

REPORT

SUSTAINABILITY ACCOUNTING STANDARDS BOARD

The [Sustainability Accounting Standards Board \(SASB\)](#) is a nonprofit focused on helping companies identify and publicly disclose the financially material sustainability topics that matter most to their investors. SASB has developed industry-specific reporting recommendations, including accounting and activity metrics, to guide businesses' public reporting.

This report includes our responses to SASB's reporting recommendations for Professional Commercial Services, Nielsen's industry classification according to SASB's Sustainable Industry Classification System®. 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. We report additional information on all of these topics in the [Data Privacy and Security](#), [Diversity and Inclusion](#), [Human Capital](#) and [Governance](#) sections of our 2020 Global Responsibility Report and the corresponding sections of our [2021 Interim Responsibility Update](#).

ACCOUNTING METRICS

DATA SECURITY

SASB CODE & ACCOUNTING METRIC	NIELSEN RESPONSE
<p>SV-PS-230a.1</p> <p>Description of approach to identifying and addressing data security risks</p>	<p>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 Cybersecurity Framework (NIST CSF), which includes five core functions: identify, protect, detect, respond and recover.</p> <p>Identifying data security threats and vulnerabilities</p> <p>We use a Threat and Vulnerability Management and Penetration Testing program to detect new vulnerabilities and help assign priority to remediation. This program leverages a combination of appliance-based and software agent-based scanners to detect vulnerabilities across our operations. Where possible, we integrate tools for automation and to facilitate CI/CD (Continuous Integration/Continuous Delivery) processes. We have defined remediation periods based on the severity of the findings, which in turn drives the prioritization and implementation of remediation actions.</p> <p>Nielsen contracts leading security firms to provide penetration testing services for identified high-risk applications. Additionally, Nielsen conducts internal penetration tests to supplement third-party tests and to meet internal or client requirements.</p>

We operate a 24/7 Cybersecurity Operations Center to detect and respond to malicious behavior and to identify incidents through monitoring, alerts and analysis of network activity, as well as through cyber intelligence findings.

We continue to invest in technology and enhanced processes to help us stay on top of threats facing our environment. Continual improvement of these capabilities includes periodic Red Team testing conducted by a third party. This testing provides visibility to improve technology capabilities, processes and procedures within the Cybersecurity Operations Center.

Addressing data security threats and vulnerabilities

Policy and governance: Nielsen uses a principles-based approach to deliver specific control areas in the Nielsen Cybersecurity Policy. This policy defines the minimum set of controls that are necessary to uphold the company's reputation and protect sensitive information. The policy is reviewed annually to ensure appropriate controls and implementation across the company. Controls within the policy are tiered to ensure that appropriate protection is provided for every level of information classification. Nielsen's information classifications are: public, internal, confidential and confidential-restricted.

Governance for this policy includes:

- Oversight from the Corporate Policy Steering Committee
- An annual review directed by Cybersecurity Governance
- Annual approval from the Chief Information Security Officer
- Publication and translation into multiple languages
- Emergency releases as required

We have a defined exception process in place for deviation from data security controls. The process requires a review of business justifications and impacts while considering additional or alternative mitigating controls, before approval is considered.

Risk management: The Cybersecurity team focuses on identifying cybersecurity risks throughout business streams, educating business owners about potential risks and providing consultation on requirements for alternative mitigations. Control attestations are completed to determine how implementation has been conducted across specific services, products or business processes. The Cybersecurity team maintains a constant feedback loop with our Chief Legal Officer and other members of our senior leadership team relating to our cybersecurity risk. We also undertake additional risk management procedures in the following special circumstances:

