

NielsenIQ



2026 ESG Progress Report

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A message from our CEO

As the world's leading consumer intelligence company, our commitment to delivering the Full View™ of consumer behavior is increasingly important as technology and innovation continue to reshape how consumers think and act. We recognize that our data and insights can drive meaningful impact, and we are intentional in how we use them to support our clients and the industries we serve.

Our focus on identifying and accelerating growth for our customers goes hand in hand with our commitment to delivering intelligence and innovation that contribute positively to the world around us. We aim to drive positive outcomes for economies, communities, and the environment—within our organization and across the value chain—while creating long-term value for our stakeholders and the communities we serve.

This report summarizes our Environmental, Social, and Governance (ESG) priorities and highlights how we embed inclusive, sustainable principles into our business model.

Our employees are at the center of these efforts. In 2025, we continued to put into practice the Principles that guide our work being Client Obsessed, Driven to Win, Accountable for Results, and Committed to Integrity—and introduced Fast to Adapt, reflecting the pace of change across our business and the markets we serve. Together, these Principles define how we operate and deliver value.

We are building on strong momentum and remain focused on delivering meaningful outcomes for our stakeholders and contributing to a more resilient and sustainable future.



A handwritten signature in black ink that reads "Jim Peck". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jim Peck
Executive Chairman and CEO

NIQ

About *this report*

This is NIQ's fourth annual Environmental, Social, and Governance (ESG) Progress Report, outlining our approach, activities, and performance in 2025, unless otherwise noted. The report focuses on the sustainability issues most relevant to our business and stakeholders.

We continue to align our reporting with the United Nations Sustainable Development Goals (UN SDGs). We have also included Global Reporting Initiative (GRI) and Sustainability Accounting Standards Board (SASB) indices for the Professional and Commercial Services sector, as well as a Task Force on Climate-related Financial Disclosures (TCFD) index in the Appendix.

Environmental and climate-related statements in this report describe current initiatives, assessments, and areas of focus. Unless specifically stated otherwise, such statements should not be interpreted as commitments, targets, guarantees of future performance, or representations regarding the environmental impact of NIQ's operations, products, services, clients, or suppliers.

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Introduction

About NIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete and clear understanding of consumer buying behavior that reveals new pathways to growth.

With operations in more than 90 countries,* NIQ covers approximately 82% of the world's population and more than \$7.4 trillion in global consumer spend, supporting brands across fast-moving consumer goods, technology, retail, and other sectors.

By combining a robust global data footprint with granular retail and consumer measurement, and advanced artificial intelligence (AI)-powered analytics, NIQ delivers The Full View™, helping brands and retailers better understand consumer behavior and act with confidence.

*A full list of NIQ entities is included in the Appendix of of this report.



NIQ at a Glance



Awards & Recognitions

	Avtar Most Inclusive Companies Index, India (2025)		EcoVadis Committed Badge (2025)
	Avtar 100 Best Companies for Women in India (2020–2025)		Menopause Friendly Employer, Henpicked (UK and Ireland) (2025)
	Champion of Good, Singapore National Volunteer and Philanthropy Centre (2024–2025)		LEAD Network Inclusion Level 5 (2022–2025)
	CDP Climate Disclosure award (2025)		

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ESG strategy & governance

At NIQ, integrity is the foundation of how we operate. We uphold responsible business practices through a strong framework of policies, standards, and oversight that fosters an ethical corporate culture across our global footprint.

ESG Governance

Our Chief Legal Officer (CLO) oversees NIQ's environmental, social, and governance (ESG) strategy and leads a dedicated central team responsible for advancing our priorities. The team works across the business to coordinate execution, support alignment, and manage ESG reporting and disclosures.

Our internal ESG governance framework, introduced in 2024, clarifies roles and responsibilities and supports consistent oversight and accountability across our sustainability priorities. As part of this framework, we established an ESG Governance Steering Committee (SteerCo) in 2025, comprising senior leaders from Compliance, Procurement, Operations, and Marketing/Communications.

The SteerCo meets quarterly to review progress, make governance decisions, and engage stakeholders, with support from C-level sponsors including the Chief Legal Officer, Chief Financial Officer, and Chief Technology Officer. The SteerCo is supported by the central ESG team, which drives implementation across business functions and reports on progress and key decisions.

Our Board of Directors and CEO review and approve key elements of our ESG strategy and take an active role in major business decisions. The Audit Committee of the Board receives regular updates on ESG priorities and regulatory developments and provides oversight of ESG-related risks and disclosures.

Risk Management and Oversight

NIQ's independent Internal Audit team oversees a disciplined and structured enterprise risk management (ERM) program. The team evaluates the design and effectiveness of internal controls, with a primary focus on financial reporting, while also conducting operational audits and project-based reviews aligned with evolving business priorities.

In addition to controls testing, Internal Audit facilitates NIQ's ERM program, enabling the ongoing identification, assessment, and management of enterprise risks. The program is reviewed twice annually with senior management and the Audit Committee of the Board of Directors. These reviews support cross-functional alignment and help embed risk considerations into business activities, reinforcing informed decision-making across the organization.



We continue to integrate ESG priority focus areas into our regular risk review processes, ensuring that emerging insights are reflected in risk assessments, mitigation efforts, and action plans.

In 2025, we completed our first Double Materiality Assessment (DMA) to better understand the sustainability topics most relevant to our business, stakeholders, and long-term strategy. The assessment considered a range of factors, including business and regulatory trends, internal stakeholder engagement, business operations, and potential financial and impact-related risks and opportunities.

Insights from this work informed a subsequent gap assessment to support alignment with evolving regulatory expectations, including the European Union's Corporate Sustainability Reporting Directive (CSRD). We also continue to monitor emerging ESG regulations globally to support compliance readiness.

Crisis, Security, and Safety Management

NIQ maintains a global crisis management and disaster recovery program led by our Crisis, Security, and Safety Management (CSSM) team. In alignment with ISO 22361 and ISO 22301, we have established a global business resiliency policy, region-specific recovery plans, and crisis protocols supported by assessments, scenario testing, backup procedures, and post-event reviews. CSSM regional leads serve as key points of contact across NIQ's 100+ operating areas, supporting incident notification, coordination, and response.

In 2024, we formalized our Crisis Management Policy (CMP) to strengthen preparedness and response across our global footprint. The CMP outlines a Crisis Management Framework grounded in enterprise risk management, emergency preparedness, IT disaster recovery, and business continuity. The framework was activated multiple times in 2025 in response to natural hazards and geopolitical developments, including armed conflict in Ukraine, regional instability in the Middle East, and the 7.7-magnitude earthquake in Myanmar. In each case, NIQ implemented accountability and contingency protocols to support employee safety and maintain business continuity.

NIQ's Corporate Security team continues to protect our people, property, and operations through targeted training, third-party monitoring, a global internal security partner network, and additional resources in higher-risk regions. The team also supports business decision-making in complex environments by providing risk assessments to inform operational planning.

The team introduced a global safety training program in 2025 focused on helping employees identify and respond to potential risks in their work environments. Delivered in more than 20 languages, the training reached over 6,000 field-based employees, including auditors responsible for data collection, as well as field managers and operational leads. This supports safer field operations and more consistent risk awareness across NIQ's global data collection activities.

We continued to build on our global Employee Health & Safety (EHS) program, established in 2024. Our Global EHS Team, comprising a global lead and three regional consultants, works with in-country safety managers, administrators, representatives, and vendors to promote safe and healthy work environments across NIQ locations.

In alignment with ISO 45001, our Global EHS Policy outlines roles and responsibilities and reflects best practices for our workforce, clients, vendors, and visitors. In 2025, we achieved 100% site-level adoption of the Global EHS Policy and continued to embed EHS practices across our operations. This included maintaining centralized accident reporting and investigation processes to support continuous improvement in the prevention of workplace injuries and illnesses and completing our first enterprise-wide safety gap assessment to identify priority areas for improvement.

We also expanded access to EHS resources by consolidating learning materials into a single global platform, deploying a digital risk assessment tool, and integrating EHS requirements into Code of Conduct training. Together, these efforts strengthen consistency and equip employees and managers to better identify and manage workplace health and safety risks. As our operations continue to evolve, we are further enhancing crisis management capabilities through detailed response playbooks, stronger information-sharing protocols, and a globally standardized, scalable security and risk management model.

Ethics & Compliance

NIQ is committed to upholding high ethical standards across our operations. Our ethics and compliance program is managed by the Ethics and Compliance team and overseen by the Chief Legal Officer, with regular reporting to the Audit Committee of the Board of Directors to support accountability and oversight of ethical business practices.

Our [Code of Conduct](#) defines expectations for ethical business conduct across NIQ's operations and serves as the foundation for global policies on anti-corruption, conflicts of interest, trade sanctions, whistleblowing and non-retaliation, anti-harassment, anti-discrimination, and other key compliance areas.

The Code is regularly reviewed and updated to reflect evolving business needs and is available in multiple languages to support our global workforce. All employees are required to formally acknowledge the Code annually and complete biennial training on its requirements, while new hires complete both during onboarding.

Additional topic-specific ethics and compliance training is planned for the global workforce, with supplementary training provided for certain roles and geographies based on a risk-based approach.

We aim to foster a culture where employees and business partners feel comfortable raising concerns about potential misconduct. The NIQ Ethics Hotline, managed by an independent third party, is available 24/7 in multiple languages to employees and external partners. Reports can be submitted anonymously, where permitted by local law, and the hotline also serves as a confidential channel for asking questions or seeking guidance.



Additional reporting channels are available in line with local whistleblower regulations, where applicable. NIQ maintains a strict non-retaliation policy to protect individuals who raise concerns in good faith. Further details are available in our [Speak Up and Non-Retaliation Policy](#).

