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WELCOME

NIELSEN’S STRONG COMMITMENT TO SUPPLIER DIVERSITY ALLOWS US TO TAP INTO NEW PERSPECTIVES, UNIQUE TALENTS AND CUTTING EDGE SOLUTIONS TO MEET THE GROWING AND VARIED NEEDS OF OUR GLOBAL CLIENT BASE. OUR WORK WITH DIVERSE, EXPERIENCED, VALUE-DRIVEN SUPPLIERS FOSTERS SUCCESS IN THE LOCAL COMMUNITIES AND MARKETS IN WHICH WE LIVE AND SERVE WHILE DELIVERING OUTSTANDING VALUE TO OUR CLIENTS AND SHAREHOLDERS.
Mitch Barns
Chief Executive Officer
OUR STRONG COMMITMENT TO SUPPORT THE GLOBALIZATION OF DIVERSITY EFFORTS ACROSS OUR BUSINESS INCLUDES DIVERSIFYING OUR SUPPLY CHAIN. DIVERSITY IS A VITAL COMPONENT OF OUR GROWTH STRATEGY BECAUSE IT ALLOWS US TO BETTER SERVE THE EVOLVING NEEDS OF OUR GLOBAL CLIENTS. IT FUELS THE DEVELOPMENT OF INNOVATIVE SOLUTIONS WHICH DRIVES WORKFORCE AND MARKETPLACE GROWTH THAT OUR ASSOCIATES, CLIENTS AND COMMUNITIES ALL VALUE.

D. Sangeeta
Chief Diversity Officer

SUPPLIER DIVERSITY AT NIELSEN RELIES ON LEADERSHIP AND ACCOUNTABILITY. SUCCESS IS MEASURED BY THE LEVELS OF ENGAGEMENT FROM EACH ONE OF US. OUR COMPANY AND CULTURE IS FOUNDATION ON A BELIEF THAT OUR PROGRAMS AND PRIORITIES REFLECT THE DIVERSITY OF THE CONSUMERS THAT WE REPRESENT.

Brian West
Chief Operating Officer
In addition to our focus on Accountability, Career Development, Retention and Education, Supplier Diversity is an integral part of our 5-prong approach to Nielsen’s Diversity & Inclusion strategy. History has proven that small and diverse businesses stand at the cornerstone of innovation. We think it is imperative, therefore, that Nielsen partner with diverse suppliers in our quest for innovative solutions to provide our clients with a comprehensive understanding of what consumers watch, listen to and buy.
The year 2013 was a tremendous building block for Nielsen’s Supplier Diversity Program. Our program matured from a fundamentally sound operation to one that is nationally, if not globally, recognized. We issued our first Supplier Diversity Annual Report last year and are now even more excited to share the results. As you read this report, you will hopefully gain a better understanding of our blueprint for success as well as our strategic direction.

Our program is positioned to strengthen its perception among our supplier diversity peers, which includes many of our clients. We are also confident that our journey will allow us the flexibility to change courses as long as our impetus continues to become a world class Supplier Diversity Program. We will continue to remain transparent about the growth of our program and in developing goals and initiatives that support the needs of our clients, internal associates, suppliers and communities for which we reside.

Overall, Nielsen experienced many changes in 2013. We were able to successfully acquire Arbitron, which is now branded Nielsen Audio. The faces of our executive leaders changed with the announced departure of David Calhoun, our former CEO, as well as Susan Whiting, our former Vice Chair and Chief Diversity Officer. As we look to build upon their legacies with our new dynamic leaders, I look forward to finding ways to include Supplier Diversity in future strategic initiatives.

Join us on our journey and witness the continued growth of our program. Please enjoy our second annual report while gaining a greater understanding of our intended accomplishments for 2014.
THE YEAR IN REVIEW
Supplier Diversity is a concept practiced by corporations, including Nielsen, to seek partnership and mentoring opportunities for companies owned, operated and controlled by minorities, women, veterans and/or LGBTs. Nielsen’s Supplier Diversity team worked feverishly to increase the awareness of the program among Nielsen associates in 2013.

The team built a program that was viewed as a strategic imperative and not merely transactional in matching diverse suppliers with procurement opportunities. Nielsen’s Supplier Diversity Program recognized the value of other diverse categories by expanding its diversity tracking and goals to include companies owned by veterans and LGBTs.

