



## GfK SOCIAL CHARTER

### For a fair-minded work environment

**GfK is committed to promoting equal opportunities and diversity.**

As a global company, it is our responsibility to foster a working culture of trust and respect across the entire GfK network where no form of discrimination or harassment will be tolerated. All parties within the company commit to continuously support the development of a fair-minded work environment.

The GfK Social Charter defines the social rights and ethic policies which guide our companies around the world.

The principles outlined in this Charter provide a mutual understanding of how all employees should act while respecting the laws, cultural traditions and labor agreements of individual countries.

They ensure our people are able to share the benefits of our organization's growth and work in an environment where they are truly valued.

## PRINCIPLES

The worldwide operating GfK Group endorses the core principles and rights set forth in the United Nations Declaration of Human Rights and the Social Charter of Fundamental Rights of the European Union. These are the universal values of human dignity, freedom, equality and solidarity.

### 1. Equal treatment

We are committed to the promotion of equal opportunities as well as diversity and will not discriminate on the basis of gender, race, ethnic origin, religion or beliefs, disability, age or sexual orientation.

### 2. Health, safety and dignity at the workplace

Every GfK employee is entitled to labor conditions which respect his/her health, safety and dignity. All measures relating to the improvement of health, safety and dignity at the workplace should be considered as a priority and shall be actively pursued and reinforced.

### 3. Remuneration

We comply with the right of reasonable remuneration as a compensation for the employees' work in line with country specific labor markets and individual or collective contractual agreements.

### 4. Working time

We comply with the respective national rules and agreements on working time and paid leave.

### 5. Qualification

GfK employees are selected, hired and promoted on the basis of their qualifications, skills, aptitudes, achievements and potential. We set a high value on skill development and mobility in the interest of both, the employees and the company, to guarantee a high standard of performance and quality of work. We are committed to offering development opportunities while at the same time



GfK is a people company – our employees are at the core of our business

emphasizing employees' own initiative to maintain and reinforce their employability.

### 6. Freedom of association

We respect the right of employees to form or join organizations to voice their concerns about important issues in a lawful manner. GfK and the respective employee organizations will co-operate constructively in an open and trusted manner. Even in cases of disputes the goal should always be to achieve a fair balance of interests.

### 7. Corporate dialog

We encourage corporate dialog at different levels and in different areas to enable sharing and exchanging of information between the company and its employees or employees' representatives, with a view to promote and strengthen mutual trust and a peaceful working environment.

**The principles ensure our people are able to work in an environment where they are truly valued.**

#### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.