



News Release

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NIELSEN ACQUIRES NEUROFOCUS

Leading Neuromarketing Firm Becomes Part of Nielsen's Product Innovation Practice

Sydney, AUSTRALIA (May 27, 2011) – Nielsen Holdings N.V. (NYSE: NLSN), a leading global provider of insights and analytics into what consumers watch and buy, announced in New York yesterday that it has acquired 100% of NeuroFocus Inc., the global leader in neurological testing for consumer research. In 2008, Nielsen acquired a minority ownership stake in NeuroFocus, and with this acquisition, NeuroFocus now becomes part of Nielsen's Product Innovation Practice. NeuroFocus will continue to be led by Founder and Chief Executive Officer Dr. A.K. Pradeep.

NeuroFocus first launched in Australia in February 2010 as a joint venture partnership with Nielsen. The acquisition will enhance Nielsen's ability to provide their clients with greater insight and understanding of consumer behaviour driving what they watch and what they buy.

Chris Percy, Managing Director for Nielsen's Consumer Group, Nielsen Pacific, said: "Nielsen is focused on bringing innovative products and services to our clients, and our acquisition of the world's leading neuromarketing company is a fantastic opportunity to use ground-breaking science to better understand the elements of successful consumer engagement."

Tim Rose, Nielsen's Consultancy Services Director responsible for the marketing and client service of NeuroFocus in Australia, said: "The use of neuroscience in shopper and customer experience research has been the biggest development in this field in the past few years. We are looking forward to continuing to help our clients optimise their investment in marketing and advertising through the NeuroFocus acquisition."

NeuroFocus uses ground-breaking neuroscience and expertise to measure consumer attention, engagement and memory retention through brainwave, eye-tracking and skin conductance measurements. Through its scientific metrics, NeuroFocus enables marketers to better understand

the effectiveness of advertising, branding, product development and packaging across industries, including consumer packaged goods, retail and entertainment.

Neuromarketing is the application of neuroscientific research to marketing, advertising, and entertainment content and messages. Neuroscience research has in recent decades revealed important new discoveries about how the human brain is structured and how it functions. These findings enabled NeuroFocus to develop patented technologies and proprietary techniques that provide greater accuracy and insight into consumer research.

Headquartered in Berkeley, California, NeuroFocus operates neurological testing laboratories, called NeuroLabs, for clients in the UK, Europe, Asia Pacific, Latin America, and the Middle East. NeuroLabs measure consumer responses to marketing content, messages and advertising. NeuroFocus integrates these insights with other measurement science to deliver comprehensive and actionable results for clients.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, please visit www.nielsen.com.

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