



THE ART OF SMART DATA

Invitation and Agenda to the
Ordinary Annual General Assembly
on May 20, 2016

CONTENTS

Financial figures 2015	3
Letter to the shareholders	4
Invitation and agenda	8
Documents relating to the Annual General Assembly	12
Attendance at the Annual General Assembly	13
Shareholder rights	17
Financial calendar	20
Directions	21
Notes	22
Acknowledgements and contacts	23

FINANCIAL FIGURES 2015

GfK GROUP 2015: IN FIGURES

in EUR million (rounded)	2014	2014 ¹⁾	2015	2015 ²⁾	Change in percent ³⁾
Sales	1,452.9	1,452.9	1,543.4	1,543.4	+6.2
EBITDA	202.2	202.2	231.2	231.2	+14.4
Adjusted operating income ²⁾	178.8	178.8	187.6	187.6	+4.9
Margin in per cent ³⁾	12.3	12.3	12.2	12.2	-
Operating income	68.0	127.5	104.2	143.6	+12.6
Income from ongoing business activity	47.6	107.1	87.9	127.3	+18.9
Consolidated total income	19.4	78.9	40.7	80.1	+1.6
Tax ratio in per cent	59.3	26.3	53.7	37.0	-
Cash flow from operating activity	196.9	196.9	170.9	170.9	-13.2
Earnings per share in EUR	0.16	1.79	1.01	2.09	+16.8
Dividend per share in EUR	0.65	0.65	0.65	0.65	+0.0
Total dividend	23.7	23.7	23.7	23.7	+0.0
Number of employees at year end full time	13,380	13,380	13,485	13,485	+0.8

1) Excluding goodwill impairments of € 59.5 million (2014) and € 39.4 million (2015)

2) Adjusted operating income is derived from operating income. The following income and expense items are excluded in the calculation: goodwill impairment, write-ups and write-downs of additional assets identified on acquisitions, income and expenses in connection with share and asset deals, income and expenses in connection with reorganization and improvement projects, personnel expenses for share-based incentive payments, currency conversion differences and income and expenses related to one-off effects and other exceptional circumstances

3) Adjusted operating income in relation to sales (in percent)

LETTER TO THE SHAREHOLDERS

Ladies and Gentlemen,

Despite a challenging environment, we have consistently developed, adapted and improved GfK during 2015 – and we aimed for growth: our motto for the year was “Shape for Growth”.

In 2015, GfK’s sales improved. We recorded organic growth of 1.1 percent. A helpful tail wind from currency effects led to overall growth of 6.2 percent.

According to the global industry organization ESOMAR, the market grew overall by 0.7 percent in 2012 and 2013, while 2014 saw total growth of just 0.1 percent. We assume that market growth was not more substantial in 2015. In view of the market and our major competitors, we can be pleased with GfK’s growth.

Digitalization and globalization

The global market research sector will continue to be shaped by the trends of digitalization and globalization. We have consistently driven forward the digitalization of our business and further consolidated our position as one of the leading global suppliers in the field of “digital ecosystems”.

Our DRIVE platform, which we use as basis for global, standardized digital products, supported the further expansion of scalable products. In this way, clients can use GfK Echo to measure customer satisfaction, GfK Brand Vivo to measure brand metrics and GfK Experience Effects to measure and manage brand communications in addition to obtaining relevant data which can be immediately used when making business decisions.

In acquiring NORM, specialists in digital methods in the field of consumer research, we can use virtual test environments to not only quickly supply clients anywhere in the world with relevant information on consumer behavior, but also help them

to optimize product placements, prices and planograms. We can integrate the respective data with our comprehensive consumer panel data. These connections create significant added value for our clients.

The acquisition of Netquest, which was initiated in 2015 before being completed at the beginning of 2016, exemplifies our strategic approach in the field of digital data sources. This will benefit both sectors. Consumer Experiences will benefit from Netquest's access panels with continual access to tens of thousands of registered panelists in studies and passive measurement. With this focus on digital data and panels, we further pursue our data strategy and are constantly developing our Consumer Experiences sector. The Consumer Choices sector will be boosted by this acquisition as it drives the global expansion of GfK Crossmedia Link. Furthermore, GfK now boasts the world's two leading measurement technology platforms in its service portfolio: our Nurago technology has been supplemented by Wakoopa technology following the acquisition.

