



## Press release

### GfK shareholders accept voluntary public tender offer by KKR

February 11, 2017

Corina Kirchner  
M +49 151 1840 8518  
[Corina.Kirchner@gfk.com](mailto:Corina.Kirchner@gfk.com)

- KKR voluntary public tender offer for GfK successful: minimum acceptance threshold of 18.54 percent of GfK shares reached
- Consummation of the transaction still subject to merger control

**Nuremberg, February 11, 2017** – The shareholders of GfK SE (“GfK”) have accepted the voluntary public tender offer by Acceleratio Capital N.V., a holding company controlled by funds advised by Kohlberg Kravis Roberts & Co. L.P. (together with affiliates, “KKR”), by fulfilling the minimum acceptance condition of 18.54 percent of GfK shares outstanding. This represents a major step in the successful completion of this transaction. The acceptance period for the tender offer closed yesterday at midnight CET (24:00 CET). The consummation of the transaction is still subject to merger control. The GfK Verein remains the majority shareholder in GfK with 56.46 percent.

Gerhard Hausruckinger, Speaker of the Management Board and CCO: “We are very pleased that our shareholders accepted the offer from KKR. We now have strong partners at our side to implement our growth strategy quickly and consistently. Together, we will make GfK fit for the future and offer our clients outstanding products and solutions.”

#### 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: <https://twitter.com/GfK>

GfK SE  
Nordwestring 101  
90419 Nuremberg  
Germany

T +49 911 395 0

Management Board:  
Dr. Gerhard Hausruckinger  
(Speaker of the Management Board)  
Christian Diedrich (CFO)  
David Krajicek  
Alessandra Cama

Chairman of the Supervisory Board:  
Ralf Klein-Bölting

GfK SE, Corporate Communications  
Corina Kirchner  
Nordwestring 101  
90419 Nuremberg  
Germany  
M +49 151 1840 8518  
[Corina.Kirchner@gfk.com](mailto:Corina.Kirchner@gfk.com)

Commercial register  
Nuremberg HRB 25014