme weather events. Enterprise Risk Management (ERM): Climate Change is also a stand-alone risk in Nielsen's formal ERM process, so it is a fundamental part of the business-level risk assessments conducted by our global operational leads.
Risk management	
a) Describe the organization's processes for identifying and assessing climate-related risks.	Nielsen recognizes both the imperative reality of climate change and the opportunities for increased efficiency and effectiveness that it presents. We are working with teams and leaders across our organization to continue to ensure that climate change risks and opportunities are integrated into our business strategy and that we are taking meaningful action to drive continuous improvements where needed. Our ERM framework helps identify, evaluate and address financial and non-financial risks across Nielsen. It supports informed decision-making and fosters cross-functional collaboration across all levels of the company to assess risks and to strengthen mitigation efforts. Climate Change is a stand-alone ERM risk, and includes adverse financial, strategic or operational impacts as a result of—among other risks—an inability to provide climate-focused solutions to address the needs of businesses in a world impacted by environmental change.

Risk management	
a) Describe the organization's processes for identifying and assessing climate-related risks.	As part of the ERM process, we conduct an annual risk ranking survey to gather insights from leaders across the company. Results are shared with senior leadership and the Board to help prioritize risks and inform enterprise strategy. Through our climate risk assessments, we consider a range of climate-related risks, including but not limited to: current and emerging regulations; technological, legal, market-based and reputational risks; acute and chronic physical risks; and both downstream and upstream impacts. Climate-related risks are monitored on an ongoing basis by teams. Our Corporate Citizenship team also regularly leads a climate risk assessment. Our latest global climate risk assessment, conducted in 2024, looked into both the physical and transition-related risks of climate change on our business and operations through 2060. We continue to integrate the results of this assessment across relevant functions of our business. This built upon the previous climate risk assessments in 2018 and 2022. Also in 2024 and 2025, we completed annual updates of our Scope 3 emissions assessment to better understand the climate-related risks and impacts in our supply chain. Previous value chain assessments were completed in 2019 and 2022. With collaboration from a third-party expert, our updated value chain assessment determined the relevance of each of the 15 Scope 3 categories and estimated the GHG emissions of those identified as material to Nielsen operations. The calculation boundary and methodology were established for each of the relevant Scope 3 categories, with a comprehensive view of emissions sources in our supply chain. The results of this updated assessment, which includes recommendations to improve estimation of Scope 3 GHG sources, supports our ongoing work on climate change mitigation and actionable steps to reduce Scope 3 emissions over time, including investigating setting long-term, science-based emissions reduction targets across the organization.
b) Describe the organization's processes for managing climate-related risks.	We assess climate-related risks in our own operations through our ERM process and through environmental practices and considerations adopted across Nielsen functions, described in our Nielsen environmental policy and guidelines. Specific management efforts include preparing for, and adapting to, climate-related physical risks, including extreme weather, and reducing our own environmental footprint. Through our regular climate-risk and supply chain assessments, we further create visibility and oversight of how climate-related events play out across our entire value chain, and modify our strategy and approach to best address the urgency of climate change.

Strategy	
c) Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization's overall risk management.	Climate Change is considered a stand-alone risk in our formal ERM process. Our ERM framework helps us to identify, evaluate, manage and develop mitigation plans for financial and non-financial risks across Nielsen. The twin goals of our ERM program are to: • Ensure that leaders are well-informed about Nielsen's risk landscape so they can make educated, strategic decisions that lead to sustainable growth • Facilitate cross-functional discussion and information sharing about key risks facing Nielsen, in order to strengthen risk mitigation efforts The framework is built to facilitate information gathering and sharing, while also promoting collaborative discussions across all levels of the company to identify and assess risks. Following the move to private ownership, the Board and its Committees are engaged on a regular basis on responsibility and sustainability topics, and are otherwise involved with major long-term strategic decisions that may have implications on responsibility and sustainability topics. The ERM program is designed to provide comprehensive, integrated oversight and management of risk and to facilitate transparent identification and reporting of key business issues to senior management. Management is accountable for day-to-day risk management efforts.
Metrics and targets	
a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	In addition to the metrics used in our climate risk assessment, we also assess climate-related risks by measuring our own GHG emissions footprint as well as our supply chain's GHG emissions.
b) Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas emissions, and the related risks.	See the Data tables section of this report for our Scope 1, Scope 2 and Scope 3 GHG emissions data. The GHG emissions data collection and measurement methodology, along with the external verification statements, can be found in the Environmental data methodology and verification section of the Appendix. All our GHG emissions and resource usage data reported here have been verified with limited assurance by Apex Companies, LLC. <i>Note: the verification used a materiality threshold of 5% for aggregate errors in sampled data for each of the indicators.</i>