Responsible Sourcing

NIQ's vendor relationships are grounded in responsible sourcing practices that reinforce ethics, compliance, and operational integrity. We expect third-party partners to adhere to the same standards we apply internally, including those outlined in our [Supplier Code of Conduct](#), [Modern Slavery Statement](#), and [Global Commitment to Human Rights](#).

Our supply chain is primarily service-based, with key spend areas including data collection services, IT hardware, software and support, and corporate services. Where manufactured goods are sourced, they are typically procured from multinational suppliers with established ethics and sustainability programs.

As part of our procurement lifecycle, we conduct due diligence during onboarding and throughout the supplier relationship to identify and manage potential risks. This includes sanctions screening and, where relevant, additional reviews by our Information Security and Legal and Compliance teams.

In 2024, we enhanced our procurement capabilities by launching a unified sanctions screening platform and aligning supplier diversity reporting across legacy NIQ and GfK operations. In 2025, we implemented a third-party ESG screening platform to support supplier risk assessments as part of our Supplier Due Diligence Program. Based on our supplier population and spend records for 2024, suppliers representing all reported supplier spend during the period were included within the scope of the ESG screening process. Screening results supported supplier risk identification and mitigation activities across relevant procurement categories.

In higher-risk geographies, industries, and service categories, we apply enhanced due diligence measures, including ESG-related supplier self-assessments for procurement categories identified as higher risk, such as offline data, to support targeted actions. In 2026, we plan to further strengthen this process by expanding these measures and enhancing our ability to take action across critical suppliers and categories. We also continue to refine our sourcing practices to better integrate sustainability, performance, and compliance considerations, including more consistent evaluation of supplier accountability across key categories.

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Data integrity, privacy & security

NIQ helps clients understand markets and consumers by delivering the data and tools needed to make informed decisions. By combining market-level retail data with consumer insights on purchasing behavior, our clients can reach more customers, refine pricing strategies, and drive growth. We are committed to delivering these insights securely, with precision and integrity.

Data Integrity

Data is central to NIQ's business. Each day, we transform large volumes of consumer and retail data into accurate, timely insights that inform critical decisions. We apply rigorous controls to help ensure our data is relevant, high-quality, and responsibly sourced.

To maintain these standards at scale, we use automation, artificial intelligence (AI), and advanced analytics to support consistency and accuracy across our systems. As these technologies evolve, we continue to strengthen governance and oversight to support their responsible use.

NIQ has long used AI and machine learning to support data acquisition, processing, and coding. These tools are designed to help ensure data is consistently tagged, validated, and integrated across platforms. For example, NIQ In-Store Vision uses digital imaging to help improve the efficiency and accuracy of data collection, while helping to reduce potential bias. We also apply generative AI across a range of use cases, including conversational tools, task automation, validation processes, and insight generation.

NIQ has a document known as the [NIQ AI Safety Policy](#) which guide the responsible development and use of AI across the business. Grounded in scientific rigor and human oversight, these frameworks help ensure our AI applications are effective, ethical and safe.

Helping to Maintain Data Integrity

Preserving data quality is a shared responsibility across NIQ. We have established a dedicated taskforce to explore next-generation AI applications, with a focus on improving data completeness, quality, and responsible use.

Our global data governance teams provide oversight across markets, helping ensure local data practices remain compliant, consistent, and aligned with technical requirements. In 2025, we continued operationalizing our AI governance framework, building on existing AI Safety Policies and Guiding Principles. This includes defined governance structures, documented standards for the development and use of AI systems, and risk-based review processes aligned with data integrity, privacy, and security requirements. Governance is supported by cross-functional collaboration among Legal, Privacy, Security, and Technology



teams, with ongoing efforts to strengthen oversight processes, documentation, and training.

We also maintain global guidelines for generative AI use to support responsible and effective adoption. We provide continuous refresher training and standard operating procedure documentation for associates, including updates to data coding protocols and methodologies, to help maintain data quality and consistency across datasets.

Using Advanced Analytics to Drive Insights

NIQ invests in cloud-based analytics platforms and tools that help clients access data more easily, generate insights more quickly, and make more informed business decisions. For example:

- **NIQ Discover** is an AI-powered self-service platform with cloud-based predictive analytics that helps clients turn data into differentiated insights and take tangible, timely actions.
- **Byzzer** provides small and mid-sized brands with intuitive report templates and analytics that support consistent buying experiences across marketing channels.
- **Newron** is an AI-powered analytics platform that helps brands and retailers identify market trends, optimize decisions, and turn complex data into clear business actions.
- **NIQ Activate** is an AI-based collaborative platform that enables retailers and brands to transform data into actionable strategies through personalized offers, retail media, and supply chain analytics.

We continue to expand the use of advanced analytics and machine learning to refine methodologies and improve the quality and consistency of insights delivered to clients. As these capabilities evolve, they enable NIQ to respond more effectively to changing client needs and support data-driven decision-making across industries.

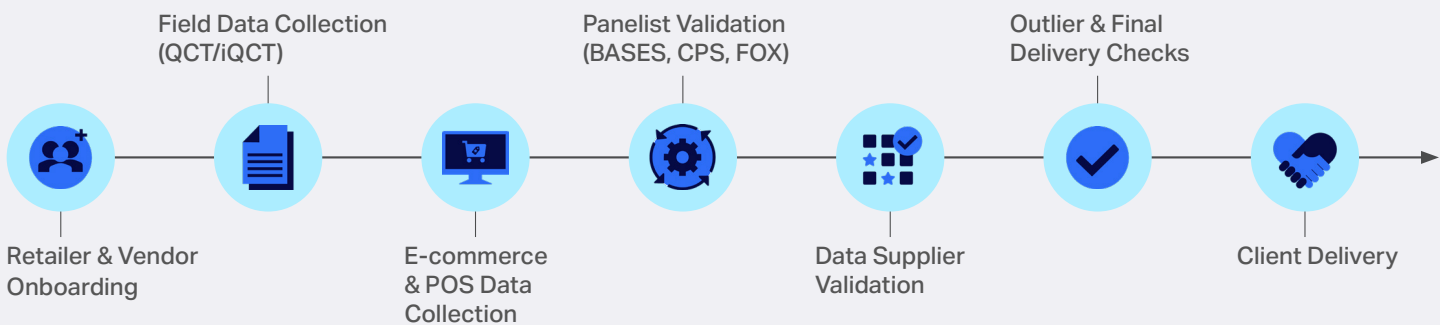


Managing Data Integrity Across the Data Lifecycle

NIQ manages data quality through structured controls applied across each stage of the data lifecycle, from initial collection through client delivery. These controls are designed to support accuracy, consistency, and traceability, and are reinforced through standardized processes, automation, and advanced analytics.

In 2025, we enhanced validation earlier in the data lifecycle through expanded use of AI and machine learning, improving data quality and reducing downstream errors.

Data Quality Controls Across the Lifecycle



Retailer Onboarding and Accreditation

We conduct initial sample by gender during onboarding of new retailers or vendors to validate data quality and integrity. We apply a structured Retailer Accreditation Protocol (RAP) to assess the quality of the data provider and identify potential risks. The same process is used to reassess existing retailers, providing a consistent framework for evaluating data quality across our network.

We also collaborate with co-operating retailers to improve data inputs, helping maintain data quality at the source while supporting reliable, high-quality delivery to our clients.

Quality Checks for Field Data Collection

We use our Quality Control Tower (QCT) to monitor field data collection in real time through our store auditing devices. QCT applications, along with geomapping tools and analytics, provide automated alerts and enable virtual supervision of field activity. Additional layers of automated validation are applied through iQCT (intelligent QCT) to further strengthen oversight.

Strict controls are in place to guide field auditors who collect data in stores and other locations, supported by an incident response plan that helps ensure deviations from standard procedures are addressed promptly. We also continue to expand the use of AI-driven tools to improve data collection across traditional trade environments globally.

E-commerce Data Collection and Validation

We collect e-commerce data from a range of sources, including point-of-sale (POS) systems, using industry-standard technologies and security protocols. Once integrated into NIQ systems, all data undergoes validation to confirm accuracy and reliability before being incorporated into client deliverables.

Regardless of source or format, incoming e-commerce data must meet NIQ's standards for quality, consistency, and data security.

Quality Checks for Panelists

NIQ BASES™ uses both proprietary and third-party panels and applies established verification processes to support panel authenticity and data integrity. These include recruitment fraud checks, two-factor authentication, digital fingerprinting, vetting of third-party panel providers, and regular audits.

For Consumer Panel Services (CPS), we apply a combination of screening, monitoring, and analytics to maintain panel quality and data reliability.

For NIQ Digital Purchases, panelists voluntarily participate through NIQ mobile applications as part of a convenience-based panel. Individuals with an email address can register to use the apps and, as part of the onboarding process, consent to the access and processing of e-commerce receipt data from their email accounts. NIQ uses purchase behavior data alongside third-party data sources to help ensure insights are representative of the market and aligned with high data-quality standards.

Validating Incoming Data from Data Suppliers

Once a data supplier is onboarded, all incoming datasets undergo a standardized, automated validation process designed to ensure consistency and reduce manual error. This process is applied globally and supported by escalation and resolution protocols to promptly address issues that may affect data quality or timeliness.

We continue to improve turnaround times for supplier data validation to reduce delays in final data delivery and improve downstream efficiency. Strengthening validation at the input stage helps reduce downstream exceptions and alerts, and supports more timely delivery to clients.

Outlier Checks and Final Delivery Checks

Before client delivery, NIQ runs system-generated quality checks to identify and resolve outliers, duplications, and other inconsistencies. These final validation steps are largely automated and rely on smart algorithms that assess data against defined quality standards and thresholds.