Supplier Diversity also increased its focus on client engagement by developing solutions and presenting to key clients in the Watch and Buy sectors for Nielsen.

Our dedication led to Nielsen being recognized was having one of the best corporate supplier diversity programs and other honors in industry publications such as Black EOE Journal, DiversityPlus Magazine, Hispanic Network Magazine, Minority Business News USA, Professional Women’s Magazine and Women’s Enterprise USA.
A key driver for much of Nielsen’s diversity success was its implementation of a company-wide 10 percent minimum diversity spend goal. Establishing the goal provided appropriate platforms to partner with Nielsen’s senior executives. Nielsen’s then chief financial officer, Brian West, implemented a quarterly Diversity Spend Summit conference call, which allowed leaders of each business unit to provide updated diversity spend information, results against their diversity goals, and future opportunities for diversity inclusion.

Nielsen’s Supplier Diversity program also focused on assisting the Diversity & Inclusion team with creating a more diverse culture and increasing the value provided by diverse partners through Nielsen Sourcing. Although greater detail is provided in this Annual Report, below is a description of the essential program activities that were implemented in 2013:

- **10 Percent Diversity Spend Goal** – For the first time, Nielsen established a 10 percent minimum supplier diversity spend goal for each business unit.
- **Annual Report** – Nielsen created its first Annual Report to articulate goals and objectives, highlight key initiatives, educate readers regarding supplier diversity, and establish goals for the future.
- **Webinars** – Nielsen launched a successful webinar series to educate current and prospective diverse suppliers on its procurement process and provided an update on its supplier diversity efforts.
- **Small Business Saturday** – Supplier Diversity encouraged Nielsen associates in the U.S. to show their support of small, local businesses on November 30th through a global contest. The winner and winning story is featured in this report.
- **Supplier Diversity Site Liaisons** – Supplier Diversity partnered with Nielsen’s Diversity & Inclusion team as well as its Employee Resource Groups (ERGs) to increase Supplier Diversity’s regional presence and diversity spend in New York, Chicago, Cincinnati, Tampa, Baltimore/DC and Los Angeles.
- **Greater Client Engagement** – Nielsen attended client events focused on supplier diversity, assisted with contract negotiations for clients that have strong supplier diversity programs and worked on new innovative solutions to assist its clients with their supplier diversity goals.

It was a great year for the Supplier Diversity Team, filled with internal accomplishments and external accolades. To build on its success, Nielsen’s Supplier Diversity Team will continue to partner with internal and external resources in developing and implementing key strategic initiatives for 2014. Our exciting journey continues...
WHAT WE COUNT
Several industry definitions and classifications of a diverse supplier were built into the process of how we track and report specific information about this group of suppliers within our supply chain. We define and recognize diverse suppliers as being:

- A for-profit business, regardless of size, physically located in the United States or one of its trust territories.
- At least 51 percent owned, controlled and operated by a minority, woman, veteran or LGBT U.S. citizen.
- Certified by one of the following certification agencies: National Minority Development Council (NMSDC), Women's Business Enterprise National Council (WBENC), National Gay Lesbian Chamber of Commerce (NGLCC), Government Agency (City, State or National).

In order to ensure that we are not double counting spend with suppliers who have multiple diverse certifications, the minority or women certification status overrides spend count for any other recognized certification. In the event a supplier holds both a minority and woman-owned certification, their spend would be counted towards minority.

The two new additions of our diverse spend measurements included establishing baseline metrics of the quality products and services we purchase from classified veteran-owned and LGBT-owned businesses.
On a quarterly basis, our accounts payable team provides us with a customized spend file that consists of U.S. only spend activity per business leader, business unit, and purchase category. We submitted this data to a reputable 3rd party vendor specializing in validating and identifying certified diverse supplier information through their vast network of databases. The results of their report tell us the following about the diverse suppliers in our supply chain:

- Who in our company are buying
- Types of services provided
- Primary categories of purchase
- Number of diverse businesses we’re using
- Top diverse suppliers of services

Data gathered from these reports provide us with information we use to better understand current and future business opportunities for diverse suppliers. More importantly, it is used to measure the incorporation of our RIISE [revenue, income, infrastructure, spend, and education] strategy and Supplier Diversity’s overall impact of helping Nielsen bring greater value to our clients and shareholders.
DIVERSE SPEND SCORECARD AND SUMMIT

Quarterly Scorecard – The Senior Vice President of Diversity & Inclusion as well as the Vice President of Supplier Diversity meet quarterly with the leaders of each business unit and key buying departments. The purpose of the meeting is to discuss results of the entity’s workforce and supplier diversity efforts as well as to strategize on future opportunities to grow.