	<ul style="list-style-type: none"> • <i>Contracts:</i> In coordination with Legal, the Cybersecurity team regularly reviews and provides recommended information security language for client and third-party contracts, to include specific security-control requirements where applicable, specialized reporting and response procedures in the event of an incident, self-certification procedures and audit rights definitions. • <i>New product development:</i> The Cybersecurity team employs engineers and security architects who work side by side with infrastructure, networking and application development teams in order to embed security in the design of new products that are either purchased or built in-house. This coordinated approach allows teams to identify risks more easily, based on the capabilities, features and use cases of the new products brought into our secure environment. • <i>Acquisitions and divestitures:</i> The Cybersecurity team engages with acquisitions and divestitures to ensure that security is established or maintained throughout these transactions. The acquisition and divestiture processes include due diligence measures, integration requirements and other processes that ensure compliance with the Nielsen Cybersecurity Policy. Joint ventures that have their technology hosted by Nielsen fall under our cybersecurity program and practices. <p>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.</p> <p>Insurance: Nielsen procures insurance for cybersecurity incidents, with limits applicable to the anticipated risk.</p> <p>See the Data Privacy and Security section of our 2020 Global Responsibility Report and page 26 of our 2021 Interim Responsibility Update for more on our approach.</p>
<p>SV-PS-230a.2</p> <p>Description of policies and practices relating to collection, usage and retention of customer information</p>	<p>We take seriously our commitment to keeping all personal and confidential data private. We follow an approach of “privacy by design” to ensure that our privacy principles—which align with globally accepted fair information practices—are embedded in the design of our products and services during the development stage. Our Global Privacy and Data Use Policy addresses Nielsen’s collection, use, disclosure and retention of data about unique individuals. The policy is generally applied to all Nielsen services, processes and technologies—whether client-facing or internal—that utilize individual-level data, including during the development or assessment of new processes or technology, as well as by all Nielsen affiliates, subsidiaries, employees and contractors.</p>

SV-PS-230a.3

(1) Number of data breaches; (2) percentage involving customers' confidential business information or personally identifiable information; and (3) number of customers affected

From 2018 to 2020, Nielsen received a small number of complaints, all of which were either unsubstantiated or resolved directly with data subjects to their satisfaction.

WORKFORCE DIVERSITY & ENGAGEMENT

SASB CODE & ACCOUNTING METRIC	NIELSEN RESPONSE				
<p>SV-PS-330a.1</p> <p>Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees</p>	DIVERSITY METRIC	2018	2019	2020 Nielsen+NielsenIQ ¹	2020 Nielsen only ²
	Full-time head count by gender	Male - 23,551 (53%) Female - 21,151 (47%) Undisclosed - 23 (0%)	Male - 23,335 (52%) Female - 21,163 (47%) Undisclosed - 130 (0%)	Male - 21,137 (52.9%) Female - 18,828 (47.1%) Unknown - 26 (0.1%)	Male - 7,974 (59.2%) Female - 5,475 (40.7%) Unknown - 16 (0.1%)
	% minorities in U.S. head count	Diverse - 3,515 (35%) White - 6,463 (65%) Undisclosed - 26 (0%)	Diverse - 3,628 (37%) White - 6,066 (62%) Undisclosed - 49 (1%)	Diverse - 3,077 (43%) White - 4,077 (57%)	Diverse - 2,919 (43%) White - 3,864 (57%)
	Racial / ethnic representation at executive level	18%	29%	40%	40%
	Racial / ethnic representation at management level	22%	20%	24%	25%
	% women in total headcount	48%	49%	48%	43%
	% women in executive head count	36%	13%	50%	50%
	% women in top management head count	51%	51%	50%	54%

¹ The "2020 Nielsen+NielsenIQ" column reflects whole company data across Nielsen Global Media and Nielsen Global Connect (now NielsenIQ) employees as of or through Sept. 30, 2020, when data systems for the two companies split.

² The "2020 Nielsen only" column is equivalent to the Nielsen Global Media business and provides the most comparable data for our company moving forward, after the sale of NielsenIQ closed in March 2021.

% women in management head count	38%	40%	38%	38%
Number of female named executive officers	1 – Chief Human Resources Officer	1 – Chief Human Resources Officer	N/A	2 as of May 2021- Chief Financial Officer, Chief Human Resources Officer

Percentages may not sum to 100 due to rounding. Please note that for the purposes of our 10-K reporting, we use full-time equivalents, whereas for this more detailed reporting on our workforce, we have used total head count. See the [Diversity and Inclusion](#) section of our 2020 Global Responsibility Report and pages 10 and 32 of our [2021 Interim Responsibility Update](#) for more details and additional metrics.