Privacy and Data Protection

In an industry where trust in data is essential, NIQ takes a structured approach to privacy and data protection. Our global privacy program and governance model are aligned with applicable international and local data protection laws, with a focus on the responsible and transparent use of personal data across our operations.

NIQ's Global Privacy, Product, and AI Legal team oversees the program, including the implementation of administrative, technical, and physical safeguards. Personal data collected from panelists, survey participants, and other sources is protected through defined standards, regular audits, and ongoing enhancements to encryption and data protection practices.

We apply a range of Privacy by Design and Privacy by Default practices across our operations, including data minimization, pseudonymization or de-identification, where appropriate, and purpose limitation controls aligned with applicable laws. We also conduct privacy impact assessments (PIAs) and data protection impact assessments (DPIAs), where required, for new or enhanced products, data uses, or technologies that present elevated risk.

Privacy considerations are also incorporated into AI development and deployment processes, including reviews of data inputs, outputs, and intended use cases, supported by cross-functional governance.

We continue to invest in employee and partner education to promote accountability and awareness. Employees are required to complete periodic privacy and data protection training through onboarding and ongoing awareness programs, with completion rates monitored centrally to support compliance.

By embedding privacy considerations across the data lifecycle, we continue to support responsible data stewardship and maintain trust with clients, partners, and panelists.



Data Security Measures

Governance

Our cybersecurity program is based on the National Institute of Standards and Technology Cybersecurity Framework (NIST CSF), supporting a comprehensive, risk-based approach to protecting sensitive data and maintaining operational resilience. We also align our policies and controls with the Center for Internet Security's Critical Security Controls (CIS CSC), applying established best practices and technical safeguards to address evolving cyber threats. Through these industry-recognized frameworks, we regularly assess and enhance our security posture.

Oversight is provided by the Information Technology (IT) Governance, Risk, and Compliance (GRC) Committee, which guides cybersecurity priorities and monitors adherence to regulatory and industry requirements. In 2025, we enhanced IT GRC reporting to improve tracking of remediation actions and clarify ownership across teams. We also strengthened security controls related to AI-driven processes, with a focus on protecting data and improving oversight of these activities.

Beyond governance, we manage cybersecurity risks through structured programs and training. Our Third-Party Risk Management Program helps ensure external partners meet NIQ's security standards, supporting protection across our broader data ecosystem. Internally, we promote accountability through cybersecurity awareness training, pre-employment background checks, and employee confidentiality agreements. In 2025, we strengthened employee training efforts through enterprise-wide annual awareness programs, structured new hire onboarding, and ongoing phishing simulation exercises to enhance awareness and reinforce consistent, proactive security behaviors across the organization. Together, these measures support a security-focused culture across NIQ's global operations.

Cybersecurity Operations

NIQ maintains a continuous monitoring environment to manage evolving cyber threats. Our Security Information and Event Monitoring (SIEM) system supports real-time detection and analysis of security events, enabling timely investigation and response. This is complemented by a 24/7/365 incident response capability that ensures rapid detection and resolution of incidents across our global infrastructure and systems.

We also maintain a threat intelligence program that includes vulnerability assessments, penetration testing, and both Dynamic and Static Application Security Testing (DAST/SAST). These tools help identify and address potential vulnerabilities before they can be exploited. Together, these capabilities support the reliability of our systems and help maintain data integrity and business continuity.

Technology-Enabled Program

NIQ's security infrastructure is supported by technologies that detect, prevent, and respond to malicious activity. These include antivirus and endpoint detection and response (EDR) solutions, privileged account management, firewalls, intrusion detection systems, and web filtering tools to prevent unauthorized access.

We also enforce multifactor authentication (MFA) across critical systems, supported by patch management, configuration controls, and system hardening, to reduce vulnerabilities. Physical and logical access controls help ensure secure access to data and infrastructure, further reinforcing NIQ's commitment to safeguarding sensitive information. Together, these measures help protect sensitive information and maintain the integrity of our global operations.

Enabling Smarter Decisions with Inclusive Insights

Strengthening Representation in Our Data

We believe insights are only as strong as the data behind them. NIQ invests in representative measurement approaches that capture a broad range of consumer experiences and maintain rigorous panel calibration practices to ensure our data reflects the diversity of the markets we serve. These efforts enable clients to better understand consumer behavior and make more informed decisions, helping them design inclusive products, marketing campaigns, and consumer experiences grounded in real-world behaviors and needs.

In 2025, NIQ launched the expanded omnishopper panel, providing access to larger samples across key diverse consumer groups. Enhanced sample sizes, combined with refined projection methodologies designed to improve accuracy among underrepresented populations, enable NIQ to deliver insights that help manufacturers and retailers better understand and serve a broader range of consumers.

More representative sampling helps clients better understand the distinct preferences, purchasing behaviors, and market dynamics shaping different consumer groups, including:

- **Hispanic consumers** – A growing and digitally connected consumer segment that is highly responsive to brands that reflect their identities and values.
- **African American consumers** – Consumers with distinct purchasing preferences across categories, including strong interest in U.S.-made products.
- **Supplemental Nutrition Assistance Program (SNAP) households** – Households whose purchasing decisions may be influenced by changes in food assistance benefits and broader affordability pressures.



Driving More Informed and Inclusive Decisions

NIQ helps organizations understand how values, identity, and behavior shape consumer decision-making. By providing accurate, representative insights, we enable clients and partners to engage more effectively with the people they serve in ways that are inclusive and relevant.

We integrate sustainability-related insights into both syndicated and custom research to connect consumer attitudes with actual purchasing behavior. Green Gauge™, a 30+ year study of sustainability attitudes across more than 20 countries, is linked to NIQ's Homescan panel to align consumer sentiment with observed purchase data. These insights are supported by our Consumer Life Study, one of the world's longest-standing trend trackers, which surveys more than 30,000 consumers annually across 25+ countries to track evolving behaviors and preferences.

Our syndicated research portfolio through MRI-Simmons, a joint venture between NIQ and SymphonyAI, also explores the social and cultural drivers shaping consumer choices. This includes the Green Segments & USA Study, featuring over 1,000 attitudinal measures—27 related to sustainability and environmental concerns—and five GreenAware segments used for audience profiling and campaign development. The biannual Retail Trends Study provides additional insights into consumer expectations, including views on social issues and local brand engagement.

We also use our neuroscience-based ad effectiveness and design tools to assess both conscious and subconscious responses to advertising and packaging, helping brands develop campaigns that resonate more clearly with target audiences. These tools are particularly valuable when assessing pro-social and sustainability messaging, where non-conscious measurement can provide deeper insight into consumer responses that may not be fully captured through traditional feedback methods.

Enabling Innovation Across the Consumer Goods Ecosystem

Building on these insights, NIQ provides data and analytical tools designed to help Consumer-Packaged Goods (CPG) companies evaluate consumer expectations relating to products, packaging, sourcing, and other business practices.

We work with manufacturers and retailers to identify opportunities for innovation, track shifts in consumer sentiment, and provide insights that can inform long-term business strategies related to environmental and social topics. Whether developing new offerings, rethinking packaging, or refining product claims, our data-driven tools help brands make more informed decisions aligned with evolving consumer expectations.

In 2025, we expanded NielsenIQ Product Insights (NPI) attribution by adding characteristics that strengthen how clients measure and evaluate ESG-related themes. These enhancements improved visibility into product composition, ingredient sourcing, and health-related attributes, while advancing how product claims are defined and validated. Examples include SNAP eligibility by state to assess food accessibility and affordability at a localized level, expanded nutrient and ingredient-level data to evaluate product health profiles, and standardized classifications such as NOVA food-processing levels and “free from” claims aligned with industry and regulatory definitions. We also enhanced country-of-origin and ingredient-level tracking to improve sourcing transparency.

Together, these updates are intended to provide additional information to support clients in evaluating product characteristics, sourcing information, and sustainability-related attributes.

Expanding Access to Data for Research and Public Use

Our commitment to expanding access to actionable insights extends beyond commercial applications. We collaborate with a diverse range of academic institutions, government bodies, NGOs, and other research organizations to support independent and public-interest initiatives.

Through our longstanding collaboration with the University of Chicago Booth School of Business and its James M. Kilts Center of Marketing in Illinois, U.S., we provide anonymized retail measurement and consumer data to university-based researchers worldwide, enabling new opportunities to explore consumer behavior and market dynamics.

During 2025, NIQ worked with the Nürnberg Institut für Marktentscheidungen (NIM) in Nuremberg, Germany, to explore a potential data-sharing arrangement to distribute retail measurement data in the tech and durables space to participating universities for academic research. While the broader arrangement was not finalized, the collaboration evolved into a project-based model supporting specific academic research initiatives and enabling continued access to data for targeted research.

In 2025, we also continued to invest in developing future talent through the NIQ University Program, a 12-week training initiative that provides undergraduate students with access to datasets, analytics tools, and mentorship from industry professionals.

Beyond academia, NIQ supports government and public sector organizations by providing data and analytics to help policymakers and institutions make informed, data-driven decisions.

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Environmental responsibility

At NIQ, we are focused on understanding and managing environmental impacts associated with our operations, assessing climate-related risks to our business, and applying our data and insights to help inform business decisions related to sustainability for us and our clients.

Our Impacts and Risks

As a global consumer intelligence company serving the consumer goods industry, we recognize that data and insights may help manufacturers and retailers evaluate consumer preferences, product attributes, and business strategies related to sustainability. We help manufacturers and retailers better understand consumer behavior, track emerging trends, and identify opportunities aligned with evolving environmental and social expectations.

Our direct environmental footprint is primarily driven by energy use across offices and data centers, with additional impacts related to resource use, waste, business travel, and field operations, including emissions associated with data collection devices.