At the same time, the globalization of our service portfolio has been significantly advanced by further projects and products. For example, GfK's Television Audience Measurement business has been established on two more continents with major projects in the Kingdom of Saudi Arabia and Brazil. Just a few years ago, this business was predominantly centered in Germany and Europe, and the business model was not scalable. The project in Brazil has contributed to GfK's sales since the end of the reporting year. Nevertheless, we faced quite some challenges in establishing the panels in both markets. However, our local teams and those at our headquarters have shown great commitment to overcome these obstacles in close cooperation with our clients. We are now supplying our data in both countries.

Closely linked teams were also a characteristic in the work of our further expanded Global Service Centers in 2015. Here, over 1,000 GfK employees are working together with the respective

client or product teams right across the world. The objective: increased efficiency, quality and speed in operations of our panel-based business and ad hoc research projects. To achieve this, we bundle our expertise and implementation capacities in the Centers and rely on increased automation – always in combination with market research experience and skill, of course. This allows us to launch innovative solutions more quickly and in a more standardized manner. Furthermore, the Operations function on Management Board level, which was created when we realigned the setup of the Management Board, will drive forward the expansion of the successful Global Service Center approach.

As mentioned above, sales rose by 1.1 percent organically or by 6.2 percent overall. However, at 12.2 percent, we did not quite achieve our margin target. Above all, delays in the major audience measurement contracts played a role in this. Adjusted operating income rose by 4.9 percent. Consolidated total income practically doubled year on year.

Looking ahead

In 2016, the Consumer Choices sector will continue to systematically pursue new growth and margin opportunities. The core business, POS Measurement, will be expanded further with new product categories, industries and services as well as online evaluation options. In Media Measurement, the setup of new panels to measure TV audiences is expected to make a significant contribution to sales. Our GfK Crossmedia Link product will be launched and evolved into a key digital product in additional countries. We assume that the sector will again achieve significant growth. Its revenue share, based on Group sales, will increase further. The margin should improve considerably against the previous year.

In the Consumer Experiences sector, the focus is on optimizing and streamlining the company's operations. On the market side, we will focus on customer orientation. The objective is to speed up the launch of multichannel products, strengthen the sales

team and become more professional. The market environment for ad hoc business will remain challenging in 2016. In light of this, the Consumer Experiences sector is expected to make a growth contribution at market level in 2016. On the operations side, we will further increase efficiency. We intend to modestly improve the margin with these measures.

In 2016, we anticipate a modest organic growth higher than in the previous year and above that of the market research sector. The AOI margin (adjusted operating income against sales) should increase considerably.

More than 13,000 employees around the world reliably support us as we strive to achieve these objectives. Also on behalf of the Management Board, I would like to extend my thanks to them all for actively embracing the implementation of necessary changes. Despite all the new technology and digitization, market research remains a business in which experience, thorough industry expertise and an understanding of current and future client challenges are critical success factors.

I would like to take this opportunity to thank you, our shareholders, not only on behalf of the Management Board, but also on behalf of our global teams, for your trust in this challenging journey toward globalization and digitization, which GfK was on last year and will continue, together with you, in 2016.

Yours,

A handwritten signature in black ink, appearing to read 'Matthias Hartmann', with a long horizontal flourish extending to the right.

Matthias Hartmann

GfK 2016

.....
INVITATION AND
AGENDA
TO THE 8TH ORDINARY ANNUAL
GENERAL ASSEMBLY

WE HEREBY INVITE OUR SHAREHOLDERS TO THE
8TH ORDINARY ANNUAL GENERAL ASSEMBLY
TO BE HELD
AT 10.00 A.M. ON MAY 20, 2016
AT STADTHALLE FÜRTH, ROSENSTRASSE 50,
90762 FÜRTH, GERMANY

GfK SE
Nuremberg
ISIN: DE0005875306
WKN: 587530

AGENDA

1. *Presentation of the approved financial statements and management report for financial year 2015, presentation of the approved consolidated financial statements and group management report for financial year 2015, the report by the Supervisory Board, the proposal by the Management Board on the appropriation of retained profit as well as the explanatory notes of the Management Board on the statutory duty of notification under the terms of Sections 289 (4) and 315 (4) of the German Commercial Code (HGB).*

The Supervisory Board has approved the annual financial statements and the consolidated financial statements prepared by the Management Board. The annual financial statements are therefore adopted pursuant to Section 172 (1) of the German Stock Corporation Act (AktG). In accordance with Sections 172 and 173 AktG, a resolution of the Annual General Assembly on agenda item 1 is therefore not required. The aforementioned documents will be discussed in detail at the Annual General Assembly.