SV-PS-330a.2

(1) Voluntary and (2) involuntary turnover rate for employees

TURNOVER METRIC	2018	2019	2020 (Nielsen+NielsenIQ) ¹	2020 Nielsen only ²
Absolute turnover rate	24%	22%	26% (annualized)	21%
Voluntary turnover rate	16%	15%	18% (annualized)	15%
Involuntary turnover rate	7%	7%	8% (annualized)	6%

Percentages may not sum to 100 due to rounding. Absolute turnover rate includes voluntary and involuntary exits divided by December headcount for 2018, 2019, and 2020 Nielsen Media, and by September 2020 headcount for whole company data. Please see the [Human Capital](#) section of our 2020 Global Responsibility Report and pages 16 and 31 of our [2021 Interim Responsibility Update](#) for more details and additional metrics.

SV-PS-330a.3

Employee engagement as a percentage of total employees

Employee engagement—the emotional and psychological connection our employees feel to their workplace and the work we do—is central to both individual and business success. We are committed to strengthening employee engagement at Nielsen, because engagement isn't just a human resources priority—it's one of Nielsen's key strategic priorities. As part of our transition to a new independent media and technology company, we are renewing our purpose and values and refreshing our employee value proposition in 2021.

We engage employees through:

- Regular employee / manager one-on-ones
- A learning experience platform, myLearning, powered by Degreed

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- Business Resource Groups (BRGs)—which now include Nielsen Green and Nielsen Cares and related volunteer opportunities, and which now come together at the local level through our office-based Inclusion Impact Teams
- Regular town hall meetings that encourage dialogue between leaders and employees
- Ongoing pulse surveys for global and local leaders to hear from our employees
- A global Change Champion and Engagement Influencer program—a community of ambassadors who work within their sphere of influence to facilitate effective navigation of change and promote engagement
- Google Currents communities and Slack Channels, which enable employees to connect on a variety of topics, including career growth, learning and development, diversity, equity and inclusion and business strategy, as well as to pose questions directly to our CEO and senior management

In 2020, we pivoted our employee engagement and support efforts to help employees address the unique challenges of the year, including COVID-19. This included providing additional virtual resources, support for remote workers and enhanced mental health support.

To track our progress, we maintain open communication channels and feedback mechanisms that help to deepen connections between leaders and their teams and to ensure that employees feel connected, no matter where they work within the company.

Since 2017, we have enlisted Gallup to gauge employees' level of engagement, through an annual, companywide survey. The survey, which is available in multiple languages, includes questions that tie to measurable performance outcomes proven to demonstrate effective employee engagement. We share detailed survey results with senior leaders and managers and overall performance with all employees through our company newsletter, global town halls and manager-led team discussions. Managers are expected to develop team-specific action plans based on the survey results, focusing on areas important to the team, where they can make meaningful progress.

In 2021, we are extending our employee engagement strategy to include “always on” employee listening and continuous feedback tools, in order to enhance their engagement and experience.

For more on our approach to employee engagement and other human capital issues, see the [Human Capital](#) section of our 2020 Global Responsibility Report and page 16 of our [2021 Interim Responsibility Update](#).

PROFESSIONAL INTEGRITY

SASB CODE & ACCOUNTING METRIC	NIELSEN RESPONSE
<p>SV-PS-510a.1</p> <p>Description of approach to ensuring professional integrity</p>	<p>Our global Compliance & Integrity program is dedicated to ensuring ethical behavior across Nielsen. Our Code of Conduct is a core element of this program. The Code establishes clear expectations and guidelines for all employees, prohibiting corruption, bribery, facilitation payments, fraud, discrimination, antitrust/anti-competitive practices, money laundering, insider trading 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 diversity, protecting human rights and speaking up to report Code violations without fear of retaliation.</p> <p>See the Governance section of our 2020 Global Responsibility Report and page 27 of our 2021 Interim Responsibility Update for more detail.</p>
<p>SV-PS-510a.2</p> <p>Total amount of monetary losses as a result of legal proceedings associated with professional integrity</p>	<p>There were no cases or fines associated with corruption, lack of professional integrity or other environmental, social or governance issues during the reporting period, including incidents related to false or misleading advertising; misleading communications; breach of customers’ data privacy; any other privacy violations; product quality and safety; or anti-competitive practices. Whether an incident is a confirmed case of corruption involves legal determinations and privileged and confidential legal advice. We also did not have any instances of noncompliance with environmental laws or regulations and we did not receive any fines from the Federal Trade Commission during the reporting period. No business partners’ contracts were terminated for corruption violations during the reporting period.</p>

