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Nielsen is a global measurement and data analytics company that provides the most complete and trusted view of what consumers watch and buy globally. Nielsen operates in 100 countries and has access to over 90% of the world's population. They use their proprietary data along with other data sources to help their clients understand what is happening now, what is happening next, and how best to act.

Data is fundamental to Nielsen and the company takes its responsibility to protect and manage data seriously. Nielsen works to ensure that the data it provides comes from a broad range of perspectives, with a special focus on diverse consumers. They also ensure their data is presented transparently in an unbiased manner, and data privacy and security are built into the design of the company's products and service. For example, consumer data is protected through Nielsen's primary focus on demographic and aggregated data designed to limit direct identification.

These responsible data policies are just one part Nielsen's broader Global Responsibility and Sustainability strategy. Nielsen has taken a collaborative approach to determining the ESG issues that matter most to the company by engaging internal and external stakeholders. Those issues include employee engagement, diversity, social impact, supplier sustainability and helping clients embed sustainability into their products and consumer engagement strategies. The company views its ESG strategy and external reporting as a part of an ongoing journey towards continuous improvement.

Nielsen's focus on sustainability goes beyond internal ESG initiatives. They also use anonymized data and analytics to help many of their customers and communities. Nielsen Cares is a corporate initiative where employees donate their skills and time to help nonprofit organizations through pro bono work, in-kind giving, and hands-on-community projects. These projects are derived from Nielsen's data, products, and insights with the goal of using consumer behavior to help nonprofits maximize their impact through improved outreach, messaging, and efficiency. Nielsen also works with clients to develop a more sustainable mindset in that addressing product formulation, packaging, supply chain, suppliers and business processes.

Nielsen's focus on sustainability has not gone unnoticed. The company has been included in both the FTSE4Good Index and the Dow Jones Sustainability North America Index. Nielsen was ranked #7 on the annual list of the "100 Best Corporate Citizens" for 2019, ranked #20 in DiversityInc.'s Top 50 Companies for Diversity and included among other leading companies on Bloomberg's Gender Equality Index. Nielsen's focus on sustainability isn't just about doing good, its aligned with the company's desire to seek continuous improvement. They have a notable commitment to deliver consistent economic performance and growth over the long-term while mitigating any negative ethical, social or environmental impacts on their businesses and supply chain.

### Important Disclosure Information

Past performance is not indicative of future performance. This Company was not selected for performance-based reasons, and was instead selected to emphasize the types of issuers that Zeo Capital Advisors, LLC (“Zeo”) seeks to invest in based on its sustainability mandate.

The methodology for initially preparing a Sustainability Profile for an issuer requires the issue to be among the Sustainable Credit Strategy’s largest holdings as of quarter-end. As of June 30, 2020, Zeo’s clients owned securities issued by this Company. Sustainability Profiles are shared to provide information about the sustainability selection process and may be used even after an issue is no longer one of the largest holdings in the strategy.

Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product (including the investments and/or investment strategies recommended or undertaken by Zeo, or any non-investment related content, made reference to directly or indirectly in this commentary will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. Due to various factors, including changing market conditions and/or applicable laws, the content may no longer be reflective of current opinions or positions. Moreover, you should not assume that any discussion or information contained in this commentary serves as the receipt of, or as a substitute for, personalized investment advice from Zeo.

A copy of the Zeo’s current Form ADV Part 2A and Form CRS are available upon request.

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