



Press Release

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Dr. Gérard Hermet GfK Management Board appointment extended by a further five years

Nuremberg, February 21, 2008 – The GfK AG Supervisory Board has extended the Management Board mandate of Dr. Gérard Hermet (57) for a further five years to December 31, 2013. The resolution was passed unanimously. Dr. Hermet is responsible for the Retail and Technology sector, which is anticipated to account for 20% of GfK Group sales and record a margin of more than 25% for 2007.

Dr. Gérard Hermet took up his appointment to the Management Board of GfK AG on January 1, 1999. In this capacity, he progressed the continuous expansion of the sector to the extent that 55 GfK companies worldwide now supply all the relevant retail companies and online sales organizations with data from over 70 countries.

Dr. Gérard Hermet has been active in the market research industry for almost 30 years. He began his career in 1978 with Burke Marketing Research in Paris, joining GfK France, today known as GfK Marketing Services France, six years later as Managing Director. From 1988, in tandem with this function, he was also appointed Managing Director of GfK Sofema, France. He held both positions until 1998, shortly before his appointment to the Management Board of GfK AG. Between 1998 and 2000, Dr. Gérard Hermet also held the position of President of AFM, the French marketing association. Dr. Gérard Hermet holds an MBA from the ICN Business School in Nancy, France, and a PhD in Economic Sciences from the University of Grenoble, France.

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Petra Heinlein
Debra A. Pruent
Dr. Gérard Hermet
Wilhelm R. Wessels

Supervisory Board
Chairman:
Hajo Riesenbeck

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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

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