



Press Release

Date
April 9, 2008

Marion Eisenblätter
Corporate Communications
Tel. +49 (0) 911 395-2645
Fax +49 (0) 911 395-4041
marion.eisenblaetter@gfk.com

GfK expands its network in Europe and Latin America

Nuremberg, April 9, 2008 – GfK has expanded its international Custom Research network by acquiring Turkish market research company Bilesim International, along with the remaining 34% of shares in Swiss company GfK Research Matters. In the Retail and Technology sector, GfK has taken over both Brazilian market research institute, Shopping Brasil, and the watch panel of French market research company, Société V.

Bilesim International: GfK's leading position in Custom Research expanded

As of March 1, 2008, Turkish company Bilesim International is wholly owned by the GfK Group. The market research company, which was established in 1984, is now part of GfK Türkiye with immediate effect. Bilesim International is ranked No. 9 on the Turkish market research market. Consequently, GfK, already the market leader in Custom Research, will be able to consolidate its No. 2 ranking in the rapidly growing Turkish market research industry.

Clients include such prestigious international groups as Procter & Gamble, Philip Morris and Kraft. In 2007, Bilesim International, with its 52 employees under the direction of director Hilmi Alişenoglu, achieved sales of more than EUR 4 million. The Istanbul-based company will now trade under the name of GfK Bilesim.

Further information:

Hande Akdag, Corporate Communications Manager GfK Türkiye
tel. +90 212 368 07 24, handeakdag@gfkturkiye.com

GfK Research Matters: full takeover of oncology research specialists

On April 2, 2008, GfK increased its shareholding in GfK Research Matters, Switzerland, by 34% to 100%. The research institute is active in the health-care sector, specifically in the area of oncology research. GfK Research Mat-

GfK Aktiengesellschaft
Nordwestring 101
D-90319 Nuremberg

Tel. +49 (0) 911 395-0
Fax +49 (0) 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
Nuremberg HRB 9398



ters, which exclusively carries out international research projects, generates 60% of its sales in the USA and 30% in Germany. Sales in Switzerland, UK and France account for the remaining 10%.

The 20-strong team is led jointly by Chris Krattiger and Wendy Giardina. Clients include Schering Plough, Boehringer, Pfizer, Bayer Schering Pharma and GlaxoSmithKline.

Further information:

Chris Krattiger, Managing Director GfK Research Matters,
tel. +41 61 226 9400, ckrattiger@researchmatters.com

Shopping Brasil: GfK now No. 1 in Retail and Technology

On April 1, 2008, GfK subsidiary company IFR acquired Shopping Brasil, a company which records retail prices and monitors consumer durables' consumption on the shelves. This type of market research involves the constant observation of a certain shelf, with all consumer retail activities being recorded. IFR is No. 1 in this segment of market research and allows GfK to reinforce its overall No. 2 rank in Brazil.

Shopping Brasil was established in 1999. Last year, the company, with a staff complement of 50, generated income of EUR 2.3 million. Clients include Walmart, Whirlpool, Philips, Sony and Pão de Açúcar, one of the largest supermarket chains in Brazil. The company will continue to trade under the name of Shopping Brasil and is led by Jose Roberto Resende.

Further information:

Jose Roberto Resende, Managing Director Shopping Brasil,
tel. +51 3341 9955, resende@shoppingbrasil.com.br

Eugenio Marrapodi, Managing Director IFR France, tel. +33 1 41 96 93 93,
EMarrapodi@IFRmonitoring.com

Société V watch panel: expansion in Europe

French GfK subsidiary, GfK Marketing Services France, has acquired the watch panel of French market research company, Société V, as of February 21, 2008.

The watch panel of Société V was set up 15 years ago. With this acquisition in the Retail and Technology sector, GfK now has a watch panel based on retail research in France, in addition to those in Germany and Italy.

Further information:

Frédéric Wasson, Managing Director GfK Marketing Services France
tel.: +33 1 47 14 44 40, fredericwasson@gfk.fr



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 1,162.1 million euros in financial year 2007. The Group has 115 companies covering over 100 countries. Of a total of 9,070 employees (as of December 31, 2007), 81,1% are based outside Germany. For further information, visit our website:

www.gfk.com

Responsible under press legislation
GfK AG, Corporate Communications
Marion Eisenblätter
Nordwestring 101
D-90319 Nuremberg
Tel. +49 911 395-2645
Fax +49 911 395-4041
public.relations@gfk.com