THE ART OF SMART DATA

Report for the first Half Year 2016

THE GfK GROUP AT A GLANCE

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 80 years of 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.

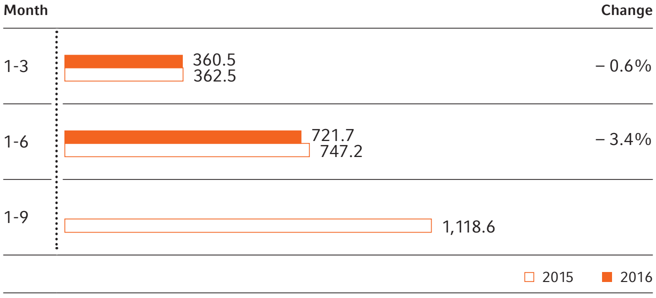
in EUR million[1]	2. Quarter 2015	2. Quarter 2016	Change in %	1. Half Year 2015	1. Half Year 2016	Change in %	2015
Earnings situation							
Sales	384.8	361.2	– 6.1	747.2	721.7	– 3.4	1,543.4
Gross income from sales	120.1	95.1	– 20.8	227.5	197.9	– 13.0	481.5
EBITDA	53.3	38.4	– 28.0	89.5	83.1	– 7.1	231.2
Adjusted operating income	43.9	26.8	– 38.9	71.2	58.9	– 17.3	187.6
Margin in percent[3]	11.4%	7.4%	– 4.0[6]	9.5%	8.2%	– 1.4[6]	12.2%
Operating income	38.4	– 126.1	– 428.0	58.1	– 98.6	– 269.8	104.2
Operating income[2]	38.4	15.1	– 60.8	58.1	42.6	– 26.6	143.6
EBIT	37.9	– 127.2	– 435.7	58.7	– 99.5	– 269.5	106.2
EBIT[2]	37.9	14.0	– 63.1	58.7	41.6	– 29.1	145.6
Consolidated total income	19.7	– 148.3	– 853.2	28.9	– 132.8	– 559.6	40.7
Consolidated total income[2]	19.7	– 7.1	– 136.1	28.9	8.4	– 70.9	80.1
Basic earnings per share in EUR	0.46	– 4.08	– 987.0	0.63	– 3.68	– 684.1	1.01
Basic earnings per share in EUR[2]	0.46	– 0.21	– 146.2	0.63	0.19	– 70.3	2.09
Investment and finance							
Cash flow from operating activity	12.4	10.2	– 17.4	31.4	56.9	81.1	170.9
Cash flow from investing activity	– 19.3	0.2	– 100.8	– 45.4	– 40.5	– 10.9	– 76.3
Cash flow from financing activity	– 25.5	– 212.3	733.2	10.8	– 21.1	– 296.1	– 59.4
Free cash flow after acquisitions, other financial investments and asset disposals	– 6.9	10.4	– 251.7	– 14.0	16.4	– 217.3	94.6

	31.12.2015	30.06.2016	Change as of 31.12. in %	30.06.2015	30.06.2016	Change as of 30.06. in %
Asset and capital position						
Total assets	1,842.3	1,682.2	– 8.7	1,887.9	1,682.2	– 10.9
Equity	720.5	539.9	– 25.1	776.1	539.9	– 30.4
Equity ratio in per cent	39.1%	32.1%	–	41.1%	32.1%	–
Liquidity[4]	130.9	126.5	– 3.4	95.4	126.5	32.6
Net debt[5]	400.0	428.0	7.0	445.0	428.0	– 3.8
Employees						
No. of employees	13,485	13,295	– 1.4	13,434	13,295	– 1.0

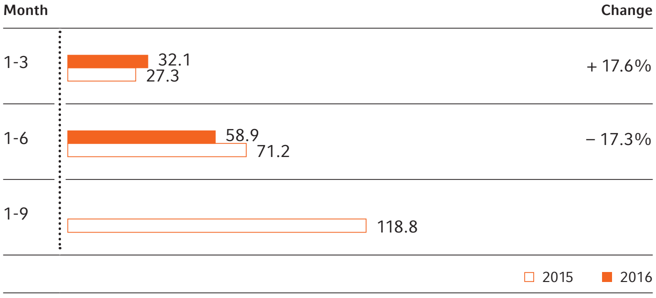
1) Rounded
2) Excluding the goodwill impairment of € 39.4 million (2015) and € 141.2 million (2016)
3) Adjusted operating income in relation to sales
4) Cash and cash equivalents plus securities and fixed-term deposits
5) Liabilities to banks plus pension obligations, liabilities under leases and other interest-bearing liabilities less cash and cash equivalents and securities and fixed-term deposits
6) Percentage points

