

GLOBAL RESPONSIBILITY & SUSTAINABILITY

Through responsible, sustainable business practices and our commitment to giving back, we care for the communities and markets where we live and operate our business. Our Global Responsibility & Sustainability strategy at Nielsen includes all environmental, social and governance (ESG) issues that affect our business, operations, and all internal and external stakeholders.

PRO BONO DATA
SHARING CONSUMER INSIGHTS AND DATA WITH THE WORLD

NIELSEN CARES
VOLUNTEERING OUR SKILLS AND TIME

RESPONSIBLE PRACTICES AND REPORTING
CONNECTING OUR BUSINESS WITH RELEVANT ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) ISSUES

NIELSEN GREEN
MANAGING OUR IMPACT ON THE ENVIRONMENT

2016 HIGHLIGHTS

- Published first **Nielsen Global Responsibility Report**
- Joined **Sustainable Purchasing Leadership Council**
- Advanced to No. 41 on DiversityInc's **Top 50 Companies for Diversity**
- Included on Fortune's list of **100 Best Workplaces for Millennials** and **50 Best Workplaces for Diversity**

IMPACT BY THE NUMBERS

- 23,000+** employees participated in Nielsen Global Impact Day with 1,400+ volunteer events for 900 nonprofits in 92 countries
- 26,000+** employees participated in Earth Week 2016 activities
- Continued global annual pledge of **\$10 million** in data, products, and skills-based volunteering
- Recycled **129,000+** pounds of company e-waste year-to-date

SNAPSHOTS OF OUR \$10 MILLION+ PRO BONO GLOBAL IMPACT

PRIORITY AREAS



HUNGER & NUTRITION



TECHNOLOGY



EDUCATION



DIVERSITY & INCLUSION



SUSTAINABILITY

CALIFORNIA

Analyzed 1 million+ downloads of accessible books to help nonprofit better reach schools and users

EUROPE

Surveyed 2,000+ apprentices, employers, and education providers to measure success of youth apprenticeship programs across network of 200 companies

PHILIPPINES

Completed 69 hours of computer literacy training by 18 volunteers for a children's nonprofit

FLORIDA

Mobilized 70 volunteers to deliver 5,300 pounds of e-waste for recycling

SOUTH AFRICA

Packed and delivered 5,120 meals for Hunger Action Month

SINGAPORE

Interviewed 179 nonprofit beneficiaries and analyzed survey results to enable nonprofit to better optimize their program offerings