

PRESS RELEASE

Corsico, 30/11/2010

The Nielsen Company, global leader in Market Research, with the objective of costs rationalization, has reduced the employees, in Italy, from more than 1000 to about 400.

The latest procedure of "mobility", completed last 20th of June, when the State grants called "Cassa Integrazione in deroga" (Redundancy Fund) will be finished (31.12.2010), will cause the sacking of 20 employees (14 now in "cassa integrazione" and 6 already dismissed in June 2010).

In these days the Government – due to the dramatic crisis of the Country - will extend the possibility to ask the State grants (Cassa integrazione in deroga) for the Companies, like Nielsen, that cannot use other types of "social dampers" (State helps)

This decision gives Nielsen employees, who are losing their job, a real hope.

Infact, despite of the crisis, the forecast of income 2010 of The Nielsen Company Europe will be positive, exceeding the global ones

Moreover the cost for the Italian Company to continue the "Cassa integrazione in deroga" is very limited (4,5% of the amount given to the employee)

Example : on the amount of € 800 – 1000, the company will pay 36 - 45 € !

In addition Nielsen Italy, differently from many other italian companies , does not integrate the amount of the "Cassa integrazione" to reach the salary of its employees

For these reasons the Italian Trade Unions has asked Italian Nielsen Management to accept this extension of "Cassa Integrazione" for the 16 employees, possibility that was included in the agreement signed by both parties when the "Mobility procedure " was closed

In this moment the Company is evaluating this request of internal and external Trade Unions

Nielsen employees trust in a positive answer, for the benefit of those employees who will be without work from the beginning of the new year.

The request is to consider not only the profit, but also to the situation of those people (and their families) who permitted The Nielsen Company to reach its success, with their commitment and professionalism

TRADE UNIONS Nielsen Italy