We also assess and manage climate-related risks that could affect our operations and business continuity. In 2025, we conducted our first climate risk assessment to evaluate potential physical and transition-related impacts across our operations and value chain under a range of future climate scenarios. The assessment included scenario analysis and financial impact assessment activities informed by the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD).

The assessment considered potential impacts across upstream data center providers, NIQ operations, and downstream client relationships. Key risks evaluated included acute weather events, water scarcity affecting data center operations, and evolving customer sustainability requirements. Findings from the assessment are being considered as part of our enterprise risk management processes, where applicable, to inform risk management and business continuity planning.

Our Approach to Mitigation

Environmental responsibility is integrated into how we operate and make decisions across our global business—from identifying opportunities to reduce environmental impacts in our operations and encouraging employees to contribute.

Our expectations for energy use, waste management, and business travel are outlined in our [Code of Conduct](#) and [Supplier Code of Conduct](#). We promote environmental awareness through learning initiatives that help employees build understanding of both individual and collective environmental impacts.



In 2025, we engaged employees through practical workplace initiatives focused on reducing waste, encouraging responsible resource use, and promoting environmentally conscious behaviors across our offices.

Examples included expanding recycling infrastructure, promoting energy-saving practices such as turning off lights and equipment outside working hours, reducing unnecessary paper use, transitioning to on-demand office supply ordering, donating surplus office supplies to local schools and nonprofit organizations, and supporting reusable and recycling programs across office locations.

Measuring and Managing Our Environmental Footprint

We take a data-driven approach to managing our environmental footprint and track Scope 1, 2, and 3 GHG emissions in alignment with the Greenhouse Gas Protocol. We conduct annual carbon footprint assessments, supported by external verification, to better understand our impacts and identify opportunities for improvement.

We continue to enhance how we measure and manage environmental performance across our operations, with a focus on our carbon footprint. This includes tracking renewable electricity use across our office locations and assessing the energy sources supporting our external cloud and data center infrastructure. In 2025, renewable electricity accounted for over 13% of electricity used across NIQ office locations.

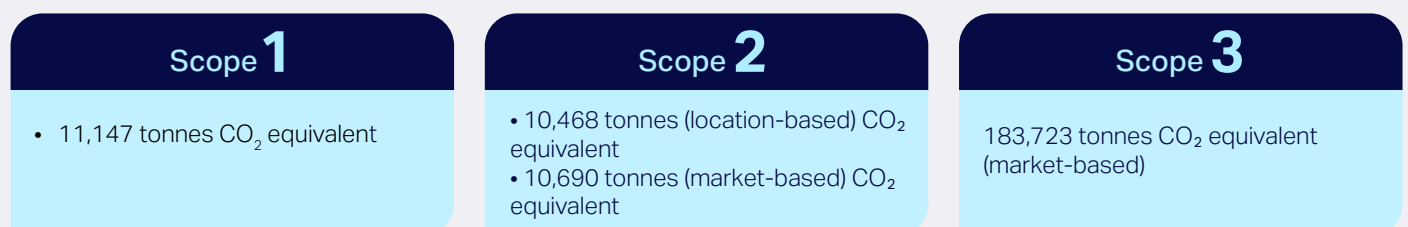
Scope 3 emissions represent approximately 89% of our total emissions, highlighting the importance of managing value chain impacts. Our Scope 3 inventory includes capital goods, purchased goods and services, business travel (air, rail, and hotel stays), employee commuting, and telecommuting, measured using a combination of global commuter surveys, operational data, and emissions factors.

As our understanding of value chain emissions continues to evolve, we are incorporating environmental and sustainability-related considerations into certain procurement and supplier engagement processes. Our [Supplier Code of Conduct](#) requires compliance with applicable environmental laws and encourages suppliers to adopt energy efficiency and emissions reduction practices. In 2025, all new suppliers were covered by the Supplier Code of Conduct as part of the supplier registration process.

NIQ Environmental Data

Our greenhouse gas (GHG) emissions data has been [externally verified](#).

GHG Emissions 2025 (in metric tons of CO₂ equivalent)



Scope 3 includes business travel, employee commuting, fuel and energy related activities, capital goods, purchased goods and services, waste generated in operations.

Reducing Energy Use and Waste

NIQ's largest source of emissions comes from our global real estate footprint, which spans more than 200 locations. We work with vendors and partners to choose more energy-efficient spaces and identify opportunities to reduce energy use and incorporate cleaner energy sources.

Several of our locations have achieved LEED certification, including our Orange Campus in Nuremberg (Germany); our U.S. headquarters in Chicago; offices in Chennai, Gurgaon, and Pune (India); Centre Point in Ho Chi Minh City (Vietnam); and facilities in Beijing and Shanghai (China). Our real estate team also incorporates sustainability considerations in requests for proposals (RFPs) for new leases.

We continue to improve the efficiency of our data center operations. This includes virtualizing infrastructure, consolidating workloads, increasing server density, and transitioning to more efficient storage solutions. As of 2025, approximately 93% of NIQ's on-premise servers are virtualized (up from 82% in 2024), helping reduce energy use. All new server and storage requests are routed through a centralized cloud portal to support consistent tracking and alignment with NIQ's energy efficiency standards.

We also manage a vehicle fleet to support select operations and have implemented country-specific CO₂ caps to help reduce emissions. Where feasible, we encourage the use of hybrid and electric vehicles.

While our overall waste profile is relatively low, we remain focused on reducing waste and supporting responsible disposal practices. Most of our locations maintain on-site recycling programs, and we continue working toward our target of responsibly processing facility-based e-waste and diverting materials from landfill where possible.

We are also working to reduce food waste in areas of our business where perishables are used. For example, at our digital product content solutions division, NIQ Brandbank, where fresh and frozen food is used for product content capture, employees can purchase items after use, with proceeds donated to charity. Remaining products are donated to local food banks prior to expiration.



5

Our People

We deliver value to our clients through the diverse perspectives, experiences, and capabilities of our global team. We aim to foster an inclusive and collaborative culture that supports growth, encourages new ideas, and enables employees to reach their full potential and contribute to our shared success.

Core to our culture is a set of company principles that shape how employees make decisions and work together. These include being Client Obsessed, Driven to Win, Accountable for Results, and Committed to Integrity. In early 2026, we introduced an additional principle, Fast to Adapt, which emphasizes curiosity, agility, and continuous learning to help employees respond to change, challenge assumptions, and leverage technologies such as AI to improve how work is delivered. Together, these principles reflect the behaviors needed to best serve our clients and thrive amid the accelerating pace of technological and consumer behavior change.

Attracting and Growing Talent

NIQ's global talent strategy focuses on attracting, developing, and retaining people with the skills needed to support our future growth. Our hiring processes are designed to be consistent and reduce bias, supporting inclusive hiring practices and helping us attract talent that reflects the global communities we serve. These practices are reinforced through manager training programs to help mitigate unconscious bias and support consistent candidate experiences across regions.

Our approach is guided by our Employee Value Proposition (EVP), which outlines what we stand for and what employees can expect when joining and growing with NIQ. The EVP is built around four core pillars:



The company

We're the world's leading consumer intelligence firm



The work

Our work shapes tomorrow



The culture

We're a global, diverse, and empowered team



The why

We show the world what people want

We are equally focused on developing our existing workforce and supporting career growth from within. In 2025, we achieved a 35% internal mobility rate, up from 30% in 2024, reflecting continued progress in enabling employees to move and grow across the organization. Our employee referral program remains an important talent channel, with 12% of hires sourced through referrals, highlighting the role of employee networks in attracting talent aligned with NIQ's culture.

As the recruitment landscape evolves, we continue to adapt our approach while maintaining our hiring standards. In certain countries, this includes enhanced documentation verification procedures and expanded hiring manager training to help identify potential misuse of generative AI tools during the application process.

Career Development & Growth

We take a data-informed approach to learning and development, equipping employees with the tools, feedback, and support needed to navigate their careers.

Our “Envision, Engage, Evolve” framework provides structured guidance across key stages of career development:



Envision

Our career exploration platform provides visibility into roles across NIQ, including “day in the life” content that highlights potential career paths



Engage

Our global mentoring program connects employees with mentors based on skills, experience, function, and background.



Evolve

Our development planning process enables employees to co-create forward-looking development plans with their managers.

We also emphasize ongoing feedback and performance development. Employees participate in a structured performance cycle that includes annual goal setting, mid-year and year-end reviews, and feedback mechanisms designed to support continuous development.

The mid-year career development process supports skill development, internal mobility, and long-term employability. It enables employees and managers to align on career aspirations, including future roles or lateral opportunities, and identify the skills and development actions needed to support growth within the organization. In 2025, we achieved a 99% completion rate for performance reviews.

We also use our annual employee survey, based on the Gallup Q¹²® methodology, to assess engagement and the effectiveness of development programs. In 2025, the employee response rate was 89%. Insights from the survey inform training priorities, leadership development, and enhancements to career growth initiatives across the organization.

Learning & Development Programs

At NIQ, we offer a range of learning and development programs designed to help employees build skills, expand networks, and support long-term career growth. These programs help prepare employees for evolving roles across the organization. Of the 521 employees who completed NIQ leadership programs, 24.6% were promoted, 2.7% made lateral moves, and 94.2% were retained, reflecting continued employee development and retention across the organization.

Mentoring

Our global mentoring program, powered by MentorcliQ, provides flexible, year-round access to mentorship through a cloud-based platform that supports matching, training, tracking, and progress measurement. Participants are supported with tools and resources to maximize their experience.

Leadership Development

In 2025, we expanded our leadership development approach with three programs tailored to different career stages: the Emerging Careers Program, the Senior Leadership Program, and the Global Leadership Program.

