

MODERN SLAVERY STATEMENT

NIQ

Introduction

NIQ has designed controls to operate in compliance with all applicable laws and to promote the highest standards of ethical behavior. NIQ supports and respects the protection of internationally recognized human rights and endeavors, and does not tolerate modern slavery or human trafficking internally, or in its supply chain.

NIQ was founded in 1923. Its corporate headquarters is located in the United States of America with an operational headquarters in Switzerland. NIQ is a privately owned entity, majority owned by investment funds managed by Advent International.

This Modern Slavery Statement is intended to satisfy various legal requirements of NIQ and its subsidiaries. Each local NIQ subsidiary generally has local suppliers. The following laws and policies may be applicable to an NIQ subsidiary: The UK Modern Slavery Act 2015; the French Duty of Care Act; the German Supply Chain Due Diligence Act; the Swiss Ordinance on Due Diligence and Transparency; the Norway Transparency Act; and the Australian Modern Slavery Act 2018. Relevant NIQ subsidiaries are:

UK: A.C. Nielsen Company Limited, AC Nielsen Holdings UK Limited, Brandbank Limited, CGA Strategy Limited, CGA Nielsen (Global) Limited, Data Impact Limited, Nielsen Book Services Limited

France: A3 Distrib SAS, AC Nielsen SAS, Data-Impact SAS, FoxIntelligence SAS, NielsenIQ Holding France SAS, NielsenIQ Services France SAS

Germany: NielsenIQ Services Germany GmbH, Nielsen Tele Medical GmbH, NielsenIQ (Germany) GmbH, Grace BidCo GmbH, Grace HoldCo GmbH

Switzerland: The Nielsen Company (Europe) Sàrl, NielsenIQ (Switzerland) GmbH

Norway: ACNielsen Norge AS

Australia: Nielsen Connect Australia Pty Ltd

Governance

NIQ's global human capital strategy prioritizes practices that demonstrate a commitment to diversity, equity, inclusion, and human rights. NIQ manages and monitors human capital impacts on its business as

well as specific geo-political developments with respect to human rights and the potential risks they pose. Within NIQ, the following functions provide guidance on human rights commitments and controls: human resources; global procurement; legal, compliance, and integrity; and our diversity, equity, and inclusion team. Collectively these functions ensure that relevant human rights risks are addressed or incorporated into existing policies or practices. Periodically, senior NIQ leaders report to NIQ's Board of Managers on the status of programs and policies designed to promote NIQ's human rights commitment, as well as any concerns that may have been uncovered.

NIQ Operations

NIQ has more than 30,000 employees in over 80 countries. NIQ, the world's leading consumer intelligence company, provides information services and consumer intelligence to retailers and consumer goods manufacturers. Through NIQ's services and insights, retailers and manufacturers of all sizes can plan, activate, and track their products, marketing, and sales activities. NIQ's business promotes innovation, price competition, and better supply chain management so that consumers have access to the right products at the right time and at the best price.

NIQ Supply Chain

NIQ's supply chain consists of thousands of suppliers globally. Modern slavery risks in the supply chain are one of the components of focus when conducting third party risk assessments. If deemed necessary, a further review of suppliers is required for a variety of reasons, including potential human capital concerns.

NIQ's supply base is heavily weighted towards service providers rather than manufactured goods providers. Key supply chain expense categories are professional services, data acquisition, operations, and technology. The supplier base includes large, multinational enterprises mainly operating in North America, Latin America, Europe, and - to a lesser degree - small to medium-sized enterprises (SMEs) in emerging markets. Most of the manufactured goods acquired as NIQ purchases are from large multinational corporations who have their own supply chain principles and ethical standards. Given the nature of NIQ's business, the risk of modern slavery in our organization and supply chain is low compared to businesses operating in other sectors. Nonetheless, the NIQ global procurement team actively manages relations with suppliers through policies that govern supplier procurement requirements.

Human Rights Risks in Our Business Operations and Supply Chain

Workforce Environment and Recruitment

NIQ is committed to the fair treatment of all employees, as demonstrated by internal policies which adhere to local laws, including those related to wage and working hours.

NIQ talent acquisition teams across the globe manage our recruitment process. There are instances where licensed third parties or recruitment agencies may be retained to supplement the workforce with independent contractors or consultants. NIQ recognizes that the use of external recruitment services may result in less visibility regarding the practices adopted by these third parties when recruiting talent for NIQ. However, NIQ tasks its local human resource teams to monitor these agencies and to report any suspected activity that is not in compliance with NIQ standards or local laws and regulations.

