



Declaration on corporate governance in accordance with Section 289a of the German Commercial Code (HGB) for the financial year 2015 and Corporate Governance Report

GfK SE's corporate governance is based on transparency, trustful cooperation between the Management Board and the Supervisory Board and responsible risk management.

By adopting the German Corporate Governance Code ("Code"), GfK SE is dedicated to good corporate governance and corporate supervision while providing transparency for national and international investors.

A: Declaration by the Management Board and the Supervisory Board of GfK SE with regard to the recommendations of the "Government Commission German Corporate Governance Code" in accordance with Section 161 of the German Stock Corporation Act (AktG) in conjunction with Article 9 subsection 1 c) (ii) of the Council Regulation (EC) No 2157/2001 of 8 October 2001 on the Statute for a European Company ("SE-VO")

As a result of their discussions in December 2015, the Management Board and the Supervisory Board resolved to issue the following declaration of compliance. The declaration of compliance is permanently publicly available at:

<http://www.gfk.com/investors/corporate-governance/>

"Declaration of Compliance for 2015"

The Management Board and the Supervisory Board of GfK SE declare that they have complied with and will continue to comply with the recommendations and suggestions of the Code in the version of June 24, 2014 published by the German Ministry of Justice on September 30, 2014 in the official section of the Federal Gazette and the recommendations in the version of May 5, 2015 published on June 12, 2015. Only the following recommendation has not been complied with:

Section 7.1.4 of the Code in the version of June 24, 2014

"The company shall publish a list of third party companies in which it has a shareholding that is not of minor importance for the enterprise. The trading portfolios of banks and financial services companies, on which voting rights are not exercised are disregarded in this context. The following shall be provided: name and headquarters of the company, the amount of the shareholding, the amount of equity and the operating result of the past financial year."

Each year, GfK SE publishes in its annual report a list of participations which provides information on all affiliated and associated companies and other major participations. The information includes details of the shareholding structure, equity capital, and the financial year. Further information concerning the last financial year's results of companies in which GfK SE holds a not insignificant stake is not made available in the annual report as GfK SE believes that transparency at individual company level may have a disadvantageous effect on GfK SE's competitiveness."

B: Corporate Governance

Management and control structure

Pursuant to Art. 9 para.1 c) (ii) of the SE-VO, GfK SE is subject to the German Stock Corporation Act (AktG). GfK SE maintains a two-tier management and control structure.

In the financial year 2015 the Management Board was comprised of four members. The Supervisory Board is comprised of ten members, six shareholder representatives and 4 employee

representatives.

In accordance with the rules of procedure of the Supervisory Board, its members are independent. In addition to their membership with the GfK SE Supervisory Board, the majority of the members also served on executive boards or held senior positions in other companies during 2015.

The Supervisory Board – details see below “Responsibilities and activities of the Supervisory Board” – formed four independent committees: the Presidial Committee, the Nominations Committee, the Personnel Committee and the Audit Committee.

The Code recommends that the Chairman of the Audit Committee should have particular expertise and experience in the application of accounting principles and internal financial controlling. The Audit Committee was chaired by Dr. Wolfgang C. Berndt until May 28, 2015, since May 28, 2015 the Audit Committee is chaired by Dr. Bernhard Düttmann, who each has the qualifications required by the Code each based on many years of experience as a member of comparable supervisory boards of primarily Anglo-American companies.

In 2015, there were no consultancy and other service contracts between members of the Supervisory Board and GfK SE. Further details of the activities of the Supervisory Board are provided in the detailed Report by the Supervisory Board on page 32 et seq. of the annual report 2015.

GfK SE has subscribed to a D&O insurance policy with a deductible as recommended by the Code for members of the Management Board and the Supervisory Board.

Responsible risk management

A professional risk management process has been in place at GfK SE for many years and has been reviewed by the year-end auditor. Details are provided in the Risk Report of chapter 11 of the group management report on page 82 et seq. of the annual report 2015.

Transparency in communications

In line with its objective of transparent communication, GfK SE informs all shareholders and interested members of the general public equally, promptly and comprehensively on GfK's performance and significant events. All press releases and corporate communications are available on GfK's website www.gfk.com. All publications, such as ad hoc notifications, press releases, interim reports and annual reports are published in English language as well. The Annual General Assembly is transmitted in live on the internet in German and with simultaneous translation also in English. Speeches given at the Annual General Assembly by the Chairman of the Supervisory Board and the Chairman of the Management Board are recorded and are available on GfK's website for a limited period of time. A financial calendar, which can also be viewed on GfK's website, provides information on all important financial publication dates and event dates.

