



# GfK – Anti Facilitation of Tax Evasion – Policy Statement

## INTRODUCTION

GfK is a professional and trusted source of relevant market and consumer information, serving customers in the UK and around the world. In support of these activities, GfK has developed a multi-disciplined and complex supply chain.

In the UK, GfK predominantly operates through two trading companies (GfK U.K. Limited and GfK Retail and Technology UK Limited). However this policy applies equally to all of its UK companies and references to “GfK” includes a reference to them collectively.

Dishonest tax evasion deprives governments of the revenues they need to provide vital public services. GfK expects the businesses and people it engages with to comply with their tax obligations.

GfK operates a zero tolerance policy to tax evasion, meaning it will not tolerate any of its employees, agents, contractors or suppliers knowingly assisting or encouraging tax fraud by any of its customers, suppliers or others that it does business with anywhere in the world.

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## GUIDING PRINCIPLES & COMMITMENTS

GfK is committed to the following principles:

- GfK will carry out business fairly, honestly and openly.
- GfK will not provide services or sell goods where it knows or suspects them to be being misused or abused by a customer for the purposes of fraudulent tax evasion.
- GfK will not buy services or goods from any contractor or supplier where it knows or suspects them not to be properly declaring their income and any relevant tax and duties in connection with those activities.
- Any employee found to be in breach of these principles will face disciplinary action.
- No employee will suffer demotion, penalty, or other adverse consequence for refusing to engage in the sale or purchase of services and goods where they suspect or know tax evasion to be taking place. GfK’s policy is not to engage in transactions where tax evasion is present or suspected to be present, even if it may result in GfK losing business.
- GfK expects its contractors, agents and others who represent it also to commit to these principles.
- GfK is committed to a programme to counter the risk of being involved in the facilitation of tax evasion including regular due diligence and risk assessments of its activities.



A handwritten signature in black ink, appearing to read 'Ivar M.', is positioned above the printed name.

**Ivar Michaelsen**  
**General Manager – Northern Europe**  
**21 December 2017**

A handwritten signature in blue ink, appearing to read 'A. Pfann', is positioned above the printed name.

**Alexander Pfann**  
**Chief Financial Officer – Northern Europe**  
**21 December 2017**