

Ad hoc notification

In accordance with Section 17 MAR

Chief Executive Officer and Chairman of the Supervisory Board leave GfK

Matthias Hartmann, Chief Executive Officer of GfK, has today mutually agreed with the Supervisory Board of GfK SE that he will leave the company as of December 31, 2016. His departure is the result of differing views regarding the long-term direction of the business between Mr. Hartmann and the majority shareholder, GfK Verein. Until the end of the year, Mr. Hartmann will transfer his responsibilities to his Management Board colleagues. Dr. Gerhard Hausruckinger will assume the role as interim speaker of the Management Board as of September 1, 2016 in addition to his current role as Management Board member responsible for the Consumer Choices sector.

In addition, Arno Mahlert resigned as Chairman of the Supervisory Board effective as of September 12, 2016 given differences of opinions in the cooperation with the majority shareholder.

The Supervisory Board and the President of the majority shareholder GfK Verein, Prof. Hubert Weiler, would like to thank both gentlemen for their engagement, tireless commitment and achievements and wishes both continued professional and personal success.

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