

NielsenIQ

2025 ESG Progress Report



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A message from our CEO

As the world's leading consumer intelligence company, our commitment to deliver the Full View™ of consumer behavior extends far beyond the clients and industries we serve. We recognize that our vantage point is unique, and we are intentional about using it responsibly.

Our drive to uncover growth opportunities for our customers is matched by a passion for delivering intelligence and innovation that creates positive impacts for economies, communities, and the environment, both within and outside our company. We see this as a long-term value driver for our employees, stakeholders, customers, industry, vendors, and our communities.

This report summarizes our environmental, social, and governance (ESG) priorities and how we embed inclusive, sustainable principles into our business model.

Driving these efforts are our employees, who bring their dedication and adaptability to serving our clients. In 2024, we formalized the Principles that guide our work: being Client Obsessed, Driven to Win, Accountable for Results, and Committed to Integrity. These Principles are the foundation of our company's health and define the behavior that enables us to grow, collaborate, innovate, and succeed.

There is clear momentum behind our efforts at NIQ. We are building on our progress and the efforts under way to create a more resilient and sustainable future together.



A handwritten signature in black ink that reads "Jim Peck".

Jim Peck
Executive Chairman and CEO

NIQ

About *this report*

This is NIQ's third annual Environmental, Social, and Governance (ESG) Progress Report, which outlines our approach, activities, and performance in 2024, unless otherwise noted. This year's report includes combined NIQ and GfK data and information, following the integration of our two organizations in the second half of 2023. 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) and have prepared our disclosures with reference to the Global Reporting Initiative (GRI) Standards and the Sustainability Accounting Standards Board (SASB) Standards for the Professional and Commercial Services sector. A GRI and SASB index is provided in the Appendix.

All monetary values are reported in U.S. dollars (USD), unless otherwise stated.

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Introduction

About NIQ

NIQ is a global consumer intelligence company, delivering the most complete understanding of consumer buying behavior and uncovering new pathways to growth. In 2023, NIQ combined with GfK, bringing together two industry leaders with unparalleled global reach. Together, we provide a holistic retail read and comprehensive consumer insights, powered by advanced analytics and state-of-the-art platforms.

Today, we operate in over 90 countries,* covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. Our clients include more than 20,000 brands, from emerging players to global leaders, who rely on NIQ to deliver the Full View™ of markets and consumers. For more information, please visit www.niq.com.

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





NIQ at a Glance



Complete Coverage

90 countries, covering approximately 85% of the world's population



Global Client Base

20K+ clients, from emerging brands to global leaders



Retail Footprint

3,600+ retailers in 90+ countries providing point-of-sale data, often serving as a preferred global data partner



Data Depth

220M unique product items and 9B attributes, averaging 40+ attributes per product



Product Category Breadth

40M new items

Awards & Recognitions



Avtar 100 Best Companies for Women in India (2020-2024)

Avtar Most Inclusive Companies Index 2024 India



Recognized by Great Place To Work® as one of India's Best Workplaces in Professional Services (2024)



Honored as a Champion of Good by Singapore's National Volunteer and Philanthropy Centre (2024)



CDP Discloser award for 2024



2024 EcoVadis Committed Badge



Menopause in the Workplace/Henpicked in the UK/Ireland



LEAD Network Level 5 Inclusion (2024)

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ESG strategy & governance

At NIQ, integrity is the foundation of our operations. 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 team responsible for driving progress across our priorities. This team works with stakeholders throughout the business to advance our strategy, coordinate cross-functional execution, and manage reporting and disclosure efforts.

In 2024, we developed a new internal ESG governance framework to strengthen accountability and coordination across functions. This framework defines roles and responsibilities for our sustainability priorities.

Our Board of Directors and CEO review and approve key aspects of our ESG strategy and take an active role in major business decisions related to ESG. The Audit Committee of the Board receives regular updates from the central ESG team. The Audit Committee, in turn, keeps the full Board apprised of evolving regulations related to ESG risks and our sustainability efforts.

Risk Management and Oversight

NIQ's independent Internal Audit team plays a key role in supporting strong governance, through a disciplined and structured approach to enterprise risk management (ERM). The team is responsible for assessing the design and effectiveness of internal controls, with a primary focus on financial reporting. In addition, Internal Audit conducts broader operational audits and project-based reviews each year, guided by evolving business needs and risk priorities.

Beyond controls testing, Internal Audit facilitates NIQ's ERM program, which helps senior leadership identify, assess, and respond to enterprise risks. The program is reviewed twice annually with senior management and the Audit Committee of the Board of Directors. These cross-functional reviews encourage strategic dialogue and embed risk awareness into NIQ's operating rhythm. The process also reinforces our commitment to accountability and transparency across governance practices.

ESG topics are assessed within the ERM framework. Since completing our third-party ESG risk and opportunity assessment in 2022, we have continued to integrate the identified focus areas—data security, data integrity, diversity, equity, and inclusion, and people management—into our ERM framework, to guide risk assessments, mitigation efforts, and action plans.





In 2024, we also began foundational work toward our first Double Materiality Assessment (DMA), to identify and evaluate the ESG topics most relevant to NIQ's long-term success and stakeholder impact. This effort will inform the evolution of our ESG strategy and reporting, in alignment with emerging global standards, including the European Union's Corporate Sustainability Reporting Directive (CSRD). Further updates will be provided as this work progresses.

Crisis, Security, and Safety Management

NIQ maintains a crisis management and disaster recovery program led by our global 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 tailored assessments, scenario testing, backup procedures, and post-event reviews.

In 2024, we formalized our Crisis Management Policy (CMP) to further 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.

Our CSSM regional leads serve as designated contacts across NIQ's 100+ operating areas, supporting incident notification, coordination, and response. The framework was activated multiple times in 2024 and early 2025, including for weather-related events in the Americas, armed conflict in Ukraine, and the 7.7-magnitude earthquake in Myanmar. In each case, NIQ implemented accountability and contingency protocols to ensure employee safety and maintain business continuity.

We expanded our commitment to employee health and safety with the launch of NIQ's global Employee Health & Safety (EHS) Program in 2024. To support this program, we established a Global EHS Team that includes a global lead and three regional consultants with advanced qualifications, professional accreditations, and industrial experience. This team supports in-country safety managers, administrators, representatives, and vendors in fostering safe and healthy work environments across all NIQ locations.

In alignment with ISO 45001, we introduced a Global Employee Health and Safety Policy that clearly outlines roles and responsibilities and reflects best practices for our workforce, clients, vendors, and visitors. We also launched centralized accident reporting and investigation processes, giving employees direct access to subject matter experts and driving continuous improvement in the prevention of workplace injuries and illnesses. In addition, we are investing in global vendors to enable real-time access to compliance data, supporting proactive and data-driven safety initiatives.

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 deployed in higher-risk regions.



Looking ahead, we will continue to strengthen our crisis management capabilities, with a focus on foresight, prevention, and response. Planned enhancements include detailed response playbooks, stronger information-sharing protocols, and clearly defined CSSM team roles and responsibilities.