Strategy	
c) Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	Nielsen continues to review our environmental efforts across waste, energy and travel management: • Energy: Nielsen had committed to reduce our on-premises physical server footprint to 10% of Nielsen's overall physical server footprint by the end of 2024. <i>Status:</i> Compared to our 2021 baseline, we reduced our on-premise physical server footprint by 91.8%, with only 8.2% remaining as of Q2 2025. • Travel: By 2024, we aimed to reduce our business travel spend by 25% from our 2019 pre-COVID baseline. <i>Status:</i> 70% year-end reduction in business travel spend from our 2019 pre-COVID baseline • Waste: Through 2024, we aimed to ensure that all of Nielsen's electronic waste managed through our global field operations team was recycled, refurbished or reused. <i>Status:</i> All assets/equipment recovered and processed for end-of-life disposal by our field operations were managed responsibly and have been diverted from landfill, to be recycled, refurbished or reused. We also continue tracking our ongoing initiative toward responsible travel: • Sustainability criteria is included in 100% of our major, centrally managed, global travel requests for proposals (RFPs). <i>Status:</i> There were no centrally managed major sourcing events in 2024 for travel suppliers. However, sustainability language continues to be included in our master requests for proposal (RFP) template as a standard operating procedure. • Engage 100% of our procurement-managed travel suppliers on overall sustainability practices. Also, formally assess 80% of our major, centrally managed travel suppliers on responsibility and sustainability practices through our third-party sustainability scorecard process. <i>Status:</i> In 2024, Nielsen engaged 100% of our procurement-managed travel suppliers and formally assessed 71% on their responsibility and sustainability practices.

Environmental data methodology and verification

All work continues to be done in accordance with the [Greenhouse Gas Protocol](#).

Scope 1 and Scope 2 GHG emissions and resource usage data

Nielsen’s global real estate services provider, Jones Lang LaSalle (JLL), provides support for our greenhouse gas (GHG) emissions calculation and resource management through an energy management tool developed by IBM called Envizi, to capture, analyze and report energy data.

Nielsen also retains Concentrix (previously “ProKarma”), a third-party utility bill processor, to enter utility bill data into a database, which is then electronically conveyed from Concentrix into Envizi. Landlord data based on whole-building consumption is adjusted to reflect Nielsen’s percentage of building square footage, and is then entered manually into Envizi by JLL.

Emission factors and calculation process

1. Envizi data collection: Envizi receives all bill line items including service dates, consumption and cost. The consumption and cost data for all sites, plus the location-based emissions for U.S.-based sites, are exported from Envizi and inserted into a GHG reporting spreadsheet. Estimates are then generated for missing data and included in the spreadsheet to produce a complete 12-month consumption profile for each site where square footage is available. Market-based emission factors are identified and applied where applicable, and location-based emission factors are identified and applied for all international sites.
2. Normalizing data: In order to properly align energy use to the timing of weather and site operations, Envizi translates (i.e., normalizes) reported consumption that is reflected in utility bills to the start and the close of each month. To normalize consumption, Envizi 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.
3. Adding estimates: Using the Envizi tool, all gaps in the data that impact complete coverage of Nielsen facilities’ emission and usage tracking are bridged through estimates. These estimates are applicable to all sites with any missing or unavailable data, and where square footage data is available, to represent a full year’s coverage. Nielsen’s scope emissions and utility consumption now represent 100% of our global square footage portfolio.
4. Estimate process: For sites with partially missing data, the estimates are based on prior year consumption/usage for the applicable month or average of surrounding months, where available. For sites where data on a metric is unavailable, Commercial Buildings Energy Consumption Survey (CBECS) national averages for “Administrative or Professional Offices” have been 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.

