



Ad hoc release

Press Release

Date

January 31, 2008

Bernhard Wolf
Corporate Communications
Tel. +49 911 395-2012
Fax +49 911 395-4075
bernhard.wolf@gfk.com

Legal Dispute between GfK and UBM settled out-of-court

- **Estimated positive EPS effect of approximately EUR 0.30**
- **No effect on adjusted operating income of the GfK Group**
- **Preliminary state of consolidation indicates sales and earnings at upper end of GfK's guidance**

Nuremberg, January 31, 2008

In May 2005, GfK acquired the NOP World, one of the leading global market research companies, from its former UK parent UBM. Following completion of the acquisition of NOP World, UBM asserted a claim against GfK to discharge certain balances owed by the NOP World companies to UBM pre completion. In August 2006, UBM filed a court action against GfK AG in London. GfK defended this claim responding that the claim had no merits in the amount claimed by UBM. The dispute was already mentioned in GfK's 2006 annual report.

Today GfK and UBM discontinued the court proceedings in the form of an out of court settlement. The result of the settlement with UBM is significantly below the amount claimed by UBM and quite in line with most recent management expectations.

According to the final settlement agreement, GfK AG will pay to UBM approximately EUR 7 million plus interest and UBM's legal cost which will result in a total settlement payment of approximately EUR 10 million. In its 2006 annual report, GfK carried a liability to UBM in the amount of approximately EUR 20 million. The positive effect of the settlement booked as other operating income will be reflected in the highlighted items and thus not impact GfK's adjusted operating income, its key operational performance measure.

The total amount of highlighted items also includes Purchase Price Allocation (PPA) amortisation and impairments. The current state of preparation of the group financial statements indicates a PPA impairment of

GfK Aktiengesellschaft
Nordwestring 101
90319 Nuremberg

Tel. +49 911 395-0
Fax +49 911 395-2209
public.relations@gfk.com
www.gfk.com

Management Board:
Professor Dr.
Klaus L. Wübbenhorst
(CEO)
Christian Weller von Ahlefeld
(CFO)
Petra Heinlein
Debra A. Pruent
Dr. Gérard Hermet
Wilhelm R. Wessels

Supervisory Board
Chairman:
Hajo Riesenbeck

Commercial register
Nürnberg HRB 9398



approximately EUR 10 million above the level of 2006. The combined effect of the settlement with UBM and the expected additional PPA impairment will likely off-set each other and should therefore only have a negligible EBIT impact.

On an after tax basis the above events will lead to an EPS increase of approximately EUR 0.30.

The current state of preparation of the group financial statements of the financial year of 2007 indicates sales and earnings at the upper end of GfK's guidance.

Details on the GfK group's operating results will be released as scheduled on 28. February 2008.

The GfK Group

The GfK Group is the No. 5 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The GfK Group achieved sales of 1,112.2 million euros in financial year 2006. The Group has 115 companies covering over 90 countries. Of a total of approximately 8,760 employees (as of September 30, 2007), 80% are based outside Germany. For further information, visit our website: www.gfk.com.

Responsible under press legislation
GfK AG, Corporate Communications
Bernhard Wolf
Nordwestring 101
D-90319 Nuremberg
Tel. +49 911 395-2012
Fax +49 911 395-4075
bernhard.wolf@gfk.com