2. *Resolution on the appropriation of retained profit*

The Management Board and the Supervisory Board propose to appropriate the retained profit for financial year 2015 in the amount of Euro 49,577,119.51 as follows:

Payment of a dividend of

Euro 0.65 per no-par value share with dividend rights	Euro 23,727,532.40
Profit carried forward	Euro 25,849,587.11
Retained profit	Euro 49,577,119.51

The dividend shall be distributed on May 23, 2016.

3. *Resolution on the formal approval of the Management Board's actions for financial year 2015*

The Management Board and the Supervisory Board propose that formal approval be granted to the members of the Management Board of GfK SE for their actions in financial year 2015.

4. *Resolution on the formal approval of the Supervisory Board's actions for financial year 2015*

The Management Board and the Supervisory Board propose that formal approval be granted to the members of the Supervisory Board of GfK SE for their actions in financial year 2015.

5. *Election of auditors for financial year 2016*

On the recommendation of the Audit Committee, the Supervisory Board proposes that KPMG AG Wirtschaftsprüfungsgesellschaft, Berlin, be appointed as the auditors of the single-entity and consolidated financial statements for financial year 2016.

6. *Elections for the Supervisory Board*

The Supervisory Board of the Company is composed of six members representing the shareholders and four members representing the employees in accordance with Art. 40 (2) and (3) of the SE Regulation, § 17 of the SE Implementation Act, § 21 (3) of the SE Participation Act, Part III of the SE Participation Agreement for the Company and § 9 (1) of the Articles of Association of the Company. The Supervisory Board members representing the shareholders will be appointed by the General Meeting. The Supervisory Board members representing the employees will be appointed in accordance with the procedure provided for in the SE Participation Agreement for the Company.

Dr. Wolfgang C. Berndt, Dr. Bernhard Düttmann, Mrs. Hauke Stars and Mr. Hans Van Bylen have declared their resignation from their office as members of the Supervisory Board representing the shareholders in accordance with the Articles of Association of GfK SE. Dr. Berndt, Dr. Düttmann and Mrs. Stars will resign with effect from the closing of the General Meeting on May 20, 2016. Mr. Van Bylen, currently member of the Management Board of Henkel, will resign from his membership in the Company's Supervisory Board with effect as of April 30, 2016 because he has agreed to serve as chairman of the Management Board of Henkel as of May 1, 2016.

The General Meeting will elect substitute members for the Supervisory Board who will be in office for the remaining term of the resigning members as provided for in § 9 (5) of the Articles of Association. In this context, Mr. Bruno Piacenza, another member of the Management Board of Henkel, is to be proposed as a substitute for Mr. Van Bylen.

The Supervisory Board proposes that upon proposal of GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V. the following candidates be elected as substitutes for the resigning members of the Supervisory Board with effect as of the closing of the General Meeting on May 20, 2016 for the remaining term of office of the members resigning from the Supervisory Board:

- a) Prof. Dieter Kempf, retired, until March 31, 2016 chairman of the Management Board of DATEV eG, residing in Nuremberg;
- b) Ralf Klein-Bölting, managing shareholder of NEXTBRAND GmbH and Vice President of GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V., residing in Hamburg;
- c) Bruno Piacenza, member of the Management Board of Henkel Management AG (personally liable partner of Henkel AG & Co. KGaA), residing in Düsseldorf and Sevres, France; and
- d) Prof. Dr. Raimund Wildner, Managing Director and Vice President of GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V., residing in Fürth.

The remaining term of office of the resigning members runs until the closing of the General Meeting resolving on the approval of the activities of the Supervisory Board during fiscal year 2019, but not longer than until May 28, 2021 (six years after the appointment of the four resigning members).