5. Emission factor sources: The data gathered are converted to CO₂e emissions using the following sources: See “[Attachment A](#).” Nielsen continues to incorporate the latest emissions calculation factors and modify calculations to match industry best practices and reporting standards.
6. Scope 1 emissions: The GHG Protocol definition of Scope 1 includes all direct GHG emissions; direct GHG emissions come from sources owned or controlled by the reporting entity. For Nielsen, this includes generator fuel (diesel and gasoline), natural gas from our buildings and fuel (gasoline and diesel) from our leased fleet. See “[Attachment A](#).”
7. Scope 2 emissions: The GHG Protocol definition of Scope 2 includes all indirect GHG emissions from consumption of purchased electricity, heat or steam and chilled water; indirect GHG emissions are a consequence of the activities of the reporting entity, but occur at sources owned or controlled by another entity. This primarily includes purchased electricity for Nielsen. See “[Attachment A](#)” for specific factor sources used for Scope 2 emissions. Scope 2 emissions also include purchased electricity for market-based data. Nielsen has used the Scope 2 Quality Criteria from the GHG Protocol for market-based data. For market-based factor sources, see “[Attachment B](#).”

Scope 3 GHG emissions data

The GHG Protocol definition of Scope 3 is all indirect emissions (not included in Scope 2) that occur in the value chain, both upstream and downstream. Previously, Nielsen has reported on the emissions from waste generated in operations (category 5), business travel (category 6) and employee commuting (category 7). Starting with 2023 emissions (reported in 2024), Nielsen is now annually engaging a third-party expert to conduct an update of our Scope 3 emissions assessment. This update determines the relevance of each of the 15 Scope 3 categories and estimates the GHG emissions of those identified as material to Nielsen operations. The calculation boundary and methodology is established for each of the relevant Scope 3 categories, with a comprehensive view into emissions sources in our supply chain.

For 2022 Scope 3 data

- Emission factors, assumptions and calculation methodologies are derived from U.S. Environmental Protection Agency (EPA) Emissions Factors Hub April 2022.
- GWPs are the Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Report (AR4—100 year).
- Waste emission factor used is from the EPA WARM Model, v. 15 (2019).
- CO₂, CH₄ 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 U.K. Department for Environment, Food and Rural Affairs (Defra)/Department of Energy and Climate Change (DECC)’s GHG Conversion Factors for Company Reporting. Version 1.0, August 2019.

For 2023 and 2024 Scope 3 data

As with best practices, relevance for the 15-category assessment encompasses at least one of the following aspects:

- Magnitude: Whether a category significantly affects Nielsen’s overall Scope 3 GHG emissions profile (i.e., >5% of GHG emissions)
- Risk: The GHG emissions source poses reputational, regulatory or financial risks
- Influence: Nielsen can directly influence the GHG emissions through policies and procedures
- Stakeholder interest: Stakeholders, like regulators (e.g., regulatory requirements from the European Union’s Corporate Sustainability Reporting Directive), and interested parties who may have a general interest or commitment to reducing upstream and downstream GHG emissions (e.g., clients requiring all suppliers to report on their Scope 3 GHG emissions and to set targets)

Nielsen’s 2023 and 2024 Scope 3 GHG emissions inventory has been prepared in accordance with the World Resource Institute (WRI)/World Business Council on Sustainable Development (WBCSD), Greenhouse Gas Protocol: Corporate Accounting and Reporting Standard (the [Protocol](#)), the GHG Protocol Scope 3 Guidance and [ISO 14064-1-Specification With Guidance at the Organization Level for Quantification and Reporting of Greenhouse Gas Emissions and Removals](#).

Factor sources across relevant Scope 3 categories:

- U.S. EPA EEI-O model GHG emission factors
 - 2023 and 2024: [Supply Chain Greenhouse Gas Emission Factors for U.S. Industries and Commodities | Science Inventory | U.S. EPA](#)
- U.S. EPA emission factors
 - 2023 and 2024: [GHG Emission Factors Hub | U.S. EPA](#)
- International Energy Agency emission factors
 - 2023 and 2024: [International Energy Agency Life Cycle Upstream Emission Factors \(Pilot Edition\)](#)
- Defra emission factors
 - 2023: [Greenhouse gas reporting: conversion factors 2023 – GOV.UK \(www.gov.uk\)](#)
 - 2024: [Greenhouse gas reporting: conversion factors 2024 – GOV.UK \(www.gov.uk\)](#)
- EMBER Yearly Electricity Data
 - 2024: [EMBER data](#)
- Transmission Distribution and Line Loss Estimates
 - 2024: [The climate mitigation opportunity behind global power transmission and distribution | Nature Climate Change](#)

All our GHG emissions and resource usage data reported here have been verified by Apex Companies, LLC. To note: the verification used a materiality threshold of 5% for aggregate errors in sampled data for each of the indicators.

