

Nielsen Holdings plc  
Form SC 13G/A  
February 12, 2016

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

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934  
(Amendment No. 4)\***

**Nielsen Holdings plc**

**(as successor to Nielsen N.V.)**

(Name of Issuer)

**Common Stock, par value 0.07 per share**

(Title of Class of Securities)

**N63218106**

(CUSIP Number)

**December 31, 2015**

(Date of Event Which Requires Filing of this Statement)

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).

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR VNU Equity Investors, L.P.
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR VNU GP Limited
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR VNU (Millennium) Limited
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR VNU (Millennium), L.P.
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Millennium Fund (Overseas), Limited Partnership
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Associates Millennium (Overseas), Limited Partnership
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Millennium Limited
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO



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CUSIP No. N63218106

1. Name of Reporting Person  
KKR SP Limited
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

- |   |   |  |                       |
|---|---|--|-----------------------|
| 1.  | Name of Reporting Person<br>KKR Fund Holdings L.P.                                      |  |                       |
| 2.  | Check the Appropriate Box if a Member of a Group  |  |                       |
|   | (a)   | <input type="radio"/>  |                       |
|   | (b)   | <input checked="" type="radio"/>                             |                       |
| 3.  | SEC Use Only  |  |                       |
| 4.  | Citizenship or Place of Organization<br>United States                                   |  |                       |
|   | 5.  | Sole Voting Power  | 0                     |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6.  | Shared Voting Power  | 0                     |
|   | 7.  | Sole Dispositive Power                                       | 0                     |
|   | 8.  | Shared Dispositive Power                                     | 0                     |
|   | 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person |                       |
| 10.   | Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) | <input type="radio"/>  | See Item 4 and Item 8 |
| 11.   | Percent of Class Represented by Amount in Row (9)                                       |  | 0%                    |
| 12.   | Type of Reporting Person (See Instructions)   |  | PN                    |

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Fund Holdings GP Limited
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Group Holdings L.P.
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
United States
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Group Limited
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR & Co. L.P.
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
United States
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
PN

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CUSIP No. N63218106

1. Name of Reporting Person  
KKR Management LLC
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  
Delaware
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
OO

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CUSIP No. N63218106

1. Name of Reporting Person  
Henry R. Kravis
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
United States
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
IN



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CUSIP No. N63218106

1. Name of Reporting Person  
George R. Roberts
2. Check the Appropriate Box if a Member of a Group  
(a)   
(b)
3. SEC Use Only
4. Citizenship or Place of Organization  
United States
- |   |    |                               |
|---|----|-------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>0        |
|   | 6. | Shared Voting Power<br>0      |
|   | 7. | Sole Dispositive Power<br>0   |
|   | 8. | Shared Dispositive Power<br>0 |
9. Aggregate Amount Beneficially Owned by Each Reporting Person  
0
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)  
0%
12. Type of Reporting Person (See Instructions)  
IN

**STATEMENT ON SCHEDULE 13G**

This is Amendment No. 4 to the Schedule 13G filed with the Securities and Exchange Commission on February 14, 2012, as amended on February 14, 2013, February 14, 2014 and February 13, 2015. Pursuant to Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended (the "Act"), and as provided in the Joint Filing Agreement filed as Exhibit 1 to the original statement on Schedule 13G, each of the persons listed below under Item 2 (each a "Reporting Person," and collectively the "Reporting Persons"), have agreed to file one statement with respect to their beneficial ownership of common stock, par value \$0.07 per share ("Common Stock"), of Nielsen Holdings plc (the "Issuer") (as successor to Nielsen N.V.).

**Item 1.**

- (a) Name of Issuer:  
Nielsen Holdings plc
- (b) Address of Issuer's Principal Executive Offices:  
85 Broad Street  
  
New York, New York 10004

**Item 2.**

- (a) Name of Person Filing:  
KKR VNU Equity Investors, L.P.  
  
KKR VNU GP Limited  
  
KKR VNU (Millennium) Limited  
  
KKR VNU (Millennium), L.P.  
  
KKR Millennium Fund (Overseas), Limited Partnership  
  
KKR Associates Millennium (Overseas), Limited Partnership  
  
KKR Millennium Limited  
  
KKR SP Limited  
  
KKR Fund Holdings L.P.  
  
KKR Fund Holdings GP Limited  
  
KKR Group Holdings L.P.  
  
KKR Group Limited  
  
KKR & Co. L.P.  
  
KKR Management LLC  
  
Henry R. Kravis  
  
George R. Roberts

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- (b) Address of Principal Business Office, or, if none, Residence:  
The principal business office for all persons filing (other than George R. Roberts) is:

c/o Kohlberg Kravis Roberts & Co. L.P.

9 West 57th Street, Suite 4200

New York, NY 10019

The principal business office for George R. Roberts is:

c/o Kohlberg Kravis Roberts & Co. L.P.

2800 Sand Hill Road, Suite 200

Menlo Park, CA 94025

- (c) Citizenship:  
See Item 4 of each cover page.
- (d) Title of Class of Securities:  
Common stock, par value 0.07 per share.
- (e) CUSIP Number:  
N63218106

**Item 3.** If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:  
Not applicable.

**Item 4.**

**Ownership.**

- (a) Amount beneficially owned:  
  
See Item 9 of each cover page.
- (b) Percent of class:  
  
See Item 11 of each cover page.
- (c) Number of shares as to which the person has:
  - (i) Sole power to vote or to direct the vote  
  
See Item 5 of each cover page.
  - (ii) Shared power to vote or to direct the vote  
  
See Item 6 of each cover page.
  - (iii) Sole power to dispose or to direct the disposition of  
  
See Item 7 of each cover page.
  - (iv) Shared power to dispose or to direct the disposition of  
  
See Item 8 of each cover page.

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

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following x.

**Item 6.**

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

Not applicable.

**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.**

Not applicable.

**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 12, 2016

**KKR VNU EQUITY INVESTORS, L.P.**

By: KKR VNU GP Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR VNU GP LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR VNU (MILLENNIUM) LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR VNU (MILLENNIUM), L.P.**

By: KKR VNU (Millennium) Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR MILLENNIUM FUND (OVERSEAS),  
LIMITED PARTNERSHIP**

By: KKR Associates Millennium (Overseas), Limited  
Partnership, its general partner

By: KKR Millennium Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR ASSOCIATES MILLENNIUM (OVERSEAS),  
LIMITED PARTNERSHIP**

By: KKR Millennium Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR MILLENNIUM LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR SP LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR FUND HOLDINGS L.P.**

By: KKR Fund Holdings GP Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR FUND HOLDINGS GP LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR GROUP HOLDINGS L.P.**

By: KKR Group Limited, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR GROUP LIMITED**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Director

**KKR & CO. L.P.**

By: KKR Management LLC, its general partner

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Chief Financial Officer

**KKR MANAGEMENT LLC**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact for William J. Janetschek,  
Chief Financial Officer

**HENRY R. KRAVIS**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact

**GEORGE R. ROBERTS**

By: /s/Terence Gallagher  
Name: Terence Gallagher  
Title: Attorney-in-fact