Targets for management and for the composition of the Supervisory Board

The Management Board and the Supervisory Board work closely together in the best interest of the company. This includes that diversity aspects are being considered in connection with the composition of management positions and the Supervisory Board but keeping in mind the specific situation and needs of the company.

Within the GfK Group, on the Management Board and in particular on the Supervisory Board there is a high ratio of women. Approximately half of GfK's global workforce are women and currently four out of ten members of the Supervisory Board of GfK SE are women. The FidAR Initiative (*Frauen in die Aufsichtsräte e.V. / Association of Woman on Supervisory Boards*) established its 2015 rankings reflecting the percentage of women in management board and supervisory board positions at DAX, MDAX, SDAX and TecDax companies (the so called WoB: Woman-on-Board-Index I). GfK making place four, after having been number one for four years in a row, is among the top five of 160 analyzed listed companies.

Due to the fact that GfK SE is not a co-determined company with equal representation of representatives of shareholders and employees on the Supervisory Board, there is no statutory fixed gender quota of 30 % in accordance with the *Law for Equal Participation of Women and Men in Leadership Positions within the Private and Public Sector*, dated April 24, 2015, which was published

in the Federal Gazette on April 30, 2015 (*Gesetz für die gleichberechtigte Teilhabe von Frauen und Männern an Führungspositionen in der Privatwirtschaft und im öffentlichen Dienst vom 24. April 2015, veröffentlicht im Bundesanzeiger am 30. April 2015*). This new regulation however legally obliges GfK SE to resolve target numbers for increasing the proportion of women in the Supervisory Board, the Management Board and the top management level. These targets have to be fulfilled or maintained until June 30, 2017.

Targets for management

GfK Group has always emphasized the importance of diversity when recruiting for management positions and this principle is practiced within the Group. It is a unique aspect of GfK that the diversity of its business operations is reflected in the composition of its boards. This applies to both, the international diversity of its managers and the wide variety of relevant professional qualifications and experiences.

As mentioned above even without any legal regulation GfK SE always valued a high ratio of women in leadership positions. Now also formally in accordance with the *Law on Equal Participation of Women and Men in Leadership Positions within the Private and Public Sector* the Management Board formally resolved on September 1, 2015 as target number for the proportion of women for the two management levels below the Management Board a gender quota of minimum 20 %. The level of target achievement was 20% as per December 31, 2015.

Further, on September 10, 2015 the Supervisory Board resolved on a gender quota of minimum 20 % as a target number for the proportion of women in the Management Board. For the Management Board this target had been achieved by the composition of the Management Board in 2015 and is also fulfilled by the new composition which has taken effect as of January 1, 2016 as described below.

Targets for the composition of the Supervisory Board

The members of the Supervisory Board who are shareholders representatives are appointed by the Annual General Assembly. The members of the Supervisory Board base their nomination proposals to the Annual General Assembly on the requirements which are crucial for effective monitoring of GfK SE.

As explained above there is no statutory fix gender quota of 30 % for the Supervisory Board. Nevertheless the Supervisory Board, voluntarily as in the past, wants to use this target number as guidance for its composition. The target number was already achieved in the past by the overall board with respect to its voluntary self-commitment in accordance with the German Corporate Governance Code. In its meeting on September 10, 2015 the Supervisory Board therefore resolved on a gender quota of minimum 30 % as target number for the proportion of women in the Supervisory Board. Further, the Supervisory Board also now resolved an average term of service for the members of the Supervisory Board with regard to the amended number 5.4.1 subsection 2 of the German Corporate Governance Code (version as of May 5, 2015). In general the average term of service shall not exceed the term of three elections.

