

Press Release

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GfK Group: on course for success

3rd ordinary Annual General Meeting of GfK SE

Nuremberg, May 26, 2011 – In today's third ordinary Annual General Meeting of GfK SE, the shareholders of GfK SE approved the resolutions proposed by the Management and Supervisory Boards with 87.36% of the votes. Around 210 shareholders and shareholders' representatives, representing 86.52% of all shares, took part in the Annual General Meeting.

The Annual General Meeting of GfK SE, which has just been concluded, focused on eight agenda items. These included the election of a Supervisory Board member to replace Stephan Gemkow, who leaves his position today. Dr. Bernhard Düttmann, a member of the Management Board of Lanxess AG, was newly elected to the Supervisory Board.

As in previous years, GfK SE is enabling its shareholders to benefit from its success, and this year the company is paying the highest dividend to date. The shareholders approved a dividend of EUR 0.48 per no-par share for financial year 2010. This corresponds to a pay-out ratio of almost 20% and is in line with the dividend policy of previous years. The total pay-out amounts to EUR 17.4 million.

In addition, the Annual General Meeting passed resolutions on the cancellation of previously authorized capital and on the creation of new authorized capital, and issued an authorization to exclude subscription rights.

As in previous years, KMPG AG, Nuremberg, was appointed auditor of the financial statements and consolidated financial statements for financial year 2011.

Professor Dr. Klaus L. Wübbenhorst, CEO of GfK SE, gave an overview of the past financial year and the annual financial statements for 2010. The shareholders responded positively to the excellent figures for the financial year, which were the best in the history of the GfK Group. They were also pleased to note the strong first quarter, in which a significant year-on-year increase in sales and income was recorded.

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

Supervisory Board Chairman:
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014



Professor Dr. Klaus L. Wübbenhorst also outlined the major reasons for GfK's successful "comeback", presented an outlook for the current financial year and explained the new challenges facing market research. The future is global and digital. In addition to focusing on increasing digitization, GfK is committed to maintaining its international orientation and expanding its presence in growth markets.

A strong start to 2011

The GfK Group's sales once again exceeded the prior year's results in the first quarter of 2011, climbing by 10.4% to total EUR 310.2 million. Adjusted operating income increased markedly to EUR 30.5 million and was therefore 20.5% above the prior year's figure. The margin rose from 9.0% to 9.8% in the first three months of the year.

The order situation as at the end of April 2011 was also positive, with the order book covering 65.4% of sales budgeted for the year as a whole. This represents an increase from the comparative figure of 62.8% in the prior year.

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 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our website: www.gfk.com. Follow us on Twitter: www.twitter.com/gfk_group.

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