



## Press release

### GfK drives its global digitalization through acquisition of digital panel specialist Netquest

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- Deal enhances GfK's footprint in digital panels and reach in Latin America, Spain and Portugal
- Netquest's business to scale globally
- Boost for GfK's Crossmedia Link expansion into Latin America

**Nuremberg, February 5, 2016 – GfK has acquired Netquest, the leading access panel provider with strong presence in Spain, Portugal and Latin America. The deal was signed and closed on February 4. It also includes the company's subsidiary Wakoopa, a leading provider of cross-device passive measurement technology. Through the deal, GfK will be able to establish new, and expand existing, high-quality digital panels worldwide – as well as faster expand its Crossmedia Link into Latin America, and expand Netquest's and Wakoopa's current business globally.**

Netquest is the leading provider of high-quality cross-device digital panels and behavioral data in Spain, Portugal, and Latin America – and covering 21 countries in total. Their proprietary technology includes the leading online survey tool in Latin America and a high quality (ISO-certified) online panel offering. Through its subsidiary, Wakoopa, the company also offers a tracking software, technology services and support for cross-device behavioral data collection – all available globally.

Matthias Hartmann, CEO of GfK, comments: "We are excited about this next step on our digitalization journey and look forward to welcoming Netquest's and Wakoopa's employees to GfK. Both companies share the strategic view that passively measured behavioral data combined with other data sources will be key to delivering industry-leading solutions to clients around the world. We will combine Netquest's strong digital panel competency and reach with our assets, including our existing Nurago technology. The deal provides opportunities to better serve our clients and growth opportunities for GfK in the digital arena."

Germán Loewe, CEO of Netquest, adds: "The new ownership creates an excellent partnership for growing our business into a truly global enterprise. With access to GfK's network and resources, we will continue to develop and deliver high-quality digital panel solutions, and we look forward to better serving international clients in the growing digital economy. I am proud that Netquest's and Wakoopa's technology and approaches will find their way into the impressive GfK portfolio."

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The acquired business will be allocated to GfK's Consumer Experiences sector, and GfK plans to expand Netquest's and Wakoopa's current activities globally. At the same time, the company's technology and the skills of its team will strengthen GfK's digital portfolio. For example, a key benefit of the acquisition is the immediate opportunity to expand GfK Crossmedia Link into the markets currently served by Netquest.

With more than 1.3 million consumers in its panels in Latin America, Spain and Portugal, Netquest primarily serves market research companies, major corporations in various industries, and media companies. Netquest will continue to operate under its existing brand.

Netquest was founded in 2001 and is headquartered in Barcelona. Additional locations are in Madrid, Lisbon, Mexico City, Sao Paulo, Santiago de Chile, Bogota, and New York. The Wakoopa subsidiary is located in Amsterdam. Altogether, the company currently employs 220 employees.

### **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.

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