The Emerging Careers Program is a 16-week blended learning experience for early-career talent, focused on building foundational skills in leadership, collaboration, and business acumen. In 2025, five regional cohorts were completed, resulting in 447 graduates and strengthening the pipeline for future roles.

The Senior Leadership Program and Global Leadership Program each offer six-month development experiences that include in-person summits, business projects, executive coaching, and virtual learning, enabling leaders to apply new skills to real business priorities. These programs included three Senior Leadership Program cohorts and one Global Leadership Program cohort.

In addition, 54% of new managers completed our manager training program, focused on core people leadership capabilities, equipping new leaders with foundational skills from the outset.

Our Women in Leadership Program (WLP), available across Asia-Pacific, India, and Western Europe, continues to support women through mentoring, learning sessions, and speaker events. In 2025, Latin America and Eastern Europe, the Middle East and Africa (EEMEA), continued rolling out their first Women in Leadership Program cohorts, reflecting the continued global expansion of the program. We also continue to scale these efforts through our Women in Networking for Growth (WING) employee resource group.



Targeted Development Programs

We offer targeted programs to build functional and leadership skills across key roles and business areas:



Leadership Academy is a three-level program focused on developing core people management capabilities, including communication, prioritization, and feedback.



Expert Academy builds operational expertise alongside soft skills such as time management, problem-solving, and communication of insights.



Client Expert Academy strengthens client-facing capabilities, including communication, expectation management, and analytical thinking.



Data Science Exchange Program develops the pipeline of future data science leaders through technical training, coaching, and managerial development.



Sales Transformation Training provides role-specific learning to support sales teams in delivering client excellence.



NielsenIQ Experiential Talent Program (NExT) offers immersive development for client-facing employees through live engagements, training, and thought leadership opportunities.

Online Learning

NIQ provides learning opportunities through the Workday Learning platform, combining internally developed content with external resources from LinkedIn Learning. In 2025, employees completed more than 400,000 hours of learning through Workday.

Our LinkedIn Learning subscription gives employees access to more than 20,000 expert-led, self-paced courses across a wide range of topics. In 2025, employees completed 84,051 hours of LinkedIn Learning content.

Peer-to-Peer Recognition

Our peer-to-peer recognition platform, BRAVO, enables employees to recognize and celebrate each other's contributions. Managers receive notifications when team members are recognized, increasing the visibility of employee impact. In 2025, employees exchanged over 45,000 recognition moments, highlighting contributions aligned with NIQ's values.

Well-being and Total Rewards

Employee Well-being



Our well-being program is designed to support the holistic needs of employees across physical, emotional, professional, social, and financial dimensions.

Our global Employee Assistance Program (EAP) provides employees and their household members with 24/7 access to confidential support, including mental health counseling, legal and financial guidance, and other well-being services at no cost.

We activate our five well-being pillars through tailored initiatives that reflect regional priorities and employee needs. Throughout 2025, we delivered a comprehensive portfolio of Employee Assistance Program (EAP) and well-being initiatives at the global, regional, and local levels. Programming included educational sessions and awareness campaigns focused on mental health, resilience, stress and burnout management, sleep health, mindfulness, financial well-being, growth mindset, and healthy workplace relationships.

We extend these efforts through our Inclusion Impact Teams (IITs), which help adapt content to cultural norms, language preferences, and regional contexts, supporting an inclusive and accessible employee experience across our global workforce. Dedicated EAP orientation and refresher sessions were also conducted across multiple regions, including Asia-Pacific (APAC), Latin America (LATAM), India, the United States, and Turkey, helping employees better understand and access available resources.

In 2025, EAP utilization reached 28.8%, compared with 5.9% in 2024, reflecting increased awareness and engagement with available well-being resources. Employees recorded 21,000 unique interactions and more than 15,000 webinar participations during the year.

In recognition of these efforts, NIQ received a Gold Health at Work Award and a Global Champion Award from [ComPsych](#) in 2025, reflecting the strength of our employee well-being programs and global engagement efforts.

Compensation and Benefits

We are committed to providing compensation and benefits that support employee well-being, financial security, and performance, while balancing global consistency with local market expectations.

NIQ maintains compensation frameworks intended to promote consistency and support fair pay practices. NIQ periodically reviews compensation information and may undertake further analysis or actions as appropriate, taking into account applicable laws, market conditions, business needs, and other relevant factors.

Our total rewards programs are structured to support employees across different life stages and needs. Depending on location, benefits may include medical coverage, telemedicine, fertility and adoption support, and paid parental leave, aligned with local laws and practices.

In situations such as conflict or natural disasters, we provide additional support to employees and their families, including access to emergency counseling through our EAP and enhanced safety measures where appropriate.

Global Employee Resource Groups & Inclusion Impact Teams at NIQ

NIQ's Employee Resource Groups (ERGs) include more than 3,000 members across over 85 countries. These networks are supported by more than 50 Inclusion Impact Teams (IITs), which help deliver locally relevant events and engagement opportunities that reflect regional cultures and priorities.

Global Employee Resource Groups

Our ERGs play an important role in fostering inclusion, building community, and supporting leadership development across our global workforce. ERGs are voluntary, employee-led groups that are open to all employees. They create opportunities for connection, learning, and allyship, while also serving as partners in advancing NIQ's Principles and business priorities. In 2025, ERGs hosted a wide range of events and initiatives focused on education, community building, and open dialogue.



ERGs at NIQ



ADEPT supports disability inclusion and accessibility awareness



N-GEN supports multigenerational inclusion and collaboration



ALL-IN fosters connection and visibility for Asian American and Pacific Islander employees and allies



PRIDE promotes LGBTQ+ inclusion and allyship



HOLA promotes Hispanic and Latino culture and career development



SABLE supports Black employee experiences and community building



MOSAIC advances multicultural awareness and global connection



WING empowers women through mentorship, development, and leadership programming

Inclusion Impact Teams (IITs)

IITs are associate-led groups that advance inclusion and belonging at NIQ at the country level. They apply local cultural insight to tailor global initiatives—such as People & Planet Day, ERG strategies, and well-being programs—so they are relevant and impactful within each region.

IIT Highlights in 2025



Belgium (Benelux) IIT

Delivered a consistent, year-round program of engagement, including town halls, well-being initiatives, People & Planet Day activities, and recognition events. Programming focused on culture, well-being, and talent, demonstrating how IITs can operate as a trusted partner to support local priorities.



Bulgaria IIT

Focused on strengthening participation and visibility through on-site engagements and educational initiatives. A dedicated SharePoint hub was launched to centralize communications and increase visibility through regular storytelling.



Portugal IIT

Delivered a full year of programming focusing on community impact and associate voice, combining volunteering initiatives with engagement activities, recruiting new members, and incorporating employee feedback into future planning.



Malaysia IIT

Delivered culturally rooted programming that combined inclusion, celebration, and community impact. Through cultural festivals and fundraising initiatives aligned with People & Planet Day, the team exceeded local fundraising goals, demonstrating strong engagement while creating inclusive spaces for connection.



India IIT

Supported NIQ's global gender equity priorities through locally relevant programming, including International Women's Day and WING-related initiatives. These efforts contributed to NIQ India's recognition in the 2025 Avatar & Seramount Best Companies for Women in India (BCWI) study, including Hall of Fame status and recognition within the Professional Services category.

Community Engagement

At NIQ, we use our time, talent, and data to support communities where we live and work. Our employees play a central role in these efforts through local volunteering and pro bono partnerships with nonprofit organizations, helping deliver meaningful impact across the communities we serve.

We offer all employees one day of paid volunteer time annually and provide regular opportunities to give back.

In June 2025, we hosted our fourth annual People & Planet Day, engaging more than 12,000 employees globally in volunteer activities aligned with NIQ's four social impact pillars—food equity, education, economic empowerment, and climate justice—each supporting the United Nations Sustainable Development Goals (SDGs). Through these efforts, employees contributed more than 100,000 volunteer hours across more than 565 activities, demonstrating the global reach of the initiative and its impact in local communities.

Beyond employee engagement, we apply our data and insights through partnerships and contributions aligned with our social impact priorities. This includes supporting ReFED's mission to reduce U.S. food waste by 50% by 2030 by providing pro bono retail data for its Insights Engine, the most comprehensive resource on food loss and waste in the country.

We also maintain a long-standing partnership with Feeding America, providing food pricing data and market insights for its annual *Map the Meal Gap* report. Now in its 10th year, the report is the only study to provide local-level estimates of food insecurity and food costs for every county and congressional district in the United States, helping inform decisions by policymakers, community organizations, and other stakeholders.



Afterword

Our impact is driven by our employees, who work every day to innovate and integrate sustainable solutions into how we serve our clients and communities.

These efforts are supported by a strong culture of acceptance, inclusion, and integrity, where our people are encouraged and celebrated for bringing NIQ's Principles and behaviors into their work and everyday interactions. Together, these efforts help us better serve our clients and contribute to the communities where we operate.

This report highlights our key ESG priorities and impact and underscores our continued commitment to transparency and reporting.