Attachment A

Factor Sources (Scope 1 and Scope 2)

Scope	Factor name/ description	Factor source	
Scope 1	Natural Gas – 2024 (kWh)	U.S. EPA 2024 EPA Centre for Climate Leadership. Emission Factors for Greenhouse Gas Inventories – https://www.epa.gov/climateleadership/ghg-emission-factors-hub	GWP values based on IPCC, Fifth Assessment Report (AR5)
Scope 1	Natural Gas – 2024 – (m³)	U.S. EPA 2024 EPA Centre for Climate Leadership. Emission Factors for Greenhouse Gas Inventories – https://www.epa.gov/climateleadership/ghg-emission-factors-hub	GWP values based on IPCC, Fifth Assessment Report (AR5)
Scope 1	Processed fuel oils – distillate oil – 2024 – Liquid fuels – (L)	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/	
Scope 1	Average car – 2024 – Cars (by size) – Diesel – km	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/	
Scope 1	Average car – 2024 – Cars (by size) – Petrol – km	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/	
Scope 2	United Arab Emirates Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	80 – Electricity – 23-24 – South Australia	National Greenhouse and Energy Reporting (Measurement) Determination 2008 (compiled July 1 2023). Sourced from the Federal Register of Legislation at October 2023 and ongoing. For the latest information on Australian Government law, please go to https://www.legislation.gov.au . Indirect Factor – NGA workbook (where applicable), published August 2023.	

Scope	Factor name/ description	Factor source	
Scope 2	77 – Electricity – 23-24 – New South Wales	National Greenhouse and Energy Reporting (Measurement) Determination 2008 (compiled July 1 2023). Sourced from the Federal Register of Legislation at October 2023 and ongoing. For the latest information on Australian Government law, please go to https://www.legislation.gov.au . Indirect Factor – NGA workbook (where applicable), published August 2023.	
Scope 2	Electricity – Nova Scotia 2021 and 2022	2023 UNFCCC Submission. National Inventory Report, 1990-2021: Greenhouse Gas Sources and Sinks in Canada Annex 13: Table A13-1-Table A13-13. URL: https://unfccc.int/ghg-inventories-annex-i-parties/2023 ; and 2024 UNFCCC Submission. National Inventory Report, 1990-2022: Greenhouse Gas Sources and Sinks in Canada Annex 13: Table A13-1-Table A13-13. URL: https://unfccc.int/ghg-inventories-annex-i-parties/2024	Indirect includes transmission line losses, metering differences and other losses. Also includes SF6 emissions. GWPs from AR5. CH ₄ (28) and N ₂ O (265). Electricity consumed = lifecycle emissions (direct and indirect)
Scope 2	Switzerland Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	China Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Cyprus Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Czech Republic Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Germany Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Denmark Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	

Scope	Factor name/ description	Factor source	
Scope 2	Spain Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Finland Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	France Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Greece Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Croatia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Hungary Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Indonesia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Ireland Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Israel Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	India Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Italy Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	
Scope 2	Jordan Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023	

Scope	Factor name/ description	Factor source
Scope 2	Japan Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	South Korea Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Luxembourg Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Macedonia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Myanmar Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Mexico Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Malaysia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Netherlands Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Norway Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Electricity – New Zealand – kWh – 2022	Ministry for the Environment Measuring Emissions: A guide for organisations – 2023 https://environment.govt.nz/publications/measuring-emissions-a-guide-for-organisations-2023-emission-factors-summary/
Scope 2	Philippines Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023

Scope	Factor name/ description	Factor source
Scope 2	Poland Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Saudi Arabia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Sweden Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Singapore Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Slovenia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Slovakia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Serbia Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Chinese Taipei Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Ukraine Electricity – 2021; IEA Emission Factors 2023; published for 2024	International Energy Agency – Emission Factors 2023
Scope 2	Electricity: U.K. – 2024	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/

Scope	Factor name/ description	Factor source
Scope 2	eGRID Electricity Year 2022	Year 2022 Data: 1/30/2024.Original file name: eGrid2022_summary_tables.xlsx, tab name: Table 1.GWP source: 2014 IPCC AR5 (N ₂ O GWP = 265, CH ₄ GWP = 28); Source: https://www.epa.gov/egrid ; eGRID region Grid Gross Loss % taken from tab name: Table 1.
Scope 2	Chilled Water [ton hours] – Default Conversion	Standard unit conversion
Scope 2	District heat and steam – 2024	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/
Scope 3	Mixed MSW – Landfilled – 2024	U.S. EPA 2024 EPA Centre for Climate Leadership. Emission Factors for Greenhouse Gas Inventories – https://www.epa.gov/climateleadership/ghg-emission-factors-hub
Scope 3	Commercial and industrial waste – 2024	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/
Scope 3	Paper and board: mixed – 2024	2024 Greenhouse Gas Reporting: Conversion Factors 2024 (Defra) provided by gov.uk, license – https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/
Scope 3	Mixed MSW – Landfilled – 2024	U.S. EPA 2024 EPA Centre for Climate Leadership. Emission Factors for Greenhouse Gas Inventories – https://www.epa.gov/climateleadership/ghg-emission-factors-hub