Diversity Spend Summit – Each quarter, leaders of every business unit and key buying departments participate on a call with Nielsen’s Chief Financial Officer and Vice President of Supplier Diversity. The purpose of the call is to discuss results against supplier diversity goals as well as focus on future opportunities. The quarterly call also provides a great platform to share supplier diversity best practices across Nielsen as well as to disseminate key updates about the program.
1st and 2nd Quarter Spend
- Total 1st half “Source-able” spend: $XXMM
- Total 1st half Diversity spend: Tier 1 $X K
  Tier 2 $X K
  Total $X K

Non-Diversity Spend
Diversity Spend

2013 MWBE Target: X%
$X overage/shortage

Top Overall Suppliers

<table>
<thead>
<tr>
<th>SUPPLIERS</th>
<th>CATEGORY</th>
<th>1ST HALF YTD SPEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance in Marketing (WBE)</td>
<td>Market Research</td>
<td>$X</td>
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<td>Q&amp;A Research Inc (MBE)</td>
<td>Market Research</td>
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</tr>
<tr>
<td>TOTAL:</td>
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<td>$X</td>
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Top Overall Suppliers

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<thead>
<tr>
<th>SUPPLIERS</th>
<th>CATEGORY</th>
<th>1ST HALF YTD SPEND</th>
<th>% OF TOTAL</th>
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<td>Company</td>
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<tr>
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<td>Company</td>
<td>Trade Publication</td>
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<tr>
<td>Company</td>
<td>Public Relations</td>
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</tr>
<tr>
<td>TOTAL:</td>
<td></td>
<td>50K</td>
<td>X%</td>
</tr>
</tbody>
</table>

Examples of Pipeline Ideas
- 1st/2nd Tier market/custom research with MBES (including firms used by business unit)
- Recognition & Rewards program
- Leverage existing relationships with current MBES
- Opportunities
- Influence current suppliers to become certified
GROWING THE NUMBER OF DIVERSE SUPPLIERS AND SPEND THROUGHOUT OUR GLOBAL SUPPLY CHAIN IS A COMPANY-WIDE COMMITMENT. OUR SENIOR LEADERS’ AGGRESSIVE APPROACH IN ESTABLISHING GOALS AND FINDING SUSTAINABLE BUSINESS OPPORTUNITIES WITHIN THEIR KEY PURCHASING AREAS LEVERAGES THE INCLUSIVITY OF DIVERSE-OWNED BUSINESSES AND SUPPLIER DIVERSITY AT NIelsen, thus far creating a consistent and steady growth for direct spend in 2013. WITH EVERYONE WORKING TOGETHER, OUR DIRECT PURCHASES FROM CERTIFIED DIVERSE-OWNED BUSINESSES TRIPLED IN SPEND GROWING FROM $15.3M TO $49.8M OVER A PERIOD OF FIVE YEARS.

INCREASED OVERALL DIVERSE SPEND FROM $15.3M TO $49.8M IN 5 YEARS
As the leading global provider of information and insights in consumer buying, audio and watching behavior across a variety of media platforms, our largest areas of spend were technology/telecommunications, marketing research, and production. Therefore, it is no surprise that this is one of the top categories of purchases from certified diverse suppliers.
CORPORATE CREDIT CARD PURCHASES

Through many internal strategic conversations and networking events, we discovered that some Nielsen associates preferred to use their corporate credit cards for services and products purchased from diverse-owned businesses, if the option was available. Mid-year, we began to work with Citibank to help us identify and capture corporate credit card spend with certified diverse-owned businesses. As a result, we were able to add $2.3M to our overall Tier 1 totals. The breakouts per diverse categories are:

- MBE $393K
- VETS $252K
- WBE $1.7M

TOP DIVERSE SUPPLIERS

Diverse suppliers are the growth engine of our economy, and through our Supplier Diversity efforts we are seizing the opportunities they provide. The following lists includes quality suppliers that adequately compete for procurement opportunities and provide us with “out of the box” approaches to address customization needs at a faster rate. As with any supplier in a business relationship with Nielsen, they make positive contributions to our bottom line through cost savings while upholding our standard of excellence to meet and exceed client expectations.

