

BAKER MCKENZIE ADVISED THE NIELSEN GROUP ON USD 1.75 BILLION SENIOR NOTES OFFERING

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Baker McKenzie [advised the Nielsen group](#) in connection with its offering of senior notes with an aggregate principal amount of USD 1.75 billion. The offering is structured as a Rule 144A/Regulation S private placement.

Nielsen operates in over 100 countries and employs approximately 44,000 people worldwide. The parent, Nielsen Holdings, is listed on the New York Stock Exchange (ticker symbol NLSN) and is an S&P 500 company.

The advisors

Baker McKenzie's Zurich team was led by Prof. Dr. Lukas Glanzmann and Dr. Markus Wolf (both Banking & Finance) and further comprised Andrea Bolliger (Tax), Dr. Yves Mauchle (Capital Markets), Jan Roethlisberger (Banking & Finance) and Cathrin Marxer (Corporate).