Attachment B

Scope 2 market-based factor sources

Factor region	Factor source
Australia	National Greenhouse and Energy Reporting (Measurement) Amendment (2023 Update) Determination 2023; and National Greenhouse and Energy Reporting (Measurement) Amendment (2024 Update) Determination 2024
Croatia	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
Cyprus	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
Czech Republic	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
Denmark	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
Finland	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
France	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023

[illegible][illegible]

Factor region	Factor source
Switzerland	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022
United Kingdom	2022 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2022. Version 1.0, 2023-06-01. Table 2: Residual Mixes 2022; and 2023 Association of Issuing Bodies. European Residual Mixes https://www.aib-net.org/facts/european-residual-mix . Results of the calculation of Residual Mixes for the calendar year 2023. Version 1.0, 2023-05-30. Table 2: Residual Mixes 2023
Zone ERCOT All – ERCT	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone FRCC All – FRCC	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone NPCC New England – NEWE	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone NPCC NYC/ Westchester – NYCW	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone NPCC Upstate NY – NYUP	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone RFC East – RFCE	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone RFC West – RFCW	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix
Zone WECC California – CAMX	2023 Green-e Residual Mix Emissions Rates (2021 Data) – released on December 12, 2023, from: https://www.green-e.org/2023-residual-mix



VERIFICATION OPINION DECLARATION
GREENHOUSE GAS EMISSIONS

To: Stakeholders of The Nielsen Company

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

The determination of the GHG emissions is the sole responsibility of Nielsen. Nielsen is responsible for the preparation and fair presentation of the GHG emissions 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 emissions statement based on the 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

Limitations and Exclusions:

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

- Facilities where both invoice data and square footage data are unavailable
- Fugitives / Refrigerants

Types of GHGs: CO₂, N₂O, CH₄

GHG Emissions Statement:

Nielsen GHG Emissions for Reporting Year 2024	MT CO ₂ e
Scope 1 Emissions	9,273
Scope 2 Emissions (Location-Based)	11,853
Scope 2 Emissions (Market-Based)	12,743
Scope 3 Emissions total	
Scope 3 Emissions – Category 1 Purchased Goods and Services	37,098
Scope 3 Emissions – Category 2 Capital Goods	1,178
Scope 3 Emissions – Category 3 Fuel and Energy Related Activities	5,822
Scope 3 Emissions – Category 4 Upstream Transportation and Distribution	356
Scope 3 Emissions – Category 5 Waste Generated in Operations	299
Scope 3 Emissions – Category 6 Business Travel	4,037
Scope 3 Emissions – Category 7 Employee Commuting	5,092
Scope 3 Emissions – Category 10 – Processing of Sold Products	25



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Scope 3 Emissions – Category 11 Use of Sold Products	4,725
GHG Emissions for Reporting Year 2024	
GHG Emissions metric tons CO ₂ equivalent Scope 1 + Scope 2 Market Based + Scope 3 (Categories 1 through 7, 10 and 11)	80,648

MTCO₂e – Metric tons of CO₂-equivalent

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

Global Warming Potential (GWP) and emission factor data sets:

- GWP: Intergovernmental Panel on Climate Change (IPCC) Fifth Assessment Report (AR-5)
- United States Environmental Protection Agency (USEPA) Emission Factor Hub, released 2025
- USEPA Emissions & Generation Resource Integrated Database (eGRID), released 2024 (2022 data)
- Green-E Residual Mix, released 2023 (2021 data)
- Association of Issuing Bodies (AIB) European Residual Mixes, June 4, 2024
- International Energy Agency (IEA) Emission Factors, released 2023
- United Kingdom (UK) Department for Environment Food & Rural Affairs (DEFRA), *UK Government GHG Conversion Factors for Company Reporting*, October 30, 2024
- EMBER Emission Factors, 2025 data set
- USEEIO Supply Chain GHG Emission Factors_v1.3

Period covered by GHG emissions verification:

- January 1, 2024 to December 31, 2024

Criteria against which verification was conducted:

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

Reference Standard:

- ISO 14064-3 Second Edition 2019-04: Greenhouse gases -- Part 3: Specification with guidance for the verification and validation of greenhouse gas statements

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:

- Conduct interviews with data owners;
- Review and evaluate procedures for data collection, management and reporting;



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- Review source data, calculation methodologies, emission factors, conversion factors and supporting documentation;
- Assess effectiveness of the data reporting process;
- Review rolled-up data through interrogation of databases and other systems used by Nielsen for reporting and compiling quantitative data; and
- Audit of sample of data used by Nielsen to determine GHG emissions.