Ethics & Integrity

Upholding high ethical standards is central to NIQ's governance practices. Our [Code of Conduct](#) outlines expectations for ethical business conduct in all of NIQ's operations and serves as the foundation for global policies on anti-corruption, conflicts of interest, 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 must complete the Code of Conduct training and provide attestation. We also deliver topic-specific training based on a risk-based approach, to ensure relevance and effectiveness.

We strive to cultivate an environment where employees and business partners feel empowered to speak up if they become aware of potential misconduct. The NIQ Ethics Hotline is managed by an independent third party and is available 24/7 in multiple languages to both employees and external partners. The hotline also provides a confidential channel to seek advice or submit questions.

In late 2024, we established a single global channel for reporting concerns. We strictly enforce a non-retaliation policy, to protect anyone who raises concerns in good faith.

Responsible Sourcing

NIQ's vendor relationships are grounded in responsible sourcing practices that promote ethics, compliance, and operational excellence. We expect all third-party partners to meet the same high standards we uphold 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 categories spanning data collection services, IT hardware, software and support, and corporate services. Where we procure manufactured goods, these are typically sourced from multinational corporations with established supply chain ethics and sustainability programs.

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

In 2024, we further enhanced our procurement capabilities by launching a unified sanctions screening platform, establishing a joint Supplier Due Diligence Program to assess and mitigate ESG-related risks, and aligning supplier diversity reporting across legacy NIQ and GfK USA operations. We continue to evolve our sourcing approach to better integrate sustainability, performance, and compliance considerations, including more consistent evaluation of supplier accountability across key categories.





Data integrity, privacy & security

NIQ helps clients succeed by delivering the data and tools they need to better understand their markets and consumers. We provide market-level data from retailers and consumer insights on purchasing behavior. This holistic view enables clients to reach more customers, optimize pricing strategies, and grow their businesses. We are committed to delivering these insights securely and with precision and integrity.

Data Integrity

Data is the foundation of NIQ's business. Every day, we translate vast volumes of consumer and retail data into accurate, timely insights that guide critical business decisions. We take extensive measures to ensure this data is high-quality, relevant, and responsibly sourced.

To help maintain these standards at scale, we use automation, artificial intelligence (AI), and advanced analytics to support data accuracy and consistency across our systems.

NIQ has long leveraged AI and machine learning (ML) to improve data acquisition, processing, and coding. These tools ensure that data is properly tagged, high-quality, and integrated across platforms. For example, NIQ Instore Vision enhances data collection through digital imaging, enabling more efficient and accurate information capture while helping to reduce bias in the process. More recently, we have expanded our focus to include generative AI capabilities such as conversational tools, task automation, validation processes, and analytical insight generation.

NIQ's [AI Safety Policies and AI Guiding Principles](#) were introduced in 2024, to guide the responsible development and application of AI across our business. Grounded in science and human oversight, these frameworks help ensure our use of AI remains effective, ethical, and safe.

Helping to Maintain Data Integrity

Data quality is a shared responsibility at NIQ. We have a dedicated taskforce actively exploring next-generation AI applications, with a focus on data quality, completeness, and ethical use.

Our global data governance teams provide ongoing oversight and support across markets, ensuring that local data practices remain compliant, consistent, and responsive to technical requirements. We are developing a formal AI governance framework to strengthen oversight and ensure alignment with our broader policies on data integrity and responsible innovation.



At the same time, we have global generative AI usage guidelines in place to help employees use these tools responsibly and effectively. We provide continuous refresher training and standard operating procedure documentation for associates, including updates on data coding protocols and methodological changes to help maintain data quality and consistency.

Applying Next-Gen Technologies

NIQ continues to invest in cloud-based predictive analytics platforms that empower clients through scalable, next-generation technologies. These tools are designed to improve data access, enable faster decision-making, and enhance insight-driven business planning. For example:

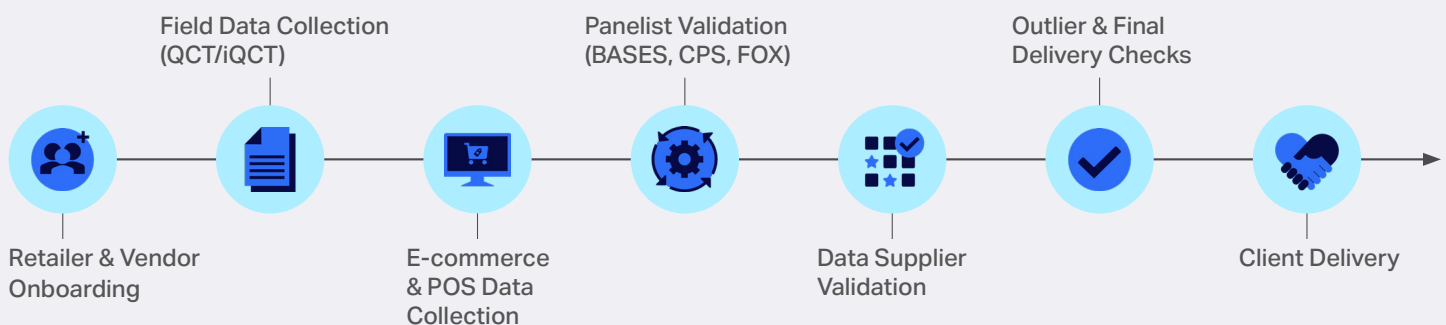
- **NIQ Discover** is an AI-powered self-service platform with cloud-based predictive analytics that helps clients turn data into differentiated insights and take tangible, timely actions.
- **Byzzer** extends NIQ's reach to small and mid-sized brands, offering intuitive report templates and analytics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

To further strengthen our practices, NIQ explores the use of emerging technologies, including advanced analytics and machine learning, to refine methodologies and deliver high-quality insights to clients. This innovation-focused mindset helps us stay agile in the rapidly evolving data landscape and strengthens strategic partnerships across industries.

Managing Data Integrity Across the Data Lifecycle

NIQ applies rigorous quality control measures and clearly defined checks at every stage of the data management lifecycle, from initial collection to final report delivery, to uphold data integrity, accuracy, and precision. These processes are continually enhanced through standardized procedures, AI and machine learning integration, and year-over-year performance monitoring, to ensure reliability, traceability, and compliance.

Ensuring Data Integrity Across the Lifecycle



Retailer Onboarding and Accreditation

When onboarding new retailers or vendors, NIQ conducts initial sample testing to validate data quality and integrity. We apply a structured Retailer Accreditation Protocol (RAP) to evaluate the quality of the data provider and identify potential risks. This process also applies when existing retailers are reassessed, providing a consistent framework for evaluating data quality across our network.

We also maintain close collaboration with our co-operating retailers to improve data inputs, ensuring we continue to deliver high-quality products to our clients.

Quality Checks for Field Data Collection

NIQ uses its Quality Control Tower (QCT) to monitor field data collection in real time through our store auditing devices. QCT's applications, geomapping tools, and analytics provide automated alerts and enable virtual supervision of field activity. We also have additional layers of automated validation through iQCT (intelligent QCT) to further strengthen oversight.

Strict controls are in place to guide field auditors, supported by an incident response plan that ensures any deviations from standard procedures are addressed immediately and appropriately. We also continue to modernize our approach to collecting data from traditional trade shops globally, using AI-driven solutions.