John Blenke
Chief Legal Officer

Appendix

List of Entities

1. A.C. Nielsen Chile Limitada
2. A.C. Nielsen Co. Ltd. UK
3. A.C. Nielsen Company, S.L.
4. ACNielsen d.o.o.
5. A.C. Nielsen de Colombia Ltda.
6. A.C. Nielsen de Venezuela, S.A.
7. A.C. Nielsen Finland Oy
8. A.C. Nielsen Gesellschaft m.b.H.
9. A.C. Nielsen of Ireland Limited
10. A.C. Nielsen P.R. LLC
11. A.C. Nielsen Portugal—Estudos de Mercado—Unipessoal
12. A.C. Nielsen do Brasil Ltda.
13. A3 Distrib SAS
14. AC Nielsen d.o.o.
15. AC Nielsen El Salvador, S.A. de C.V.
16. AC Nielsen Nepal Ltd.
17. AC Nielsen SAS
18. Acceleratio Holdco Sàrl
19. Nielsen Arastirma Hizmetleri Limited Sirketi
20. ACNielsen Cayman Islands Colombia Ltd.
21. NielsenIQ South Africa (Pty) Ltd.
22. ACNielsen Honduras S.A. de C.V.
23. ACNielsen (NZ) ULC
24. ACNielsen (Singapore) Pte. Ltd.
25. ACNielsen (Tanzania) Ltd.
26. ACNielsen AB
27. ACNielsen AMER Algeria EURL
28. ACNielsen Bel
29. ACNielsen Bulgaria Ltd
30. ACNielsen Centroamerica, S.A.
31. ACNielsen Company of Canada
32. ACNielsen Costa Rica S.A.
33. ACNielsen Cyprus Limited
34. ACNielsen Czech Republic s.r.o.
35. ACNielsen Dominicana, SRL38.
36. ACNielsen Ecuador S.A.
37. ACNielsen Eesti OÜ
38. ACNielsen Egypt Limited
39. ACNielsen Group Limited
40. ACNielsen Kazakhstan Ltd.
41. ACNielsen Kenya Ltd
42. ACNielsen Latvia SIA
43. ACNielsen Nederland B.V.
44. ACNielsen Nicaragua, S.A.
45. ACNielsen Nigeria Limited
46. ACNielsen Norge AS
47. ACNielsen Pakistan (Private) Limited
48. ACNielsen Panama, S.A.
49. ACNielsen Piackutató Kft.
50. ACNielsen Polska Sp.z.o.o.
51. ACNielsen Raziskovalna Druzba, d.o.o.
52. ACNielsen Romania srl
53. ACNielsen Slovakia s.r.o.
54. ACNielsen Uganda Limited
55. ACNielsen Ukraine LLC
56. Amer Research Limited
57. AMER Research Limited—Lebanon Brch
58. AMER Research Ltd—UAE Brch
59. AMER Research Ltd Lebanon
60. Nielsen Tunisie SARL
61. Art Holding (Brazil) c.v.
62. Brandbank Limited
63. CGA Nielsen (Global) Limited
64. CGA Strategy Limited
65. China Market Monitor Co., Ltd.
66. ciValue Systems Ltd.
67. GfK Adimark Chile S.A.
68. GfK ANZ PTY LTD
69. GfK Arastirma Hizmetleri A.S.
70. GfK Asia Pte Ltd
71. GfK Australia Fieldwork Pty. Ltd.
72. GfK Austria GmbH
73. GfK Belgium N.V.
74. GfK Bulgaria Market Research Institute EOOD
75. GfK Custom Research Brasil Pesquisa de Mercado Ltda.
76. GfK Czech, s.r.o.
77. GfK Danmark A/S
78. GfK Ecuador Investigación de Mercado Cia. Ltda.
79. GfK Entertainment GmbH
80. GfK Etilize (Private) Limited
81. GfK Etilize, Inc.
82. GfK GeoMarketing GmbH
83. GfK GmbH
84. GfK HELLAS E.P.E.
85. GfK Hungária Piackutató Kft.
86. GfK Insight Japan KK
87. GfK Italia S.r.l.
88. GfK LATINOAMERICA HOLDING, S.L.
89. GfK Malta Holding Limited
90. GfK Market Consulting (Beijing) Co. Ltd.
91. GfK Marketing Services Japan Ltd
92. GfK Middle East and Africa FZ—LLC
93. GfK Middle East CR Holding GmbH
94. GfK Middle East FZ—LLC
95. GfK Mode Pvt Ltd
96. GfK Netherlands B.V.
97. GfK Nielsen India Private Limited
98. GfK Philippines Corporation
99. GfK Polonia Sp. z o.o.
100. GfK Research Dynamics, Inc.
101. GfK Retail & Technology Israel Ltd.
102. GfK Retail & Technology Egypt, L.L.C.
103. GfK Retail and Technology (Cyprus) LTD
104. GfK Retail and Technology (Thailand) Ltd.
105. GfK Retail and Technology Argentina S.A.
106. GfK Retail and Technology Asia Holding B.V.
107. GfK Retail and Technology Chile Limitada

Appendix

108.	GfK Retail and Technology China Co. Ltd.	141.	Nielsen Consultancy LLC
109.	GfK Retail and Technology Colombia Limitada	142.	Nielsen Consumer Greece Single Member S.A.
110.	GfK Retail and Technology France SAS	143.	Nielsen Consumer LLC
111.	GfK Retail and Technology Hong Kong Limited	144.	Nielsen Consumer, Inc.
112.	GfK Retail and Technology Korea Ltd.	145.	Nielsen for Consultancies LLC
113.	GfK Retail and Technology Malaysia Sdn. Bhd.	146.	Nielsen for Market Research LLC
114.	GfK Retail and Technology Market Research Vietnam Limited	147.	Nielsen Holding France SAS
115.	GfK Retail and Technology North Africa SARL	148.	Nielsen Holdings, LLC
116.	GfK Retail and Technology Panama, S.A.	149.	Nielsen Innovate S Pte Ltd
117.	GfK Retail and Technology Peru S.A.C.	150.	Nielsen Market Research Svcs FZ LLC
118.	GfK Retail and Technology Taiwan Ltd	151.	Nielsen MMRD (Myanmar) Co. Ltd
119.	GfK Retail and Technology UK Holding Limited	152.	Nielsen MMRD Holdings Pte Ltd
120.	GfK Retail and Technology UK Ltd.	153.	Nielsen Precima B.V.
121.	GfK Romania—Institut de Cercetare de Piata S.R.L.	154.	Nielsen Precima, Inc. Canadian Branch
122.	GfK SLOVENIJA, tržne raziskave d.o.o.	155.	NielsenIQ Services France SAS
123.	GfK South Africa (Pty) Ltd	156.	Nielsen Services Poland Sp. z o.o.
124.	GfK Sverige Aktiebolag	157.	NielsenIQ Services Sweden AB
125.	GfK Switzerland AG	158.	Nielsen SRL
126.	GfK Turkey Danismanlik ve Pazar Arastirma Hizmetleri A.S.	159.	NielsenIQ Sub Holdings I B.V.
127.	GfK U.K. Holding Limited	160.	Nielsen Svcs Japan GK
128.	GfK U.K. Limited	161.	NielsenIQ Services Korea Ltd.
129.	GfK Ukraine	162.	Nielsen Uruguay (US), LLC
130.	GfK US MRI, LLC	163.	NielsenIQ (Germany) GmbH
131.	Grace Bidco GmbH	164.	NielsenIQ (India) Private Limited
132.	Grace Holdco GmbH	165.	NielsenIQ Services Germany GmbH
133.	Indy Dutch Bidco B.V.	166.	NielsenIQ South America S.R.L.
134.	Indy US Holdco, LLC	167.	PT. GfK Retail and Technology Indonesia
135.	Institut Français de Recherche—I.F.R. S.A.S	168.	PT. NielsenIQ Services Indonesia
136.	Intermediate Dutch Hld BV	169.	NielsenIQ (Hong Kong) Limited
137.	Intra Trading Establishment—Kuwait Bro	170.	The Nielsen Co Paraguay SRL
138.	Nielsen Arastirma Hizmetleri Ltd Sirketi	171.	NielsenIQ (Malaysia) Sdn. Bhd.
139.	The Nielsen Company (Bangladesh) Ltd.	172.	NielsenIQ Philippines, Inc.
140.	Nielsen Connect Australia Pty Ltd	173.	NielsenIQ Korea Ltd
		174.	Nielsen I Q Lanka (Private) Limited
		175.	NielsenIQ Taiwan Ltd.
		176.	TNC Europe B.V.
		177.	UAB ACNielsen Baltics

GRI Content Index

NIQ has reported the information cited in this GRI content index for the period January 1, 2025, to December 31, 2025, with reference to the GRI Standards.

GRI 1 used: "GRI 1: Foundation 2021"

Disclosure	Topic	Report Location/Response														
GRI 2: General Disclosures 2021																
Disclosure 2-1	Organizational details	ESG Report: About NIQ														
Disclosure 2-2	Entities included in the organization’s sustainability reporting	ESG Report: About NIQ														
Disclosure 2-3	Reporting period, frequency and contact point	ESG Report: About this report If you have any questions or comments regarding this report, please contact us .														
Disclosure 2-4	Restatements of information	NIQ has not made any restatements of information from the previous reporting period.														
Disclosure 2-5	External assurance	ESG Report: Environmental Responsibility Our greenhouse gas (GHG) emissions data has been externally verified .														
Disclosure 2-6	Activities, value chain and other business relationships	ESG Report: About NIQ														
Disclosure 2-7	Employees	Employee Metrics by Region (by headcount, as of December 31, 2025) <table><tr><th>Region</th><th>Total</th></tr><tr><td>APAC</td><td>18,369</td></tr><tr><td>EEMEA</td><td>7,184</td></tr><tr><td>LATAM</td><td>5,193</td></tr><tr><td>North America</td><td>2,783</td></tr><tr><td>Western Europe</td><td>5,325</td></tr><tr><td>Total</td><td>38,854</td></tr></table>	Region	Total	APAC	18,369	EEMEA	7,184	LATAM	5,193	North America	2,783	Western Europe	5,325	Total	38,854
Region	Total															
APAC	18,369															
EEMEA	7,184															
LATAM	5,193															
North America	2,783															
Western Europe	5,325															
Total	38,854															
Disclosure 2-10	Nomination and selection of the highest governance body	Information regarding the nomination and selection processes for members of NIQ’s highest governance body is not currently publicly disclosed.														
Disclosure 2-11	Chair of the highest governance body	Jim Peck currently serves as the Executive Chairman and CEO of NIQ. ESG Report: A Message from Our CEO														
Disclosure 2-12	Role of the highest governance body in overseeing the management of impacts	ESG Report: ESG Strategy & Governance The Audit Committee of the Board oversees NIQ’s Environmental, Social, and Governance (ESG) strategy, including its integration with corporate objectives and risk management processes. The Committee receives regular updates on ESG-related matters to support alignment with business priorities and provide oversight of the continued development of the ESG program.														
Disclosure 2-13	Delegation of responsibility for managing impacts	ESG Report: ESG Strategy & Governance														

