

Press release

Peter Feld joins GfK SE as new CEO

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Nuremberg, March 10, 2017 – The Supervisory Board of GfK SE has today appointed Peter Feld (51) as new Chief Executive Officer and Management Board member effective March 15, 2017. Feld most recently served as CEO of WMF Group. Prior to that, he was a member of the Executive Board at Beiersdorf AG.

“With the appointment of Peter Feld as CEO we have not only found an excellent and highly experienced manager, but also someone who knows how to deal with the challenges our company is faced with,” said Ralf Klein-Bölting, Chairman of the Supervisory Board of GfK SE. “Mr. Feld has great expertise in the strategic development of global companies. He is a proven expert in understanding customer needs, as well as in helping companies to expand internationally, and strategically drive digitalization across the business. The Supervisory Board is convinced that he is the ideal person to lead GfK SE into a successful future.”

Peter Feld, designated CEO of GfK SE: “I am very excited to work with the highly experienced employees at GfK SE. GfK is one of the biggest and most renowned market research firms worldwide and I am looking forward to leading the strategic transformation of the company. These are challenging times for GfK, but I am convinced that we will deliver the best products and solutions for our clients and create sustainable, profitable growth for the company.”

Prior to joining GfK, Peter Feld served as Chairman of the Executive Board and CEO of the leading premium cookware and professional coffee machine maker WMF Group until December 2016. The company has grown significantly during his term. Over the past years, WMF was foremost able to expand its businesses, fully develop its digital offering and strengthen its global market position. Peter Feld further draws on more than twenty years of management experience gained in renowned global companies such as Beiersdorf, Johnson & Johnson and Procter & Gamble. During his time at Beiersdorf from 2010 to 2013, he held the position of Executive Board Member, responsible for activities in Europe and North America. Feld holds a Master in Mechanical Engineering from RWTH Aachen.

Peter Feld succeeds Matthias Hartmann who in August 2016 agreed with the Supervisory Board of GfK to leave the company. Since September last year, Dr. Gerhard Hausruckinger assumed the role as Speaker of the Management Board in addition to his role as Management Board member responsible for the Consumer Choices sector. “We thank Mr.

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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

Commercial register
Nuremberg HRB 25014



Hausruckinger for his work as Speaker of the Management Board and wish Mr. Feld every success for his new task," said Ralf Klein-Bölting.

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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