

Environmental Policy Statement

(Please read in conjunction with our Sustainability Policy Statement)

GfK is committed to taking action to operate in a manner that reflects good environmental management. We recognise that we have a role to play in ensuring that we manage our environmental impacts. We also recognise that we have a role to play in communicating good environmental practice throughout the company. Greater corporate responsibility is integral to best business practice.

The Company will do all that is reasonably practicable to:

- comply with the requirements of environmental legislation and approved codes of practice
- develop activities related to green travel plans
- give consideration to the provision of equipment and supplies that are environmentally friendly
- provide necessary equipment for recycling of products
- provide appropriate information and instruction to employees
- source goods from a sustainable source
- regularly review and improve our environmental activities

Ivar Michaelsen
Regional COO, UK, Nordics and Baltics, CE

Environmental Activities & Achievements

Ludgate House, our previous head office until January 2015, was a zero-landfill building; the focus was on reducing the total volume of waste produced.

We carry that same behaviour to our new head office at Canary Wharf, with the following activities supported by all staff:

Agile Working / Clear Desk Policy – agile working encourages staff to work in as paperless a fashion as possible because, thus reducing the amount of paperwork required for printing.

Lync / Softphone – improved communication tools for all staff mean that conference calls can be conducted from your desk; thus reducing the need to travel for team meetings.

Recycling of CDs - All of the constituent materials from the CDs (paper, polymers, and aluminium) are recycled. The aluminium becomes electric cables for example; The disc is transformed into a polymer for use in street lighting; CD cases are turned into polymer pellets, for e.g., artificial wood material; the paper part is pulped and then used to produce cardboard.

Recycling - Paper, including coloured paper, glossy paper, envelopes, etc; glass bottles; aluminium cans; waxed paper cups; batteries; mobile phones; laser printers / fax cartridges, and much more.

Recycling Appeal™ collects our mobile phones, PDAs and printer cartridges for reuse and recycling, raising funds and helping the environment.

Donating redundant PCs / Laptops - We donate all our redundant PCs to Computer Aid International, a UK registered charity that aims to reduce poverty through practical ICT solutions. Computer Aid provides refurbished computers for reuse in education, health and not-for-profit organisations in developing countries. At Computer Aid's London workshop they data-wipe, test and professionally refurbish donated computers and laptops from UK organisations and individuals.

Computer Aid has provided over 150,000 PCs to where they are most needed in more than 100 countries across Africa and South America, making us the world's largest and most experienced ICT for Development provider.

Lighting – all lighting is movement sensitive, so when the office is empty or an area is empty the lighting automatically switches off.