With respect to diversity and independence, the Supervisory Board agreed in March 2011 and supplemented in December 2012 as well on March 11, 2016 the following Diversity Statement in respect to number 5.4.1 of the German Corporate Governance Code: *“The Supervisory Board of GfK SE shall be composed to assure that the Supervisory Board provides qualified advice and supervision of the Management Board aiming at a close cooperation between the boards in the best interest of the company. The candidates recommended for election to the Supervisory Board shall, on the basis of their knowledge, abilities and professional experience, be able to perform the duties of a Supervisory Board member in an international corporation. Important aspects are the member’s personality, integrity, commitment, professionalism and independence. The Supervisory Board shall be composed to include members with the necessary knowledge, ability and professional experience to properly perform their duties, especially in the following areas: digital, finance, IT, market research, Human Resources and any other relevant management tasks.*

Given GfK’s international orientation, it is important to assure that the Supervisory Board has a sufficient number of members with many years’ international experience. For any new elections, it is

the objective of the Supervisory Board to at least maintain the currently existing proportion of Supervisory Board members with an international background.

The Supervisory Board shall include what it considers an adequate number of independent members. For that purpose employee representatives on the Supervisory Board are considered to be independent in the meaning of section 5.4.2 of the Code. Significant, non-temporary conflicts of interest should be avoided. This includes for example conflict situations due to the holding of executive positions or consultancy assignments for competitors of GfK SE or as a result of a business or personal relationship with GfK SE, or with members of GfK SE boards, a controlling shareholder or an enterprise associated with the latter, which may cause a substantial and not merely temporary conflict of interest. It is the objective the Supervisory Board that at least eight members out of the ten-member GfK SE Supervisory Board shall meet the criteria of independence as defined above. Otherwise, the Supervisory Board shall be composed in such a way that a number of at least four independent shareholder representatives in the meaning of section 5.4.2 of the Code is achieved. In addition, the members of the Supervisory Board shall have sufficient time to perform their duties. The Supervisory Board should also include no more than two former members of the Management Board. Overall, it is intended to achieve a balanced mix between managers who are still active in other companies and individuals who are no longer active in management functions. This will lead to a suitable mixture of ages. In general the average term of service shall not exceed the term of three elections.

When submitting its nominations, the Supervisory Board shall also ensure in particular that there is an appropriate proportion of women. When screening potential candidates to elect a new member or to fill a position on the Supervisory Board that becomes vacant, qualified women should be included in the selection process and given due consideration in the nominations. The objective is to maintain a proportion of women of minimum 30 %, provided that suitable candidates are available.”

The age limit as set forth in the Supervisory Board codes of procedure is usually taken into account. The Annual General Assembly is not bound by the nominations of the Supervisory Board.

As members of the Supervisory Board will resign with effect from the end of the Annual General Assembly on May 20, 2016 the Nominations Committee intensively discussed the future composition of the Supervisory Board – in particular against the background of changes concerning market research and competition. The Nominations Committee ceased its discussions in December 2015 after the majority shareholder GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V. notified the Chairman of Supervisory Board that they wished to nominate their own candidates for appointment to the Supervisory Board at the Annual General Assembly on May 20, 2016. At the time of the publication of this Corporate Governance Report no final decision has yet taken place and until now it is therefore still open whether the Supervisory Board may adjust its above mentioned objectives of the Diversity Statement (also with respect to an adequate number of independent members) or will make an exception to them.

Employee representatives are appointed on the basis of the procedure stipulated in the employee participation agreement agreed with GfK SE. In 2015 Shani Orchard resigned as member of the Supervisory Board for personal reasons; in accordance with the aforementioned procedure Martina Heřmanská, Product Manager at GfK Czech, s.r.o., Prague, Czech Republic was appointed as successor.

Remuneration report

The remuneration report which includes the details of the remuneration of the Management Board and the Supervisory Board is part of the consolidated financial statements and group management report and is based on both the recommendations and proposals of the Code and the requirements of German Accounting Standard No. 17, the German Commercial Code and the International Financial Reporting Standards.

Details are provided on page 72 et seq. of the annual report 2015.

As of December 31, 2015, the Management Board held a total of 9,000 GfK shares and no options

for GfK shares. The Supervisory Board held a total of 2,581 GfK shares and no options for GfK shares.

Details of individual transactions by members of the Supervisory Board and the Management Board were published on GfK's website in accordance with the Code.

C: Relevant information on business practices:

GfK complies with the actually applicable regulatory and industry requirements, the Code of Conduct and additional Corporate Values which are available on GfK's website.

