

Nielsen Holdings N.V.  
Form SC 13G  
February 14, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 13G**

Under the Securities Exchange Act of 1934

(Amendment No. )\*

**Nielsen Holdings N.V.**

(Name of Issuer)

Common Stock, par value €0.07 per share

(Title of Class of Securities)

N63218106

(CUSIP Number)

December 31, 2011

(Date of Event which Requires Filing of this Statement)

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page. The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. N63218106

1. Name of Reporting Person

Valcon Acquisition Holdings (Luxembourg) S.à.r.l

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a)  (b)

3. SEC Use Only

4. Citizenship or Place of Organization

Luxembourg

5. Sole Voting Power

Number of

shares 270,746,445  
6. Shared Voting Power

beneficially

owned by 0  
each 7. Sole Dispositive Power

reporting

person 270,746,445  
8. Shared Dispositive Power  
with

0

9. Aggregate Amount Beneficially Owned by Each Reporting Person

270,746,445

10. Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) See Item 4 and Item 8

11. Percent of Class Represented by Amount in Row (9)

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75.4%\*

12. Type of Reporting Person (See Instructions)

OO; HC

\* The calculation of the foregoing percentage is based on 359,225,318 shares of Common Stock outstanding as of September 30, 2011, as reported in the Issuer's Form 10-Q for the quarterly period ended September 30, 2011, filed with the Securities and Exchange Commission on October 27, 2011.

**STATEMENT ON SCHEDULE 13G**

- Item 1.** (a) Name of Issuer:  
Nielsen Holdings N.V. (the Issuer )
- (b) Address of Issuer's Principal Executive Offices:  
770 Broadway  
  
New York, New York 10003
- Item 2.** (a) Name of Person Filing:  
Valcon Acquisition Holdings (Luxembourg) S.à.r.l.
- (b) Address of Principal Business Office, or, if None, Residence:  
Valcon Acquisition Holdings (Luxembourg) S.à.r.l.  
  
59, rue de Rollingergrund,  
  
L-2440 Luxembourg
- (c) Citizenship  
See Item 4 of cover page.
- (d) Title of Class of Securities:  
Common stock, €0.07 par value per share ( Common Stock ).
- (e) CUSIP Number:  
N63218106

**Item 3.**  
Not applicable.

CUSIP No. N63218106

**Item 4. Ownership.**

(a) Amount beneficially owned:

Valcon Acquisition Holding (Luxembourg) S.à.r.l. ( Luxco ) is a private limited company incorporated under the laws of Luxembourg, the equity interests of which are held by a private investor group, including affiliates of AlpInvest Partners, The Blackstone Group, The Carlyle Group, Hellman & Friedman, Kohlberg Kravis, Roberts & Co., Thomas J. Lee Partners and Centerview Partners. Luxco holds 270,746,445 shares of Common Stock, or 75.4% of the outstanding shares of Common Stock based on 359,225,318 shares of Common Stock outstanding as of September 30, 2011, as reported in the Issuer's Form 10-Q for the quarter ended September 30, 2011, filed with the Securities and Exchange Commission on October 27, 2011.

Each member of the investment group and its affiliates may be deemed to be a member of a group exercising voting and investment control over the shares of Common Stock held by Luxco. However, each such person disclaims membership in any such group and disclaims beneficial ownership of such shares of Common Stock. Affiliates of each of The Blackstone Group, The Carlyle Group, Kohlberg Kravis Roberts & Co. and Thomas H. Lee Partners have the right under a shareholders agreement of Luxco to nominate two directors of the Issuer, and affiliates of each of AlpInvest Partners, Hellman & Friedman and Centerview Partners each have the right to nominate one director of the Issuer.

(b) Percent of class:

See Item 11 of the cover page, which is based upon Item 9 of the cover page. See also Item 4(a) above.

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote

See Item 5 of the cover page.

(ii) Shared power to vote or to direct the vote

See Item 6 of the cover page.

(iii) Sole power to dispose or to direct the disposition of

See Item 7 of the cover page.

(iv) Shared power to dispose or to direct the disposition of

See Item 8 of the cover page.

**Item 5. Ownership of Five Percent or Less of a Class.**

Not applicable.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

Affiliates of each of AlpInvest Partners, The Blackstone Group, The Carlyle Group, Hellman & Friedman, Kohlberg Kravis, Roberts & Co., Thomas J. Lee Partners and Centerview Partners may be deemed to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, shares of Common Stock pursuant to the shareholders agreement of Luxco. See Item 4 above and Item 8 below.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.**

Not applicable.

