

## **PRESS RELEASE**

**The Nielsen Company** is a leader global company in market research, trends and analysis, with branches in over 100 countries all around the world.

The Italian branch counts up to 372 employees, 73 in Milan city, 3 in Rome and 296 in Corsico (Milan suburb).

In May 2008 The Nielsen Company launched a "staff mobility" procedure to lay-off 27 employees. During the last 3 years a **massive incentive plan to reduce the staff was underway and over 80 employees left the company for different reasons.**

Nevertheless, on April 15<sup>th</sup> 2010, **the company launched a "staff mobility" procedure to lay-off another 30 employees.**

As highlighted by the Italian Management, **it is a journey, a state of mind, "a continuous discipline" and we are not allowed to know its final objectives, boundaries and overall implications.**

Following the closure of 2008 staff mobility, the Trade Unions requested the company strongly and crystal clearly, to steer the strategy, break this bad trend, share the Industrial Plan and plan a softer approach, collaborating together to preserve knowledge and professionalism along with as many workplaces as possible, leveraging the social features available.

Despite all these proactive proposals, **once more the company preferred a unilateral traumatic decision, reducing heads in Italy** to dismiss some productive and commercial departments, in favor of the Indian company TCS, belonging to the TATA Group.

Moreover, the staff mobility procedure is even more dramatic and striking for the Italian employees, since being Nielsen a service company, **cannot benefit of the redundancy fund (guaranteed wage fund) or any other social security cushion. Further more, the company declared there is no intention to evaluate any other feature available** to preserve as many workplaces as possible, such as "CIGS in deroga" or "contratti di solidarietà" (typical Italian Government assets) because the Company is committed to rationalization of labour, leveraging the Outsourcing practice.

Clearly perceived the missing interest by The Nielsen Company to implement a shared strategy to preserve as many workplaces as possible, it is evident **the strong worry by the employees, in a global economical conjuncture where it is extremely hard to find a new job.** The consequences of this "lay-off" approach will have devastating impacts on employee's families, the local population and community too.

Down to all these reasons, the Nielsen employees, after a "factory workers meeting" together with the Trade Unions, declare **the status of permanent "industrial action" and "union mobilization"**.

Trade Unions Nielsen

Corsico, 21<sup>st</sup> April 2010