BUSINESS DEVELOPMENT AT A GLANCE OF GfK GROUP

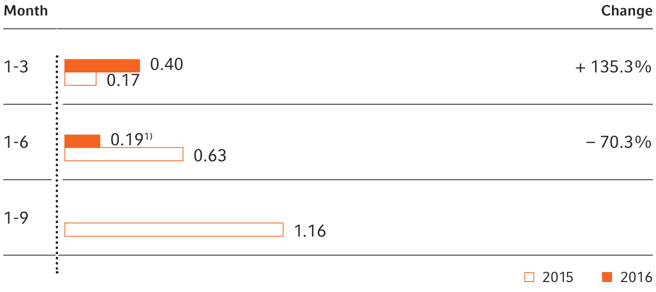
SALES IN EUR MILLION



ADJUSTED OPERATING INCOME IN EUR MILLION

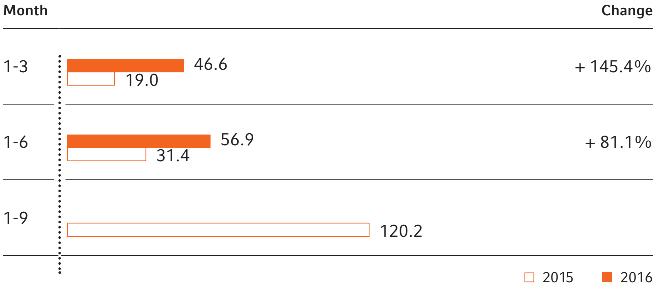


EARNINGS PER SHARE IN EUR



[1)] Excluding the goodwill impairment of € 141.2 million

CASH FLOW FROM OPERATING ACTIVITY IN EUR MILLION



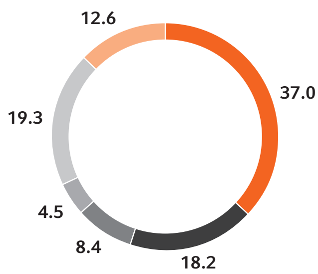
SHARE OF SECTORS IN TOTAL SALES IN PERCENT[1)]

53.4 Consumer Experiences
46.5 Consumer Choices

1) Figures from the Management-Information System – rounded

SHARE OF REGIONS IN TOTAL SALES IN PERCENT[1)]

37.0 Northern Europe
18.2 Southern & Western Europe
8.4 Central Eastern Europe/META
4.5 Latin America
19.3 North America
12.6 Asia and Pacific



1) Figures from the Management-Information System – rounded

THE SECTORS AT A GLANCE

CONSUMER EXPERIENCES

The Consumer Experiences sector deals with consumer habits, behavior, perceptions and attitudes and answers the who, why and how of consumption. This research is based on flexible creative methods. GfK is developing pioneering new procedures to deliver a profound understanding of how consumers experience brands and services.

In EUR million	2. Quarter 2015	2. Quarter 2016	Change in %	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	216.8	195.2	– 10.0	421.4	385.6	– 8.5
Adjusted operating income	15.5	8.4	– 45.6	21.6	16.1	– 25.4
Margin in per cent[1]	7.1	4.3		5.1	4.2	

Figures from the Management-Information System – rounded
1) Adjusted operating income in relation to sales

CONSUMER CHOICES

The Consumer Choices sector investigates what's selling when and where. It focuses on the continuous assessment of market segments and trends by analyzing all major sales and information channels and media.

In EUR million	2. Quarter 2015	2. Quarter 2016	Change in %	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	167.1	165.9	– 0.7	324.2	335.8	3.6
Adjusted operating income	32.3	21.2	– 34.4	59.4	48.6	– 18.2
Margin in per cent[1]	19.3	12.8		18.3	14.5	

Figures from the Management-Information System – rounded
1) Adjusted operating income in relation to sales

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LETTER TO THE SHAREHOLDERS

Ladies and Gentlemen,

MATTHIAS HARTMANN

Chief executive officer
of GfK SE

GfK's performance in the second quarter of 2016 was well below our expectations. The Group was unable to maintain the positive sales development posted in the previous quarter. While organic growth of 0.9 percent was recorded in the first quarter, sales during the first half of the year fell by 1.5 percent overall in organic terms. The development of the Group's margin was disappointing: at 8.2 percent, it declined significantly from the previous year's value of 9.5 percent. Both sectors contributed to this development. In Consumer Choices (CC), the margin fell by 3.8 percentage points, while for Consumer Experiences (CE) the margin declined by 0.9 percentage points.