MINORITY OWNED BUSINESSES

- Interconnect Cable Technologies Corporation
- Other Electronic Component Manufacturing
- Software House International
- Computer and Computer Peripheral Equipment and Software Merchant Wholesalers
- Worldwide Technologies
- Electronic Computer Manufacturing
- Beaman Public Relations Inc
- Advertising Agencies
- Kaleidoscope Group LLC
- Administrative Management and General Management Consulting Services
## WOMEN OWNED BUSINESSES

<table>
<thead>
<tr>
<th>Company</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cunningham Field &amp; Research Service</td>
<td>Marketing Research and Public Opinion Polling</td>
</tr>
<tr>
<td>Aus Inc</td>
<td>Other Scientific and Technical Consulting Services</td>
</tr>
<tr>
<td>Continental Resources Inc</td>
<td>Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals (pt)</td>
</tr>
<tr>
<td>Luth Research LLC</td>
<td>Marketing Research and Public Opinion Polling</td>
</tr>
<tr>
<td>Custom Staffing of Westchester Inc</td>
<td>Employment Placement Agencies</td>
</tr>
</tbody>
</table>
TIER 2 REPORTING PROGRAM

While our focus in 2013 was to grow our direct spend with diverse suppliers, it is important to acknowledge the consistent diverse spend reporting from our non-diverse suppliers. This is considered Tier 2 spend, or indirect spend, in which diverse suppliers receive and are paid for services rendered directly from Nielsen suppliers. This Tier 2 reporting activity has added to our overall tracking of supplier diversity spend initiatives.

Cooperation of our non-diverse suppliers participation in reporting their diverse spend has been beneficial to Nielsen’s overall supplier diversity initiative. Our Tier 2 spend increased 48% between 2012 and 2013. The top reporting non-diverse suppliers are as follows:

MBE

- Facilities $10
- HR $409
- Finance $343
- MKTG, RES & PROD $108
- PROF SVCS $313
- TELE & TECH $10,070
- TRAVEL $225
- OFFICE SUPPLIES $1
- VEHICLES $5,718

WBE

- Facilities $21
- HR $236
- Finance $65
- MKTG, RES & PROD $199
- PROF SVCS $322
- TECH & TELE $2,538
- TRAVEL $234
- OFFICE SUPPLIES $5
- VEHICLES $437

TIER 2 TOTAL DIVERSITY

- Facilities $32
- HR $646
- Finance $408
- MKTG, RES & PROD $307
- PROF SVCS $635
- TECH & TELE $12,608
- TRAVEL $459
- OFFICE SUPPLIES $6
- VEHICLES $6,155

TIER 2 INCREASED 48% IN ONE YEAR
CLIENT REPORTING

The Nielsen Supplier Diversity team is a consistent participant in the Tier 2 reporting programs of 15 clients from our Watch and Buy services areas. These clients represent almost one-third of our total US revenues. Many of our clients adhere to mandated federal, state and local government diversity requirements to avoid business penalties. There are 35 companies listed on the Diversity Inc’s 2013 Top 50 Companies for Diversity that are Nielsen clients. These clients rely on the validity of our supply chain and HR diversity measurements to keep them on this elite list. One very unique benefit we discovered was the reciprocation of Tier 2 reporting from retail clients as a result of purchases we make from the retail client regarding their consumer packaged goods products. Overall, engaging in client Tier 2 reporting leverages mutually beneficial ideas and resources on meeting, or exceeding, program goals to increase the number of diverse suppliers and spend for both corporations. Our Supplier Diversity Team participated in the matchmaking fairs of COCA-COLA, CBS, PEPSI and P&G.

NIELSEN CORPORATE ENGAGEMENT

DIVERSITY AND INCLUSION

As a key component of Nielsen’s Diversity & Inclusion Five-Step strategy, accountability of performance is high on the list of our leaders. D&I’s program has evolved beyond recognizing and appreciating differences in culture, ethnicity, gender, age and sexual orientation. Together, we are driving a mission of anchoring diversity in the values of our global workforce and in everything we do at Nielsen. Our participation in D&I scorecard meetings were vital in expanding the awareness of the Supplier Diversity Program among senior leaders in which we have now:

• Established a corporate diversity spend goal of 10 percent
• Engaged executive business leaders in the mentoring program for diverse suppliers
• Increased presence in top client meetings with Nielsen senior executives discussing spend requirements

TOGETHER, WE ARE DRIVING A MISSION OF ANCHORING DIVERSITY IN THE VALUES OF OUR GLOBAL WORKFORCE AND IN EVERYTHING WE DO AT NIELSEN.
EMPLOYEE RESOURCE GROUPS

In addition, select members from our seven affinity employee groups serve as supplier diversity liaisons. They are an extension of our Supplier Diversity team in our Chicago, Cincinnati, Los Angeles, Tampa, Baltimore/DC and New York office locations who are championing program awareness efforts among our internal and external constituents.

