

## Press release

### **GfK: Transformation largely completed, change continues**

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#### **Seventh Annual General Meeting of GfK SE**

- **Dividend stable at €0.65 per share**
- **High approval rating for resolutions**
- **New order for online audience measurement in Poland**

**Nuremberg, 28 May 2015 – At today’s seventh Annual General Meeting of GfK SE, between 95.99 percent and 99.99 percent of shareholders voted in favor of all resolutions proposed by the Supervisory and Management Boards. The dividend remains stable at €0.65 per share. Matthias Hartmann, Chief Executive Officer (CEO) of GfK SE, comments: “The transformation of GfK has been largely completed, but change continues. We will further invest into the digital future.” Shortly before the Annual General Meeting, one new order from Poland was announced in the field of online audience measurement.**

Overall, more than 210 shareholders and proxies, representing 88.43 percent of all shares, attended the Annual General Meeting.

Shareholders agreed to the proposed dividend of €0.65 per share for the 2014 financial year. This represents a dividend yield of 1.8 percent. The dividend matches the amount of the previous three years. The total amount distributed was €23.7 million.

Dr. Arno Mahlert, Chairman of the Supervisory Board of GfK SE, thanked Shani Orchard, representative of the employees in the Supervisory Board, at the shareholders’ meeting for her great engagement and performance. Orchard has been a member of the Supervisory Board since November 2009 and is leaving at her own request. Martina Heřmanská, Client Service Consultant in the Consumer Panel Services Team of GfK Czech, succeeds her as one of the representatives of the employees in the Supervisory Board.

The Annual General Meeting approved the annual financial statements and consolidated financial statements prepared by the Management Board for the 2014 financial year and granted discharge to the members of the Management and Supervisory Boards.

In his speech, CEO Matthias Hartmann illustrated GfK’s comprehensive transformation over the past three years and the rapid changes impacting the market research industry. “We have substantially developed GfK in the

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Dr. Arno Mahlert

Commercial register  
Nuremberg HRB 25014

past three years. And even with the transformation of the company largely completed, change will continue. We must never stop aligning with our customers and the market. With our increasingly standardized, digital and global products, GfK is well positioned in the market for further change,” Hartmann said.

In the first quarter of 2015, GfK has grown compared to the same period of the previous year: organic sales went up 1.3 percent (total sales growth was 8.2 percent), the adjusted operating income rose by 15.7 percent, and the margin increased by 0.5 percentage points.

Shortly before the Annual General Meeting, GfK announced a new win:

An important new order was won in the field of online audience measurement. The media owners committee of Poland (PBI) has commissioned GfK to provide the official data for online audience measurement. This “digital currency” will comprise websites, online videos and apps on various devices like PCs, laptops, tablets and smartphones. The contract will run for four years.

(see separate press release as of May 27, 2015)

#### **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.

For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: [www.twitter.com/gfk\\_en](https://www.twitter.com/gfk_en)

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#### **Provisional key dates in the 2015 financial calendar**

14 August 2015:	Half-year report as at June 30
13 November 2015:	Nine-month report as at 30 September