Our Consumer Choices sector continues to grow, although its growth has slowed significantly in comparison with the previous quarter. Through its solid point-of-sale measurement, the Consumer Choices sector still has a core business which is being extended with new product categories, industries and services, and enhanced through online evaluation opportunities. This makes systematic use of new growth and margin potential. In Media Measurement, teething problems related to the television research contract in Brazil are obscuring the sales and earnings potential. With the publication of audience figures on July 1, GfK has made significant progress in its quest to ensure the success of this contract, which would help improve the Group's margin position. The focus is now on exploiting the additional potential offered by this project by signing contracts with further TV stations, agencies and advertisers. At the same time, our GfK Crossmedia Link product is to be launched in further countries, becoming a major digital mainstay in the process.

The Consumer Experiences sector posted an organic sales decline of 7.8 percent in the first half of the year. This was attributable to a weak order intake in the traditional ad hoc research which was below our expectations. The resulting decline in adjusted operating income could not be offset in full through resource and cost-savings measures which have already been initiated. Contract research (ad hoc business) projects continue to represent GfK's biggest challenge. The development here required goodwill impairments to be carried out in all six regions. We are working to further increase our efficiency in the operational business.

Market conditions are set to remain challenging for GfK in the second half of the year. New digital offers continue to place the conventional, personnel-intensive offers of ad hoc research under pressure. GfK must continue to adapt quickly. GfK is therefore scaling back businesses which cannot hold their own against this kind of competition, or which fail to meet income targets. At the same time, our pace of innovation remains high, in order to ensure that the company is fitter for the future with a future-oriented product portfolio. In addition to optimizing the product portfolio, we are progressing with the adjustment in the company structure: After the Operations unit was set up at the beginning of this year, tasks have gradually been transferred to the global service center. Progress in terms of the optimization of processes and cost savings should be made in the second half of the year.

GfK's acquisition strategy sees the company continue to carefully consider any opportunities which may arise, although there is a definitive focus on technology-driven and data-centric companies that offer immediate added value. As things stand at present, the € 100 million originally earmarked for this purpose will not be needed in full. The focus will continue to be on organic growth.

On account of the challenges outlined above and the figures published for the first half of 2016, GfK adjusted its outlook on August 5. GfK will continue to press on full steam ahead with the necessary company transformation and will do all it takes to improve results. Depending on the order-intake trend in the Consumer Experiences sector and progress with growth initiatives in Consumer Choices, sales growth below the market level and a lower margin than last year cannot be ruled out for the full year.

We are not in a position to be able to absorb fluctuations and quarterly declines fully. Our objective is to ensure that these fluctuations are kept to a minimum and that this challenging transitional phase is as short as possible. We firmly believe that the strategically oriented expansion of our media business is correct and that it has significantly improved our competitive standing. The same applies to the systematic digitization of our product portfolio and strategic alignment of our business towards data-centric solutions.