Prof. Kempf is a member of the following other supervisory boards required to be formed by law:

- Deutsche Messe AG

In addition, Prof. Kempf is a member of the following similar domestic or foreign supervisory bodies of business undertakings:

- Member of the Advisory Board South Germany of Deutsche Bank AG

Mr. Klein-Bölting, Mr. Piacenza, and Prof. Dr. Wildner are neither members of any other supervisory boards required to be formed by law nor members of any similar domestic or foreign supervisory bodies of business undertakings.

It is intended that the General Meeting will vote on the election of the nominated Supervisory Board members in a separate vote for each candidate. With a view to No. 5.4.3 sentence 3 of the German Corporate Governance Code, the shareholders are informed as a matter of precaution that Dr. Arno Mahlert is to remain chairman of the Supervisory Board.

Further information on the candidates can be found under "Document for the General Meeting" and on the Company's homepage under <http://www.gfk.com/investors/annual-general-meeting-agm/download-center/>.

DOCUMENTS RELATING TO THE ANNUAL GENERAL ASSEMBLY

The following documents, which will also be available at the Annual General Assembly on **May 20, 2016**, will be available for inspection on the company's website at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/> from the date on which the Annual General Assembly is convened:

On agenda item 1:

- the adopted financial statements and the management report for financial year 2015
- the adopted consolidated financial statements and group management report for financial year 2015
- the Supervisory Board report
- the explanatory report by the Management Board on the statutory duty of notification pertaining to acquisitions (Sections 289 (4) and 315 (4) HGB);
- the proposal by the Management Board on the appropriation of retained profit

On agenda item 6:

Prof. Dieter Kempf

Personal data:

Date of birth: January 10, 1953

Place of birth: Munich

Citizenship: Germany

Ralf Klein-Bölting

Personal data:

Date of birth: August 22, 1962

Place of birth: Mettmann

Citizenship: Germany

Bruno Piacenza

Personal data:

Date of birth: December 22, 1965

Place of birth: Paris

Citizenship: France

Prof. Dr. Raimund Wildner

Personal data:

Date of birth: April 9, 1955

Place of birth: Hof, Saale

Citizenship: Germany

For further details of the professional career of the candidates please see the resumes of the candidates under <http://www.gfk.com/investors/annual-general-meeting-agm/download-center/>.

In particular the candidate Prof. Kempf qualifies as independent financial experts pursuant to Article 9 sentence 1 lit. c) ii) of the SE Directive, section 100 (5) AktG.

With regard to Section 5.4.1 para. 4 to 7 of the German Corporate Governance Code, the following is declared: The Supervisory Board satisfied itself that the respective proposed candidates can devote the expected amount of time required. The proposed candidates Mr. Klein-Bölting and Prof. Dr. Raimund Wildner as officeholders of GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V. have a business relation with a shareholder holding a material interest in GfK SE. The remaining candidates have in the view of the Supervisory Board no personal or business relations subject to disclosure requirements under these Code provisions with GfK SE or its group companies, the governing bodies of GfK SE, or with a shareholder holding a material interest in GfK SE.

The proposed appointments are in line with the Supervisory Boards' objective that at least four out of the six members of the Supervisory Board representing the shareholders shall be independent. As a result of the resignation of Mrs. Stars, the quota of women represented in the Supervisory Board will slightly decline; however, the target of a minimum quota of 30 % will still be achieved.

TOTAL NUMBER OF SHARES AND VOTING RIGHTS AT THE TIME OF CONVENING THE ANNUAL GENERAL ASSEMBLY

At the date on which the present Annual General Assembly was convened, the company had a total of **36,503,896** shares embodying a total of **36,503,896** voting rights. The company did not hold any own shares at the date the meeting was convened.

ATTENDANCE AT THE ANNUAL GENERAL ASSEMBLY

Conditions for attending the Annual General Assembly and exercising voting rights (date of proof in accordance with Section 53 of the SE Directive and Section 123 (4) AktG and its meaning)

The Annual General Assembly may be attended and voting rights exercised by those shareholders who submit a corresponding application to the company at the following address by the end of **May 13, 2016 (24:00 hours)** in text form (Section 126 b of the German Civil Code (BGB)) in German or English.

