

**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.

This Modern Slavery Statement is issued by NIQ, following the full integration of NIQ and GfK into a single company in 2024. While NIQ and GfK operated with separate structures throughout 2023, operational systems and processes have since been combined under NIQ. Therefore, this statement outlines the actions taken by NIQ through the established processes and systems to effectively mitigate the risks of modern slavery within the respective supply chain and operations in 2024.

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:

- UK Modern Slavery Act 2015
- The French Duty of Vigilance Law
- The German Supply Chain Due Diligence Act
- The Swiss Ordinance on Due Diligence and Transparency
- The Norway Transparency Act
- The Australian Modern Slavery Act 2018

UK: A.C. Nielsen Co. Ltd. UK, ACNielsen Holdings UK Limited, Brandbank Limited, CGA Nielsen (Global) Limited, CGA Strategy Limited, Data Impact 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

France: A3 Distrib SAS, AC Nielsen SAS, Nielsen Holding France SAS, Nielsen Services France SAS; GfK Retail and Technology France SAS

Germany: NielsenIQ Services Germany GmbH, Nielsen Tele Medical GmbH, NielsenIQ (Germany) GmbH, GfK GmbH, GfK GeoMarketing GmbH, GfK Entertainment GmbH, GfK Middle East CR Holding GmbH, GfK North America Holding GmbH

Switzerland: TNC (Europe) Sàrl, TNC (Switzerland) GmbH, GfK Switzerland AG

Norway: ACNielsen Norge AS

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

Organizational Structure

NIQ, established in 1923, has its corporate headquarters in the United States of America, alongside an operational headquarters in Switzerland. NIQ is a privately held entity, majority-owned from 2021 by investment funds managed by Advent International. NIQ combined with Germany-based company GfK in 2023.

Governance

NIQ uses a multi-stakeholder strategy to address key human rights matters, including modern slavery and human trafficking risks. Functional areas within NIQ provide guidance with respect to controls to support human rights commitments include Human Resources; Global Procurement; Legal, Compliance & Integrity; Crisis Management; and Diversity, Equity, and Inclusion. 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 85 percent 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.

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 is heavily weighted towards service-based providers rather than the purchase of manufactured goods. Key spend categories include data collection services, software licenses, and standard office equipment. Some of these products and services are used in NIQ operations (e.g. office equipment) and some are used as part of what we deliver 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 suppliers based on a multifactor scorecard including commercial, quality and compliance, sustainability, etc.

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

Considering the risks of modern slavery and human trafficking present in industries such as electronics manufacturing, some service providers, and facilities management, we recognize the difficulties arising from the lack of full visibility into our partners' internal operations and their tiered suppliers. By adhering to our policies and vendor onboarding procedures, we enforce diligent controls to reduce such risks and increase adherence to standards and local laws.

A. Policies and practices to protect human rights

We have implemented various measures to identify potential human rights risks, including modern slavery and human trafficking, in our business and supply chain.

We follow the recommendations set forth in recognized external standards, including the UN Guiding Principles on Business and Human Rights, built on the UN Universal Declaration of Human Rights; the International Labour Organization (ILO) Conventions; European Convention on Human Rights; and the human rights related recommendations set forth in the 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.

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 Policy](#). 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 be found on the [NIQ website](#), on the "[About](#)" page, under the "[Corporate Citizenship](#)" section.

Human rights risks in cooperation with representatives of relevant trade unions in France

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

B. Enterprise Risk Management

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.

Ethics & Compliance, Employee Health & Safety, and Talent Management are risks analyzed through the ERM program. Managing human capital, including modern slavery risks, is embedded in our overall approach to risk management.

C. Supplier onboarding process

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

D. Training

As it relates to employee engagement on human rights-related issues, both the Code of Conduct and the Supplier Code of Conduct establish guidelines and expectations for lawful and ethical conduct by 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. A revised edition of the NIQ Code of Conduct was published in 2025 and is available in 38 languages*. To align with the revised edition of the Code of Conduct, all employees are now required to sign an attestation confirming receipt of the document and their commitment to uphold its principles. Additionally, a mandatory one-hour training course has been developed in-house to be assigned to all current employees and new joiners upon onboarding.

Effectiveness in protecting human rights across the business and supply chain

We take actions to address human rights risks in our business operations or supply chain.

Grievance Mechanisms

We maintain a reporting hotline where employees can confidentially and anonymously report any misconduct or concerns, including any issue that may be related to human rights, which can be [found here](#). We also maintain whistleblowing policies to ensure a proper framework is set up to raise 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.

* Except where not appropriate due to local law.

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 2024 and is presented to the relevant governing boards of the various NIQ legal entities as noted above.

Signed for and on behalf of NIQ

Signed by:

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Ruth Ducena
Deputy Chief Legal Officer
Date: 2nd July 2025