

The GfK Group is one of the largest market research companies in the world. The Group has a staff complement of 10,000+ employees working in operating companies covering more than 100 countries of the world who deliver the knowledge on markets and sectors which our clients need for their decisions. The GfK Group is headquartered in Nuremberg, Germany.

GfK is a full-service institute, which regards itself as a supplier of knowledge. It is a company with a 75 years tradition, which places a high value on continuity, long-term client relationships and consistent achievement at the highest level. This is also the reason why GfK cultivates its roots, which lie in academic research. The focus on innovation and progress is a central component of GfK's corporate culture, ensuring that the advanced technology and consistent quality of the methods, tools and practice areas used. GfK delivers services in all major consumer, pharmaceutical, media and service sector market segments. Services are divided into three sectors: Custom Research, Retail and Technology and Media, a structure based on the sources of the data supplied by GfK to its clients.

Investment profile as of November 2009

Market Capitalisation	€862.5m
Free Float	43%
Outstanding Shares	35,947,363
52 Week High	24.29€
52 Week Low	13.69€
250D-Volume	23,549 pcs

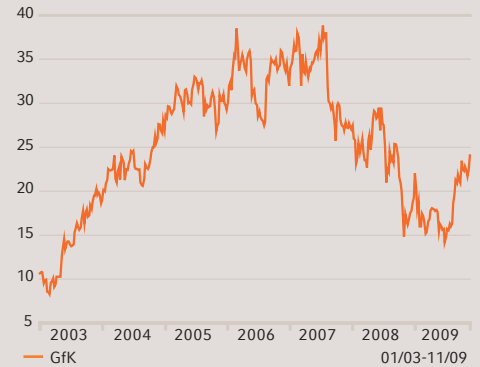
GfK share key data

German Security code	587530
ISIN	DE0005875306
Reuters	GFK.DE
Bloomberg	GfK GR
Datastream	D:GFKX
First Call	GfK.DE

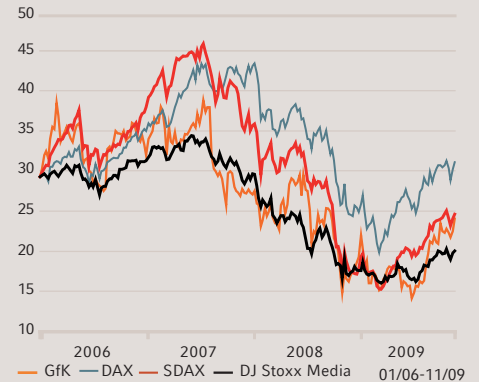
Most recent analysts ratings; as of November 2009

Banks and brokers	Recommendation	Publication
Bankhaus Lampe	Hold	17.11.2009
UniCredit	Hold	17.11.2009
Exane BNP Paribas	Neutral	17.11.2009
NATIXIS	Buy	17.11.2009
Société Générale	Buy	17.11.2009
Berenberg Bank	Buy	16.11.2009

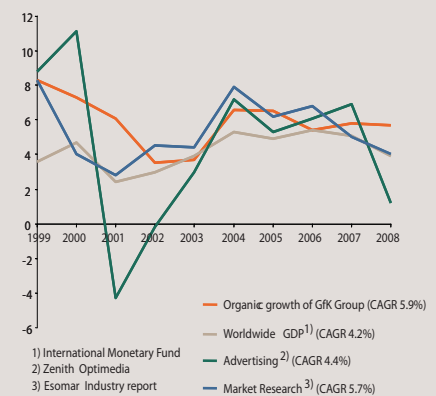
GfK share price performance on Xetra



GfK share price performance vs. indices all values are indexed to the GfK share price



Market Research: resilient towards economic fluctuations



GfK has a clear long term strategy called 5 Star Initiative that defines five milestones for the next years:

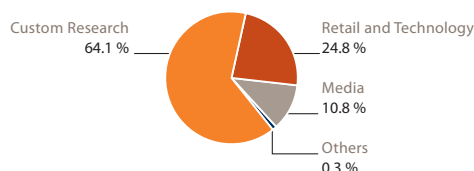
1. Fact-based Consultancy: GfK established expert teams in each business sector in order to expand the consultancy services for the client's top level management.
2. GfK wants to become TOP 3 worldwide: presently Top 4 worldwide; in 10 out of the 20 largest markets GfK already ranks among the top 3.
3. Global Penetration: further marked expansion in Asia and the Pacific and in Latin America; present in virtually every Central and Eastern European country.
4. Full Service: permanent development of our services in all three sectors and for all stages in a research process.
5. Excellent Financial Position: sales target: EUR 1.5 bn; margin target: 13-15%; ratio of net debt to EBITDA target: ~2.

GfK Group 2008 in figures

Eur million/percent	2006	2007 <sup>1)</sup>	2008
Sales	1,112.2	1,162.1	1,220.4
Changes in % on prior year	+ 18.7	+ 4.5	+5.0
Adjusted operating income	150.5	157.6	158.7
Changes in % on prior year	+ 20.3	+ 4.7	+0.7
Margin in %	13.5	13.6	13.0
Operating income	118.5	125.6	128.9
Changes in % on prior year	+ 46.9	+6.0	+2.6
EBIT	121.9	128.6	132.8
Changes in % on prior year	+11.9	+5.5	+3.2
Dividend per share	0.36	0.45	0.46
Total Dividend	12.8	16.1	16.5
Number of employees at year-end	7,903	9,070	9,692

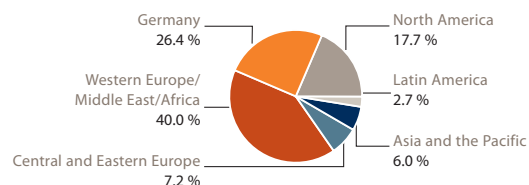
<sup>1)</sup> Excluding results from UBM settlement

Share of sectors in total sales in 2008<sup>1)</sup>



<sup>1)</sup> Figures from the Management-Informationssystem – rounding differences may

Share of regions in total sales in 2008<sup>1)</sup>



<sup>1)</sup> Figures from the Management-Informationssystem – rounding differences may

#### Financial Calendar

February 25, 2010	Provisional result for financial year 2009 <sup>1)</sup>
May 12, 2010	Quarterly report as of March 31 <sup>1)</sup>
May 19, 2010	Annual General Meeting, Fuerth
August 16, 2010	Interim half-year report as of June 30 <sup>1)</sup>
November 15, 2010	Interim nine-month report as of September 30 <sup>1)</sup>

<sup>1)</sup> Publication is scheduled for before the start of the trading session in Germany

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