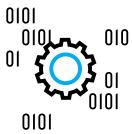


GLOBAL RESPONSIBILITY & SUSTAINABILITY @ NIELSEN



DATA FOR GOOD

Sharing consumer insights and data with the world to make a difference



NIELSEN CARES

Volunteering our skills and time



NIELSEN GREEN

Managing our impact on the environment



RESPONSIBLE PRACTICES & REPORTING

Connecting Nielsen with relevant environmental, social and governance issues

2018 WINS AND IMPACTS



DJSI + FTSE4GOOD

Nielsen was included for the second consecutive year in both the FTSE4Good Index and the Dow Jones Sustainability North America Index, as well as the Dow Jones Sustainability World Index for the first time.



THOUGHT LEADERSHIP

Nielsen shared new thought leadership about consumer preferences regarding the sustainability attributes of the products they purchase.



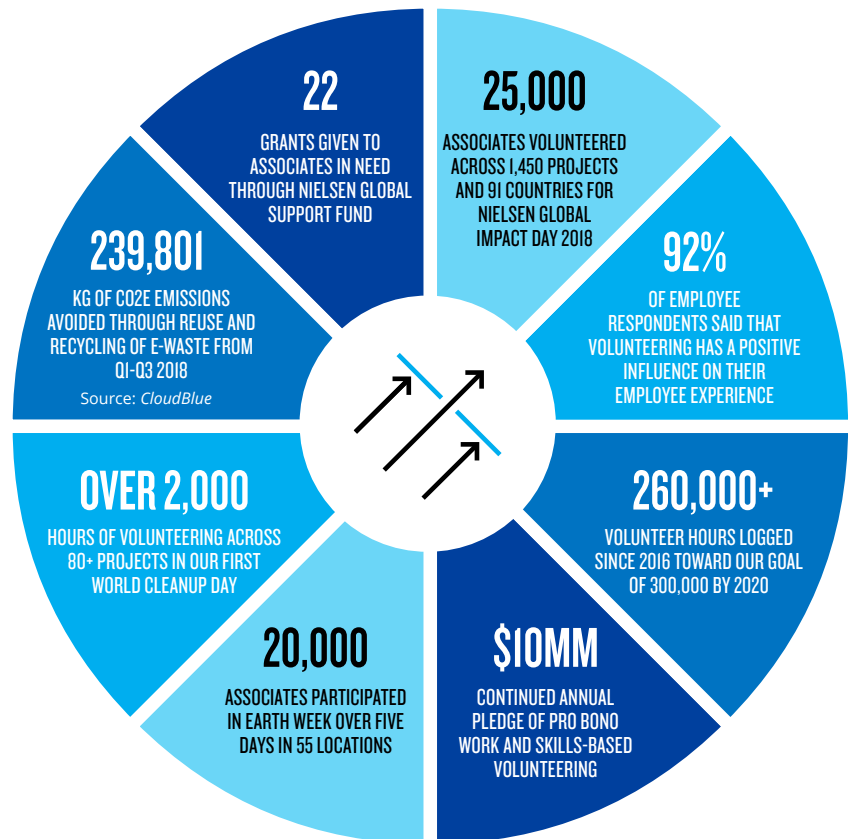
GLOBAL RESPONSIBILITY REPORT

Published our second Nielsen Global Responsibility Report, sharing our performance and progress on our long-term, ESG-focused (environmental, social and governance) initiatives that drive continuous value and improvement for our business and stakeholders.



JUST 100

Nielsen was included as the industry leader for Media companies on JUST Capital's "JUST 100" list for the second time; in the Top 50 for the first time in 2018.



Visit [NIELSEN.COM](https://www.nielsen.com) to learn more about our ongoing Global Responsibility & Sustainability efforts