E-commerce Data Collection and Validation

We collect e-commerce data from a variety of sources, including point-of-sale (POS) systems, using industry-standard technologies and security protocols. Once integrated into NIQ systems, all data undergoes rigorous validation processes to ensure accuracy and reliability. Regardless of source or format, incoming e-commerce data must meet NIQ's standards for quality, consistency, and data security.

Quality Checks for Panelists

To ensure panelist authenticity and data integrity, NIQ BASES™ uses its own and third-party panels to implement robust verification processes, including:

- Recruitment fraud checks
- Two-factor authentication
- Digital fingerprinting
- Vetting of third-party panel providers and regular audits

For Consumer Panel Services (CPS) panels, we apply a combination of screening, monitoring, and analytics to help ensure panel quality and data integrity.



Validating Incoming Data from Data Suppliers

Once a data supplier is approved and onboarded, all incoming datasets go through a standardized, automated validation process to ensure consistency and reduce human error. This procedure is applied globally and is supported by a dedicated escalation and resolution protocol, to quickly manage incidents that could affect data quality or timeliness. We are focused on improving turnaround times for supplier data validation, to reduce delays in final data delivery.

Outlier Checks and Final Delivery Checks

Before client delivery, NIQ runs system-generated quality checks to identify and resolve outliers, duplications, errors, 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 paramount, NIQ takes a proactive and principled approach to privacy and data protection. We maintain a comprehensive global privacy program and governance model aligned with both international and local data protection laws. Beyond legal compliance, we prioritize the ethical use of personal data and are committed to transparent, fair, and responsible data practices.

NIQ's Global Privacy, Product, and AI Development Legal team leads this work, implementing administrative, technical, and physical safeguards across our operations. Personal data collected from panelists, survey participants, and other sources is protected through stringent standards, reinforced by routine audits and continuous advancement in encryption technologies. We also invest in employee and partner education, to foster a culture of responsibility and transparency at every level of the organization.

These efforts underscore NIQ's commitment to maintaining the highest standards of privacy and data integrity. By embedding privacy in every stage of the data lifecycle, we reinforce the trust of clients, partners, and panelists—and build a strong foundation for long-term value and ethical data stewardship.



Data Security Measures

Governance

At NIQ, data security is a cornerstone of our commitment to responsible business practices. Our cybersecurity program is built 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), leveraging best practices and technical safeguards to defend against evolving cyber threats. Through these industry-recognized frameworks, we continually assess and enhance our security posture.

Oversight is led by our Information Technology (IT) Governance, Risk, and Compliance (GRC) Committee, which steers strategic cybersecurity initiatives and ensures compliance with regulatory and industry requirements.

Beyond internal governance, we proactively mitigate cybersecurity risks through structured programs and training. Our Third-Party Risk Management Program ensures external partners meet NIQ's security standards, reinforcing protection across our broader data ecosystem. Internally, we foster a culture of accountability through cybersecurity awareness training, pre-employment background checks, and employee confidentiality agreements. These measures help foster a security-first mindset across NIQ's global operations.

Cybersecurity Operations

NIQ's cybersecurity operations are designed to provide continuous protection against emerging threats. Our Security Information and Event Monitoring (SIEM) system enables real-time detection and analysis of security events, allowing us to swiftly identify and mitigate risks. This is supported by a 24/7/365 incident response capability that ensures rapid detection and resolution of incidents across our global infrastructure.

We also maintain a robust threat intelligence program that includes vulnerability assessments, penetration testing, and both Dynamic and Static Application Security Testing (DAST/SAST). These tools help us proactively detect and address potential vulnerabilities before they can be exploited. Together, these layers of defense support a resilient security posture that protects both data integrity and business continuity.

Technology-Enabled Program

NIQ's security infrastructure is supported by advanced 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, along with strict 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. These measures form a resilient, technology-driven cybersecurity framework that helps safeguard the integrity of our global operations.

Empowering Smarter Decisions Through Inclusive and Impactful Insights

Building Representation into Our Data

At NIQ, we believe insights are only as meaningful as the data behind them. That's why we invest in representative measurement solutions and maintain rigorous panel calibration practices to ensure our data reflects the rich diversity of the communities we serve. These efforts help clients design inclusive products, marketing campaigns, and consumer experiences that meet real-world needs.

Using Insights to Drive Inclusive Growth

At NIQ, we help organizations make better decisions by showing how values, identity, and behavior intersect. By providing accurate, representative insights, we enable our clients and partners to engage more effectively with the people they serve—and to do so in ways that are more inclusive and relevant.

Through the combined strengths of NIQ and legacy GfK, we embed sustainability insights into both syndicated and custom research. Green Gauge™, a 30+ year study of sustainability-related attitudes and behaviors across 20+ countries, was linked in 2024 to NIQ's HomeScan panel to align sentiment with actual purchase behavior. This data is drawn from our Consumer Life Study, one of the world's longest-standing trend trackers, surveying 30,000+ consumers in 25+ countries annually.

In addition, our syndicated research portfolio through MRI-Simmons, a joint venture between NIQ and SymphonyAI, explores the social and cultural dynamics shaping consumer choices. This includes the Green Segments & USA Study, featuring over 1,000 attitudinal statements—27 on sustainability and environmental concerns—and five GreenAware segments designed to support audience profiling and campaign strategy. The biannual Retail Trends Study provides additional insights into consumer expectations, including views on social causes and local brand support.

Our neuroscience-driven ad effectiveness and design tools capture both conscious and subconscious reactions, helping ensure that campaigns resonate with authenticity and clarity.



Enabling Innovation Across the Consumer Goods Ecosystem

Building on these insights, NIQ supports the Consumer-Packaged Goods (CPG) industry in turning values into action. Our research empowers clients to translate consumer expectations into more responsible products, packaging, and business practices.

We work with manufacturers and retailers to identify opportunities for innovation, track shifting consumer sentiment, and guide long-term strategies that align with environmental and social priorities. Whether developing new offerings, rethinking packaging, or refining claims, our data-driven tools help brands deliver with purpose.

In 2024, we deepened our engagements across the CPG ecosystem to help companies advance transparency, accelerate responsible product development, and better communicate the value of their sustainability initiatives.

Supporting Independent Research and Public Sector Collaboration

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 research initiatives. For example, through our longstanding collaboration with the University of Chicago Booth School of Business and its James M. Kilts Center of Marketing, we provide anonymized retail measurement and consumer data to university-based researchers around the world, enabling new opportunities to explore consumer behavior and market dynamics.

Our government and public sector offerings further extend this impact, by leveraging NIQ's insights and analytics to help policymakers and public institutions make informed, data-driven decisions.

We also invest in the next generation of data leaders through the NIQ University Program, a 12-week introductory training course that gives undergraduate students access to exclusive datasets, analytics tools, and feedback from experienced business and research professionals.



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Environmental responsibility

As the effects of climate change become more pronounced, we recognize our responsibility to reduce our environmental impact and contribute to a more sustainable future. At NIQ, we are working to reduce our environmental footprint, adapt to a changing climate, and apply our expertise to support clients in building a more sustainable marketplace.

