

Nielsen Holdings N.V.  
Form 4  
March 28, 2012

**FORM 4**

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

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Blackstone Capital Partners  
(Cayman) V L.P.

(Last) (First) (Middle)

C/O THE BLACKSTONE GROUP  
L.P., 345 PARK AVENUE

(Street)

NEW YORK, NY 10154

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/26/2012

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_X\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_ Form filed by One Reporting Person  
\_\_X\_\_ 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                    | 03/26/2012                           |  | S                              |   | 1,833,636 <u>(1)</u> | D \$ 29.1156 <u>(2)</u>   | 24,032,788   | I   | See footnotes <u>(1)</u> <u>(3)</u> <u>(10)</u> <u>(11)</u> |
| Common Stock                    | 03/26/2012                           |  | S                              |   | 57,698 <u>(1)</u>    | D \$ 29.1156 <u>(2)</u>   | 756,230  | I   | See footnotes <u>(1)</u> <u>(4)</u> <u>(10)</u> <u>(11)</u> |
| Common Stock                    | 03/26/2012                           |  | S                              |   | 11,878 <u>(1)</u>    | D \$ 29.1156 <u>(2)</u>   | 155,679  | I   | See footnotes <u>(1)</u> <u>(5)</u> <u>(10)</u> <u>(11)</u> |

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|              |            |   |                  |   |                      |            |   |                                       |
|--------------|------------|---|------------------|---|----------------------|------------|---|---------------------------------------|
| Common Stock | 03/26/2012 | S | 1,697,630<br>(1) | D | \$<br>29.1156<br>(2) | 22,250,197 | I | See footnotes<br>(1) (6) (10)<br>(11) |
| Common Stock | 03/26/2012 | S | 145,398<br>(1)   | D | \$<br>29.1156<br>(2) | 1,905,669  | I | See footnotes<br>(1) (7) (10)<br>(11) |
| Common Stock | 03/26/2012 | S | 29,344 (1)       | D | \$<br>29.1156<br>(2) | 384,601    | I | See footnotes<br>(1) (8) (10)<br>(11) |
| Common Stock | 03/26/2012 | S | 130,053<br>(1)   | D | \$<br>29.1156<br>(2) | 1,704,560  | I | See footnotes<br>(1) (9) (10)<br>(11) |

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

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SEC 1474  
(9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|---|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares                                      |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships                    |
|--|----------------------------------|
|  | Director 10% Owner Officer Other |
| Blackstone Capital Partners (Cayman) V L.P.<br>C/O THE BLACKSTONE GROUP L.P. | X                                |

345 PARK AVENUE  
NEW YORK, NY 10154

Blackstone Family Investment Partnership (Cayman) V L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

Blackstone Participation Partnership (Cayman) V L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

Blackstone Capital Partners (Cayman) V-A, L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

BCP (Cayman) V-S L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

BCP V Co-Investors (Cayman) L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

BLACKSTONE FAMILY GP LLC  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

Blackstone Family Investment Partnership (Cayman) V-SMD L.P.  
C/O THE BLACKSTONE GROUP  
345 PARK AVENUE  
NEW YORK, NY 10154

X

## Signatures

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE CAPITAL PARTNERS  
(CAYMAN) V L.P.; By: Blackstone Management Associates (Cayman) V L.P., its general  
partner; By: BCP V GP L.L.C., its general partner

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE FAMILY INVESTMENT  
PARTNERSHIP (CAYMAN) V L.P.; By: BCP V GP L.L.C., its general partner

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE PARTICIPATION  
PARTNERSHIP (CAYMAN) V L.P.; By: BCP V GP L.L.C., its general partner

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE CAPITAL PARTNERS  
(CAYMAN) V-A, L.P.; By: Blackstone Management Associates (Cayman) V L.P., its general  
partner; By: BCP V GP L.L.C., its general partner

03/28/2012

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\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BCP (CAYMAN) V-S L.P.; By: Blackstone Management Associates (Cayman) V L.P., its general partner; By: BCP V GP L.L.C., its general partner

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BCP V CO-INVESTORS (CAYMAN) L.P.; By: Blackstone Management Associates (Cayman) V L.P., its general partner; By: BCP V GP L.L.C., its general partner

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE FAMILY GP L.L.C.

03/28/2012

\_\_Signature of Reporting Person

Date

/s/ John G. Finley, Chief Legal Officer for BLACKSTONE FAMILY INVESTMENT PARTNERSHIP (CAYMAN) V-SMD L.P.; By: Blackstone Family GP L.L.C., its general partner

03/28/2012

\_\_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) These shares represent shares of common stock that were sold or are held by Valcon Acquisition Holding (Luxembourg) S.a.r.l. ("Luxco").
- (2) This amount represents the \$30.25 secondary public offering price per share of the Issuer's common stock less the underwriting discount of \$1.1344 per share.
- (3) The securities are attributable to Blackstone Capital Partners (Cayman) V L.P. ("BCP V") through its ownership of securities of Luxco.
- (4) The securities are attributable to Blackstone Family Investment Partnership (Cayman) V L.P. ("BFIP V") through its ownership of securities of Luxco.
- (5) The securities are attributable to Blackstone Participation Partnership (Cayman) V L.P. ("BPPV") through its ownership of securities of Luxco.
- (6) The securities are attributable to Blackstone Capital Partners (Cayman) V-A, L.P. ("BCP V-A") through its ownership of securities of Luxco.
- (7) The securities are attributable to BCP (Cayman) V-S L.P. ("BCP V-S") through its ownership of securities of Luxco.
- (8) The securities are attributable to BCP V Co-Investors (Cayman) L.P. ("BCPVC") through its ownership of securities of Luxco.
- (9) The securities are attributable to Blackstone Family Investment Partnership (Cayman) V-SMD L.P. ("BFIP V-SMD") through its ownership of securities of Luxco.
- (10) Blackstone Management Associates (Cayman) V, L.P. ("BMA") is the general partner of each of BCP V, BCP V-A, BCP V-S and BCPVC. Blackstone LR Associates (Cayman) V Ltd. ("BLRA") and BCP V GP L.L.C. are the general partners of BMA. The general partner of each of BFIPV and BPPV is BCP V GP L.L.C. The general partner of BFIPV-SMD is Blackstone Family GP L.L.C. Blackstone Holdings III L.P. is the sole member of BCP V GP L.L.C. The general partner of Blackstone Holdings III L.P. is Blackstone Holdings III GP L.P. The general partner of Blackstone Holdings III GP L.P. is Blackstone Holdings III GP Management L.L.C. (Continued to Footnote 11)
- (11) The sole member of Blackstone Holdings III GP Management L.L.C. is The Blackstone Group L.P. The general partner of The Blackstone Group L.P. is Blackstone Group Management L.L.C. Blackstone Group Management L.L.C. is wholly owned by Blackstone's senior managing directors and controlled by its founder, Stephen A. Schwarzman. Mr. Schwarzman is director and controlling person of BLRA. Blackstone Family GP L.L.C. is controlled by its founding member, Mr. Schwarzman.

**Remarks:**

Due to the limitations of the Securities and Exchange Commission's EDGAR system, Blackstone Management Associates (Ca

Each of the Reporting Persons disclaims beneficial ownership of the securities reported herein, except to the extent of such Re

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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