

Nielsen Exceeds Goal to Hire Veterans*



Founded in 1923, Nielsen offers a comprehensive understanding of what consumers watch and buy around the world. The company serves over 20,000 clients in 104 countries with a global team of nearly 35,000 associates.

Since 2012, Nielsen has focused on hiring veterans of the United States armed forces for key positions within the company. To date, they have hired more than 350 veterans, exceeding their annual hiring goals year over year. In 2012, the company joined the 100,000 Jobs Mission, a growing coalition of companies committed to collectively hiring 200,000 veterans by 2020.

The company has a robust network of employee resource groups (ERGs), including one for veterans. Sponsored by Chief Operations Officer Brian West, Support and Employee Resources for Veterans (SERV) is the Nielsen ERG supporting veterans and veteran allies at the company. The group, which has regional chapters, provides social activities and opportunities to influence business strategy to its members. SERV also supports the hiring of additional veterans by promoting the company's incentivized employee referral program.

Nielsen believes that it is important to give back to those who have served our country and focus on the opportunities best suited for veterans' skills while advancing the business' needs. In 2014, Nielsen will continue to participate in career fairs, conferences, and events focused on veterans and are on track to exceed their 2014 goal of hiring an additional 300 veterans.

* The following companies are all of KKR's portfolio companies enrolled in the Vets @ Work Program as of December 31, 2013: Academy Sports + Outdoors, Accellent, Alliant Insurance Services, Biomet, Capsugel, Colonial Pipeline, Del Monte Corporation, Dollar General, Energy Future Holdings Corp., First Data Corporation, Gardner Denver, HCA Holdings, Inc., Laureate International Universities, The Nielsen Company B.V., Samson, Toys"R"Us, US Foods, and Visant Corporation. They are not representative of all investments made by KKR Funds, and it should not be assumed that any investment in the companies identified was or will be profitable.