



Press Release

1st ordinary Annual General Meeting of GfK SE

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GfK Group in 2008: an eventful and turbulent year, but with solid figures

Nuremberg, May 20, 2009 – Today, in the first ordinary Annual General Meeting of GfK SE, the shareholders of GfK SE approved the resolutions proposed by the Management and Supervisory Boards with at least 94% of the votes. Approximately 400 shareholders and shareholders' representatives, who together represent around 79% of all shares, took part in the Annual General Meeting.

The Annual General Meeting of GfK SE, which has just been concluded, focused on nine agenda points, including the by-elections for the first Supervisory Board of GfK SE. Dr. Raimund Wildner and Jürgen Schreiber have now left the Supervisory Board and Hauke Stars, Managing Director of Hewlett-Packard Schweiz GmbH, and Stephan Gemkow, member of the Management Board of Deutsche Lufthansa AG, have been newly elected.

The increase in dividend resonated positively with the shareholders. With this, GfK is once again enabling its shareholders to participate in the company's success. For 2008, the shareholders attending the Annual General Meeting approved a dividend of EUR 0.46 per share, which is the ninth increase since IPO in 1999. The total dividend has increased by 2.5% in comparison with the previous year, to stand at EUR 16.5 million.

The Annual General Meeting also gave renewed authorization for the acquisition and use of own shares.

As in previous years, Nuremberg-based KPMG AG was appointed auditor of the financial statements and consolidated financial statements for financial year 2009.

The CEO and Chairman of the Management Board, Professor Dr. Klaus L. Wübbenhorst, presented information about the past financial year and the annual financial statements for 2008. The shareholders reacted positively to the fact that the annual financial statements were based on solid figures, despite a very eventful and turbulent year.

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Management Board:
Professor Dr.
Klaus L. Wübbenhorst
(Vorsitzender)
Christian Weller von Ahlefeld
(CFO)
Petra Heinlein
Debra A. Pruent
Dr. Gérard Hermet
Wilhelm R. Wessels

Supervisory Board Chairman:
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014



The Chairman of the Management Board also gave an overview of the overall economic situation for the market research industry and an outlook for the current financial year, as well as presenting the results for the first quarter of 2009. He also introduced the BISS efficiency program and further cost-cutting measures and their effects.

Slow start to 2009

In the first quarter of 2009, the sales of the GfK Group amounted to EUR 264.7 million, and therefore almost equaled the successful level of the previous year (EUR 268.1 million). At -4.6%, the organic growth rate was significantly higher than that of GfK's major competitors. The adjusted operating income totaled EUR 14.8 million and was therefore 35.7% lower than the level in the corresponding period of the prior year. The margin stood at 5.6% in the first quarter of 2009, compared with 8.6% in the same period of the previous year.

The GfK Group's order book developed modestly in the first four months of 2009. However, incoming orders in April were better than expected. By the end of April, 57.6% of the planned sales for 2009 had already been booked or were on the order book.

Although the GfK Group cannot estimate how the economy will develop over the longer term, the Management Board is not expecting any major improvement in sales and income before the second half of the year. The effects of the BISS efficiency program and the further cost-cutting measures will be seen more clearly in the second half of 2009. In spite of strict discipline as regards costs, any arising market opportunities are being actively exploited. In principle, the Management Board assumes that the market research industry will return to its growth path in the coming years. As a result of its very good competitive position, the GfK Group is aiming to achieve organic growth above that of the market research industry as a whole, also in the medium term.



The GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. In financial year 2008, the Group achieved sales of EUR 1,220.4 million. The Group has a total of 150 companies operating in more than 100 countries. Of the 10,267 employees (as at March 31, 2009), more than 80% are based outside Germany. For further information, visit our website: www.gfk.com

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