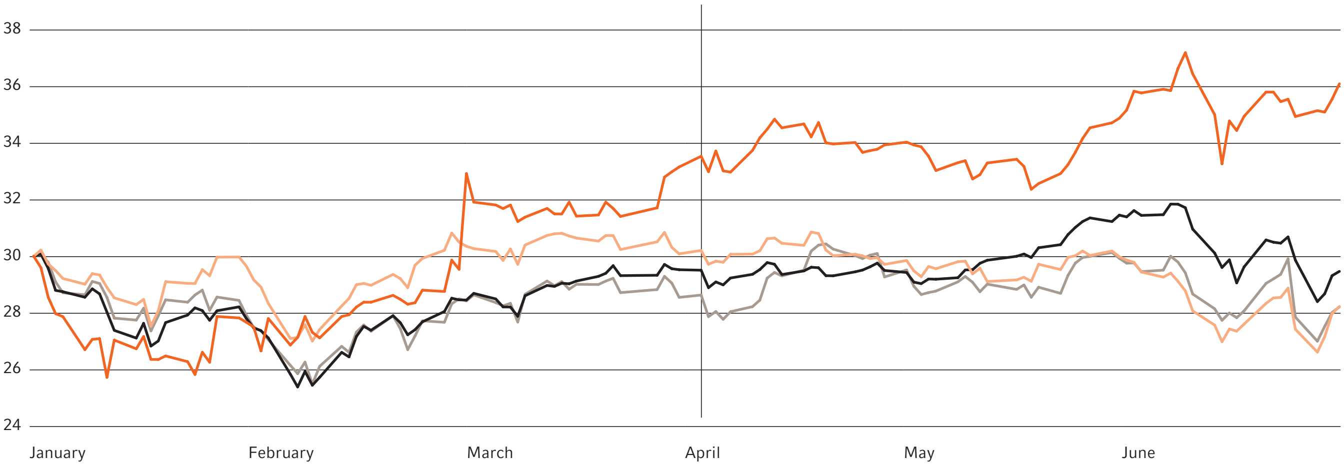
Although we may be guilty of underestimating the difficulty of implementing this strategy and therefore have made slower progress in this regard than originally anticipated, this has merely served to strengthen our resolve to pursue the restructuring of the company. We will secure the successful future of GfK.

Sincerely yours,

MATTHIAS HARTMANN

GfK SHARE PERFORMANCE

GfK SHARE PRICE PERFORMANCE FROM JANUARY 1, 2016, TO JUNE 30, 2016[1] IN EUR



1) All values are indexed to the GfK share price, closing prices, in EUR
■ GfK ■ DAX 30 Performance ■ SDAX Performance ■ Dow Jones Euro Stoxx Media

The opening price of GfK shares at the beginning of 2016 was € 30.12. In January, the performance was weaker than that of the benchmark indices, with the low of

€ 25.87 for the reporting period recorded on January 14. However, from as early as February and then particularly in March, the GfK share price climbed substantially to outperform the benchmark indices. This trend continued into June. On June 9, the shares hit a high of € 37.23 and the subsequent closing price for the first half of the year was € 36.14. This was 20.0 percent higher than the share price at the start of the year and significantly outperformed the SDax, which closed the first six months of the year down 1.7 percent. The performance of the Dax and DJ Stoxx Media was also considerably lower at -5.9 percent and -5.8 percent respectively.

The average trading volume for GfK shares on German stock exchanges totaled 16,765 in the first half of this year and was considerably up on the previous year's figure of 10,659.

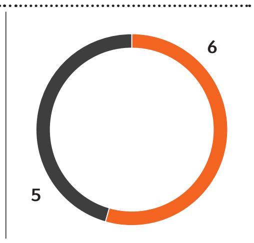
On May 20, 2016, almost 200 shareholders and proxies (present: 88.62 percent) voted at GfK's 8th Annual General Assembly. The resolutions were adopted with rates of approval ranging from 94.03 percent to 99.99 percent. The dividend remained steady at € 0.65 per share.

GfK is covered by national and international financial analysts. At the end of June, of the 11 analysts rating GfK shares, six recommended the stock as "buy" and a further five as "hold".

Majority shareholder still is GfK e.V. with 56.46 percent. As at 30 June 2016, a total 43.54 percent of shares were in free float. At the same time, 0.03 percent of the shares were held by GfK's Management and Supervisory Boards, with 40.01 percent held by institutional investors and 3.50 percent by private investors.

ANALYST RATINGS AS OF 30.06.2016

6 Buy
5 Hold
0 Sell



GfK SHARE[1]

		2015	Q1 2016	Q2 2016
Number of shares	in thousands	36,504	36,504	36,504
Market Capitalization	EUR mio	1,128	1,254	1,319
High/Low	EUR	41.48/30.00	33.06/25.87	37.23/32.45
Close	EUR	30.90	34.35	36.14
Earnings per share	EUR	2.09[2]	0.40	0.19[3]

1) as of reporting dates
2) Excluding the goodwill impairment of € 39.4 million
3) Excluding the goodwill impairment of € 141.2 million

GfK REPORTS LOWER SALES AND INCOME

- Sales in organic terms down by 1.5 percentage points, with currency effects depressing overall growth to -3.4 percent
- Strong organic growth in the Consumer Choices sector but declining development in the Consumer Experiences sector
- Margin is 8.2 percent (previous year: 9.5 percent)
- Further improvement in cash flow
- Goodwill impairment of €139 million
- Guidance for the year adjusted

Sales at the GfK Group were down by 3.4 percent in the first half of 2016. Currency effects accounted for a significant share of the decrease, at 2.4 percentage points. The sales decline compared with the same period of the previous year amounted to 1.5 percent in organic terms. Overall, GfK generated sales totaling €721.7 million in the first six months of the year.

