

NielsenIQ and its approach to human rights

NielsenIQ

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2022 Nielsen modern slavery statement for the year ending 31 December 2021

Our business and organizational structure

NielsenIQ is a leading global information services organization that provides a holistic and objective understanding of the retail and FMCG (Fast Moving Consumer Goods) industry. NielsenIQ provides consumer packaged goods' manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

NielsenIQ operates in approximately 90 countries. As a global company with a commitment to integrity and corporate citizenship, NielsenIQ manages and monitors the risks of human and labour rights violations associated with its operations and the suppliers who are core to its business across the globe.

Our supply chain

NielsenIQ's supply chain consists of thousands of suppliers globally and purchases in the top three categories include professional services, operations and technology. About half of the total spend is on technology and operations suppliers. This category includes suppliers that are large, multinational enterprises based in North America and Europe and, to a lesser degree, small- to medium-sized enterprises (SMEs) in emerging markets.

NielsenIQ manages its relations with suppliers through policies that govern supplier procurement requirements based on the higher-risk industries and markets.

Risk of human rights issues in our business and supply chain

NielsenIQ recognizes that monitoring human rights risks is critical for all stakeholder groups, but that not all groups require the same type or degree of monitoring, resources, and support. With that in mind, NielsenIQ has identified key high-risk groups that require more rigorous monitoring, including manufacturing suppliers, panellists and sometimes Nielsen IQ employees—for the latter group, it is particularly important to monitor those who perform their job responsibilities in field operations. NielsenIQ is continually revising its approach to providing these groups and others with the resources and information they need to recognize and address potential human rights risks. NielsenIQ supplier relationships are governed by a Supplier Code of Conduct, and suppliers are screened for potential risks prior to onboarding.

Policies and practices to protect human rights

NielsenIQ has taken steps during the financial year to identify any sources of potential risk of slavery and human trafficking in the supply chain and other parts of the business. NielsenIQ aligns itself with the recommendations set forth in recognized external standards, including the UN Guiding Principles on Business and Human Rights, built on the UN Universal Declaration of Human Rights; the International Labour Organization (ILO) Conventions; European Convention on Human Rights; and the human rights related recommendations set forth in the Organisation for Economic Co-operation and

Development (OECD) Guidelines for Multinational Enterprises. NielsenIQ's alignment with these principles would cover human rights risks related to—but not limited to—the following areas: discrimination, harassment, retaliation, excessive or forced labour, child labour, appropriate compensation and minimum living wages aligned with ILO conventions, safe working conditions, and slavery and human trafficking. NielsenIQ demonstrates its commitment to human rights and the fair treatment of workers with policies and practices that prohibit human rights abuses in the organization and in the supply chain, particularly regarding involuntary labour, human trafficking, or unacceptable work conditions, including but not limited to, conditions relating to pay, hours and environment. This commitment is further outlined in NielsenIQ's Supplier Code of Conduct and \ Global Commitment to Human Rights.

NielsenIQ leaders are responsible for ensuring that practices demonstrate a commitment to human rights. Functional responsibility for managing, monitoring, and tracking potential human rights impacts and risks of our business and operations is managed across a variety of functions, including Procurement, Corporate Audit, Legal, Corporate Security, Marketing, Corporate Communications, Finance, Corporate Citizenship and Diversity, Equity & Inclusion. Each functional group contributes its unique competencies to ensure that relevant human rights risks are addressed or incorporated into existing policies or practices if and as needed.

Through its compliance programs and internal Code of Conduct, Nielsen IQ ensures that the organization and all its employees are committed to supporting human rights. NielsenIQ maintains an internal reporting helpline where employees can confidentially report any misconduct or concerns, including any issue that may be related to human rights.

NielsenIQ is committed to ensuring the safety and security of its people in offices, in

the field, or working remotely across the globe. Oversight of all Citizenship, Security & Sustainability issues resides with our Board of Directors. We also manage relevant risks and opportunities through a variety of ongoing internal engagement channels and rely on guidance from leaders across the company. More information about our overall efforts across environmental, social and governance (ESG) areas critical for our business can be found on our website.

Due diligence processes to protect human rights across our business

Human rights' is embedded in NielsenIQ's overall approach to risk management through its Enterprise Risk Management (ERM) framework. This multichannel collaboration allows for a more comprehensive and proactive approach to human rights risk management. ERM ensures that regular assessments of key risk areas are conducted, monitored, that findings are reported and integrated into organizational processes and policies, as needed. Employee health/safety and supplier management are two key risks included in the annual review.

Due diligence processes to protect human rights across the supply chain

Prior to contracting with a supplier, NielsenIQ establishes a baseline of expectations regarding social compliance through the Supplier Code of Conduct. The social compliance risk of new suppliers is assessed prior to contracting and where appropriate management systems necessary to address any potential violations after the contract is implemented is required.

NielsenIQ regularly collects ESG-related data on strategic suppliers who are core to the

business. A self-assessment gathers information generally about strategic suppliers' ESG policies at the company level. It also verifies supplier disclosure with documentation such as written company policies, third-party certifications, and membership or adherence to widely recognized industry standards.

Effectiveness in protecting human rights across the business and supply chain

NielsenIQ uses a variety of performance indicators to measure progress and performance as it relates to protecting human rights throughout the business, operations, and supply chain. NielsenIQ actively measure its suppliers' performance and progress across a range of ESG areas, including human rights-related risks. As it relates to its own business, NielsenIQ regularly monitor human rights risks that may be raised through internal audits, as well as through the functional areas with some form of dedicated responsibility to protecting human rights across the organization. NielsenIQ leverages supplier self-assessments and scorecards through Eco Vadis and consistently monitors the associated risks with its business suppliers.

Training

As it relates to employee engagement on human rights-related issues, the NielsenIQ Code of Conduct, and the Supplier Code of Conduct both establishes guidelines and expectations for lawful and ethical conduct by NielsenIQ representatives around the world. The Code of Conduct includes a section on "Protecting Human Rights" to ensure every employee is aware of and understands the obligations and expectations in this area and encourages employees to be vigilant in protecting against exploitation of vulnerable populations, human trafficking and child and forced labour. The Nielsen IQ Code of

Conduct is translated into 37 languages and NielsenIQ employees are asked to complete periodic training, and attest compliance with its principles*.

This statement is made pursuant to section 54(1) of the United Kingdom Modern Slavery Act 2015 and Australia Modern Slavery Act 2018 (Commonwealth). Reporting entities under the Australian Modern Slavery Act 2018 include Nielsen Connect Australia Pty Ltd. Reporting entities under the UK Modern Slavery Act 2015 include A.C.Nielsen Company Limited. This represents the Modern Slavery Statement that constitutes NielsenIQ's anti-slavery and human trafficking statement for all NielsenIQ companies worldwide for the year ending December 31, 2021.

* Except where not appropriate due to local law.

Signed for and on behalf of NielsenIQ

Shaun Zitting



Chief Human Resource Officer

Date: June 27, 2022