Disclosure	Topic	Report Location/Response
Disclosure 2-14	Role of the highest governance body in sustainability reporting	ESG Report: ESG Strategy & Governance
Disclosure 2-15	Conflicts of interest	ESG Report: Ethics & Compliance Code of Conduct
Disclosure 2-16	Communication of critical concerns	ESG Report: Ethics & Compliance Code of Conduct
Disclosure 2-17	Collective knowledge of the highest governance body	ESG Report: ESG Strategy & Governance
Disclosure 2-18	Evaluation of the performance of the highest governance body	Information regarding the processes used to evaluate the performance of NIQ's highest governance body is not currently publicly disclosed.
Disclosure 2-19	Remuneration policies	Information regarding remuneration policies for members of NIQ's highest governance body and senior executives is not currently publicly disclosed.
Disclosure 2-20	Process to determine remuneration	Information regarding the processes used to determine remuneration for members of NIQ's highest governance body and senior executives is not currently publicly disclosed.
Disclosure 2-21	Annual total compensation ratio	NIQ does not currently publicly disclose its annual total compensation ratio.
Disclosure 2-22	Statement on sustainable development strategy	ESG Report: A Message from Our CEO
Disclosure 2-23	Policy commitments	Code of Conduct ; Supplier Code of Conduct ; Global Commitment to Human Rights ; Modern Slavery Statement
Disclosure 2-24	Embedding policy commitments	ESG Report: Ethics & Integrity
Disclosure 2-25	Processes to remediate negative impacts	NIQ maintains processes and reporting mechanisms to identify, assess, and address potential negative impacts related to environmental, social, and governance matters. These include policies, escalation procedures, and reporting channels such as the NIQ Ethics Hotline, which is available to employees and external stakeholders. Concerns raised through these channels are reviewed and addressed in accordance with applicable policies and governance processes. ESG Report: Environmental Responsibility Code of Conduct
Disclosure 2-26	Mechanisms for seeking advice and raising concerns	ESG Report: Ethics & Compliance Code of Conduct
Disclosure 2-27	Compliance with laws and regulations	NIQ experienced no significant instances of noncompliance with laws and regulations during the reporting period.
Disclosure 2-29	Approach to stakeholder engagement	ESG Report: Our People
GRI 3: Material Topics 2021		
Disclosure 3-1	Process to determine material topics	In 2025, we completed our first Double Materiality Assessment (DMA) to identify and assess the sustainability topics most relevant to our long-term performance and stakeholder impact. ESG Report: Risk Management and Oversight

Disclosure 3-2	List of material topics	Ethics & Integrity Data Integrity, Privacy & Security Environmental Responsibility Our People
Disclosure 3-3	Management of material topics	ESG Report: ESG Strategy & Governance
Disclosure	Topic	Report Location/Response
GRI 302: Energy 2016		
Disclosure 3-3	Topic management disclosure	ESG Report: Environmental Responsibility
Disclosure 302-1	Energy consumption within the organization	ESG Report: Environmental Responsibility
GRI 303: Water and Effluents 2018		
Disclosure 303-5	Water consumption	ESG Report: Environmental Responsibility
GRI 305: Emissions 2016		
Disclosure 3-3	Topic management disclosure	ESG Report: Environmental Responsibility
Disclosure 305-1	Direct (Scope 1) GHG emissions	ESG Report: Environmental Responsibility
Disclosure 305-2	Energy indirect (Scope 2) GHG emissions	ESG Report: Environmental Responsibility
Disclosure 305-3	Other indirect (Scope 3) GHG emissions	ESG Report: Environmental Responsibility
Disclosure 305-4	GHG emissions intensity	ESG Report: Environmental Responsibility
GRI 306: Waste 2020		
Disclosure 3-3	Topic management disclosure	ESG Report: Environmental Responsibility
Disclosure 306-1	Waste generation and significant waste-related impacts	ESG Report: Environmental Responsibility
Disclosure 306-2	Management of significant waste-related impacts	ESG Report: Environmental Responsibility
GRI 308: Supplier Environmental Assessment 2016		
Disclosure 3-3	Topic management disclosure	NIQ requires all new suppliers to acknowledge and accept the NIQ Supplier Code of Conduct as part of the onboarding process. The Code outlines our expectations regarding environmental responsibility. In addition to onboarding, the Supplier Code of Conduct is embedded in our General Purchase Order Terms & Conditions. This ensures that by accepting a purchase order, suppliers reaffirm their commitment to the environmental and ethical standards outlined in the Code for every transaction.
Disclosure 308-1	New suppliers that were screened using environmental criteria	In 2025, we implemented an ESG screening platform—including environmental criteria—to assess suppliers with 2024 spend as part of our broader due diligence approach. We are currently working to integrate this platform directly into the supplier registration process, with the objective of having it fully implemented by 2026.

Disclosure	Topic	Report Location/Response																					
Disclosure 308-2	Negative environmental impacts in the supply chain and actions taken	Based on assessments conducted during the reporting period, NIQ did not identify any significant actual or potential negative environmental impacts in our supply chain. This is primarily due to the nature of our procurement, which is largely service-based and not heavily reliant on environmentally intensive goods or operations.																					
GRI 401: Employment 2016																							
Disclosure 3-3	Topic management disclosure	ESG Report: Our People																					
Disclosure 401-1	New employee hires and employee turnover	In 2025, NIQ hired 7,419 new employees. Total global employee departures in 2025 amounted to 7,105 employees. This figure includes all forms of attrition, including voluntary resignations, dismissals, retirements, and deaths in service. The breakdown by region is shown below. <table><tr><th>Region</th><th>Total Hires</th><th>Total Departures</th></tr><tr><td>APAC</td><td>3,995</td><td>3,095</td></tr><tr><td>EEMEA</td><td>1,111</td><td>1,101</td></tr><tr><td>LATAM</td><td>1,358</td><td>1,206</td></tr><tr><td>North America</td><td>287</td><td>611</td></tr><tr><td>Western Europe</td><td>668</td><td>1,092</td></tr><tr><td>Total</td><td>7,419</td><td>7,105</td></tr></table>	Region	Total Hires	Total Departures	APAC	3,995	3,095	EEMEA	1,111	1,101	LATAM	1,358	1,206	North America	287	611	Western Europe	668	1,092	Total	7,419	7,105
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Disclosure 401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	ESG Report: Our People—Compensation and Benefits																					
Disclosure 401-3	Parental leave	ESG Report: Our People—Compensation and Benefits																					
GRI 404: Training and Education 2016																							
Disclosure 3-3	Topic management disclosure	ESG Report: Our People—Attracting and Growing Talent																					
Disclosure 404-2	Programs for upgrading employee skills and transition assistance programs	ESG Report: Our People—Attracting and Growing Talent																					
Disclosure 404-3	Percentage of employees receiving regular performance and career development reviews	ESG Report: Our People—Career Development and Growth																					
GRI 405: Diversity and Equal Opportunity 2016																							
Disclosure 3-3	Topic management disclosure	ESG Report: Our People																					
Disclosure 405-1	Diversity of governance bodies and employees	By Gender <table><tr><th></th><th>Female</th><th>Male</th><th>Other</th></tr><tr><td>Board</td><td>33.3%</td><td>66.7%</td><td>0%</td></tr><tr><td>Executive Committee</td><td>38.9%</td><td>61.1%</td><td>0.0%</td></tr></table> By Age Group <table><tr><th></th><th><31</th><th>30-50</th><th>>50</th></tr><tr><td>Executive Committee</td><td>0%</td><td>33.3%</td><td>66.7%</td></tr></table> For more information on the composition of the company's senior management and Board of Directors, see our company website: Leadership		Female	Male	Other	Board	33.3%	66.7%	0%	Executive Committee	38.9%	61.1%	0.0%		<31	30-50	>50	Executive Committee	0%	33.3%	66.7%	
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Disclosure	Topic	Report Location/Response
Disclosure 405-2	Ratio of basic salary and remuneration of women to men	NIQ reports pay information as required by regulatory agencies in the locations where we operate. We maintain robust internal compensation structures and seek to align employee pay with external market benchmarks and internal equity considerations. Compensation is determined based on factors such as skills, education, performance, experience, and other job-related criteria, without regard to gender.
GRI 414: Supplier Social Assessment 2016		
Disclosure 3-3	Topic management disclosure	NIQ requires all new suppliers to acknowledge and accept the NIQ Supplier Code of Conduct as part of the onboarding process. The Code outlines our expectations around social responsibility, including respect for human rights. In addition to onboarding, the Supplier Code of Conduct is embedded in our General Purchase Order Terms & Conditions. This ensures that by accepting a purchase order, suppliers reaffirm their commitment to the social and ethical standards outlined in the Code for every transaction.
Disclosure 414-1	New suppliers that were screened using social criteria	In 2025, we implemented an ESG screening platform—including social criteria—to assess suppliers with 2024 spend as part of our broader due diligence approach. We are currently working to integrate this platform directly into the supplier registration process, with the objective of having it fully implemented by 2026. This marks a key step toward enhancing our supplier due diligence processes and integrating sustainability considerations more systematically into procurement decisions.
Disclosure 414-2	Negative social impacts in the supply chain and actions taken	Based on assessments conducted during the reporting period, NIQ did not identify any material social risks in our supply chain, primarily due to the nature of our supplier base, which is largely service-based. In 2025, we conducted ESG-related screening using our new technology platform and did not identify any significant social impacts. As part of this process, selected suppliers were invited to complete a self-assessment, and in some cases, we requested formal acknowledgment of our Supplier Code of Conduct. We plan to further leverage this platform to continue assessing potential social risk factors across our supplier network.
GRI 418: Customer Privacy 2016		
Disclosure 3-3	Topic management disclosure	NIQ implemented and maintains a global, comprehensive privacy program and governance model designed to incorporate global and local data protection laws and regulations. Its privacy practices include user-friendly data controls, clear and specific notices, and informed consents, while minimizing the collection of data.
Disclosure 418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	NIQ did not identify any material data breaches involving personal information during the reporting period.

