



## Ad hoc release

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FOR IMMEDIATE RELEASE

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### **The GfK Group records a significant increase in sales and adjusted operating income**

**Nuremberg, November 2, 2010** – The first nine months of financial year 2010 were very successful for the GfK Group. The growth recorded in the third quarter underlines this success. According to preliminary key financial data, GfK's sales increased by 10.8% in the first nine months of the year to stand at approximately EUR 931 million (prior year: EUR 840.2 million). 7.4% was attributable to organic sales growth. GfK uses adjusted operating income as a performance indicator which increased by 33.6% to around EUR 120 million (prior year: EUR 89.8 million). The Group's margin (ratio of adjusted operating income to sales) is at 12.9% after the first nine months of the year (prior year: 10.7%).

In its report for the first half year 2010, GfK already significantly increased its forecast with respect to sales and adjusted operating income. The Management Board is confident that it will achieve the upper level of its guidance.

The quarterly report will be published on November 15, 2010.

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