

Press Release

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GfK Group: significant increase in the first quarter of 2010, after a difficult 2009

2nd ordinary Annual General Meeting of GfK SE

Nuremberg, May 19, 2010 – In today's second ordinary Annual General Meeting of GfK SE, the shareholders of GfK SE have approved the resolutions proposed by the Management and Supervisory Boards with at least 89.7% of the votes. Around 330 shareholders and shareholders' representatives, representing approximately 85.2% of all shares, took part in the Annual General Meeting.

The Annual General Meeting of GfK SE, which has just been concluded, focused on eleven agenda items, including the reelection of the six Supervisory Board members representing shareholders. As expected, Dr. Arno Mahler, Stefan Pfander, Dr. Christoph Achenbach, Dr. Wolfgang C. Berndt, Stephan Gemkow and Hauke Stars were all reelected.

Even after the difficult 2009 financial year, GfK SE is including its shareholders in the company's success. The shareholders have approved a dividend of EUR 0.30 per no-par share for financial year 2009. This corresponds to a pay-out ratio of almost 20% and continues the dividend policy of the previous year. The total pay-out amounts to EUR 10.8 million.

In addition, the Annual General Meeting has granted renewed authorization for the acquisition and use of own shares. Up to now, this authorization has been valid for a period of 18 months. The shareholders approved the management's proposal to increase this period to the legal maximum limit of five years.

As in previous years, Nuremberg-based KPMG AG was appointed auditor of the financial statements and consolidated financial statements for financial year 2010.

CEO Professor Dr. Klaus L. Wübbenhorst presented information on the past financial year and the annual financial statements for 2009. The shareholders were pleased to note that the GfK Group had successfully held its ground during the global financial and economic crisis in financial year 2009. They also responded positively to the fact that sales and income

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Management Board:
Prof. Dr. Klaus L. Wübbenhorst
(CEO)
Pamela Knapp (CFO)
Petra Heinlein
Dr. Gérard Hermet
Debra A. Pruent
Wilhelm R. Wessels

Supervisory Board Chairman:
Dr. Arno Mahler

Commercial register
Nuremberg HRB 25014



increased considerably year-on-year in the first quarter of 2010 and in some areas exceeded the figures for Q1 2008, which was before the start of the global financial and economic crisis.

The CEO also gave an overview of the general economic situation in the market research industry and an outlook for the current financial year. He attributed GfK's good start in 2010 to the successful implementation of the 5 Star strategy, which aims in particular to expand the measurement of digital media and achieve targeted growth in the emerging countries. With its participation in SirValUse Consulting and nurago, and the expansion of the innovative GfK Network Intelligence Solution (GfK NIS) research methodology, GfK is further expanding its internet-related expertise. The Group's sustained growth in the emerging countries confirms the approach of making "acquisitions as a basis for strong organic growth".

For the first time, GfK's shareholders were able to use an electronic system to issue proxy voting rights and instructions for voting at the Annual General Meeting. Through this measure, GfK is implementing an important part of the Act regarding the implementation of the shareholder rights directive (ARUG), which provides for facilitation of voting. Issuing proxy voting rights via the internet also contributes to increasing attendance at the Annual General Meeting.

Optimistic start to 2010

The GfK Group's sales amounted to EUR 280.9 million in the first quarter of 2010, which was significantly higher than the previous year's figure of EUR 264.7 million. This represents a rise of 6.1% in total, and a pleasing 5.2% in organic terms. Adjusted operating income totaled EUR 25.3 million and was up by 71.2% compared with EUR 14.8 million in the same quarter of the prior year. The margin increased to 9.0% and was therefore significantly higher than the prior year's margin of 5.6%.

The order situation as at the end of April 2010 was also positive, with the order book covering 65.4% of sales budgeted for 2010 as a whole. This represented an increase from the comparable figure for the prior year of 63.6%.

As long as the economic environment continues to be spared major disruption, the Management Board of the GfK Group believes that with the measures taken, GfK is well equipped to outperform the market research sector in terms of organic growth, also in the medium term, and to maintain at least the present level of income quality.



The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For further information, visit our website: www.gfk.com. Follow us on Twitter: www.twitter.com/gfk_group.

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