The Sustainability Accounting Standards Board (SASB) Index

The SASB standards, part of the International Financial Reporting Standards (IFRS) Foundation, guide the disclosure of financially material sustainability information by companies to their investors. This index includes our responses to SASB's reporting recommendations for Professional Commercial Services, NIQ's industry classification according to SASB's Sustainable Industry Classification System®. It focuses on three topics defined by SASB as most material to our industry—data security, workforce diversity and engagement, and professional integrity—and includes quantitative and qualitative indicators for each topic.

Code	Metric	Response/Narrative
SV-PS 230 – Data Security		
SV-PS-230a.1	Description of approach to identifying and addressing data security risks	NIQ prioritizes data integrity, privacy, and security across its global operations. We follow Privacy by Design and Privacy by Default principles, incorporating safeguards into product and service development. Our privacy practices emphasize transparency, user control, limited use, and data minimization, in line with applicable global regulations. Our cybersecurity program includes regular vulnerability scanning, penetration testing, internal and external security audits, and threat intelligence monitoring. We maintain strict access controls and a defined incident response plan to address potential threats. Third-party engagements are governed through a formal risk management program, which includes contract reviews, assessments, and ongoing continuous monitoring. Employees complete annual cybersecurity and privacy training, with new hires enrolled upon onboarding. Role- and task-specific training is provided to select employees when necessary. Training includes phishing awareness, incident reporting, and key global privacy regulations such as the California Consumer Protection Act (CCPA) and the General Data Protection Regulation (GDPR). Policies are reviewed and updated regularly and communicated across the organization.
SV-PS-230a.2	Description of policies and practices relating to collection, usage, and retention of customer information	NIQ collects and processes personal data to facilitate the development of aggregated consumer insights, rather than identifying individuals. Most of the data collected is demographic or pseudonymized. When personal or sensitive data is gathered (e.g., from panelists or survey participants), it is processed with transparency and consent, is de-identified or aggregated where possible, and shared with third parties under stringent contractual safeguards. We collect personal data from panelists, survey respondents, website visitors, employees, contractors, platform users, and business contacts. Retail data is collected with assurances that no personal data is shared.

Code	Metric	Response/Narrative
		Processing of personal data complies with legal requirements and guidance, such as the CCPA and GDPR, and includes Privacy by Design and Privacy by Default measures, such as limited use, data minimization, pseudonymization, and defined retention periods. Personal data is securely deleted once it is no longer needed. We collaborate with vendors, such as cloud service providers, under data processing agreements that mandate strict data-handling protocols. NIQ honors data privacy requests and always provides the option to opt out or unsubscribe from marketing communications.
SV-PS-230a.3	(1) Number of data breaches, (2) percentage involving customers' confidential business information (CBI) or personally identifiable information (PII), (3) number of customers affected	NIQ did not identify any material data breaches involving personal information during the reporting period.
SV-PS 330 – Workforce Diversity & Inclusion		
SV-PS-330a.1	Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees	Please refer to GRI 405-1
SV-PS-330a.2	1) Voluntary and (2) involuntary turnover rate for employees	Please refer to GRI 401-1
SV-PS-330a.3	Employee engagement as a percentage	These are the results of our October 2025 Gallup Q^{12®} Employee Engagement Survey results: • Engaged: 62% (past 55%) • Not engaged: 32% (past 38%) • Actively disengaged: 6% (past 7%)
SV-PS 510 – Professional Integrity		
SV-PS-510a.1	Description of approach to ensuring professional integrity	ESG Report: Ethics & Integrity
SV-PS-510a.2	Total amount of monetary losses because of legal proceedings associated with professional integrity	There were no monetary losses as the result of legal proceedings associated with ethics, corruption, or a lack of professional integrity (areas of responsible business conduct) during the period in scope.

The Task Force on Climate-related Financial Disclosures

The Task Force on Climate-related Financial Disclosures (TCFD) provides a framework for organizations to disclose climate-related financial risks and opportunities. NIQ seeks to align our disclosures with TCFD recommendations, focusing on transparency across the four core pillars: governance, strategy, risk management, and metrics and targets. This index reflects NIQ's current alignment and will be enhanced over time as our climate program, data, and disclosures continue to evolve.

Topic	TCFD Recommendations	Location or Direct Response
Governance	Describe the board's oversight of climate-related risks and opportunities.	NIQ's Board of Directors, through its Audit Committee, oversees ESG strategy and its integration into enterprise risk management. The Committee reviews updates from the ESG team on a bi-annual basis, including emerging climate-related risks, regulatory developments, and sustainability performance. The Board and CEO review and approve key elements of our ESG strategy and remain engaged in material ESG-related business decisions.
	Describe management's role in assessing and managing climate-related risks and opportunities.	Executive accountability for climate-related risks and opportunities sits with the Chief Legal Officer, who oversees ESG strategy and a central ESG team responsible for coordination, implementation, and reporting. A cross-functional ESG Governance Steering Committee, comprising senior leaders from key business functions, meets quarterly to review progress, support decision-making, and guide implementation. Climate-related risks are assessed and managed through collaboration between ESG, legal, operations, and technology teams.
Strategy	Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term.	NIQ has identified a range of physical and transition climate-related risks and opportunities through a structured assessment. Physical risks include acute hazards such as flooding, wildfires, and extreme weather events, as well as water scarcity impacting data center operations. Transition risks include evolving customer sustainability requirements and regulatory expectations. Opportunities include adoption of energy-efficient technologies such as cloud computing. These risks and opportunities were assessed across short-term (to 2030), medium-term (2030–2040), and long-term (2040–2050) horizons.
	Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning.	NIQ has conducted an initial financial assessment of selected climate-related risks and opportunities, including potential impacts from physical risks (e.g., asset damage, business interruption) and transition risks (e.g., evolving customer requirements). While these assessments provide directional insight into potential financial implications, the integration of climate-related impacts into broader business strategy and financial planning is still developing and will be expanded in future disclosures.
	Describe the resilience of the organization's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario.	NIQ conducted climate scenario analysis using both physical and transition scenarios, including a low-emissions scenario aligned with limiting warming to below 2°C and higher-emissions scenarios. The analysis assessed risks across multiple time horizons and value chain components. These insights provide an initial view of the potential resilience of NIQ's strategy under different climate scenarios. We will continue to refine our analysis and further assess strategy resilience as our climate program matures and disclosures evolve.

Topic	TCFD Recommendations	Location or Direct Response
Risk Management	Describe the organization's processes for identifying and assessing climate-related risks.	NIQ identifies and assesses climate-related risks through a structured process. This includes identifying relevant risks and opportunities, applying climate scenario analysis, tracking key indicators such as flood risk and carbon intensity, and scoring risks based on likelihood and impact using our enterprise risk management framework. Risks are evaluated across the value chain, including upstream providers, internal operations, and downstream client relationships.
	Describe the organization's processes for managing climate-related risks.	Climate-related risks are managed through NIQ's enterprise risk management processes. Each identified risk is assigned to an owner responsible for monitoring and mitigation. Internal Audit supports risk management through control testing and operational reviews. Risk mitigation actions are tracked and updated regularly, with oversight from senior leadership and the Audit Committee.
	Describe how processes for identifying, assessing and managing climate-related risks are integrated into the organization's overall risk management.	Climate-related risks are integrated into NIQ's broader enterprise risk management framework, which includes bi-annual cross-functional risk reviews involving management and the Audit Committee. ESG risks, including climate-related risks, are incorporated into risk assessments and mitigation planning, supported by a risk taxonomy that is reviewed regularly. As the program matures, climate risks will be further embedded into risk registers, strategic planning, and budgeting processes.
Metrics and Targets	Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process.	NIQ has not yet established formal metrics to assess climate-related risks and opportunities. The development and disclosure of such metrics will be addressed in future reporting periods as our climate program matures and data availability improves.
	Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 GHG emissions, and the related risks.	NIQ measures and tracks Scope 1, Scope 2, and Scope 3 greenhouse gas emissions in alignment with the GHG Protocol. We also conduct annual carbon footprint assessments with external verification. ESG Report: Environmental Responsibility
	Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets.	NIQ has not yet established formal climate-related targets. Targets will be defined and disclosed in future reporting periods as data quality, measurement capabilities, and internal processes continue to develop.



About NIQ

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete and trusted understanding of consumer buying behavior and revealing new pathways to growth. By combining an unmatched global data footprint and granular consumer and retail measurement with decades of AI modeling expertise, NIQ builds decision systems that help companies turn complex data into confident action.

With operations in more than 90 countries, NIQ covers approximately 82% of the world's population and more than \$7.4 trillion in global consumer spend. Through cloud-based platforms, advanced analytics, and AI-driven insights, NIQ delivers The Full View™—helping brands and retailers understand what consumers buy, why they buy it, and what to do next.

For more information, please visit www.niq.com

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