Our Impacts and Risks

As a global provider of consumer intelligence, NIQ plays a unique role in supporting the consumer goods industry, a sector with significant environmental impact worldwide. Through our data and insights, we help CPG manufacturers and retailers better understand consumer behavior, track market trends, and identify opportunities for innovation in sustainable products. By empowering our clients to make informed decisions, we help support the industry's transition toward products that promote healthier people and ecosystems.

Our own environmental footprint primarily stems from energy use in our offices and data centers. Additional impacts come from waste and resource consumption, business travel, and field operations, including emissions from physical devices used in data collection.

Like many organizations, we face growing climate-related risks, including potential disruptions to physical infrastructure and business continuity. We continue to integrate ESG risks and opportunities into our enterprise risk management (ERM) framework and are conducting a comprehensive climate risk assessment in 2025.

Our Approach to Mitigation

At NIQ, environmental responsibility is a shared commitment. We apply a sustainability lens to decision-making across the company to understand and minimize negative impacts, while empowering every employee to contribute.

Our expectations around energy use, waste management, and business travel are outlined in our [Code of Conduct](#) and [Supplier Code of Conduct](#). We also build environmental awareness through employee learning initiatives, to help employees better understand their individual and collective environmental impacts.

Measuring and Managing Our Environmental Footprint

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



In 2024, we focused on developing integrated performance metrics across the combined company environmental footprint, with particular emphasis on our carbon footprint. For the first time, we collected data to measure renewable electricity usage within our office spaces. In addition, we confirmed that all external cloud and data center infrastructure is powered by renewable energy.

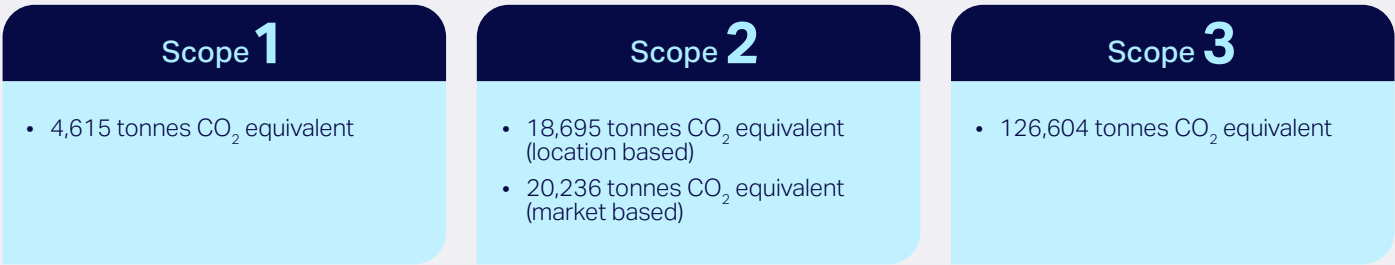
Our Scope 3 inventory includes business travel (air, rail, and hotel stays), employee commuting, and telecommuting, which are measured using a global commuter survey, operational data, and applicable emissions factors. In 2024, we expanded our Scope 3 emissions reporting to include capital goods and purchased goods and services, improving our visibility into value chain emissions and enabling better alignment with industry expectations and reporting standards.

As we broaden our understanding of emissions across the value chain, we are also embedding sustainability into procurement and supplier engagement. Our [Supplier Code of Conduct](#) requires suppliers to comply with applicable environmental laws and encourages energy efficiency and GHG emissions reduction efforts.

NIQ Environmental Data

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

GHG Emissions 2024 (in metric tons of CO₂ equivalent)



Water consumption: 33,835,940 cubic feet

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

Reducing Energy Use and Waste

NIQ's largest source of emissions comes from our real estate footprint, which spans more than 200 buildings globally. We work closely with vendors and partners to prioritize energy-efficient leased properties and explore opportunities to implement clean energy and energy-reduction measures. For example, our Orange Campus in Nuremberg (Germany), is LEED-certified, as are several other NIQ locations around the world, including 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 questions into requests for proposals (RFPs) for new property leases, as part of our ongoing efforts to integrate environmental and social responsibility across the business.

We continue to optimize our data center operations. Key initiatives include identifying underutilized servers, virtualizing physical infrastructure, consolidating workloads, increasing server and cluster density, and adopting all-flash storage for live data, to reduce power and cooling needs. As of 2024, approximately 82% of NIQ servers are virtualized, contributing to significant energy savings, with all new server and storage requests routed through a secure cloud portal to ensure alignment with energy-efficiency standards.

We also maintain a car fleet to support select operations and have implemented country-specific CO₂ caps to reduce emissions, while continuing to promote the use of hybrid and electric vehicles across our fleet.

While our overall waste profile is relatively low, we remain committed to reducing output and promoting responsible disposal. Most of our locations have on-site recycling programs, and in 2024, we again met our target to responsibly process 100% of our facility-based e-waste, diverting it from landfills.

We are also taking steps 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 image and data capture services require fresh and frozen food—employees can purchase the products post-use, with the proceeds donated to charity. Remaining items are donated to local food banks before expiration.



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Our People

At NIQ, we believe our strength lies in our people—the diverse backgrounds, skills, and perspectives they bring, and the values we share. We are committed to fostering a dynamic, inclusive culture that celebrates openness, creativity, equity, collaboration, and growth. Our goal is to create an environment where employees feel empowered to realize their potential, advance our industry, and contribute to shared success.

In 2024, we released new company principles, acting as a compass for our employees to understand our ways of working. These principles have been defined using lessons learned, identifying winning behaviors that increase our chances of achieving our strategic objectives. NIQ Principles include being Client Obsessed, Driven to Win, Accountable for Results, and Committed to Integrity.

Recruitment & Internal Mobility

Our global talent strategy is centered on attracting, developing, and retaining great people with the right skills for NIQ's future.

To help ensure inclusive hiring practices, our selection processes are consistent, standardized, and designed to reduce bias while attracting talent that reflects the global communities we serve. We embed this approach into manager training programs, to help mitigate unconscious bias and ensure consistent candidate experiences across all regions.

Our efforts are shaped by our Employee Value Proposition (EVP), which outlines what we stand for and what candidates and employees can expect when joining and growing with NIQ. The four EVP pillars highlight what makes NIQ a unique and rewarding place to build a career:



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



In addition to attracting new talent, we are equally committed to developing our existing workforce and supporting career growth from within. In 2024, we strengthened our internal mobility program, achieving a 30% internal mobility rate. We also refreshed our employee referral program, with 11% of hires coming through referrals. These updates are designed to improve the internal candidate experience and create more opportunities for career growth.

To maintain high standards in the rapidly evolving recruitment landscape, we continue to adapt our approach to reflect emerging trends and technologies. In countries where it is deemed necessary, we have implemented 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

At NIQ, we take a data-informed approach to developing learning and growth opportunities for all employees. Our goal is to equip individuals with the tools, feedback, and support they need to navigate their careers and reach their potential.

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



Envision

Our career exploration platform offers visibility into roles across NIQ, including “day in the life” stories that help employees understand different career paths.



Engage

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



Evolve

Our development planning process, shaped by employee feedback, empowers individuals to co-create forward-looking development plans with their managers.

