

# Press release

## GfK announces changes to Supervisory Board

April 12, 2016

Jan Saeger  
Corporate Communications  
T +49 911 395 4440  
[jan.saeger@gfk.com](mailto:jan.saeger@gfk.com)

**Nuremberg, April 12, 2016 – At this year’s Annual General Meeting on May 20, changes to the Supervisory Board of GfK SE will come into effect.**

Dr. Wolfgang C. Berndt, Dr. Bernhard Düttmann, Hauke Stars and Hans van Bylen will leave the Supervisory Board.

At the request of the GfK Verein, GfK’s majority shareholder, the Supervisory Board has nominated Prof. Dieter Kempf, former CEO of DATEV eG, the Members of the Executive Board of GfK Verein, Ralf Klein-Bölting and Prof. Dr. Raimund Wildner, as well as Bruno Piacenza, Member of the Management Board of Henkel Management AG, for election to the Supervisory Board.

Changes to the Supervisory Board were anticipated since last year as upon his re-election, Dr. Wolfgang C. Berndt had already announced that he would resign from the Supervisory Board in light of the maximum tenure laid out in the Corporate Governance codex. In addition, Hauke Stars, Member of the Management Board of Deutsche Börse AG, had informed GfK already at the end of last year, as did Dr. Bernhard Düttmann recently, that they would resign before completion of their term. As Hans van Bylen is to become CEO of Henkel Management AG, he informed GfK at the end of March that he too would resign from the Supervisory Board effective April 30, 2016.

“The outgoing Supervisory Board members have done an excellent job for GfK for many years. I most sincerely thank them for their outstanding efforts. I look forward to working in the new team setup, as the candidates also bring significant experience and competency to the Supervisory Board,” said Dr. Arno Mahler, Chairman of the Supervisory Board of GfK SE.

GfK SE  
Nordwestring 101  
90419 Nuremberg  
Germany

T +49 911 395-0

Management Board:  
Matthias Hartmann (CEO)  
Christian Diedrich (CFO)  
Dr. Gerhard Hausruckinger  
David Krajicek  
Alessandra Cama

Chairman of the  
Supervisory Board:  
Dr. Arno Mahler

Commercial register  
Nuremberg HRB 25014

### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.



For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter:  
<https://twitter.com/GfK>

Responsible under press legislation:  
GfK SE, Corporate Communications  
Jan Saeger  
Nordwestring 101  
90419 Nuremberg  
Germany  
[press@gfk.com](mailto:press@gfk.com)