The Consumer Choices sector reported strong organic growth of 6.7 percent. However, the sector's margin decreased from 18.3 percent to 14.5 percent as a result of delays in some of the growth campaigns. Sales in the Consumer Experiences sector continued to decline in the second quarter of the current year. In organic terms, sales decreased 7.8 percent compared with the first half of 2015. The weak sales trend also affected the sector's profitability, with a margin of 4.2 percent (previous year: 5.1 percent). The impact of the decline in sales was not fully offset by the reduction achieved in terms of resource and cost-savings measures.

The regions Latin America and Central Eastern Europe/META reported robust organic growth rates. However, similar to the previous quarter, substantial negative currency effects also occurred. At the same time, a decline in development was evident in the mature markets of Northern Europe, Southern and Western Europe, and North America. Following a weaker second quarter, the Asia and the Pacific region faced decelerated growth in organic terms.

Adjusted operating income decreased by €12.3 million to €58.9 million compared with the same period of the previous year. The margin was 8.2 percent, as against 9.5 percent in the first half of 2015.

In view of the weak business trend and adjusted expectations regarding some areas of business within the Consumer Experiences sector, goodwill of €139 million was amortized in the second quarter of this year.

At the end of June, a total of 78.1 percent of the annual sales required to achieve the forecast had already been posted or were in the order book (previous year: 81.3 percent). This figure is within the band of fluctuation recorded in the past 5 years, ranging from 77 percent to 81 percent.

INTERIM MANAGEMENT REPORT

1. GENERAL ECONOMIC SITUATION

In the first half of 2016, modest global economic growth was recorded. The growth rate in the industrialized countries and emerging markets slowed down somewhat. In particular, low commodity and energy prices worldwide impacted on growth in some exporting nations.

Buoyed by positive consumer sentiment, the USA recorded ongoing growth in the first six months of 2016, if at a less dynamic rate than before. Conversely, export and private investment declined. In Northern Europe, steady growth was recorded. A mixed trend was evident in Southern Europe whereas the economic recovery continued in Western Europe.

The outcome of the Brexit referendum in June 2016 made a decisive impact in the UK. In the wake of the vote to leave the European Union, growth prospects for the United Kingdom deteriorated amidst uncertainty about the impact on Europe and the international financial markets. In China, the growth rate decreased slightly. However, the trend in the People's Republic remains very strong in a global comparison. Japan recorded a minor increase in growth. The major Southern American economies, such as Brazil and Argentina, continue to face a decline in economic output, partly as a result of weak domestic demand and partly owing to inflation remaining extremely high.

2. ECONOMIC AND FINANCIAL DEVELOPMENT IN THE GfK GROUP

In the first half of 2016, the GfK Group recorded a decrease in organic sales growth. Group **sales** were down 3.4 percent on the same period of the previous year to €721.7 million. Organic growth amounted to -1.5 percent, while currency effects of -2.4 percent had a significant impact. Acquisitions accounted for 0.4 percent of growth. The sales increase following the acquisition of NORM and Netquest was offset by the disposal of a business division in the Consumer Choices sector. While sales in the Consumer Experiences sector were down by 7.8 percent in organic terms, the Consumer Choices sector achieved a sales increase of 6.7 percent in organic terms. Over the six-month period, the sales trend was weaker in the second quarter than in the first. This was partly due to the fact that the first quarter benefited from positive time effects in the Consumer Choices sector. In organic terms, Group sales were down 3.7 percent on the second quarter of 2015.