In addition to career planning tools, we emphasize ongoing feedback and performance development. All employees participate in a structured performance feedback cycle that includes annual goal setting, mid-year and year-end reviews, and access to feedback tools that support continuous development. In 2024, we achieved a 99% compliance rate for performance reviews. Managers who fall below expectations are supported through “hypercare” strategies designed to strengthen leadership capabilities.

We also continue to promote meaningful career conversations across the organization. To complement these efforts, we use our annual employee survey, based on the Gallup Q¹²® methodology, to track engagement and development effectiveness. In 2024, the employee response rate was 86%. These results help inform training priorities, leadership development, and career programs, reinforcing our commitment to employee engagement, inclusion, and growth.

Programs for Growth

At NIQ, we offer a variety of learning and development programs designed to help employees develop their skills, expand their networks, and pursue long-term career goals.

Mentoring

Our global mentoring program, powered by MentorcliQ, offers flexible access to mentorship when, where, and how associates need it. The cloud-based platform supports matching, training, tracking, and progress measurement. Mentoring is available year-round, with resources and materials to help participants get the most out of their experience. In 2024, enrollment increased by 16%, reflecting the program's value in fostering learning and cross-functional connection.

Leadership Development

We continue to invest in building future leaders across the organization through our Career Power Up series. These one-hour sessions, led by NIQ leaders, focus on relevant career topics such as networking, mentorship, and advancement. The sessions are open to all employees and are designed to inspire personal and professional growth. In 2024, 74% of managers completed our manager training program, focused on the fundamentals of people leadership at NIQ.

We also centralized our Women in Leadership Program (WLP) in 2024, establishing a unified curriculum framework across regions. Originally launched in Asia-Pacific and India, WLP supports women through mentoring, learning sessions, and speaker events. In 2024, new cohorts launched in Western Europe, Asia-Pacific, and India, while Latin America and Eastern Europe, the Middle East, and Africa (EEMEA) laid the groundwork for their first cohorts to launch in 2025. We plan to continue expanding the program through our Women in Networking for Growth (WING) employee resource group (ERG).



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 essential people management skills, such as communication, prioritization, feedback, and meeting facilitation.



Expert Academy builds deep operational expertise, along with soft skills like time management, problem-solving, and presenting insights effectively.



Client Expert Academy is designed to strengthen client-facing capabilities, including communication, expectation management, root-cause analysis, and analytical thinking.



The Data Science Exchange Program strengthens NIQ's pipeline of future data science leaders by combining technical skill-building with coaching and managerial development.



Sales Transformation Training provides role-specific learning for sales associates and equips them with the technical knowledge and tools needed to deliver client excellence.



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

Online Learning

Through our LinkedIn Learning subscription, employees have access to more than 20,000 expert-led, self-paced courses across a wide range of topics. In 2024, employees completed 101,582 hours of learning through the platform.

Peer-to-Peer Recognition

In 2024, we relaunched BRAVO, our peer-to-peer recognition platform, on a new system that offers enhanced functionality. Since its mid-year launch, employees have exchanged over 9,000 recognition moments, celebrating contributions that reflect NIQ's values across teams and departments.



Supporting Employee Well-being & Total Rewards

Employee Well-being

In 2024, NIQ launched a refreshed global well-being program to better support the holistic needs of employees. This transformation introduced a centralized platform for well-being services, including a globally consistent Employee Assistance Program (EAP), delivering scalable, accessible, and culturally responsive resources across all regions. The transition also retired legacy tools and region-specific programs, to promote greater global alignment and equity.

The program's primary goals in 2024 were to increase awareness, improve access, and foster engagement, laying the foundation for a lasting culture of well-being across NIQ. Over the year:

- More than 5,000 unique users accessed the platform
- Over 16,000 visits were recorded
- 2,292 employees enrolled in the EAP
- EAP utilization reached 5.9%, slightly above industry benchmarks
- Overall engagement in well-being initiatives reached 13.8%

NIQ's five pillars of well-being—physical, emotional, professional, social, and financial—were activated through tailored, locally relevant campaigns. Highlights included a global step challenge with over 17 million steps logged, an Eco Spotlight campaign aligned with Earth Day, and a Movement Month in India that showcased how regional engagement can support global goals.

NIQ's Inclusion Impact Teams (IITs) played a key role in localizing the program. By adapting content to reflect cultural norms, language preferences, and regional needs, they helped ensure that the program was inclusive in both design and experience.

Looking ahead to 2025-2026, NIQ will continue to build on this foundation by strengthening leadership accountability, expanding preventative care content, and integrating well-being more fully into the employee experience.

Compensation and Benefits

NIQ is committed to delivering compensation and benefits that support employee well-being, financial security, and pay for performance. We strive for global consistency, while respecting local market expectations and employee needs.

In 2024, we implemented a global job architecture that defines each role by job family group, career track, and level. This framework enables more accurate internal equity reviews and supports fair, transparent compensation practices. We continue to conduct periodic pay gap reviews and implement adjustments where needed, with a focus on ensuring comparable pay for comparable work. We also reaffirmed our commitment to gender equity by maintaining our participation in the LEAD Network Europe CEO Pledge.

Our total rewards strategy supports holistic well-being. Depending on location, benefits may include medical coverage, telemedicine, fertility and adoption support, and paid parental leave, in line with local laws and practices. In January 2024, we introduced a global Employee Assistance Program (EAP) to ensure all employees and their household members have 24/7 access to confidential support. This includes mental health counseling, legal and financial guidance, and other well-being services at no cost.

During times of crisis, including conflict or natural disasters, we provide additional resources, such as emergency counseling through the EAP and enhanced safety measures, which often exceed local legal requirements, to protect our employees and their families.

Global Employee Resource Groups & Inclusion Impact Teams at NIQ

NIQ's Employee Resource Groups (ERGs) include more than 3,400 members across 80+ countries. They are supported by over 50 Inclusion Impact Teams (IITs), which help localize our people strategy and ensure cultural relevance in the regions where we operate.

Global Employee Resource Groups

In 2024, NIQ's ERGs continued to be a powerful force for inclusion, community-building, and leadership development across our global workforce.

ERGs at NIQ are voluntary, employee-led groups open to all. They create space for historically marginalized identities to connect, share lived experiences, and build allyship, while also serving as strategic partners in advancing NIQ's Principles and business goals. These groups strengthen employee engagement, promote belonging, and contribute to both personal growth and business impact.

Year over year, ERG membership has grown by an average of 16%, reflecting the ongoing relevance and impact these groups have at NIQ. In 2024, ERGs hosted a wide range of events and initiatives that celebrated identity, fostered education, and created space for open dialogue and storytelling.



ERG Highlights in 2024



ADEPT advanced conversations on disability inclusion, intersectionality, and belonging, creating space for associates with disabilities and allies. Engagements focused on demystifying disability, supporting career development, and fostering a culture of empowerment.



ALL-IN supported Asian American and Pacific Islander (AAPI) associates and allies by exploring leadership journeys, cultural identity, mental health, and cross-cultural collaboration. Strategic partnerships with other ERGs and business units helped extend reach and visibility.



