

NIQ

Q3 & FY 2025 Outlook

As of August 14, 2025



Disclaimer

Forward-Looking Statements

This Presentation contains forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based on the Company's current beliefs, expectations and assumptions regarding the future of its business, future plans and strategies, and other future conditions. Forward-looking statements can be identified by words such as "anticipate," "believe," "envision," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "potential," "will," "would," "could," "should," "continue," "contemplate" and other similar expressions, although not all forward-looking statements contain these identifying words. Each forward-looking statement contained in this Presentation is subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Applicable risks and uncertainties include, among others: we derive a significant portion of our revenues from sales of our subscription-based products, if our clients terminate or fail to renew their subscriptions, our business could suffer; if we are unable to attract and retain members of our management team, we may not be able to compete effectively and will not be able to expand our business; design defects, errors, failures or delays associated with our products or services could negatively impact our business; we rely on third parties to provide certain data, services and information technology and operations functions in connection with the provision of our current products and services, the loss or limitation of access to that data, or to those services or functions, could harm our ability to provide our products and services; we identified material weaknesses in our internal control over financial reporting; if we are unsuccessful at investing in growth opportunities, our business could be materially and adversely affected; the market for consumer measurement and business solutions products and services is highly competitive; if we cannot compete effectively, our revenues could decline and our business could be harmed; if we are not able to maintain a proprietary panel of a sufficient size and scope, or if the costs of establishing and maintaining our panel increase, our business could be harmed; we have incorporated and are incorporating traditional AI, machine learning and generative AI into some of our products, this technology is new and developing and may present operational and reputational risks or result in liability or harm to our reputation, business or results of operations; our international operations are exposed to risks which could impede growth in the future; we are dependent on our relationship with our former parent company for certain aspects of our business; our significant indebtedness could adversely affect our financial condition; the terms of our indebtedness restrict our current and future operations, particularly our ability to respond to change or to take certain actions; because Advent owns a significant percentage of our ordinary shares, it may control all major corporate decisions and its interests may conflict with your interests as an owner of our ordinary shares and our interests; Irish law differs from the laws in effect in the United States and U.S. investors may have greater difficulty enforcing civil liabilities against us.

Forecasts and estimates regarding the Company's industry and end markets are based on third-party sources and there can be no assurance these forecasts and estimates will prove accurate in whole or in part. Although the Company believes that its third-party sources are reliable, the Company cannot guarantee the accuracy or completeness of its sources.

All information herein speaks only as of (1) the date hereof, in the case of information about the Company and (2) the date of such information, in the case of information from persons other than the Company. The Company does not undertake any duty to update or revise the information contained herein, publicly or otherwise.

Non-GAAP Financial Measures and Key Operational Metrics

The financial information in this Presentation includes information that is not presented in accordance with U.S. Generally Accepted Accounting Principles ("GAAP"), including Organic Constant Currency Revenue Growth Rate, Adjusted EBITDA, Adjusted EBITDA Margin, and Free Cash Flow. Non-GAAP financial measures may be considered in addition to GAAP financial information but should not be used as substitutes for the corresponding GAAP measures. Non-GAAP measures in this Presentation may be calculated in ways that are not comparable to similarly titled measures reported by other companies. The Company believes that the inclusion of the non-GAAP financial measures in this Presentation are useful to assess the Company's operating performance trends on a more consistent basis from period to period because they exclude certain non-cash items, certain variable costs and certain other adjustments. Please refer to the appendix of this Presentation for reconciliations of non-GAAP financial measures contained herein to the most comparable GAAP financial measures. All amounts in this Presentation are in USD unless otherwise stated.

Summary guidance

Metrics

Q3 2025E

FY 2025E

Revenue (as reported)

\$1,023M – \$1,025M

\$4,137M – \$4,145M

Organic constant currency revenue growth

5.0% – 5.2%

5.2% – 5.4%

Adj. EBITDA
% margin

\$202M – \$204M
19.7 – 19.9%

\$877M – 884M
21.2 – 21.3%

Free cash flow

(\$35M) – (\$5M)
\$245 million to \$275 million in 2H 2025