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Corporate Communications /
Investor Relations



Date November 9, 2004
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Subject ADR file nr. 82-2876

SUPPL

Dear Sirs,

Please find enclosed a press release dated November 9, 2004:

VNU TO RELOCATE CFO AND PART OF CORPORATE FUNCTIONS TO NEW YORK

With kind regards,

VNU bv

Rob de Meel
Senior Vice President

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FINANCIAL



Press release

ADR FILE NR. 82-2876

Date November 9, 2004

VNU TO RELOCATE CFO AND PART OF CORPORATE FUNCTIONS TO NEW YORK

Haarlem, the Netherlands – VNU, a leading global information and media company, today announced that Rob Ruijter, CFO-designate, will be located at VNU's New York headquarters in the course of 2005. This is a consequence of the recent changes in VNU's business portfolio (including the imminent sale of World Directories) and the fact that the majority of operations are now managed from New York. As a result, all Executive Board members will be New York based.

With the Executive Board located in the US, it is intended that a number of Haarlem based corporate functions and roles be transferred to New York in the second half of 2005.

This relocation of function and roles, coupled with the impact of VNU's transformation in recent years, will have an effect on our Haarlem headquarters. We expect that approximately 40 jobs will become redundant. Less than half are directly related to the New York relocation.

VNU nv, the top holding company with a listing on the Euronext Amsterdam stock exchange will remain a Dutch legal entity with financing activities. Consequently, a sizable part of VNU's headquarter operations will remain in Haarlem, the Netherlands.

VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 3.9 billion in 2003. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

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