HOLA celebrated Hispanic and Latino culture, while promoting career advancement and allyship. Highlights included Hispanic Heritage Month events, a Speed Networking "Fiesta," sessions on personal branding, and a client collaboration on the [Diverse Voices: Hispanic Consumer Report](#).



MOSAIC promoted cultural awareness, global connection, and inclusive education through programs like the Celebrate Differences panel, which drew over 700 attendees. Cross-ERG events with ALL-IN and ADEPT explored topics such as career mobility for people with disabilities and caregivers. Membership grew by 12% in 2024, reinforcing MOSAIC's role in advancing multicultural inclusion at NIQ.



N-GEN promoted multigenerational inclusion, with 2024 initiatives and surveys centered around emotional intelligence, Gen Z consumer insights, and how different generations engage with AI in the workplace.



PRIDE led inclusive initiatives through its Learn to Unlearn campaign during Pride Month. Activities included a neuroscience-focused event with MOSAIC, a global LGBTQ+ visibility campaign, and a client collaboration exploring queer consumer insights and market trends.



SABLE elevated Black employee experiences by amplifying internal voices and spotlighting leaders. Initiatives emphasized internal mobility, intersectionality, and community engagement.



WING, NIQ's largest ERG, empowered women globally through its "Inspire Inclusion" campaign. Programming focused on gender equity, financial empowerment, allyship, and regional workplace inclusion. WING also supported four regional Women in Leadership Program (WLP) cohorts across APAC, India, and Western Europe.

Voices from Our ERGs

“Thank you for doing these sessions and bringing awareness to this topic. It feels great to know I'm part of a company that cares about its employees.”

ADEPT Member

“I am so thankful that I have gone through the ERG portal and joined a few programs. This is all so new to me. And this call has been extremely positive and inspiring. I am going to keep this experience with me forever. Thank you very much!”

MOSAIC Member

“Insightful, impactful, useful! Thank you for hosting this session on Learning to Unlearn. Way to manage biases!”

PRIDE Member

“ERGs are what make my NIQ experience a stellar one! I feel valued and seen, thanks to my ERG.”

SABLE Member



Inclusion Impact Teams

IIT

Inclusion Impact Team

IITs are diverse, associate-led groups dedicated to advancing inclusion and belonging at NIQ. Operating at the country level, these teams apply cultural insight and local expertise to tailor global initiatives—such as People & Planet Day, ERG strategies, and well-being programs—in ways that resonate within their regions.

U.S. and Canada IITs

In 2024, IITs in the U.S and Canada strengthened community engagement through a series of cultural events and local initiatives. These teams partnered with ERGs to increase visibility and create in-person opportunities for connection. Highlights included Diwali celebrations, a year-end holiday party, and the MOSAIC book club. The Canada IIT also led ADEPT Affinity Month programming, wellness activities, office town halls, and a speed networking session.

Germany IIT

Germany's IIT grew by 50% in 2024, expanding its reach across the DACH (Germany, Austria, and Switzerland) region. The team led local People & Planet Day events, organized International Women's Day panels on career growth, empowerment, and resilience, and launched the Movement in November campaign to promote men's health through physical activity.

India IIT

India's IIT delivered award-winning impact in 2024. Its leadership contributed to NIQ receiving the India Workplace Equality Index (IWEI) Gold Award and recognition on the Avtar Most Inclusive Companies Index, as one of the 100 Best Companies for Women. NIQ India was also certified a Great Place To Work, with a culture audit highlighting efforts in diversity, innovation, gender inclusion, and talent development. These achievements reflect the IIT's role in building a supportive workplace and driving positive change within and beyond NIQ.

Engagement with the Communities

At NIQ, we believe in using our time, talent, and data to create meaningful, lasting impact in the communities where we live and work. From pro bono partnerships with leading nonprofits to local volunteer efforts, our employees play a vital role in advancing NIQ's ability to improve lives around the world. In Singapore, for example, NIQ was honored as a 2024 Champion of Good for our commitment to positive community impact.

We offer all employees one day of paid volunteer time annually and provide regular opportunities to give back. In September 2024, we hosted our third annual People & Planet Day, engaging more than 13,500 employees globally in local volunteer activities aligned with NIQ's four social impact pillars—food equity, education, economic empowerment, and climate justice—all of which support the UN SDGs. Together, employees contributed over 81,000 hours across more than 550 activities, raising nearly \$118,000 through employee-led fundraising.

We also continue to harness the power of our data through partnerships and contributions to nonprofits driving change in the areas we care about most. This includes supporting ReFED's mission to reduce U.S. waste by 50% by 2030 by providing pro bono retail data for its insights hub, which is 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, which helps better understand and address food insecurity. In 2024, NIQ contributed data and analytics valued at almost \$3 million to support the report's development.



People & Planet Day 2024 Spotlight



Participants
13,517 associates globally



Activities
556 activities in total
(378 in-person/178 virtual)



Volunteer Hours
81,198



Employee Fundraising
\$117,527

Food Equity	- Avg. Hours Participated: 27,624 hrs 72 in-person/85 virtual activities - Fundraising: \$38,551	- Meal Boxes Donated: 87,450 - Amount of Food Donated: 5,300 lbs. (leftover food) - Meals Served: 18,367	2 ZERO HUNGER 3 GOOD HEALTH AND WELL-BEING
Economic Empowerment	- Avg. Hours Participated: 17,994 hrs 102 in-person/27 virtual activities - Fundraising: \$12,363	- Community Projects Completed: 2,062 - Community Members Benefited: 2,245 - Students Educated on Gender Equality: 20	5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES
Education	- Avg. Hours Participated: 9,366 hrs - Fundraising: \$56,906 - Books/Learning Resources Donated: 855	- Disabled Children Engaged: 1,142 - Individuals Benefiting from Tech/Digital Skills: 221	4 QUALITY EDUCATION 5 GENDER EQUALITY 10 REDUCED INEQUALITIES
Climate Justice	- Avg. Hours Participated: 26,214 hrs 143 in-person/44 virtual activities - Fundraising: \$9,707	- Trash Collected: 1,687 units - Avg. Hours Dedicated to Climate Education: 6 hrs	7 AFFORDABLE AND CLEAN ENERGY 12 RESPONSIBLE CONSUMPTION AND PRODUCTION 13 CLIMATE ACTION

Afterword

We provide the most holistic view of consumers globally, helping companies, governments, and communities make informed decisions that ultimately benefit people. We are proud of our efforts to date, and we are committed to expanding our impact.

This impact is a direct result of the commitment of our employees, who are empowered to innovate and integrate sustainable solutions into how they serve our clients and communities.

We maintain a strong culture of acceptance, inclusion, and integrity, and encourage our global workforce to bring NIQ's principles and behaviors into their work and how they interact with the world. When we do, we contribute to strengthening communities where we live and work.

This report summarizes our key ESG priorities and impact. We remain committed to ongoing transparency and reporting on our progress.