CORPORATE COMMUNICATIONS

The relationship that we have fostered with Nielsen’s Global Communications has been a great service and value to our Supplier Diversity Program communication efforts. For starters, they have developed Nielsen branding guidelines and global image library that allow us to produce standardized, yet custom visual materials in-house such as:

- Internal and external PowerPoint presentations and videos
- Client-focused newsletters, announcements and emails
- Internal communications templates for staff and leadership meetings
- Business cards, stationery and email signature
- Nielsen event agendas and signage

Our access of this robust collection of communication templates and visual library promotes cost-saving efficiencies and faster delivery of quality communication messaging that addresses specific department needs while utilizing the talent of Nielsen’s globally diverse creative team.

PUBLIC AFFAIRS

Nielsen’s public affairs department has been at the forefront of empowering, assisting and partnering with diverse communities to increase their awareness of Nielsen’s commitment to corporate citizenship. Their Diverse Intelligence Insight Series discussing the watching and buying behaviors of ethnic consumers lends support to our own efforts of educating diverse-owned businesses about a variety of free Nielsen information and using it to their advantage. In 2012, public affairs executives served as diverse intelligence thought — leaders and guest speakers for local and regional supplier diversity business advocate conferences.
NIELSEN ASSOCIATES

Small Business Saturday
In recognition of Small Business Saturday®, we encouraged Nielsen associates and our Facebook followers to include making purchases from local small business owners on November 30, 2013. This is a nationwide U.S. shopping event to promote sales at local, small businesses on the Saturday between Black Friday and Cyber Monday. As an incentive, we offered one individual prize of $100 and $300 office location prize to participants. Participants provided our team with a photo of them making the purchase at the cash register of the business along with a brief narrative of why supporting small businesses should be important to everyone. Our individual winner Julie-Anne Parrilla’s dedication and understanding of the purpose of this initiative resonated with our team of voters.

“Supporting small businesses furthers the entrepreneurial spirit, prevents big box retailers and chain restaurants from taking over the market, and helps pump money back into the cities that we live in,” said Parrilla. She dined at Owen’s Fish Camp Restaurant, located at 516 Burns Court in Sarasota, Florida.

SUPPLIER ENGAGEMENT

WEBINAR SERIES
Due to popular demand by our registered suppliers, we repeated our free invitation-only webinars for registered diverse suppliers interested in gaining valuable insights on responding to request for proposals (RFP). We had over 100 participants and distributed copies of the presentation to serve as a reference.

NIELSEN SUPPLIER DIVERSITY ACADEMY

To increase our support of the local communities for which we reside around the country, we launched the Nielsen Supplier Diversity Academy. The academy focuses on identifying and mentoring local diverse businesses as well as finding procurement opportunities for them in the following major U.S. markets: New York City, Chicago, Cincinnati, Tampa, Baltimore/DC and Los Angeles. The ultimate goal of the academy is to increase the number of jobs added to the communities of the six markets as a result of our mentoring and procurement efforts.
2013 BUSINESS COMMUNITY OUTREACH

CONFERENCE SPONSORSHIP/PARTICIPATION ACTIVITIES

• Asian Business Association – 37th Annual Awards Banquet
• Chicago Minority Supplier Development Council** – Chicago Business Opportunity Fair
• Chicago United
  – Business Leaders of Color Reception
  – 10th Annual Changing Color of Leadership Bridge Awards
• National Minority Supplier Development Council – National Conference & Business Opportunity Fair
• Seyfarth & Shaw LLP – Government Contractors Business Forum
• U.S. Pan-Asian American Chamber of Commerce – CelebrAsian Business Opportunity Conference
• United States Hispanic Chamber of Commerce – National Convention & Business Fair
• Women’s Business Development Center – Entrepreneurial Conference Women’s Business & Buyer’s Mart
• Women’s Business Enterprise National Council – National Conference & Business Fair

SUPPLIER DIVERSITY EXTERNAL ADVISORY COUNCILS SUB-COMMITTEE

Established in 2011, the Supplier Diversity team enlisted 9 members from Nielsen’s three External Advisory Councils. These members are comprised of business leaders, community leaders, and notable industry experts. The sub-committee members meet with our team on a quarterly basis to share their views and recommendations about ways to enhance Nielsen’s supplier diversity efforts and increase our use of diverse-owned businesses in minority communities.