Shareholders must also be able to prove their eligibility to attend the Annual General Assembly and to exercise their voting rights. This requires a notice of shareholding from the custodian bank which must relate to the beginning of **April 29, 2016 (00:00 hours, record date)** and be received by the company at the address below by the end of **May 13, 2016 (24:00 hours)**. Proof must be provided in text form (Section 126 b of the German Civil Code (BGB)) in German or English. With respect to the company, only those shareholders who have submitted proof may attend the Annual General Assembly or exercise their voting rights. Eligibility to attend and the scope of the voting rights are based exclusively on the shareholding of the respective shareholder on the date of proof (record date). The date of proof is not associated with any restraints on disposal of the shareholding. Even in the event of complete or partial disposal of the shareholding following the date of proof, only the shareholder's shareholding on the date of proof is relevant to attendance and the scope of the voting rights; i.e. sales of shares after the date of proof do not affect a shareholder's eligibility to attend or the scope of their voting rights (unless and to the extent you are authorized or authorized to exercise legal rights by the shareholder holding the shares at the date of proof).

The application and the proof of shareholding should be submitted to the following **application address**:

GfK SE
c/o Deutsche Bank AG
Securities Production

– General Meetings –
P.O. Box 20 01 07
60605 Frankfurt am Main
Germany
or by fax: +49 69 12012-86045
or by e-mail: WP.HV@db-is.com

After the application and the notice of shareholding are received, shareholders will be sent attendance cards for the Annual General Assembly by the registration office. In order to ensure that attendance cards are received in good time, we would ask shareholders to apply and send their proof of shareholding to the company and to contact their custodian bank as early as possible.

The company is entitled to request appropriate additional evidence, if it has doubts as to the accuracy or authenticity of the evidence provided. If this additional evidence is not provided or is provided in an inappropriate form, the company may reject the shareholder's application.

PROCEDURE FOR VOTING BY PROXY

Shareholders who do not wish to attend the Annual General Assembly in person may authorize a bank, a shareholder association, the proxies appointed by the company or another person of their choice to exercise their voting rights. Also in the event of representation by a proxy, it is necessary to apply in good time and to prove the shareholding in accordance with the specifications above. If a shareholder grants power of attorney to more than one person, the company may reject one or more of these persons.

The granting, revocation and demonstration of power of attorney with respect to the company must be provided in text form (Section 126 b BGB). Power of attorney may also be revoked by way of the shareholder attending the Annual General Assembly in person. If power of attorney is granted to a bank, a shareholder association or an equivalent person or institution within the meaning of Section 135 AktG, special conditions may apply; in this case, shareholders are requested to agree in good time with the party to be granted power of attorney on a form of power of attorney that may be required by the latter.

Shareholders who wish to grant power of attorney to a proxy are requested to use the form provided by the company to grant power of attorney and issue any instructions. This will be sent to the correctly registered persons together with the attendance card. After the application has been submitted and the attendance card received, powers of attorney may also be granted electronically via an Internet-based power of attorney and instruction system at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>.

Proof that power of attorney has been granted can be provided by the person who holds the power of attorney presenting the power of attorney at the admission check on the day of the Annual General Assembly. Shareholders and proxies are requested to use the address below to provide proof by mail or fax. Proof of power of attorney may also be submitted by e-mail to the address below. In addition, proof that power of attorney has been granted to a proxy may be submitted electronically via the Internet-based power of attorney and instruction system at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>. These means of transmission are also available if power of attorney is granted in the form of a declaration to the company; in this case, it is no longer necessary to provide separate proof that power of attorney has been granted. The revocation of a granted power of attorney may also be declared to the company directly using the aforementioned means of transmission.

Shareholders who have applied correctly using the procedure detailed above may also grant power of attorney to the proxies appointed by the company. If granted power of attorney, the proxies appointed by the company will exercise the relevant voting rights in accordance with the shareholder's instructions. Power of attorney including instructions must also be granted in text form (Section 126 b BGB). If the shareholders do not issue voting instructions, the proxies appointed by the company will not be eligible to exercise their voting rights. The proxies appointed by the company are not permitted to accept instructions on requests to speak or to raise questions or motions.

The power of attorney and instruction form sent to shareholders together with the attendance card may also be used to grant power of attorney to a proxy appointed by the company.

In order to facilitate the organization of the Annual General Assembly, shareholders who wish to grant power of attorney to the proxies appointed by the company are requested to submit the relevant power of attorney and instructions by post, fax or e-mail to the following address no later than **May 19, 2016** (receipt by the company):

GfK SE
Investor Relations
Nordwestring 101
90419 Nuremberg
Germany
Fax: +49 911 395-54258
E-Mail: investor.relations@gfk.com

or online via the "Internet voting (Proxy Voting)" section of <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>, including during the Annual General Assembly until the end of the general debate.

