

Declaration by the Management Board and 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 Section 9 subsection 1 c) (ii) of the Council Regulation on the Statute for a European Company (SE-VO)

Pursuant to Section 161 AktG in conjunction with Section 9 subsection 1 c) (ii) SE-VO, the Management Board and Supervisory Board of a stock-exchange listed Societas Europaea (SE) must declare on an annual basis the extent to which the company has complied with and will continue to comply with the recommendations of the Government Commission German Corporate Governance Code (“Code”) published by the German Ministry of Justice in the official section of the Federal Gazette and which recommendations have not or will not be complied with and the reasons for non-compliance. The declaration shall be permanently accessible to the public on the company’s website

The Code contains regulations, with different degrees of being legally binding. In addition to outlining terms of the applicable AktG in accordance with Section 9 subsection 1 c) (ii) SE-VO, the Code contains recommendations from which companies may deviate, although in such cases, they are obliged to publish information on such deviations and explain the reasons on an annual basis. The Code also proposes suggestions from which companies may deviate without being required to disclose such deviation.

Declaration of Compliance for 2014

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 May 13, 2013 published by the German Ministry of Justice on June 10, 2013 in the official section of the Federal Gazette and the recommendations in the version of June 24, 2014 published on September 30, 2014. Only the following recommendation has not been and will not be complied with:

Section 7.1.4 of the Code

“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.

Nürnberg, December 2014

GfK SE

The Management Board

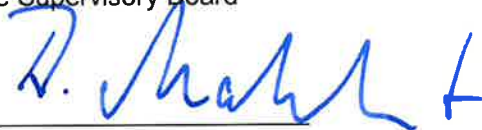


Matthias Hartmann



Christian Diedrich

The Supervisory Board



Dr. Arno Mahlert