

Press release

August 11, 2016

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Chief Executive Officer and Chairman of the Supervisory Board leave GfK

Nuremberg, August 11, 2016 – 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.

Matthias Hartmann has been serving as Chief Executive Office of GfK SE since 2011. During his tenure he has been responsible for the reorganization and digitalization of the company which had been his immediate focus following the appointment. The core of the strategy included streamlining the corporate structure and sharpening the focus of the business on the areas with the most promising potential which will now form the basis for GfK's future success.

Dr. Arno Mahlert has been serving as a member of the Supervisory Board of GfK SE since 2004 and as Chairman of the Supervisory Board since 2008.

Note to the editors:

On the morning of August 12, 2016, GfK will publish the financial figures for the first half of fiscal year 2016 and will issue a separate press release.

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 sci-

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David Krajicek
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Supervisory Board Chairman
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ence 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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