

Nielsen Holdings plc  
 Form 4  
 November 09, 2015

**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 \*  
 West Brian

(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)  
 11/05/2015

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 Operating 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock                    | 11/05/2015                           |  | M                              |   | 44,531  | A  | \$ 16   |
|                                 |                                      |  |                                |   |   |  | 233,035.61  |
| Common Stock                    | 11/05/2015                           |  | S                              |   | 44,531  | D  | \$ 47.76  |
|                                 |                                      |  |                                |   |   |  | 188,504.61  |
|                                 |                                      |  |                                |   |   |  | (1)   |
| Common Stock                    | 11/06/2015                           |  | M                              |   | 78,906  | A  | \$ 16   |
|                                 |                                      |  |                                |   |   |  | 267,410.61  |
| Common Stock                    | 11/06/2015                           |  | S                              |   | 44,531  | D  | \$ 48.01  |
|                                 |                                      |  |                                |   |   |  | 222,879.61  |
|                                 |                                      |  |                                |   |   |  | (2)   |
|                                 | 11/06/2015                           |  | S                              |   | 34,375  | D  |   |
|                                 |                                      |  |                                |   |   |  | 188,504.61  |

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Common Stock \$ 48.04  
(3)

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

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**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) | Amount or Number of Shares |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
|   |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title   |                            |
| Options to Purchase Common Stock (right to buy) | \$ 16  | 11/05/2015                           |  | M                              | 44,531  | (4) 03/21/2017   | Common Stock  | 44,531                     |
| Options to Purchase Common Stock (right to buy) | \$ 16  | 11/06/2015                           |  | M                              | 44,531  | (4) 03/21/2017   | Common Stock  | 44,531                     |
| Options to Purchase Common Stock (right to buy) | \$ 16  | 11/06/2015                           |  | M                              | 34,375  | (4) 03/21/2017   | Common Stock  | 34,375                     |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| West Brian<br>C/O NIELSEN N.V.<br>85 BROAD STREET<br>NEW YORK, NY 10004 |               |           | Chief Operating Officer |       |

## Signatures

|   |            |
|---|------------|
| /s/ Harris Black, Authorized<br>Signatory | 11/09/2015 |
| **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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$47.75 to \$47.78, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
  - (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$48.00 to \$48.08, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
  - (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions ranging from \$48.00 to \$48.13, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.
  - (4) These options to purchase shares of common stock are currently vested and exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.