**Item 8. Identification and Classification of Members of the Group.**

As stated in Item 4 above, Luxco holds 270,746,445 shares of Common Stock, or 75.4% of the outstanding shares of Common Stock based on 359,225,318 shares of Common Stock outstanding as of September 30, 2011. Each of the AlpInvest Funds, Blackstone Funds, Carlyle Funds, Centerview Funds, Hellman & Friedman Funds, KKR Funds and Thomas H. Lee Funds listed below (collectively, the Investor Funds ), together with Luxco, is a party to an amended

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and restated shareholders agreement dated as of January 31, 2011 (the Luxco Shareholders Agreement ). In addition, the Investor Funds, Luxco, the Issuer, Valcon Acquisition B.V. and The Nielsen Company B.V. are parties to an amended and restated shareholders agreement dated as of January 31, 2011 (the Nielsen Shareholders Agreement and, together with the Luxco Shareholders Agreement, the Shareholders Agreements ). Given the terms of the Shareholders Agreements, Luxco, each of the Investor Funds and certain of their respective affiliates may be deemed to be a member of a group exercising voting and investment control over the shares of Common Stock held by Luxco. However, each of such persons disclaims membership in any such group and disclaims beneficial ownership of any shares of Common Stock.

### **Investor Funds**

#### **AlpInvest Funds**

AlpInvest Partners CS Investments 2006 C.V.

AlpInvest Partners Later Stage Co-Investments Custodian II-A, BV

#### **Blackstone Funds**

Blackstone Capital Partners (Cayman) V, L.P.

Blackstone Family Investment Partnership (Cayman) V, L.P.

Blackstone Participation Partnership (Cayman) V, L.P.

Blackstone Capital Partners (Cayman) V-A, L.P.

Blackstone Family Investment Partnership (Cayman) V-SMD, L.P.

BCP (Cayman) V-S, L.P.

BCP V Co-Investors (Cayman), L.P.

#### **Carlyle Funds**

Carlyle Partners IV Cayman, L.P.

CP IV Coinvestment Cayman, L.P.

CEP II Participations S.à r.l. SICAR

#### **Centerview Funds**

Centerview Capital, L.P.

Centerview Employees, L.P.

Centerview VNU LLC

**Hellman & Friedman Funds**

Hellman & Friedman Capital Partners V (Cayman), L.P.

Hellman & Friedman Capital Partners V (Cayman Parallel), L.P.

Hellman & Friedman Capital Associates V (Cayman), L.P.

**KKR Funds**

KKR VNU (Millennium) L.P.

KKR Millennium Fund (Overseas), Limited Partnership

KKR VNU Equity Investors, L.P.

**Thomas H. Lee Funds**

THL (Alternative) Fund V, L.P.

THL Coinvestment Partners, L.P.

THL Equity Fund VI Investors (VNU), L.P.

THL Equity Fund VI Investors (VNU) II, L.P.

THL Equity Fund VI Investors (VNU) III, L.P.

THL Equity Fund VI Investors (VNU) IV, LLC

Putnam Investment Holdings, LLC

Putnam Investments Employees Securities Company I LLC

Putnam Investments Employees Securities Company II LLC

Putnam Investments Employees Securities Company III LLC

Thomas H. Lee Investors Limited Partnership

Thomas H. Lee (Alternative) Parallel Fund V, L.P.

Thomas H. Lee (Alternative) Cayman Fund V, L.P.

Thomas H. Lee (Alternative) Fund VI, L.P.

Thomas H. Lee (Alternative) Parallel Fund VI, L.P.



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Thomas H. Lee (Alternative) Parallel (DT) Fund VI, L.P.

**Item 9. Notice of Dissolution of Group.**

Not applicable.

**Item 10. Certifications.**

Not applicable.

**SIGNATURES**

After reasonable inquiry and to the best of the knowledge and belief of the undersigned, the undersigned certify that the information set forth in this statement is true, complete and correct.

Dated February 13, 2012

**VALCON ACQUISITION HOLDING  
(LUXEMBOURG) S.À.R.L.**

By: /s/ Harris Black  
Name: Harris Black  
Title: Attorney-in-Fact

**EXHIBIT INDEX**

1. Power of attorney, dated February 13, 2012.