The Code of Conduct was established as an initiative of the Management Board and the Supervisory Board and outlines the basic ethical and moral values that apply in the workplace. It is the duty of all GfK Group employees to familiarize themselves with the Code of Conduct and act in compliance with its terms. It emphasizes compliance with market research industry guidelines, both national and international (Guidelines of the *Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.*, Esomar Code of Marketing and Social Research Practice, CASRO Standards and Ethics for Survey Research). Compliance with the Code of Conduct is not just a management duty, but an integral part of GfK's Corporate Values and the risk management system of GfK.

GfK's Corporate Values reflect our expectation of responsible corporate management, good client relationships and fair behavior among employees. The employees obtain detailed instructions for implementing and complying with Corporate Values. All key processes are documented and material business transactions are subject to a four-eye principle involving members of management and finance.

Compliance is a regular agenda topic at Management Board meetings and the Compliance department reports compliance matters to the Audit Committee as well as to the Supervisory Board in its meetings. The Compliance department developed a corresponding Management System globally for the GfK Group, by involving regional executives of the GfK Group as Compliance facilitators respectively Compliance representatives. Regular information exchange has been established with existing department, such as Internal Audit, Risk Management, IT, Tax, Data Protection Officers and HR, in order to gain important insights for preventive risk management and trainings. Training sessions are organized at global, regional and local levels. In addition, regular global compliance e-learning trainings and tests are conducted, focusing on the company's Code of Conduct as well as the global internal guidelines.

The Ombudsman did not report any material compliance cases within the GfK Group. Compliance was informed by the Ombudsman of a limited number of complaints which were investigated, and in a few cases measures were taken. However none of these cases are considered to be material compliance violations.

GfK SE has published its Code of Conduct and Corporate Values under the following link:

<http://www.gfk.com/about-gfk/about-gfk/>

D: Description of processes of the Management Board and Supervisory Board of GfK SE as well as composition and processes of their committees

Management Board and Supervisory Board

With its registered office in Nuremberg, GfK SE is subject to applicable European law and applicable German law with regard to the organization, the duties and rights of its bodies pursuant to Article 9 subsection 1 c) (ii) SE-VO. The Management Board and the Supervisory Board form the two-tier management and supervisory system according to Article 39 SE-VO. The Management Board and the Supervisory Board work closely together in the best interest of the company.

Codes of Procedure have been issued for the Management Board, the Supervisory Board and its committees. These Codes outline the respective duties and responsibilities of members of the Management Board and the Supervisory Board in line with the Articles of Association of GfK SE and applicable law.

The notes to the financial statements include detailed information about the members of the Management Board and the Supervisory Board as set forth in Section 285 No. 10 of the German Commercial Code (*HGB*) which is available online on the GfK's website.

<http://www.gfk.com/investors/publications/annual-report/>

Responsibilities and processes of the Management Board

The Management Board is responsible for the management of the business of GfK SE in the best interest of GfK SE. The Management Board develops the strategic positioning of GfK SE, coordinates such strategic positioning with the Supervisory Board and assures its implementation. According to the Articles of Association the Management Board consists of at least two members. Beyond that, the Supervisory Board determines the number of the members of the Management Board.

The members of the Management Board manage the business of GfK SE in accordance with the law, the Articles of Association, the Code of Procedure, the Schedule of Responsibilities and their service contracts. Management Board members are subject to the values and decision-making parameters provided for by the Code of Conduct and the Corporate Values of GfK Group and comply with such principles. It is the obligation of the Management Board to ensure compliance with laws and internal company guidelines and the Management Board causes the GfK Group companies to comply with such laws and guidelines (Compliance). The Management Board provides for an adequate risk-management and risk-control system. When managing GfK's business, the members of the Management Board are subject to the principle of joint responsibility. The Code of Procedure of the Management Board allots certain areas of responsibility (*Ressort*) for each member of the Management Board as well as the responsibility for group companies as outlined in the Schedule of Responsibility.

