



Ad-hoc release

in accordance with Section 15 of the WpHG
(German Securities Trading Act)

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GfK continues Group transformation and adjusts goodwill on acquisitions

Nuremberg, 19 December 2013 – Following the reassessment of the medium-term growth prospects for the Consumer Experiences sector, GfK has adjusted the relevant goodwill as at 31 December 2013.

This decrease in value relates to the Consumer Experiences sector in the regions North and Latin America, Southern and Western Europe and a minor amount to CEE and META, totaling a figure of €112.5 million in the consolidated financial statements.

The decrease in value has no impact on the performance indicator of adjusted operating income (AOI) and does not affect the cash flow. In view of the fact that the amortization cannot be applied for tax purposes, the adjustment will have a significant impact on consolidated total income.

The amortization will not affect the decision-making scope regarding the dividend. The Management Board and Supervisory Board will decide on the dividend after presentation of the annual financial statements.

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About GfK

GfK is one of the world's largest research companies, with around 13,000 experts working to discover new insights into the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating and using the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2012, GfK's sales amounted to €1.51 billion.

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