BOARD & COMMITTEE MEMBERSHIPS

• Chicago Minority Supplier Development Council (Chicago MSDC)
• National Gay & Lesbian Chamber of Commerce (NGLCC)
• National Minority Supplier Development Council (NMSDC)
• National Veterans Business Opportunity Fair (NAVOBA)
• Women’s Business Enterprise National Council (WBENC)
2013 Nielsen Supplier Diversity Industry Recognitions

<table>
<thead>
<tr>
<th>DiversityPlus Magazine Top 30 Champions of Diversity</th>
<th>Hispanic Network Magazine's Top Supplier Diversity Program</th>
<th>Minority Business News USA's Top 75 Leading Men in Corporate Supplier Diversity</th>
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</thead>
<tbody>
<tr>
<td>Black EOE Journal Top Supplier Diversity Program for African Americans</td>
<td>Women's Enterprise USA 2013 WE Corporations of the Year</td>
<td>Professional Women's Magazine's Top Supplier Diversity Program</td>
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<tr>
<td>Minority Business News USA 2013 Corporate 101</td>
<td>Women's Enterprise USA Outstanding Men of WBE 2013</td>
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</tr>
</tbody>
</table>

2014 The Next Level

Nielsen will continue to refine its supplier diversity strategy to further support Nielsen’s corporate Diversity & Inclusion activities while continuing to embrace initiatives to expand opportunities for diverse suppliers.

Planned program activities in 2014 will include:

- Launch Nielsen Supplier Diversity Academy to increase local diversity spend and provide mentoring
- Assist business units with 10% minimum diversity spend goal
- Implement eLearning program
- Identify and analyze diverse manufacturers in retail
- Seek strategic alliances between business units and diverse suppliers
- Develop strategic alliances between internal business units and diverse suppliers to increase revenue
- Increase client engagement through strengthened partnership with internal client engagement teams
- Improve sourcing of diverse suppliers for 2014 RFPs through investment of sourcing tool and internal communications
- Introduce supplier diversity to non-diverse partners as a competitive platform
- Partner with Nielsen’s Women In Nielsen employee resource group to mentor women-owned businesses in Latin America
- Improve Small Business Saturday for increased applications and awareness
- Launch global Supplier Diversity program in Latin America with additional targets in Europe, Canada and Africa
- Improve Marketing/Communications metrics to measure success of supplier diversity internal/external awareness
- Improve Tier 2 program to facilitate strategic conversations with non-diverse suppliers
- Implement webinar series featuring senior executives and employee resource group members
- Develop and distribute 2014 Annual Report

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DEFINING SUPPLIER DIVERSITY

Supplier Diversity is a business strategy that encourages the use of companies owned, operated and controlled by minorities, women, veterans and LGBTs, as well as small businesses (as defined by the Small Business Administration). Collectively, these companies are referred to as diverse businesses. For descriptions of other diverse business classifications see list on page XX.

There are approximately 5.8 million minority-owned businesses in the U.S. generating an estimate of $1 trillion annual revenue and employing nearly 6 million workers.\(^1\) There are also more than 8.6 million women-owned businesses, generating approximately $1.3 trillion in annual sales and employing nearly 7.8 million people.\(^2\) Sixty to eighty percent of all new jobs each year come from small businesses.\(^3\) When companies such as Nielsen partner with diverse businesses, they are also impacting the economic development of those communities in which they reside.

