

MODERN SLAVERY STATEMENT

NIQ

Introduction

Modern slavery mainly takes the form of forced labor, human trafficking, debt bondage, forced marriage, and child labor. It involves work performed involuntarily under threat, exploitation for profit or gain, and coercion through violence, deception, or abuse. Efforts to combat modern slavery require a multi-faceted approach involving various stakeholders to raise awareness, strengthen laws, improve enforcement, and support victims.

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.

We uphold a strict, zero-tolerance policy towards all forms of modern slavery within our operations and supply chains. We have implemented controls to adhere to all pertinent laws and to maintain high ethical standards, endorsing and upholding internationally recognized human rights while actively combatting modern slavery and human trafficking within our operations and supply chains.

Scope & Jurisdictions

This statement is issued in accordance with the relevant laws and regulations that may be applicable to the legal entities listed below and their subsidiaries, together with certain affiliated entities that are included on a voluntary basis as part of NIQ’s consolidated approach:

- The Australian Modern Slavery Act 2018
- The Norway Transparency Act
- UK Modern Slavery Act 2015

Australia: Nielsen Connect Australia Pty Ltd, GfK Australia Fieldwork Pty. Ltd., GfK ANZ PTY LTD

Norway: ACNielsen Norge AS

UK: A.C. Nielsen Company Limited, Brandbank Limited, CGA Nielsen (Global) Limited, CGA Strategy Limited, GfK Retail and Technology UK Holding Limited, GfK Retail and Technology UK Ltd., GfK U.K. Holding Limited, GfK U.K. Limited, Nielsen Book Services Ltd,

Organizational Structure

NIQ, established in 1923, has its corporate headquarters in the United States of America, alongside an operational headquarters in Switzerland. NIQ combined with German company GfK in 2023 and became a public company listed on the NYSE in 2025.

Governance

NIQ uses a multi-stakeholder strategy to address key human rights matters, including modern slavery and human trafficking risks. Functional areas within NIQ that provide guidance with respect to controls to support human rights commitments include Human Resources; Global Procurement; Legal; Ethics & Compliance; Crisis, Security & Safety Support; and Diversity, Equity, Inclusion & Wellbeing. These functions ensure that relevant human rights risks are addressed or incorporated into existing policies or practices.

NIQ Operations

NIQ operates in over 90 countries, covering approximately 82 percent 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.

The NIQ Supply Chain

NIQ has a multi-disciplined supply chain to support us through the different aspects and provisions of our business. NIQ’s supply chain consists of thousands of suppliers globally.

The supply base consists predominantly of service-based providers rather than manufacturers of physical goods. Key spend categories include data collection services, software licensing, and office equipment. Some of these products and services are used in NIQ operations (e.g. office equipment) and some are used to support delivery of services to our customers (e.g. data collection services and software). Most of the manufactured goods acquired are purchased from large multinational corporations who have their own supply chain principles and ethical standards (e.g. telecoms equipment and employee laptops). For all key strategic categories of spending, Global Procurement follows a standard tendering approach and awards supplier contracts based on a multifactor scorecard (e.g. commercial, quality, compliance and sustainability factors).

Due diligence processes to protect human rights in our operations and supply chain

Through our policies and supplier onboarding procedures, we promote adherence to applicable human rights standards and local laws across our supplier relationships.

A. Policies and practices to protect human rights

We have implemented policies and practices designed to support respect for human rights and ethical conduct across our business and supplier relationships.

We are guided by the principles set forth in recognized external standards, including the UN Guiding Principles on Business and Human Rights, built on the UN Universal Declaration of Human Rights; the International Labour Organization (ILO) Conventions; European Convention on Human Rights; and the human rights related recommendations set forth in the Organization for Economic Co-operation and Development (OECD) Guidelines for Multinational Enterprises. NIQ’s alignment with these principles addresses topics such as human rights risks related, inter alia, to the following areas: discrimination, harassment, retaliation, excessive or forced labor, child labor, appropriate compensation and minimum living wages aligned with ILO conventions, safe working conditions, and slavery and human trafficking.

