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M.10758 - EIM / BROOKFIELD / NIELSEN

SECTION 1.2

Description of the concentration

The Proposed Transaction involves the acquisition, by acquisition of shares or other means, by funds and/or investment vehicles managed by Elliott Investment Management L.P. (“EIM”) and affiliates of Brookfield Private Equity Holdings LLC (“BPEH”), an indirectly controlled subsidiary of Brookfield Asset Management Inc. (“Brookfield”),¹ of indirect joint control over Nielsen Holdings plc (“Nielsen”) within the meaning of Article 3(1)(b) of the EU Merger Regulation.

EIM is a US-based investment firm focused on investment and risk management activities.

Brookfield provides asset management services, focused on real estate, infrastructure, renewable power, and private equity. Brookfield is headquartered in Toronto, Canada.

Nielsen is a global audience insights, data, and analytics company headquartered in New York, United States of America, and incorporated in the United Kingdom. Nielsen is a public company listed on the New York Stock Exchange. Nielsen provides audience measurement, media planning, marketing optimization, and content metadata solutions.

¹ BPEH is a company incorporated under the laws of Delaware.