GfK GROUP: KEY FIGURES

In EUR million (rounded)	2. Quarter 2015	2. Quarter 2016	Change in %	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	384.8	361.2	– 6.1	747.2	721.7	– 3.4
EBITDA	53.3	38.4	– 28.0	89.5	83.1	– 7.1
Adjusted operating income	43.9	26.8	– 38.9	71.2	58.9	– 17.3
Margin in percent[1)]	11.4%	7.4%	– 4.0[2)]	9.5%	8.2%	– 1.4[2)]
Operating income	38.4	– 126.1	– 428.0	58.1	– 98.6	– 269.8
Operating income[3)]	38.4	15.1	– 60.8	58.1	42.6	– 26.6
EBIT	37.9	– 127.2	– 435.7	58.7	– 99.5	– 269.5
EBIT[3)]	37.9	14.0	– 63.1	58.7	41.6	– 29.1
Other financial income / expenses	– 3.3	– 3.1	5.5	– 9.8	– 5.9	39.8
Consolidated total income	19.7	– 148.3	– 853.2	28.9	– 132.8	– 559.6
Consolidated total income[3)]	19.7	– 7.1	– 136.1	28.9	8.4	– 70.9
Cash flow from operating activities	12.4	10.2	– 17.4	31.4	56.9	81.1
Basic earnings per share in EUR	0.46	– 4.08	– 987.0	0.63	– 3.68	– 684.1
Basic earnings per share in EUR[3)]	0.46	– 0.21	– 146.2	0.63	0.19	– 70.3

1) Adjusted operating income in relation to sales
2) Percentage points
3) Excluding goodwill impairment

Adjusted operating income (hereafter: income) decreased by 17.3 percent to €58.9 million in the first six months of 2016 (first half of 2015: €71.2 million). Both sectors contributed to this result. Within the reporting period, the income trend was stronger in the first quarter than in the second quarter. Compared with the previous year, the margin decreased by 1.4 percentage points to 8.2 percent in the first half of the year.

ADJUSTED OPERATING INCOME[1)]

In EUR million	1. Half Year 2015	1. Half Year 2016
Operating income	*58.1*	*– 98.6*
Goodwill impairment	0	– 141.2
Write-ups and write-downs of additional assets identified on acquisitions	– 2.5	– 3.5
Income and expenses in connection with share and asset deals	– 0.1	1.6
Income and expenses in connection with reorganization and improvement projects	– 8.2	– 4.9
Personnel expenses for share-based incentive payments	– 1.9	– 2.1
Currency conversion differences	– 0.7	1.9
Income and expenses related to one-off effects and other exceptional circumstances	0.4	– 9.4
Total highlighted items	*– 13.1*	*– 157.5*
Total highlighted items (excluding goodwill impairment)	*– 13.1*	*– 16.3*
ADJUSTED OPERATING INCOME	**71.2**	**58.9**

1) rounded

Like its competitors, the GfK Group uses adjusted operating income as a key performance indicator. The explanations regarding business performance using adjusted operating income facilitate interpretation of the GfK Group's business development and enhance the informative value in comparison with other major companies operating in the market research sector. The adjusted operating income is determined by eliminating other expenses and income items that distort the evaluation of operating earnings power from operating income. In net terms, these highlighted items produced expenses of €157.5 million. In the same period of the previous year, expenses amounted to €13.1 million. The increase mainly resulted from goodwill amortization of €141.2 million. In view of the goodwill impairment in foreign currency, the amount reported on the balance sheet is converted at the closing price, totaling €139.2 million. This amortization amount resulted from a change in GfK's expectations regarding the performance of some of its business units in the Consumer Experiences sector. A sharp rise was also recorded in the highlighted item 'income and expenses related to one-off effects and other exceptional circumstances'. This figure includes expenses for necessary adjustments in the Media business. They primarily related to the TV research contracts in Brazil and Morocco. In addition, this item also comprises provisions for potential legal disputes. The positive balance of income and expenses in connection with share and asset deals of €1.6 million includes a €5.1 million deconsolidation effect from the disposal of the Animal Health and Crop Protection business.

Income from participations decreased from €0.7 million in the first half of 2015 to €-1.0 million in the first half of 2016. Write-downs as a result of restructuring measures at a company in the UK impacted heavily on this item.

In view of the circumstances described, **EBIT** was down to €-99.5 million (previous year: €58.7 million). The figure adjusted for goodwill impairment was €41.6 million. **EBITDA**, which was not affected by the goodwill impairment, decreased by 7.1 percent to €83.1 million.