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## MAJOR NIELSEN PURCHASE CATEGORIES

<table>
<thead>
<tr>
<th>MAJOR PURCHASE CATEGORY</th>
<th>EXAMPLES OF SERVICE DESCRIPTIONS</th>
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<tbody>
<tr>
<td>Facilities</td>
<td>Furniture, Other Office Expenses, Office Maintenance &amp; Repair, Building Leasing, Relocation</td>
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<tr>
<td>Human Resources</td>
<td>Employee Awards, Temps / Contractors, Associate Training, Recruitment Fees, Other Staff Costs and Payroll Process / Agency</td>
</tr>
<tr>
<td>IPO</td>
<td>Usage of diverse firms in Nielsen’s initial public offerings, secondary offerings and other investment activities.</td>
</tr>
<tr>
<td>Marketing, Research &amp; Production</td>
<td>Outsourcing (Field &amp; Data), Advertising, External List Services / Rental, Data Analysis, Meeting &amp; Exhibiting, Mail Fulfillment &amp; Distribution Services, Printing &amp; Related Services</td>
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<tr>
<td>Professional Services</td>
<td>Legal, Tax Consulting, Audit Services, Insurance &amp; Benefits</td>
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<td>Technology &amp; Telecom</td>
<td>PC Equipment, Hardware / Software Technology, Maintenance, Licensing, Outsourced Technology Related Consulting, Internet, Data Acquisition, and Telecommunications Networks</td>
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<tr>
<td>Vehicles</td>
<td>Vehicle Leasing, Rentals, Maintenance, Repair</td>
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</table>
DIVERSE CLASSIFICATION
DESCRIPTIONS—ABBREVIATED

MINORITY OWNED BUSINESS ENTERPRISE (MBE)

A U.S. based, for-profit business enterprise, regardless of size, which is at least 51 percent owned, operated, managed, and controlled by a minority. Minorities include African-Americans, Hispanic-Americans, Asian-Pacific Americans, Subcontinent Asian-Americans, and Native Americans.

WOMAN-OWNED BUSINESS ENTERPRISE (WBE)

A U.S. based, for-profit business enterprise, regardless of size, which is at least 51 percent owned, operated, managed, and controlled by a woman.

SMALL BUSINESS ENTERPRISE (SBA)

A business concern, including its affiliates that are independently owned and operated, not dominant in the field of operation in which it might bid on Government contracts.

8(A) SMALL BUSINESS ENTERPRISE

A business concern that qualifies as a small business and must be unconditionally owned and controlled by one or more socially and economically disadvantaged individuals who are of good character and citizens of the United States, and must demonstrate potential for success.

SMALL DISADVANTAGED BUSINESS ENTERPRISE (SDBE)

A small business concern that is at least 51 percent (51%) owned by one or more individuals who are both socially and economically disadvantaged.
SERVICE-DISABLED VETERAN-OWNED BUSINESS ENTERPRISE (SDVBE)

A U.S. based, for profit business enterprise, regardless of size, which is at least 51 percent owned, operated, managed, and controlled by a service disabled veteran.

VETERAN-OWNED BUSINESS ENTERPRISE (VBE)

A U.S. based, for profit business enterprise, regardless of size, which is at least 51 percent owned, operated, managed, and controlled by a veteran.

HUB ZONE BUSINESS ENTERPRISE

A small business concern that meets the following criteria: (a) must be located in a “historically underutilized business zone”; (b) must be owned and controlled by one or more U.S. Citizens; and (c) at least 35% of its employees must reside in a HUB Zone.

LESBIAN, GAY, BISEXUAL AND/OR TRANSGENDERED BUSINESS ENTERPRISE (LGBT)

A U.S. based, for profit business enterprise, regardless of size, must be at least 51% owned, operated, managed, and controlled by an LGBT person or persons who are either U.S. citizens or lawful permanent residents.

DISABLED

An individual is considered to have a “disability” if s/he has a physical or mental impairment that substantially limits one or more major life activities, has a record of such impairment, or is regarded as having such impairment.
2013 EVENTS

Asian Business Association

US Pan Asian American Chamber of Commerce

United States Hispanic Chamber of Commerce
2013 EVENTS

Global Impact Day Sourcing Team

National Veteran-Owned Business Association
National Gay Lesbian Chamber of Commerce

Womens Business Development Council
SUPPLIER DIVERSITY TEAM CONTACT

LAMONT ROBINSON
Vice President, Supplier Diversity
200 West Jackson Blvd. Suite 2600
Chicago, IL 60606
supplier.diversity@nielsen.com

SHIRELLE MAGEE
Supplier Diversity Coordinator
200 West Jackson Blvd. Suite 2600
Chicago, IL 60606
supplier.diversity@nielsen.com
ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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