### Nielsen

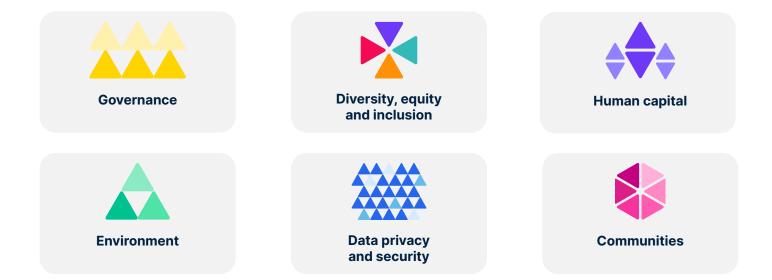
# **ESG Highlights**

As part of Nielsen's purpose to power a better media future for all people, we strive every day to engage our people, processes, data and technology to make Nielsen a more responsible company and to enable a more equitable world, where everyone is included and everyone counts.

Working

today

Our environmental, social and governance (ESG) strategy takes into account the most important factors that affect our business, operations and stakeholders globally. Through responsible, sustainable business practices and our commitment to giving back with volunteering and pro bono projects, we care for the communities and markets where we live and operate our business.



Visit nielsen.com and our 2022 Environmental, Social and Governance (ESG) Report to learn more about our ongoing Responsibility & Sustainability efforts, and how ESG is a part of our overall strategy.



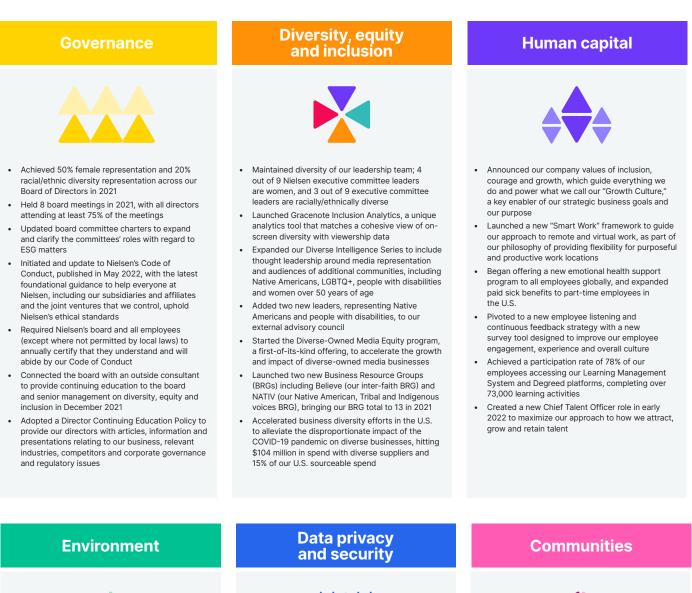


#### Nielsen

to power a

better future

## ESG highlights of the past year





- Engaged more than 6,400 employees across 17 countries to organize, participate and lead Earth Week events to advocate for environmental justice
- Continued our progress to identify science-based, long-term emissions reduction goals, through an evolution of our data collection process and full supply chain assessment of our GHG emissions
- Switched to only recycled or Forestry Stewardship Council (FSC)-certified paper product options in our U.S. purchasing channels



- Facilitated training and education events throughout Privacy Awareness Month in January and Cybersecurity Awareness Month in October
- Updated our Cybersecurity Policy in April 2021
- Updated our Global Privacy Policy in January 2022



- Executed Nielsen Global Impact Day in October 2021, with over 3,000 employees in 40 countries participating, logging over 9,700 hours of volunteer time
- Donated an estimated \$23.6 million of pro bono and in-kind data, products and services
- Provided more than \$1.97 million in grants to 49 non-profit organizations through the Nielsen Foundation, a separate private foundation



## 2024 ESG goals

Nielsen has established or updated a range of new goals for 2024 around our key ESG focus areas. With these forward-looking goals, along with our ongoing initiatives, we want to deepen our commitment to our employees, clients, the communities we serve and additional stakeholders, in order to consistently improve our ESG performance.

ESG area	Goal
Governance	<ul> <li>Ensure that &gt; 80% of Nielsen policies are up-to-date based on our policy framework cadence</li> <li>Improve average days-to-close integrity reports to 40 days</li> </ul>
Diversity, equity and inclusion	<ul> <li>Achieve 46% of women represented in global leadership<sup>1</sup></li> <li>Achieve 5.2% representation for U.S. Black talent in leadership</li> <li>Achieve 6.0% representation for U.S. Black mid-level talent</li> <li>Achieve 5.9% representation for U.S. Hispanic talent in leadership</li> <li>Maintain 15% of our U.S. supplier spend with certified diverse-owned business, with 18% as a stretch goal</li> </ul>
Human capital	• Track and increase our employee net promoter score (eNPS) from "good" to "great" according to external benchmarks
Environment	<ul> <li>Reduce our on-premises application server footprint to 10%</li> <li>Reduce our business travel spend by 25% from our 2019 pre-COVID baseline, and implement a travel policy that will maintain the reduced travel emissions</li> <li>Ensure that all our e-waste managed through our field operations team is diverted from landfills and is recycled, refurbished or reused</li> </ul>
Data privacy and security	<ul> <li>Ensure that 100% of eligible employees are held accountable to complete required privacy training</li> <li>Track and grow Nielsen's National Institute of Standards and Technology (NIST) Cybersecurity Framework Maturity score internally</li> </ul>
Communities	<ul> <li>Increase employee participation in community-oriented programs to 30%</li> <li>Contribute \$30 million in total in-kind value for pro bono data donations, public reports, and other support for organizations and topics that are powering a better media future for all people</li> <li>Grant \$6 million by the Nielsen Foundation, a private foundation originally funded by Nielsen, to support educational access and persistence, economic mobility and well-being, and representation in media and technology</li> </ul>

This goal was previously noted in our 2021 Interim Responsibility Report, with a 2023 goal year. It was adjusted to 2024 to align with our 2024 strategic roadmap and suite of 2024 ESG goals for consistency.

