

Commonwealth of Kentucky  
Alison Lundergan Grimes, Secretary of State

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Alison Lundergan Grimes  
KY Secretary of State  
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Alison Lundergan Grimes  
Secretary of State  
P. O. Box 718  
Frankfort, KY 40602-0718  
(502) 564-3490  
<http://www.sos.ky.gov>

Statement of Change of  
Principal Office Address

POC

Pursuant to the provisions of KRS chapters 271B, 273, 275, or 362, the undersigned hereby applies to change the principal office on behalf of

**NIELSEN MOBILE, LLC**

which is organized in the state of Delaware, and for that purpose submits the following statements:

**1. Address of current principal office**

770 BROADWAY  
ATTN: LEGAL DEPT  
NEW YORK, NY 10003

**2. Principal office is hereby changed to:**

85 Broad Street  
ATTN: LEGAL DEPT  
NEW YORK, NY 10004

**3. Signature of officer or chairman of the board**

Mark Borino, Vice President

Signature and Title

Type or print name and title

3/18/2014 10:36 AM

Date