We also offer shareholders attending the Annual General Assembly who have applied correctly and in good time the opportunity to grant power of attorney to the proxies appointed by the company at the Annual General Assembly itself.

Further details on granting power of attorney and issuing instructions to the proxies appointed by the company will be sent to shareholders together with the attendance card.

SHAREHOLDER RIGHTS

Motions to make additions to the agenda in accordance with Section 56 of the SE Directive, Section 50 (2) of the SE Implementation Act and Section 122 (2) AktG

Shareholders whose shares alone or together constitute 5% of the share capital or alone or together constitute a proportionate interest in the share capital of EUR 500,000 are entitled to demand the addition of items to the agenda as well as the announcement thereof. Such demands must be addressed to the Management Board (GfK SE, Management Board, Nordwestring 101, 90419 Nuremberg, Germany) and must be received by the company no later than **April 19, 2016 (24:00 hours)**. Each new agenda item must be accompanied by corresponding reasons or a proposed resolution.

Countermotions and proposals for election in accordance with Section 53 of the SE Directive and Sections 126 (1) and Section 127 AktG

Shareholders are also entitled to submit countermotions against proposals by the Management Board and/or the Supervisory Board on certain agenda items to the company and to make

proposals for the election of Supervisory Board members (agenda item 6) or the auditor (agenda item 5). Countermotions and proposals for election must be addressed only to:

GfK SE
Investor Relations
Nordwestring 101
90419 Nuremberg
Germany
Fax: +49 911 395-54258
E-Mail: investor.relations@gfk.com

Motions sent to all other addresses will be ignored. Countermotions and proposals for election submitted by shareholders will be published on the Internet immediately upon receipt at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>, including the name of the shareholder and the reasons for the motion, providing that the motions and the corresponding reasons and the proposals for election are received by the company no later than **May 5, 2016 (24:00 hours)**. Any comments by management will also be made available at this address.

The company is entitled to refuse publication of a countermotion and the corresponding reasons or a proposal for election if one of the exclusion criteria set out in Section 126 (2) AktG is met, e.g. if the countermotion or proposal for election would lead to a resolution by the Annual General Assembly that violates the provisions of law or the Articles of Association. The reasons for a countermotion are not required to be published if they exceed 5,000 characters in total. Furthermore, proposals for election are only published if they bear the name, practiced profession and place of residence of the proposed persons (in case a legal entity is proposed: legal name and statutory seat) and, in the case of proposals for the election of Supervisory Board members, additional information on their membership of other statutory supervisory boards.

Countermotions and proposals for election are only tabled if they are made verbally during the Annual General Assembly. This does not affect the right of every shareholder to table countermotions and proposals for election to various agenda items during the Annual General Assembly without having submitted those punctually in advance.

Shareholder right to information in accordance with Section 53 of the SE Directive and Section 131 (1) AktG

During the Annual General Assembly, all shareholders and shareholder representatives are entitled to demand information from the Management Board concerning company matters, provided that this information is necessary in order to form a correct assessment of the respective agenda item (cf. Section 131 (1) AktG). This obligation to provide information also includes the legal and commercial relationships of the company with associated companies. Requests for information during the Annual General Assembly must always be made verbally during the debate.

The Management Board may refuse to answer individual questions for the reasons set out in Section 131 (3) AktG, e.g. because granting the information could, based on a prudent commercial assessment, lead to a not inconsiderable disadvantage for the company or an associated company (e.g. prohibition on disclosure of trade secrets). In accordance with the Articles of Association, the chairman of the meeting is authorized to limit the right of shareholders to ask questions and to speak to a reasonable period.

Further information on the shareholder rights outlined above can be found on the company's website at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>.

Note on the company's website

The information on the Annual General Assembly in accordance with Section 53 of the SE Directive and Section 124a AktG can be found on the company's website at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>.

Internet transmission of the Annual General Assembly

The Annual General Assembly is scheduled to be transmitted on the Internet at <http://www.gfk.com/investors/annual-general-meeting-agm/annual-general-meeting-agm/>.

