

Update of the Declaration of Compliance with the Corporate Governance Code as of December 2016

In December 2016 Management Board and Supervisory Board of GfK SE issued the current Declaration of Compliance with regard to the recommendations of the "Government Commission German Corporate Governance Code" in accordance with Section 161 German Stock Corporation Act (AktG) in conjunction with Section 9 subsection 1 c) (ii) of the Council Regulation on the Statute for a European Company (SE-VO).

Against the background of explaining a deviation, this Declaration of Compliance shall herewith be updated as follows:

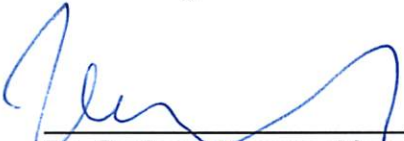
Management Board and Supervisory Board of GfK SE declare that GfK SE has fully complied with the recommendations of the "Government Commission German Corporate Governance Code" in the version of May 5, 2015 published by the German Ministry of Justice on June 12, 2015 in the official section of the Federal Gazette (Bundesanzeiger) and that GfK SE will continue to comply with it except for Section 4.2.3 subsection 2 sentence 2, pursuant to which the monetary compensation elements of the members of the Management Board shall comprise fixed and variable elements: The Supervisory Board agreed, in its meeting on March 10, 2017, with regard to the remuneration in the service agreement of Peter Feld - appointed as new CEO effective as of March 15, 2017 - to apply solely a fixed base salary for the first - incomplete - business year.

This exclusively fixed remuneration has its background in the fact that Peter Feld shall first develop a new business plan with his fellow members of the Management Board, based on which the Supervisory Board will decide on the short term and long term variable compensation structure. This shall also reconstitute compliance with the requirements of the Code. Also against the background of this, the Supervisory Board deems the current compensation structure of Peter Feld to be adequate.

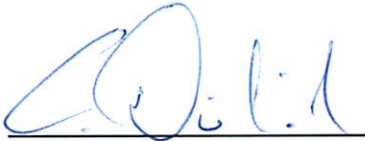
Nürnberg, March 10, 2017

GfK SE

The Management Board

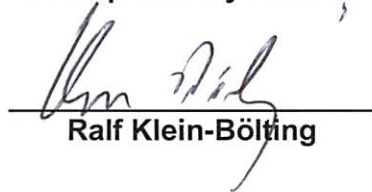


Dr. Gerhard Hausruckinger



Christian Diedrich

The Supervisory Board



Ralf Klein-Bölting