A positive trend was evident in **other financial income**, which represents the balance of other financial income and other financial expenses. It amounted to €-5.9 million after €-9.8 million in the first half of 2015. Interest expenses were reduced, despite a temporary increase in the level of debt. Half of the higher financial result was attributable to currency effects and the other half to a downward trend in interest on debt capital.

The **tax ratio** was -25.9 percent in the first six months of 2016. It was significantly impacted by goodwill impairment, which is not tax deductible. Net of this effect, the tax ratio would be 76.5 percent. The previous year's figure was 40.9 percent. The increase in the tax ratio essentially resulted from taking certain deferred tax assets off the books and not posting deferred tax assets in the current period, partly related to the loss carried forward arising from the above-mentioned measures in the Media business. During the course of the year, the tax ratio is subject to considerable fluctuation and is consequently only of limited informative value.

The GfK Group's **consolidated total income** decreased to €-132.8 million. In the previous year, consolidated total income amounted to €28.9 million. Without the impact of the goodwill impairment in the period under review, positive consolidated total income of €8.4 million would have been generated. **Earnings per share** were also affected by the impairment of goodwill and amounted to €3.68, compared to €0.63 in the same period of the previous year. Net of this effect, earnings per share would have been €0.19.

3. CASH FLOW AND INVESTMENT

Cash flow from operating activities for the first six months of 2016 increased significantly to €56.9 million after €31.4 million in the first half of the previous year. The increase stemmed from a reduction in operating working capital of €6.3 million compared with a rise of €4.3 million in the previous year. This positive trend resulted from enhanced order-to-cash processes, particularly in the regions Northern Europe, Southern and Western Europe as well as North America. In addition, the figure for the first half of 2015 was affected by a fine payable in Turkey.

The funds outflow from **investing activities** decreased by €4.9 million to €40.5 million. An increase resulting from the acquisition of the Netquest Group was almost entirely offset by the disposal of the Animal Health and Crop Protection business.

Free cash flow after acquisitions, other investments and asset disposals increased from €-14.0 million in the same period of the previous year to €16.4 million in the first six months of 2016.

At the end of June 2016, GfK had **cash and cash equivalents** of €125.7 million (June 30, 2015: €94.2 million). The unutilized credit lines amounted to €296.4 million as at 30 June 2016 (June 30, 2015: €256.7 million).

4. ASSETS AND CAPITAL STRUCTURE

During the first six months of 2016, GfK SE's total assets decreased by 8.7 percent or €160 million compared with the figure at year-end 2015, falling to €1,682 million. The reason for this change was a goodwill impairment of €139 million.

As at June 30, 2016, equity decreased by €181 million to €540 million (December 31, 2015: €721 million). The main causes of this decrease were the impairment of goodwill and a currency related reduction in other reserves of €28 million. Compared with year-end 2015, the equity ratio was down by 7.0 percentage points to 32.1 percent. GfK SE's share capital was constant at €153 million.

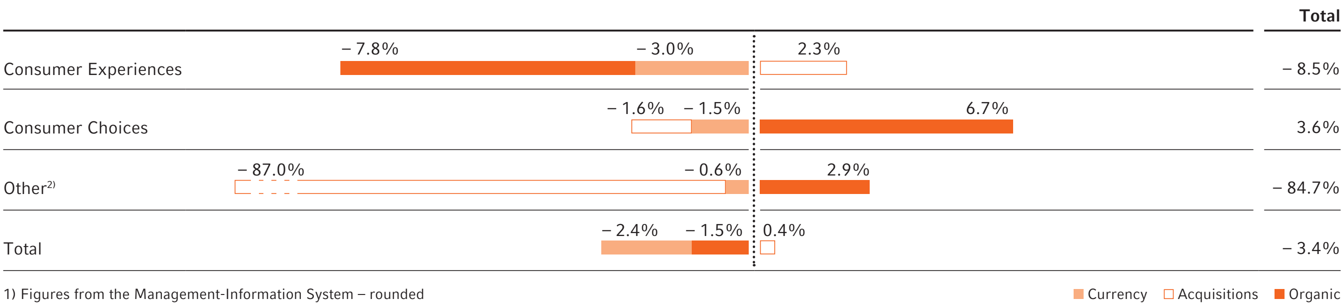
Net debt amounted to €428.0 million as at June 30, 2016, which was lower than the previous year's level (June 30, 2015: €445.0 million). Seasonal factors, including the dividend payment, meant that this figure was €28.0 million higher than at year-end 2015. Liabilities to banks were up by €197.9 million on the previous year to €448.0 million. The main reason for this increase were new loan notes amounting to €155.0 million and bilateral bank loans totaling €70.0 million, which were raised for repayment of the corporate bond amounting to €186.1 million in April 2016. As a result of this funding, interest expenses have been considerably reduced. At the same time, the maturity profile has significantly improved with maturities of up to 12 years.