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. A.C. Nielsen 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 Merca
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 Sarl
19. ACN Arastirma Hizmetleri
20. ACN Cayman Islands Colombia
21. ACN Marketing and Media
22. ACNielse Honduras S.A. de C.V.
23. ACNielsen (Israel) Ltd.
24. ACNielsen (NZ) ULC
25. ACNielsen (Singapore) Pte. Ltd.
26. ACNielsen (Tanzania) Ltd.
27. ACNielsen AB
28. ACNielsen AMER – S.á r.l.
29. ACNielsen AMER Algeria SARL
30. ACNielsen Bel
31. ACNielsen Bulgaria Ltd
32. ACNielsen Centroamerica, S.A.
33. ACNielsen Company of Canada
34. ACNielsen Costa Rica S.A.
35. ACNielsen Cyprus Limited
36. ACNielsen Czech Republic s.r.o.
37. ACNielsen Dominicana S.A.
38. ACNielsen Ecuador S.A.
39. ACNielsen Eesti OÜ
40. ACNielsen Egypt Limited
41. ACNielsen Group Limited
42. ACNielsen Holdings Limited
43. ACNielsen Holdings UK Limited
44. ACNielsen Kazakhstan Ltd.
45. ACNielsen Kenya Ltd
46. ACNielsen Latvia SIA
47. ACNielsen Nederland B.V.
48. ACNielsen Nicaragua, S.A.
49. ACNielsen Nigeria Limited
50. ACNielsen Norge AS
51. ACNielsen Pakistan (Private) Limited
52. ACNielsen Panama, S.A.
53. ACNielsen Piackutató Kft.
54. ACNielsen Polska Sp.z.o.o.
55. ACNielsen Raziskovalna Druzba, d.o.o.
56. ACNielsen Romania srl
57. ACNielsen Slovakia s.r.o.
58. ACNielsen Uganda Limited
59. ACNielsen Ukraine LLC
60. Amer Research Limited
61. AMER Research Limited - Lebanon Brch
62. AMER Research Ltd - UAE Brch
63. AMER Research Ltd Lebanon
64. AMER Tunisia Sarl
65. Art Holding (Brazil) c.v.
66. ASEE Nielsen Holding (Spain) S.r.l.
67. Brandbank Limited
68. CGA Nielsen (Global) Limited
69. CGA Strategy Limited
70. China Market Monitor Co., Ltd.
71. ciValue Systems Ltd.
72. Data Impact S.A.S.
73. Empresa de ServiciosACNielsen S.A
74. Fox Intelligence S.A. S.
75. GfK Adimark Chile S.A.
76. GfK ANZ PTY LTD
77. GfK Arastirma Hizmetleri A.S.
78. GfK Asia Pte Ltd
79. GfK Australia Fieldwork Pty. Ltd.
80. GfK Austria GmbH
81. GfK Belgium N.V.
82. GfK Boutique Research Inc.
83. GfK Bulgaria Market Research Institute EOOD
84. GfK Custom Research Beijing Co., Ltd.
85. GfK Custom Research Brasil Pesquisa de Mercado Ltda.
86. GfK Custom Research, LLC
87. GfK Czech, s r.o.
88. GfK Danmark A/S
89. GfK Ecuador Investigacion de Mercado Cia. Ltda.
90. GfK Entertainment GmbH
91. GfK Etimize (Private) Limited
92. GfK Etimize, Inc.
93. GfK GeoMarketing GmbH
94. GfK GmbH
95. GfK HELLAS E.P.E.
96. GfK Hungária Piackutató Kft.
97. GfK Insight Japan KK
98. GfK Italia S.r.l.
99. GfK LATINOAMERICA HOLDING, S.L.
100. GfK Malta Holding Limited
101. GfK Market Consulting (Beijing) Co. Ltd.
102. GfK Marketing Services Japan Ltd
103. GfK Mexico S.A.P.I. de C.V.
104. GfK Middle East and Africa FZ - LLC
105. GfK Middle East CR Holding GmbH
106. GfK Middle East FZ - LLC
107. GfK Mode Pvt Ltd
108. GfK Netherlands B.V.
109. GfK Nielsen India Private Limited

Appendix

110. GfK North America Holding GmbH
111. GfK North America Holding, LLC
112. GfK Philippines Corporation
113. GfK Polonia Sp. z o.o.
114. GfK Research Dynamics, Inc.
115. GfK Retail & Technology Israel Ltd.
116. GfK Retail & Technology Egypt, L.L.C.
117. GfK Retail and Technology (Cyprus) LTD
118. GfK Retail and Technology (Thailand) Ltd.
119. GfK Retail and Technology Argentina S.A.
120. GfK Retail and Technology Asia Holding B.V.
121. GfK Retail and Technology Chile Limitada
122. GfK Retail and Technology China Co. Ltd.
123. GfK Retail and Technology Colombia Limitada
124. GfK Retail and Technology France SAS
125. GfK Retail and Technology Hong Kong Limited
126. GfK Retail and Technology Korea Ltd.
127. GfK Retail and Technology Malaysia Sdn. Bhd.
128. GfK Retail and Technology Market Research Vietnam Limited
129. GfK Retail and Technology North Africa SARL
130. GfK Retail and Technology Panama, S.A.
131. GfK Retail and Technology Peru S.A.C.
132. GfK Retail and Technology Taiwan Ltd
133. GfK Retail and Technology UK Holding Limited
134. GfK Retail and Technology UK Ltd.
135. GfK Romania - Institut de Cercetare de Piata S.R.L.
136. GfK SLOVENIJA, tržne raziskave d.o.o.
137. GfK South Africa (Pty) Ltd
138. GfK Sverige Aktiebolag
139. GfK Switzerland AG
140. GfK Turkey Danismanlik ve Pazar Arastirma Hizmetleri A.S.
141. GfK U.K. Holding Limited
142. GfK U.K. Limited
143. GfK Ukraine
144. GfK US Holdings, Inc.
145. GfK US MRI, LLC
146. GfK US, LLC
147. Grace Bidco GmbH
148. Grace Holdco GmbH
149. IFR South America, S.A.
150. Indy Dutch Bidco B.V.
151. Indy US Holdco, LLC
152. Institut Français de Recherche - I.F.R. S.A.S
153. Intermediate Dutch Hld BV
154. Intra Trading Establishment - Kuwait Brc
155. Netquest Brasil Pesquisa de Mercado Ltda.
156. Netquest Cono Sur Ltda.
157. Netquest Mexicana, S.A. de C.V.
158. Netquest S.A.S.
159. Nielsen Arastirma Hizmetleri Ltd Sirket
160. Nielsen Book Services Ltd
161. Nielsen Co (Bangladesh) Ltd
162. Nielsen Connect Australia Pty Ltd
163. Nielsen Consultancy LLC
164. Nielsen Consumer Greece
165. Nielsen Consumer LLC
166. Nielsen Consumer, Inc.
167. Nielsen for Consultancies LLC
168. Nielsen for Market Research LLC
169. Nielsen Holding France SAS
170. Nielsen Holdings, LLC
171. Nielsen Innovate S Pte Ltd
172. Nielsen Market Research Svcs FZ LLC
173. Nielsen Mexico Services, SRL of CV
174. Nielsen MMRD (Myanmar) Co. Ltd
175. Nielsen MMRD Holdings Pte Ltd
176. Nielsen Precima B.V.
177. Nielsen Precima Canada
178. Nielsen Precima US, Inc.
179. Nielsen Services France SAS
180. Nielsen Services Italy S.r.l.
181. Nielsen Services Poland Sp. z o.o.
182. Nielsen Services Spain S.L.
183. Nielsen Services Sweden AB
184. Nielsen SRL
185. Nielsen Sub Holdings I BV
186. Nielsen Sub Holdings II BV
187. Nielsen Svcs Japan GK
188. Nielsen Svcs Korea Ltd
189. Nielsen Uruguay (US), LLC
190. NielsenIQ (Germany) GmbH
191. NielsenIQ (India) Private Limited
192. NielsenIQ Services Germany GmbH
193. NielsenIQ South America S.R.L.
194. PT. GfK Retail and Technology Indonesia
195. PT.The Nielsen Company Indonesia
196. Soluciones Netquest de Investigación, S.L.U.
197. The Nielsen Co (GZ)
198. The Nielsen Co (Hong Kong) Ltd
199. The Nielsen Co Paraguay SRL
200. The Nielsen Company (Malaysia) SDN BHD.
201. The Nielsen Company (Philippines), Inc.
202. The Nielsen Company Japan
203. The Nielsen Company Korea Ltd
204. The Nielsen Company Lanka (Private) Limited
205. The Nielsen Company Taiwan Ltd.
206. TNC (Belgium) SPRL
207. TNC (Denmark) Aps
208. TNC (Europe) Sarl
209. TNC (Italy) S.r.l
210. TNC (Singapore) Hldgs Pte
211. TNC (Singapore) Pte. Ltd.
212. TNC (Switzerland) GmbH
213. TNC (Thailand) Limited
214. TNC (Vietnam), Ltd.
215. TNC Europe B.V.
216. TNC S America SRL
217. UABACNielsen Baltics
218. VNU Market Research Services Co Ltd