Due Diligence Processes to Protect Human Rights in Our Operations and Supply Chain

Policies and Practices to Protect Human Rights

NIQ has implemented various measures to identify potential human rights risks, including modern slavery and human trafficking, in its business and supply chain.

NIQ aligns itself with the recommendations set forth in recognized external standards, including the UN Guiding Principles on Business and Human Rights, built on the UN Universal Declaration of Human Rights; the International Labor 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 covers 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.

NIQ demonstrates its commitment to human rights and the fair treatment of workers with local policies and practices that prohibit human rights violations—particularly regarding involuntary labor, human trafficking, and unacceptable work conditions—both internally and within the supply chain. This commitment is further outlined in NIQ's Code of Conduct, NIQ's Supplier Code of Conduct, and the Human Rights Policy. These policies can be found at [NIQ.com](https://www.niq.com) under “Policies”. Additionally, NIQ manages its environmental, social, and governance risks (ESG) across the business. More information can be found at [NIQ.com](https://www.niq.com) under “ESG Interim Summary”.

Human Rights Risks in Cooperation with Representatives of Relevant Trade Unions in France

Annually, the “*Document unique d'évaluation des risques professionnels*” is reviewed and updated by the Health, Safety, and Working conditions committee, in consultation with trade union representatives and the local works council. Human rights risks are identified at a local level and appropriate solutions are documented and executed throughout the year.

Enterprise Risk Management

Managing human capital, including modern slavery risks, is embedded in NIQ's overall approach to risk management through its Enterprise Risk Management (ERM) framework. In connection with NIQ's ERM process, key business risks are identified based on the potential likelihood and magnitude of impact on the business operations. A functional risk owner is then assigned to create acceptable controls and tolerances to be able to effectively manage those risks. Progress against risk mitigation is reviewed on a regular basis with the Audit Committee of the Board of Managers of NIQ. Human capital, including human rights risk management, is also a regular topic of discussion for the senior leadership of NIQ.

Supplier Screening and Assessment

NIQ has implemented controls designed to screen its suppliers, including all third-party recruitment partners outsourced field work contractors. Prior to contracting with a supplier, NIQ establishes a baseline of expectations regarding social and human rights compliance through the Supplier Code of Conduct. NIQ conducts a compliance screening on its new suppliers through a qualified risk-weighted third-party risk assessment platform.

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In addition to the processes above, NIQ is introducing an additional review process in 2023 for key strategic suppliers. This process will involve an annual due diligence review on key suppliers through a third-party platform, to help identify and mitigate any existing environmental risks, including modern slavery risks.

Training

As it relates to employee engagement on human rights-related issues, both the NIQ Code of Conduct and the Supplier Code of Conduct establish guidelines and expectations for lawful and ethical conduct by NIQ representatives around the world. The NIQ Code of Conduct includes a section on “*Protecting Human Rights*” to ensure every NIQ representative is aware of and understands the obligations and expectations in this area. 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 37 languages and employees periodically complete trainings related to the principles of the NIQ Code of Conduct and regularly reaffirm their commitment to the principles set forth in the Code.*

Effectiveness in Protecting Human Rights Across the Business and Supply Chain

During FY22, NIQ started to measure how effective our actions are in identifying and addressing human rights risks, including modern slavery risks in our business operations or supply chain.

NIQ KPI’s for FY22:

- Deliver Code of Conduct training to NIQ employees across all geographical locations and business functions.
- All suppliers engaging with NIQ are required to attest to and comply with the terms of the Supplier Code of Conduct, which includes the protection of human rights of all workers in the suppliers’ businesses.
- No incidents were reported or identified through the grievance mechanisms during the year.

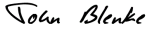
Grievance Mechanisms

NIQ maintains a reporting hot-line where employees can confidentially report any misconduct or concerns, including any issue that may be related to human rights. Periodically, NIQ employees complete mandatory training on the company Code of Conduct, which provides step-by-step guidance on how to raise concerns on the internal hot-line and the several other identified reporting methods. The reporting hot-line is embedded in the internal intranet for employees to raise their concerns, anonymously or otherwise

Consultation and Approvals

This statement was prepared through consultation with a team of representatives across multiple functions as mentioned under the governance section, which consisted of legal counsel from the reporting entities to this statement. The statement was also reviewed by the Chief Legal Officer of NIQ for the year ending December 2022 and has been presented to the relevant governing boards of the various NIQ subsidiaries noted above.

Signed for and on behalf of NIQ

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John Blenke

Chief Legal Officer

Date: 30 June 2023

* Except where not appropriate due to local law.