The Management Board of GfK SE was comprised in the financial year 2015 of four members:

- The Chief Executive Officer (CEO), Matthias Hartmann, is responsible for the corporate functions Strategy and Innovation, IT (Strategy, Enterprise Applications, Infrastructure), Human Resources (including Executive Development and Compensation), Integrity, Compliance and Intellectual Property, Internal Audit, Investor Relations and Marketing and Communications.
- The Chief Financial Officer (CFO), Christian Diedrich, is responsible for the corporate functions Finance (Accounting, Controlling, Finance, IT), Finance Administration (Corporate Shareholder Management, Investment Controlling, Risk Management, Mergers and Acquisitions, Tax), Treasury, Legal, Central Services, Procurement and Sector Finance.
- The strategic and operational management (Chief Operating Officers, COOs) of the two sectors Consumer Choices and Consumer Experiences were managed by Dr. Gerhard Hausruckinger and Debra A. Pruent on the level of the Management Board in the financial year 2015. Debra A. Pruent decided not to prolong her contract which terminated as per the end of the year 2015.

The Supervisory Board therefore decided in its meeting on September 10/11, 2015 for the financial year 2016, that as of January 1, 2016 the Management Board of GfK SE shall consist of five members with the following board responsibilities (*Vorstandsressorts*):

- The current board responsibilities for the strategic and operational management of the two sectors Consumer Choices and Consumer Experiences are named Chief Commercial Officer as from January 1, 2016.

As successor of Debra A. Pruent the Supervisory Board appointed David Krajicek as member of the Management Board and Chief Commercial Officer (CCO) Consumer Experiences with effect as from January 1, 2016. Before that David Krajicek was responsible as Regional Chief Operating Officer (Regional COO) for the Consumer Experiences business in North America.

- For even better use of cross-sector synergies the board responsibility of the Chief Operations Officer has been created, responsible for all local and global production activities of GfK. By this approach GfK SE will drive improved productivity in operations through further automation, scale and efficiencies. For this new position Alessandra Cama was appointed as member of the Management Board with effect as from January 1, 2016. Before that Alessandra Cama was responsible as Regional Chief Operating Officer (Regional COO) for the Consumer Choices business in the Region Asia and Pacific.
- Dr. Gerhard Hausruckinger will continue to be responsible as Chief Commercial Officer for the sector Consumer Choices.
- In accordance with the Code of Procedure of the Management Board taking effect as of January 1, 2016 the corporate functions, which are the responsibility of the Chief Financial Officer (CFO) Christian Diedrich, are named Corporate Finance, Corporate Development, Group Controlling, Treasury, Legal, Central Services, Procurement, Sector Finance and Regional Finance.
- The naming of the corporate functions which are the responsibility of the Chief Executive Officer (CEO) Matthias Hartmann remained unchanged.

Certain decisions, in particular decisions which are subject to the consent of the Supervisory Board, or for which, according to law or the Articles of Association, the entire Management Board is responsible, must be resolved by the Management Board in its entirety in accordance with the terms of the Code of Procedure.

The Management Board keeps the Supervisory Board regularly and comprehensively informed in written and oral form of all issues of significant importance to the business and in particular the development of GfK Group's results and financial performance, the personnel situation as well as the business strategy, corporate planning, planned investments and risk management. The Supervisory Board advises the Management Board regarding its management, and supervises and discusses all significant business developments with the Management Board. Between board meetings the CEO and the Chairman of the Supervisory Board discuss issues of importance for the company.

The meetings of the Management Board generally take place every two weeks. The Chairman calls the meetings of the Management Board. He also determines the agenda and chairs the meeting. Committees have not been constituted by the Management Board.

Responsibilities and processes of the Supervisory Board

The Supervisory Board of GfK SE appoints the members of the Management Board and advises and supervises the Management Board with respect to the management of the company. The Supervisory Board is comprised of ten members.

The Code of Procedure of the Supervisory Board provides for its responsibilities, in particular its internal organization, the duties and responsibilities of the committees and the Supervisory Board approval requirements for actions of the Management Board. The Supervisory Board schedules meetings as required but at least twice in a calendar year. In addition, the Supervisory Board meets if so requested by a member of the Supervisory Board or the Management Board (represented by the Chief Executive Officer), stating the purpose and reasons for the meeting.

The Chairman of the Supervisory Board or – if he is not available – his Deputy convenes the meetings. The members of the Management Board attend the meeting of the Supervisory Board unless the Supervisory Board decides otherwise. Members of the Management Board attend the meetings of the committees if so required by the majority of the members of the committee.

