

## Press release

### GfK strengthens One GfK with new lead in North America

March 2, 2016

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**Nuremberg, March 2, 2016 – GfK is further developing the setup of the North America business effective March 3, 2016. The business currently consists of two separate sectors, but these are being more closely combined under the One GfK strategy. The result will enable GfK to offer its range of services in North America in a more integrated manner. Gary Cofer is announced as the new lead for the joint North America business.**

Following similar integration in other countries, GfK is bringing both the Consumer Choices and Consumer Experiences sectors in North America closer together. These organizational changes mark the next step in the global strategic development of GfK. Gary Cofer will be the first Managing Director in North America to be responsible for both sectors.

“With his experience, Gary is the ideal person to implement our One GfK strategy in North America and to strengthen our business”, comments David Krajicek, the GfK board member responsible for the North and Latin American regions.

Previously, GfK’s North America business was led by David Krajicek (for the Consumer Experiences sector) and Tom Dailey (for the Consumer Choices sector). Krajicek has been member of the Management Board of GfK since the beginning of the year. Dailey is taking over a global leadership role in GfK’s Operations.

Gary Cofer has extensive sales and general management experience. He was employed at Procter & Gamble for a total of 24 years, a significant portion of which he spent working and living in Asia (Korea, Hong Kong, Japan, China and India). After leaving Procter & Gamble, Cofer oversaw global relationships with consumer products manufacturers at dunnhumbyUSA. More recently he worked for Catalina, a consumer marketing firm, where he was responsible for the leadership, strategy and innovation for Catalina’s retail partners.

#### 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

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data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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