

NOMINEES FOR ELECTION TO THE BOARD OF DIRECTORS

The following information describes the names, ages as of March 31, 2018, and biographical information of each nominee. Beneficial ownership of equity securities of the nominees is shown under "Ownership of Securities."

James A. Attwood, Jr.

Director since 2006

Age 59



Other public company directorships:

- **Current:** Syniverse Holdings, Inc.
Getty Images, Inc.
CoreSite Realty Corporation
- **Past 5 years:** None

Key Experience and Qualifications

- Financial expertise (mathematics and statistics)
- Media/telecommunications/technology expertise and deep management experience at The Carlyle Group
- Public company board experience

Mr. Attwood has served as Chairperson of the Board since January 1, 2016 and served as Lead Independent Director of the Board from January 1, 2015 through December 31, 2015. Mr. Attwood is a Managing Director of The Carlyle Group and head of its Global Telecommunications, Media, and Technology Group. Prior to joining The Carlyle Group in 2000, Mr. Attwood was with Verizon Communications, Inc. and GTE Corporation. Prior to GTE Corporation, he was with Goldman, Sachs & Co.

Nielsen Committees:
Nomination and Corporate Governance

Mitch Barns

Director since 2014

Age 54



Other public company directorships:

- **Current:** Monsanto Company
- **Past 5 years:** None

Key Experience and Qualifications

- Deep knowledge and incomparable insight about Nielsen as its Chief Executive Officer
- Extensive global consumer goods and media experience
- Research, analytics and data science experience

Mr. Barns has been the Chief Executive Officer of Nielsen since January 1, 2014. His prior roles with Nielsen include President, Global Client Service from February 2013 until December 2013, President of Nielsen's US Watch business from June 2011 until February 2013, President of Nielsen Greater China from January 2008 until June 2011, President of Nielsen's Consumer Panel Services from March 2007 until January 2008 and President of Nielsen's BASES and Analytic Consulting units from July 2004 until February 2007. He joined Nielsen in March 1997 after 12 years with The Procter & Gamble Company.

Nielsen Committees:
None