The Supervisory Board Chairman reports annually on the activities of the Supervisory Board as part of the annual report. Furthermore the Report of the Supervisory Board is published in the annual report at:

<http://www.gfk.com/investors/publications/annual-report/>

Composition and processes of the committees

The Supervisory Board has constituted a Presidial Committee, an Audit Committee, a Nominations Committee and a Personnel Committee. Additional committees may be established if required. The composition, duties and responsibilities and procedures of the committees are determined by the Supervisory Board to the extent not set forth as a matter of law, the Articles of Association of GfK SE, or the codes of procedure of the committees.

The Nominations Committee comprises members who represent the shareholders. All other committee members are elected by the Supervisory Board from among its members.

In line with the provisions of the Code, committee members are elected in the constituent meeting of the Supervisory Board with a simple majority of the votes cast.

The committees meet as required and are convened by the Chairman of the relevant committee. The Personnel Committee and the Audit Committee hold minimum two meetings in each half of the calendar year.

Committee resolutions are passed on a simple majority of votes. In the event of a dead-lock, the matter will be submitted to the Supervisory Board for resolution.

The respective Chairman of a committee reports to the Supervisory Board with respect to the activities of the committee at the next Supervisory Board meeting.

Unless indicated otherwise, the members of the Supervisory Board set forth below were members of the respective committees during the entire year 2015.

Presidial Committee

The Presidial Committee may render resolutions instead of the Supervisory Board within the limitations set forth in Section 107 subsection 3 AktG in conjunction with Article 9 subsection 1 c) (ii) SE-VO if the matter to be resolved is urgent and if it would not be possible to obtain a Supervisory Board decision on time. In addition, the Presidial Committee addresses issues that are of great financial importance to the GfK Group and which require preparation and/or follow-up for the meetings of the Supervisory Board due to their complexity, in particular with regard to matters concerning corporate policy, company acquisitions, strategic investments and the annual budget process. Between Supervisory Board meetings, the Presidial Committee supports the work of the Supervisory Board in line with the above.

The following Supervisory Board members were elected to the Presidial Committee:

Dr. Arno Mahlert (Chairman)
Dr. Wolfgang C. Berndt
Dr. Düttmann
Hauke Stars
Dieter Wilbois

Audit Committee

The Audit Committee advises and supervises the Management Board regarding matters relating to accounting processes, the effectiveness of the internal control system, the risk management system, compliance, the audit of the financial statements and corporate policy, in particular in relation to finances, tax and insurance. Dr. Wolfgang C. Berndt and Dr. Bernhard Düttmann each have the relevant accounting and auditing expertise pursuant to the requirements of the Code.

The following Supervisory Board members were elected to the Audit Committee:

Dr. Wolfgang C. Berndt (Chairman until May 28, 2015)
Dr. Bernhard Düttmann (Chairman since May 28, 2015)
Mr. Stephan Lindeman (since May 28, 2015)
Dr. Arno Mahlert
Sandra Hofstetter (until May 28, 2015)

Nominations Committee

The Nominations Committee proposes candidates to the Supervisory Board for election as Supervisory Board members representing the shareholders. The candidates are proposed by the Supervisory Board to the Annual General Assembly.

The following Supervisory Board members were elected to the Nominations Committee:

Dr. Arno Mahlert (Chairman)
Dr. Wolfgang C. Berndt
Dr. Bernhard Düttmann (since May 28, 2015)
Hauke Stars

Personnel Committee

The Personnel Committee resolves on, instead of the Supervisory Board, granting loans of the company to members of the Management Board in accordance with Sections 89 and 112 AktG in conjunction with Article 9 subsection 1 c) (ii) SE-VO and prepares proposals for the Supervisory Board regarding the compensation and service contracts of members of the Management Board.

The following Supervisory Board members were elected to the Personnel Committee:

Dr. Wolfgang C. Berndt (Chairman)
Hans Van Bylen
Sandra Hofstetter (since May 28, 2015)
Dr. Arno Mahlert
Shani Orchard (until May 28, 2015)

The Supervisory Board regularly reviews the efficiency of its activities and fulfillment of its obligations arising as a matter of law, from the Articles of Association and the Code of Procedure.

Members of the Supervisory Board attend seminars to ensure that they maintain the required knowledge and expertise to adequately carry out their duties.

Nuremberg, March 2016

GfK SE

The Supervisory Board

The Management Board