GRI Content Index

NIQ has reported the information cited in this GRI content index for the period January 1, 2024 to December 31, 2024, 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, 2024) <table><tr><th>Region</th><th>Total</th></tr><tr><td>APAC</td><td>17,230</td></tr><tr><td>EEMEA</td><td>7,103</td></tr><tr><td>LATAM</td><td>5,043</td></tr><tr><td>North America</td><td>3,155</td></tr><tr><td>Western Europe</td><td>5,956</td></tr><tr><td>Total</td><td>38,487</td></tr></table>	Region	Total	APAC	17,230	EEMEA	7,103	LATAM	5,043	North America	3,155	Western Europe	5,956	Total	38,487
Region	Total															
APAC	17,230															
EEMEA	7,103															
LATAM	5,043															
North America	3,155															
Western Europe	5,956															
Total	38,487															
Disclosure 2-10	Nomination and selection of the highest governance body	As a privately held company, NIQ does not publicly disclose its internal governance standards.														
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 serves an important function in overseeing NIQ's environmental, social, and governance (ESG) strategy, particularly in its integration with corporate objectives and risk management. It receives ongoing updates regarding ESG matters to ensure alignment with corporate goals and provides essential inputs to enhance 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 & Integrity Code of Conduct
Disclosure 2-16	Communication of critical concerns	ESG Report: Ethics & Integrity 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	As a privately held company, NIQ does not publicly disclose its internal policies and processes to evaluate the Board of Directors' performance.
Disclosure 2-19	Remuneration policies	As a privately held company, NIQ does not publicly disclose its internal remuneration policies and processes.
Disclosure 2-20	Process to determine remuneration	As a privately held company, NIQ does not publicly disclose its internal procedures and frameworks to ensure fair and competitive compensation practices.
Disclosure 2-21	Annual total compensation ratio	As a privately held company, NIQ does not 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 did not identify any material negative impacts that would require remediation during the reporting period. For more on our processes in place to address such impacts, see below. ESG Report: Environmental Responsibility Code of Conduct
Disclosure 2-26	Mechanisms for seeking advice and raising concerns	ESG Report: Ethics & Integrity Code of Conduct
Disclosure 2-27	Compliance with laws and regulations	NIQ experienced no significant legal or regulatory violations 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	The material topics are based on previous assessments and stakeholder input and are periodically reviewed to ensure their continued relevance to NIQ's current operations and focus areas. Additionally, we initiated the process for our first Double Materiality Assessment in 2024.
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 2024, NIQ did not formally screen new suppliers using specific environmental criteria. However, we implemented a new technology platform that will enable ESG risk screening, including environmental considerations, starting in 2025. This marks a key step toward enhancing our supplier due diligence processes and integrating sustainability considerations more systematically into procurement decisions.

Disclosure	Topic	Report Location/Response																					
Disclosure 308-2	Negative environmental impacts in the supply chain and actions taken	Based on internal assessments, NIQ has not identified 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 2024, NIQ hired 6,770 new employees. Total global employee departures in 2024 was 6,890 employees, however this includes all forms of attrition: 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>3,773</td><td>2,912</td></tr><tr><td>EEMEA</td><td>960</td><td>1,235</td></tr><tr><td>LATAM</td><td>1,035</td><td>1,177</td></tr><tr><td>North America</td><td>325</td><td>605</td></tr><tr><td>Western Europe</td><td>677</td><td>961</td></tr><tr><td>Total</td><td>6,770</td><td>6,890</td></tr></table>	Region	Total Hires	Total Departures	APAC	3,773	2,912	EEMEA	960	1,235	LATAM	1,035	1,177	North America	325	605	Western Europe	677	961	Total	6,770	6,890
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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—Recruitment & Internal Mobility																					
Disclosure 404-2	Programs for upgrading employee skills and transition assistance programs	ESG Report: Our People—Recruitment & Internal Mobility																					
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>0.0%</td></tr><tr><td>Executive Committee</td><td>37.5%</td><td>62.5%</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>0.0%</td><td>12.5%</td><td>87.5%</td></tr></table> For more information on the composition of the company's senior management and Board of Directors, see our company website: Meet our Leaders		Female	Male	Other	Board	33.3%	66.7%	0.0%	Executive Committee	37.5%	62.5%	0.0%		<31	30-50	>50	Executive Committee	0.0%	12.5%	87.5%	
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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 in which we operate. We have robust internal compensation structures and seek to align employees' pay with both external market and internal equity data and commensurate with each employee's skills, education, performance, experience, and other job-related factors, 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 2024, NIQ did not formally screen new suppliers using specific social criteria. However, we implemented a new technology platform that will enable ESG risk screening—including social considerations—starting in 2025. 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 internal assessments, NIQ has not identified any material social risks in our supply chain, primarily due to the nature of our supplier base, which is largely service-based. In 2025, however, we plan to leverage a new technology platform to conduct abstract screening of our suppliers, including assessment of potential social risk factors.
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	No data breaches (as defined, and involving personally identifiable identification, or PII) were identified in 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 customer affected	During the period in scope, no data breaches (as defined, and involving PII) were identified.
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 September 2024 Gallup Q¹²® Employee Engagement Survey results: • Engaged: 55% • Not engaged: 38% • Actively disengaged: 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.



About NIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together two industry leaders with unparalleled global reach. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit www.niq.com

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