

# ESG Highlights

Working today



to power a better future

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.

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.



**Governance**



**Diversity, equity and inclusion**



**Human capital**



**Environment**



**Data privacy and security**



**Communities**

Visit [nielsen.com](https://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.



Member of  
**Dow Jones Sustainability Indices**  
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# ESG highlights of the past year

## Governance



- Achieved 50% female representation and 20% racial/ethnic diversity representation across our Board of Directors in 2021
- Held 8 board meetings in 2021, with all directors attending at least 75% of the meetings
- Updated board committee charters to expand and clarify the committees' roles with regard to ESG matters
- Initiated and update to Nielsen's Code of Conduct, published in May 2022, with the latest foundational guidance to help everyone at Nielsen, including our subsidiaries and affiliates and the joint ventures that we control, uphold Nielsen's ethical standards
- Required Nielsen's board and all employees (except where not permitted by local laws) to annually certify that they understand and will abide by our Code of Conduct
- Connected the board with an outside consultant to provide continuing education to the board and senior management on diversity, equity and inclusion in December 2021
- Adopted a Director Continuing Education Policy to provide our directors with articles, information and presentations relating to our business, relevant industries, competitors and corporate governance and regulatory issues

## Diversity, equity and inclusion



- Maintained diversity of our leadership team; 4 out of 9 Nielsen executive committee leaders are women, and 3 out of 9 executive committee leaders are racially/ethnically diverse
- Launched Gracenote Inclusion Analytics, a unique analytics tool that matches a cohesive view of on-screen diversity with viewership data
- Expanded our Diverse Intelligence Series to include thought leadership around media representation and audiences of additional communities, including Native Americans, LGBTQ+, people with disabilities and women over 50 years of age
- Added two new leaders, representing Native Americans and people with disabilities, to our external advisory council
- Started the Diverse-Owned Media Equity program, a first-of-its-kind offering, to accelerate the growth and impact of diverse-owned media businesses
- Launched two new Business Resource Groups (BRGs) including Believe (our inter-faith BRG) and NATIV (our Native American, Tribal and Indigenous voices BRG), bringing our BRG total to 13 in 2021
- Accelerated business diversity efforts in the U.S. to alleviate the disproportionate impact of the COVID-19 pandemic on diverse businesses, hitting \$104 million in spend with diverse suppliers and 15% of our U.S. sourceable spend

## Human capital



- Announced our company values of inclusion, courage and growth, which guide everything we do and power what we call our "Growth Culture," a key enabler of our strategic business goals and our purpose
- Launched a new "Smart Work" framework to guide our approach to remote and virtual work, as part of our philosophy of providing flexibility for purposeful and productive work locations
- Began offering a new emotional health support program to all employees globally, and expanded paid sick benefits to part-time employees in the U.S.
- Pivoted to a new employee listening and continuous feedback strategy with a new survey tool designed to improve our employee engagement, experience and overall culture
- Achieved a participation rate of 78% of our employees accessing our Learning Management System and Degreed platforms, completing over 73,000 learning activities
- Created a new Chief Talent Officer role in early 2022 to maximize our approach to how we attract, grow and retain talent

## Environment



- 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

## Data privacy and security



- 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

## Communities



- 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
 <p><b>Governance</b></p>	<ul style="list-style-type: none"> <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>
 <p><b>Diversity, equity and inclusion</b></p>	<ul style="list-style-type: none"> <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>
 <p><b>Human capital</b></p>	<ul style="list-style-type: none"> <li>• Track and increase our employee net promoter score (eNPS) from “good” to “great” according to external benchmarks</li> </ul>
 <p><b>Environment</b></p>	<ul style="list-style-type: none"> <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>
 <p><b>Data privacy and security</b></p>	<ul style="list-style-type: none"> <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>
 <p><b>Communities</b></p>	<ul style="list-style-type: none"> <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>

<sup>1</sup>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.