

THE BENEFITS OF NIELSEN



THERE'S NEVER BEEN A BETTER TIME TO BE AT NIELSEN

IT'S WHERE YOU CAN



BE YOURSELF

Be your **best self** in a world where your **values** are our guide, **diverse perspectives** are embraced, and being yourself is celebrated.



MAKE A DIFFERENCE

You can have an **impact** on your **client**, your **team**, your **colleagues**, and your **community**.



GROW WITH US

You can grow your **career** with us and develop as an **individual**, as part of a **team**, and as a **leader**.

OUR BENEFITS

At Nielsen, we offer all the regular benefits you'd expect from an industry-leading company. But many of our benefits buck the trend by focusing on the whole person—from financial well-being to personal resilience. Taken together, these programs are designed to help you feel and be your best self.

See what we have to offer!

BE HEALTHY.

Below is an overview of our medical, prescription, dental, and vision plans. For more benefits, including short-term, long-term, life, and accident insurance, [see page 5](#).

MEDICAL PLANS

When it comes to your medical coverage, it's not one-size-fits-all. Maybe you need to visit a doctor regularly. Or maybe you just go for annual checkups. Whether you need a little coverage, a lot of coverage, or something in between, we know that you care deeply about both choice and value.

That's why we offer three plans administered by UMR, the *Health Savings Plan*, the *Health Fund Value Plan*, and the *Health Fund Premium Plan*. Whichever plan you choose, you receive 100% coverage for in-network preventive services such as physical exams, immunizations, and mammograms—and Nielsen contributes to all three plans.

HEALTH CARE SAVINGS AND REIMBURSEMENT ACCOUNTS WITH COMPANY CONTRIBUTIONS

The *Health Savings Plan* offers a Health Savings Account (HSA)—this is a personal savings account that is opened for you to make before-tax payroll contributions, and Nielsen contributes annually to help pay for your health care.

The *Health Fund Value Plan* and *Health Fund Premium Plan* include a Health Reimbursement Account (HRA); this company-funded account helps you pay for eligible health care expenses.

PRESCRIPTIONS

You and your family members enrolled in a Nielsen medical plan are automatically covered by the CVS Caremark prescription drug benefit program, which provides a choice of affordable drugs on the CVS Caremark Primary/Preferred Drug List.

FLEXIBLE SPENDING ACCOUNTS

All three plans offer flexible spending accounts to use for out-of-pocket costs.

DENTAL

To take care of your smile, we offer two different plans: the CIGNA Dental Care HMO and the CIGNA Dental PPO.

VISION

Better vision is just a blink away with VSP, which offers vision coverage for you and your dependents.

SERVICES INCLUDED WITH NIELSEN MEDICAL PLAN COVERAGE

CASTLIGHT HEALTH

A personalized health care shopping tool that allows you to compare nearby doctors and services based on price and quality.

VERTA HEALTH

Virta is an online specialty medical clinic that reverses type 2 diabetes without medications or surgery.

MDLIVE

Board-certified physicians available to you 24/7 through video conference, telephone, or secure email.

HINGE HEALTH

An innovative approach to help conquer back and knee pain; includes a tablet computer and wearable sensors that guide you through the exercise therapy.



HEALTH ASSISTANT BY GRAND ROUNDS

Health Assistant is your single point of contact to provide guidance and support throughout the year on our health & insurance benefits, including finding health and wellness facilities and health care professionals, billing and claims issues, and free second opinions on diagnoses or treatment plans, as well as access to Grand Rounds Summit™, an online search tool that efficiently finds high-quality, local health care providers—no matter how complex or straightforward your health care may be.

BE FINANCIALLY SECURE.

Saving. Nielsen offers a 401(k) plan to help you save for the future.

Through automatic payroll deductions, you can make any combination of before-tax, Roth after-tax, or standard after-tax contributions, up to annual IRS dollar limits.



GET MATCHED

Receive a company match of 50 percent up to the first 6 percent of your pay, and become vested in the company matching contributions after two years of service.



INVESTMENT ADVICE

We offer a broad range of investments, and our service provider Fidelity Investments can advise you on which investments may be right for you.