We demonstrate our commitment to human rights and the fair treatment of workers by having local policies and practices that prohibit human rights violations internally and in the supply chain, particularly regarding involuntary labor, human trafficking, and unacceptable work conditions, including but not limited to, conditions relating to pay, working hours and working environment.

This commitment is further outlined in [NIQ’s Code of Conduct](#), [NIQ’s Supplier Code of Conduct](#), and the [Human Rights Statement](#). These policies can be found on the NIQ website, on the “[About](#)” page, under the “[Corporate Citizenship](#)” section. Additionally, NIQ manages its environmental, social and governance risks (ESG) across the business and more information can also be found on the [NIQ website](#), on the “[About](#)” page, under the “[Corporate Citizenship](#)” section.

Human rights risks – cooperation with employees’ representative bodies in France

In France occupational health, safety and workplace-related matters are reviewed in cooperation with employees’ representative bodies (Works Councils).

On an annual basis, the Document unique d’évaluation des risques professionnels (statutory occupational risk assessment document under French law) is reviewed in consultation with employees’ representative bodies and updated under the oversight of the Health, Safety and Working Conditions Committee. Relevant workplace-related matters are addressed through documented mitigation measures, which are monitored throughout the year.

B. Risk Management and Oversight

At NIQ, we have an established Enterprise Risk Management (ERM) program. This program helps management identify risks and requires reporting on risk mitigation efforts twice a year to senior leadership and the Audit Committee of the Board of Directors. Through this process, cross-functional and strategic conversations occur, helping establish risk management as part of the Company’s operating rhythm. This process also reinforces our commitment to transparency and accountability across our governance practices.

Amongst others, risks related to ethics and compliance, employee health and safety, and talent management are analyzed through the ERM program. These processes support NIQ’s broader approach to responsible business conduct and human capital management.

C. Supplier onboarding process

Prior to onboarding a supplier, we established a baseline of expectations regarding social and human rights compliance through the NIQ Supplier Code of Conduct principles and ethical standards, which new vendors must acknowledge before transacting with NIQ.

D. Training

As it relates to employee education on human rights-related aspects, both the NIQ Code of Conduct and the NIQ Supplier Code of Conduct establish guidelines and expectations for lawful and ethical conduct of NIQ representatives around the world. All employees are required to be vigilant in protecting against exploitation of vulnerable populations, human trafficking and child and forced labor. The NIQ Code of Conduct is available in 20 languages* and all employees are required to sign an attestation confirming receipt of the document and their commitment to uphold its principles on an annual basis. Additionally, a mandatory training course is assigned to all current employees biennially and to new joiners upon onboarding.

Effectiveness in protecting human rights across the business and supply chain

We periodically review our policies, procedures and reporting channels to support adherence to applicable human rights standards across our business operations and supplier relationships.

E. Grievance Mechanisms

In addition to local reporting channels, we maintain a central reporting hotline where employees and relevant third parties can confidentially and (where permitted by local law) anonymously report any misconduct or concerns, including any issue that may be related to human rights, which can be accessed [here](#). Further information is provided in the NIQ Code of Conduct and we also maintain the NIQ Speak Up & Non-Retaliation Policy to ensure a proper framework is set up to raise and address concerns.

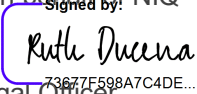
Periodically, our employees complete mandatory training on the company Code of Conduct and whistleblowing practices, which provide step-by-step guidance on how to raise concerns on the hotline and the several other identified reporting methods.

Consultation & Approvals

This statement was prepared through consultation with a team of representatives across multiple functions as mentioned under the Governance section above. The statement was also reviewed by the Deputy Chief Legal Officer for the year ending December 31, 2025 and is presented to the relevant governing boards of the various NIQ legal entities as listed above.

Signed for and on behalf of NIQ

Ruth Ducena
Deputy Chief Legal Officer
Date: 30th June 2026

Signed by:

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