Nuremberg, April 2016
GfK SE

The Management Board

FINANCIAL CALENDAR

PROVISIONAL KEY DATES IN THE
FINANCIAL CALENDAR

DATES 2016

13 MAY 2016

QUARTERLY REPORT AS AT 31 MARCH 2016

20 MAY 2016

ANNUAL GENERAL MEETING Fürth

12 AUGUST 2016

INTERIM REPORT AS AT 30 JUNE 2016

14 NOVEMBER 2016

QUARTERLY REPORT AS AT 30 SEPTEMBER 2016

DATES 2017

31 JANUARY 2017

TRADING STATEMENT

14 MARCH 2017

ANNUAL ACCOUNTS PRESS CONFERENCE
NUREMBERG

15 MAY 2017

QUARTERLY REPORT AS AT 31 MARCH 2017

18 MAY 2017

ANNUAL GENERAL MEETING FÜRTH

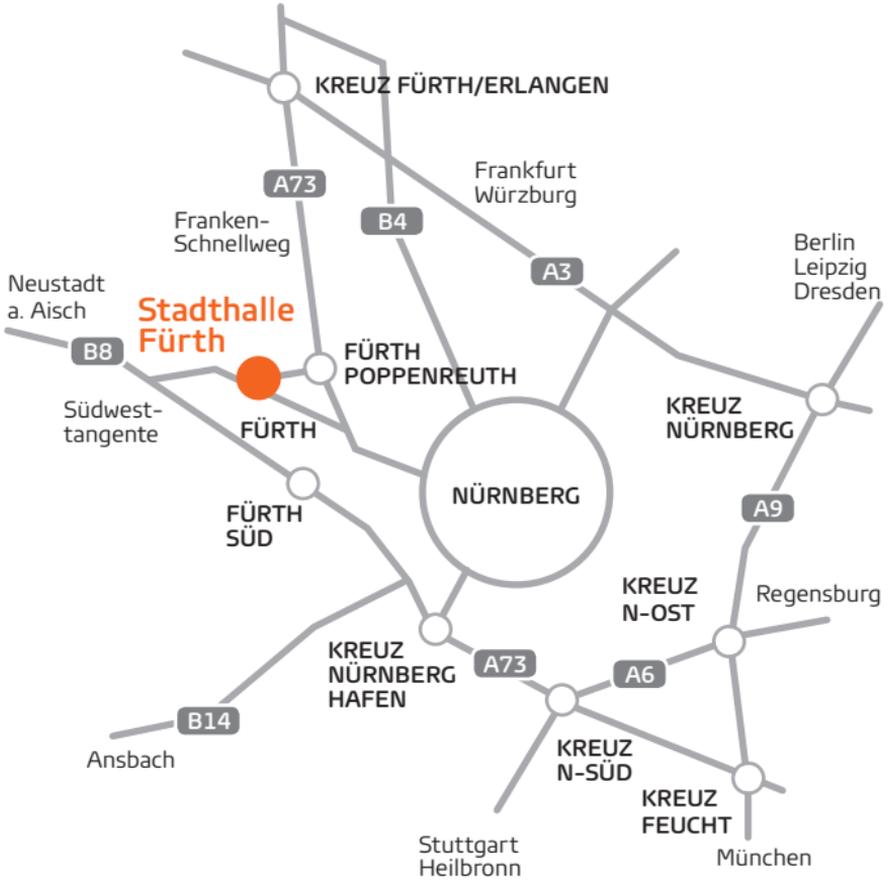
14 AUGUST 2017

INTERIM REPORT AS AT 30 JUNE 2017

13 NOVEMBER 2017

QUARTERLY REPORT AS AT 30 SEPTEMBER 2017

DIRECTIONS



.....
ACKNOWLEDGEMENTS
AND CONTACTS

Contacts

Bernhard Wolf:

Investor Relations
T +49 911 395-2012
F +49 911 395-4075
bernhard.wolf@gfk.com

Jan Saeger

Corporate Communications
T +49 911 395-4440
F +49 911 395-4041
jan.saeger@gfk.com

Publisher

GfK SE
Nordwestring 101
90419 Nürnberg
www.gfk.com

THE ART OF SMART DATA

Invitation and Agenda to the
Ordinary Annual General Assembly
on May 20, 2016