Verification Opinion:

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

- is not materially correct and 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 (Scope 1 and 2), and WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain Accounting and Reporting Standard (Scope 3).

It is our opinion that Nielsen 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 Nielsen, 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:

Jessica Jacobs, Lead Verifier
ESG Program Manager
Apex Companies, LLC
Cincinnati, Ohio

David Reilly, Technical Reviewer
ESG Principal Consultant
Apex Companies, LLC
Santa Ana, California

May 14, 2025

This verification opinion declaration, 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 declaration to the public or other organizations, but without accepting or assuming any responsibility or liability on our part to any other party who may have access to this declaration.



INDEPENDENT ASSURANCE STATEMENT

To: The Stakeholders of The Nielsen Company

Introduction and objectives of work

Apex Companies LLC, (Apex) was engaged by The Nielsen Company to provide limited assurance of select sustainability performance data to be included in The Nielsen Company’s corporate sustainability report (Report). This Independent Assurance Statement applies to the subject matter included within the scope of work described below for the time period of January 1, 2024 to December 31, 2024. The intended users of the assurance statement are the stakeholders of The Nielsen Company. 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 Nielsen Company’s internal and external reports (Reports) are the sole responsibility of the management of The Nielsen Company. Apex was not involved in the gathering of data, development of content and/or the drafting of the Reports. Our sole responsibility was to provide independent assurance on the accuracy of information included in the scope of work. This is the 11th year in which we have provided assurance over selected sustainability performance data.

Scope of work

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

- Assure the accuracy of the following data for the 2024 reporting period:
 - Total Water Consumption
 - Total Waste Generated
 - Total Energy Consumed
- 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.

Boundaries of the reporting company data covered by the assurance

- Operational Control
- Worldwide

Limitations and Exclusions

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

- Text or other written statements associated with The Nielsen Company submissions
- Activities outside the defined reporting period
- Facilities where both invoice data and square footage data are unavailable

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 on the accuracy of metering and other measurement arrangements employed at the site level. 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;



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- 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 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:

- Assessing the appropriateness of the Reporting Criteria for the Subject Matter;
- Interviews with relevant personnel of The Nielsen Company (including individuals at the corporate level);
- Reviewing the data collection and consolidation processes used to compile Subject Matter, including assessing assumptions made, and the data scope and reporting boundaries;
- Review of documentary evidence including source data, calculation methodologies, emission factors, conversion factors and other supporting documentation produced by The Nielsen Company;
- Agreeing a selection of the Subject Matter to the corresponding source documentation;
- Reviewing The Nielsen Company systems for quantitative data aggregation and analysis; and
- Assessing the disclosure and presentation of the Subject Matter to ensure consistency with assured information.

Conclusion

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

- Nothing has come to our attention to indicate that the reviewed information within the scope of our assurance is not materially correct.
- Nothing has come to our attention to indicate that the reviewed information is not a fair representation of the actual data for calendar year 2024.
- It is our opinion that The Nielsen Company has established appropriate systems for the collection, aggregation, and analysis of quantitative data within the boundaries of the reporting for determination of the following for The Nielsen Company:
 - Total Water Consumption – 2,918,065 cubic feet
 - Total Waste Generated – 719 short tons
 - Total Energy Consumed¹ – 78,581,614 kilowatt-hours

¹ The total energy includes stationary combustion, mobile combustion, purchased electricity, and purchased heat, steam and chilled water.



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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 of verification and assurance of sustainability data and reporting. We have conducted this assurance assignment independently and we believe there to have 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, having over 24 years of combined experience in this field and an excellent understanding of Apex’s standard methodology for the assurance of sustainability and non-financial data and reports.

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Apex Companies, LLC
Cincinnati, Ohio

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ESG Principal Consultant
Apex Companies, LLC
Santa Ana, California

May 21, 2025

This assurance 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 to the public or other organizations, but without accepting or assuming any responsibility or liability on our part to any other party who may have access to this statement.

