

FILE NOW: FILING FEE AFTER MAY 1ST IS \$550.00

PROFIT
CORPORATION
ANNUAL REPORT
1999



FLORIDA DEPARTMENT OF STATE
Katherine Harris
Secretary of State
DIVISION OF CORPORATIONS

FILED
May 17, 1999 8:00 am
Secretary of State

05-17-1999 90027 029 ***150.00

DOCUMENT # *F98000003215* ✓

1. Corporation Name

NIELSEN MEDIA RESEARCH INC.

Principal Place of Business

Mailing Address

*299 PARK AVE.
New York NY 10171*

*Nielsen Media Research, Inc.
150 Martingale Road, 4th Floor
Schaumburg, IL 60173
Attn: Michael Wagner*

DO NOT WRITE IN THIS SPACE

3. Date Incorporated or Qualified

6/8/1998

4. FEI Number

06-1450569

Applied For

Not Applicable

5. Certificate of Status Desired ☐

\$8.75 Additional
Fee Required

6. Election Campaign Financing
Trust Fund Contribution ☐

\$5.00 May Be
Added to Fees

8. This corporation owes the current year Intangible
Personal Property Tax. ☒ Yes ☐ No

2. Principal Place of Business

2a. Mailing Address

21 SAME AS ABOVE

26 SAME AS ABOVE

Suite, Apt. #, etc.

Suite, Apt. #, etc.

23 City & State

27 City & State

24 Zip Country

25

29 Zip Country

30

9. Name and Address of Current Registered Agent

10. Name and Address of New Registered Agent

*CT Corporation System
Tallahassee FL 32310*

81 Name

82 Street Address (P.O. Box Number is Not Acceptable)

83

84 City

FL

85 Zip Code

11. Pursuant to the provisions of Sections 607.0502 and 607.1508, Florida Statutes, the above-named corporation submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. Such change was authorized by the corporation's board of directors. I hereby accept the appointment as registered agent. I am familiar with, and accept the obligations of, Section 607.0505, Florida Statutes.

SIGNATURE

Signature, typed or printed name of registered agent and title if applicable.

(NOTE: Registered Agent signature required when reinstating)

DATE

12. OFFICERS AND DIRECTORS

TITLE
NAME
STREET ADDRESS
CITY-ST-ZIP
See lists attached ☐ DELETE

TITLE
NAME
STREET ADDRESS
CITY-ST-ZIP ☐ DELETE

TITLE
NAME
STREET ADDRESS
CITY-ST-ZIP ☐ DELETE

TITLE
NAME
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CITY-ST-ZIP ☐ DELETE

TITLE
NAME
STREET ADDRESS
CITY-ST-ZIP ☐ DELETE

TITLE
NAME
STREET ADDRESS
CITY-ST-ZIP ☐ DELETE

13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12

1.1 TITLE ☐ Change ☐ Addition
1.2 NAME
1.3 STREET ADDRESS
1.4 CITY-ST-ZIP

2.1 TITLE ☐ Change ☐ Addition
2.2 NAME
2.3 STREET ADDRESS
2.4 CITY-ST-ZIP

3.1 TITLE ☐ Change ☐ Addition
3.2 NAME
3.3 STREET ADDRESS
3.4 CITY-ST-ZIP

4.1 TITLE ☐ Change ☐ Addition
4.2 NAME
4.3 STREET ADDRESS
4.4 CITY-ST-ZIP

5.1 TITLE ☐ Change ☐ Addition
5.2 NAME
5.3 STREET ADDRESS
5.4 CITY-ST-ZIP

6.1 TITLE ☐ Change ☐ Addition
6.2 NAME
6.3 STREET ADDRESS
6.4 CITY-ST-ZIP

14. I hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this annual report or supplemental annual report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 12 or Block 13 if changed, or on an attachment with an address, with all other like empowered.

SIGNATURE: *Ronald F Eggert* RONALD F. EGGERT 4/21/99 847-605-3510
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR Date Daytime Phone #

CR2E034 (11/98)

NIELSEN MEDIA RESEARCH – DIRECTORS LIST

James R. Craigie
SS# 067-48-5082
299 Park Ave
New York, NY 10171

553462-9002729

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John A. Dimling
SS# 211-30-1038
299 Park Ave
New York, NY 10171

William G. Jacobi
SS# 097-34-7499
299 Park Ave.
New York, NY 10171

Peter A. Lund
SS# 468-42-1088
299 Park Ave.
New York, NY 10171

Michael D. Moore
SS# 146-30-4197
299 Park Ave.
New York, NY 10171

M. Bernard Puckett
SS# 428-86-1936
299 Park Ave.
New York, NY 10171

Robert E. Weissman
042-30-1322
200 Nyala Farms Road

NIELSEN MEDIA RESEARCH - EXECUTIVE OFFICER'S LIST

John A. Dimling - President & Chief Executive Officer
299 Park Ave, New York, NY 10171
S.S. # - 211-30-1038

Thomas W. Young - Executive Vice President & Chief Financial Officer
299 Park Avenue, New York, NY 10171
S.S. # - 406-46-8135

Barry P. Cook - Senior Vice President & Chief Research Officer
299 Park Avenue, New York, NY 10171
S.S. # - 031-34-0047

Stuart J. Goldshein - Vice President & Controller
299 Park Avenue, New York, NY 10171
S.S. # - 059-38-3084

Stephen J. Boatti - Senior Vice President, Secretary, & Chief Legal Officer
299 Park Avenue, New York, NY 10171
S.S. # - 093-42-3848

Robert A. Lane - Vice President & Treasurer
299 Park Avenue, New York NY 10171
S.S. # - 133-72-4983

Anita M. Rubino - Senior Vice President & Chief Human Resources Officer
299 Park Avenue, New York, NY 10171
S.S. # - 149-50-4133

John A. Loftus - Senior Vice President & Chief Communications Officer
299 Park Avenue, New York, NY 10171
S.S. # - 231-58-2334

ADDITIONAL - NON-EXECUTIVE OFFICERS

David A. Schwartz-Leeper - Vice President & General Counsel/Assistant Secretary
299 Park Avenue, New York, NY 10171
S.S. # - 021-48-7434

Sherry Skotch-Giaino - Assistant Secretary
299 Park Avenue, New York, NY 10171
S.S. # - 176-50-0761

Susan J. Allen Vice President and Assistant General Counsel
150 N. Martingale Road, 4th Fl, Schaumburg, IL 60173
S.S.#156-46-5550

Ronald F. Eggert Assistant Controller
150 N. Martingale Road, 4th Fl, Schaumburg, IL 60173
S.S.# 319-44-7488

Michael P. Boland Assistant Controller
299 Park Avenue, New York, NY 10171
S.S.# 088-54-5005

Peter K. Gersky Assistant Treasurer
S.S.# 044-50-2353
299 Park Avenue, New York, NY 10171

Michelle Hansen Vice-President Total Rewards
S.S.# 539-88-1284
299 Park Avenue, New York, NY 10171

553462-90027-29
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