ACTIVITY METRICS

SASB CODE & ACTIVITY METRIC	NIELSEN RESPONSE																												
<p>SV-PS-000.A</p> <p>Number of employees by type: (1) full-time and part-time; (2) temporary; and (3) contract</p>	<table border="1"> <thead> <tr> <th data-bbox="461 596 675 688">EMPLOYEES BY TYPE</th> <th data-bbox="675 596 878 688">2018</th> <th data-bbox="878 596 1081 688">2019</th> <th data-bbox="1081 596 1284 688">2020 (Nielsen+NielsenIQ)¹</th> <th data-bbox="1284 596 1487 688">2020 Nielsen only²</th> </tr> </thead> <tbody> <tr> <td data-bbox="461 688 675 781">Total head count</td> <td data-bbox="675 688 878 781">46,650</td> <td data-bbox="878 688 1081 781">46,711</td> <td data-bbox="1081 688 1284 781">41,913</td> <td data-bbox="1284 688 1487 781">14,639</td> </tr> <tr> <td data-bbox="461 781 675 873">Full-time head count</td> <td data-bbox="675 781 878 873">44,725 (96%)</td> <td data-bbox="878 781 1081 873">44,628 (96%)</td> <td data-bbox="1081 781 1284 873">39,991 (95%)</td> <td data-bbox="1284 781 1487 873">13,465 (92%)</td> </tr> <tr> <td data-bbox="461 873 675 966">Part-time head count</td> <td data-bbox="675 873 878 966">1,925 (4%)</td> <td data-bbox="878 873 1081 966">2,083 (5%)</td> <td data-bbox="1081 873 1284 966">1,922 (5%)</td> <td data-bbox="1284 873 1487 966">1,174 (8%)</td> </tr> <tr> <td data-bbox="461 966 675 1058">Temporary head count</td> <td data-bbox="675 966 878 1058">1,059 (2%)</td> <td data-bbox="878 966 1081 1058">973 (2%)</td> <td data-bbox="1081 966 1284 1058">902 (2%)</td> <td data-bbox="1284 966 1487 1058">243 (2%)</td> </tr> </tbody> </table> <p data-bbox="461 1108 1487 1352">Please note that for the purposes of our 10-K reporting, we use full-time equivalents, whereas for this more detailed reporting on our workforce, we have used total headcount. Percentages may not sum to 100 due to rounding. Total headcount includes full-time and part-time headcount. Temporary headcount includes consultants and interns. See the Diversity and Inclusion and Human Capital sections of our 2020 Global Responsibility Report and pages 10 and 16 of our 2021 Interim Responsibility Update for additional information.</p>				EMPLOYEES BY TYPE	2018	2019	2020 (Nielsen+NielsenIQ) ¹	2020 Nielsen only ²	Total head count	46,650	46,711	41,913	14,639	Full-time head count	44,725 (96%)	44,628 (96%)	39,991 (95%)	13,465 (92%)	Part-time head count	1,925 (4%)	2,083 (5%)	1,922 (5%)	1,174 (8%)	Temporary head count	1,059 (2%)	973 (2%)	902 (2%)	243 (2%)
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<p>SV-PS-000.B</p> <p>Employee hours worked, percentage billable</p>	<p>Not applicable. We do not track employee time through a single, centralized system.</p>																												

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a leading global data and analytics company that provides a holistic and objective understanding of the media industry. With offerings spanning audience measurement, audience outcomes and content, Nielsen offers its clients and partners simple solutions to complex questions and optimizes the value of their investments and growth strategies. It is the only company that can offer de-duplicated cross-media audience measurement. Audience is Everything™ to Nielsen and its clients, and Nielsen is committed to ensuring that every voice counts.

An S&P 500 company, Nielsen offers measurement and analytics service in nearly 60 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).



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