ACCESS TO YOUR SAVINGS

Although the 401(k) Plan is designed to help you save for your future, we understand that stuff happens. Loans and withdrawals are available to eligible participants.



ROLL OVER

New associates may roll over an old 401(k) or IRA into the Nielsen 401(k) Plan. Be sure to consider all your available options and the applicable fees and features of each before moving your retirement assets.



WORKSHOPS

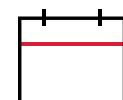
We want you to be informed. That's why we regularly offer a broad range of workshops on a variety of topics to make sure your Nielsen benefits are maximized!



WORKING PARENTS

At Nielsen, we know our associates are also moms, dads, brothers, sisters, and more—juggling work and personal responsibilities. We have benefits developed specifically to help you manage your busy lives.

Check out our [Working Parents Resources Guide](#).



TIME OFF

To get support through the predictable and unpredictable, like having children, getting sick, being called for military service, and more, visit our easy-to-use guide, [Time Away From Work](#) for [Exempt associates](#), and [Non-Exempt associates](#).



BE A SHAREHOLDER

Our associates are at the very heart of Nielsen's success. One of the ways you can potentially benefit from your hard work is to become a shareholder through our Employee Stock Purchase Plan (ESPP). The ESPP lets you buy Nielsen stock through convenient payroll deductions at a discount of 5 percent.

Stock plan recordkeeping and administrative services are provided by Fidelity Stock Plan Services, LLC.

ADDITIONAL BENEFITS



SHORT-TERM AND LONG-TERM DISABILITY PROGRAMS

You receive Short-Term Disability (STD) coverage automatically after the first 90 days of full-time employment, and are automatically enrolled in the Long-Term Disability Plan on your date of hire.



LIFE AND ACCIDENT INSURANCES

To protect your financial health, Nielsen provides both Basic Life Insurance and Basic Group Accident Insurance at no cost for you or your legal spouse/domestic partner and unmarried dependent children. You can also choose Supplemental Life Insurance.



COMMUTER BENEFITS

This program helps you pay for commuter costs through automatic before-tax payroll deductions.



FERTILITY AND ADOPTION ASSISTANCE

Nielsen supports every path to parenthood. You are eligible for fertility treatments, adoption assistance, and reimbursement for surrogacy and adoption expenses.



EMPLOYEE ASSISTANCE PROGRAM (EAP)

The EAP and Behavioral Health Benefits provide confidential support for those everyday challenges and for more serious problems.



SURVIVOR SUPPORT

Ayco provides financial guidance to you and your family in the unfortunate event of your death or that of your spouse or domestic partner.



EDUCATIONAL ASSISTANCE

Nielsen provides reimbursement for many of the expenses associated with continuing education courses. All full-time, regular associates are eligible for education assistance benefits.



HYATT LEGAL PLANS

The legal plan provides a variety of legal services, including help with traffic and criminal matters, wills and estate planning, document preparation, purchase or sale of a home, refinancing, identity theft, and adoption or guardianship.



GUARANTEED INCOME PROGRAM

Through MetLife, this program lets you create a steady income stream after retirement that will continue for as long as you live.



SAVINGS DISCOUNTS

Special group rates and money-saving discounts are available to you through American Benefits Consulting (ABC). ABC options include Auto and Home Insurance, Pet Insurance, Identity Theft Protection, and Chubb Personal Excess Liability Insurance.



NIelsen PERKS @ WORK

The Blackstone Marketplace provides you with access to private shopping events and exclusive discounts on hundreds of brand-name products and services.



NIelsen ADDED BENEFITS

From personal accident, hospital indemnity, critical illness plans—to pet insurance, Nielsen Added Benefits provides voluntary additional protection for you and your family.

Investing involves risk, including risk of loss.

This guide provides only a summary of the main features of the Nielsen benefits plans, and the plan document will govern in the event of any discrepancy.

The Nielsen 401(k) Plan is intended to be a participant-directed plan as described in Section 404(c) of ERISA, which means that fiduciaries of the plan are ordinarily relieved of liability for any losses that are the direct and necessary result of investment instructions given by a participant or beneficiary.

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