

Nielsen Holdings plc  
Form 4  
February 22, 2016

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**FINN MARY ELIZABETH**

(Last) (First) (Middle)

**C/O NIELSEN N.V., 85 BROAD STREET**

(Street)

**NEW YORK, NY 10004**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Nielsen Holdings plc [NLSN]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**02/18/2016**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Chief Human Resources Officer**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V Amount or (D) Price			
Common Stock	02/18/2016		A	2,247 (1) A \$ 0	44,900.91	D	
Common Stock	02/18/2016		A	20,032 (2) A \$ 0	64,932.91	D	
Common Stock	02/18/2016		F	8,553 (3) D \$ 47.85	56,379.91	D	
Common Stock					500	I	By Children (4)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FINN MARY ELIZABETH C/O NIELSEN N.V. 85 BROAD STREET NEW YORK, NY 10004			Chief Human Resources Officer	

## Signatures

/s/Harris Black, Authorized Signatory  
02/22/2016  
\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents restricted stock units of the Issuer, with a 2 year pro rata annual vesting provision beginning one year after the date of grant.
- (2) Represents common stock of the issuer acquired upon settlement of a performance-based restricted stock award previously granted to the Reporting Person.  
This number represents an estimate of the number of shares of stock withheld to satisfy the Reporting Person's tax liability obligations in connection with the vesting of the performance share award and is subject to change as a result of the final calculation. The Reporting Person undertakes to amend this Form 4, if necessary, following the final calculation.
- (3) connection with the vesting of the performance share award and is subject to change as a result of the final calculation. The Reporting Person undertakes to amend this Form 4, if necessary, following the final calculation.
- (4) The Reporting Person disclaims beneficial ownership of the securities held by the children except to the extent of her pecuniary interest therein.

## Edgar Filing: Nielsen Holdings plc - Form 4

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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