The ratio of modified net debt to EBITDA was 1.90 on the reporting date (June 30, 2015: 2.23). As at June 30, 2016, the gearing ratio, which reflects net debt in relation to equity, increased to 79.3 percent as a result of the impairment of goodwill (year-end 2015: 55.5 percent). Covenants agreed with the banks were comfortably met once again. The revolving credit facility amounting to €200 million had not been drawn as at June 30, 2016.

5. TRENDS IN THE SECTORS

GfK conducts its business activities in two sectors, Consumer Experiences and Consumer Choices.

STRUCTURE OF SALES GROWTH BY SECTORS[1]



1) Figures from the Management-Information System – rounded
2) Other category

The Consumer Experiences sector deals with consumer habits, behavior, perceptions and attitudes and answers the 'who, why and how' of consumption. GfK is developing pioneering new procedures to deliver a profound understanding of how consumers experience brands and services.

The Consumer Choices sector investigates what is bought by consumers, when and where. The main focus here is on continuous measurement of market volumes and trends. All the significant sales and information channels and media are included in the process of analysis.

Consumer Experiences: The sector's sales decreased by 7.8 percent in organic terms, following a weak trend in incoming orders for traditional ad hoc research in the first five months of the year. Although acquisitions contributed 2.3 percentage points to growth, marked currency effects once again reduced overall growth to -8.5 percent. Sales in the first half of 2016 therefore amounted to €385.6 million, continuing the negative trend recorded in the first quarter of the year. Although incoming orders increased in June, this only had a minor impact on sales for the first half of the year. The business trend remained pleasing in Latin America and Central Eastern Europe/META. In the mature markets of Europe and North America, the challenging situation continued. This also applied to China. The worldwide share of sales achieved with standardized global products totaled 44 percent as at June 30, 2016. Rapid progress continues on the portfolio realignment, which is aimed at switching to a more data-driven business model that exploits economies of scale. GfK has countered the sales decline with active resource and cost management, including an adjustment to the number of staff. Please refer to the Employees section (section 8) for more information. However,

CONSUMER EXPERIENCES[1)]

in EUR million	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	421.4	385.6	– 8.5
Adjusted operating income	21.6	16.1	– 25.4
Margin in per cent[2)]	5.1	4.2	

1) Figures from the Management-Information System – rounded
2) Adjusted operating income in relation to sales

the cost adjustments implemented will only start to take hold with a time delay. Relocation of operations-based activities to the Global Service Centers (GSC) is progressing well.

The consumer panel performed well, although this was not enough to compensate for weak traditional ad hoc research business.

The weak sales trend affected the sector's profitability. Income was down to €16.1 million (previous year: €21.6 million). The margin decreased from 5.1 percent in the same period of the previous year to 4.2 percent in the first half of 2016.

CONSUMER CHOICES[1)]

in EUR million	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	324.2	335.8	3.6
Adjusted operating income	59.4	48.6	– 18.2
Margin in per cent[2)]	18.3	14.5	

1) Figures from the Management-Information System – rounded
2) Adjusted operating income in relation to sales

Consumer Choices: Sales growth in the Consumer Choices sector amounted to 6.7 percent in organic terms. Negative currency effects and taking into account the disposal of a business unit produced overall growth of 3.6 percent in the first six months of 2016, with sales totaling €335.8 million.

Dynamic growth continued in the Point-of-Sale Measurement business. In line with expectations, it slowed slightly in the second quarter of the year following the extraordinarily strong start to the year when time effects had a positive impact. One contract with a major client was not renewed until July. Business in the major product categories increased further. In addition, business with some major clients who had reduced their respective order volume in the previous year was won back at the start of this year. To leverage further sales potential, the expansion of the Weekly Channel that provides weekly reports continued. This represents a new approach, with GfK delivering specific product categories more flexibly to clients to enable faster response times by clients.

Among the regions, Asia and the Pacific – specifically China – achieved pleasing and accelerated growth rates, as did North America where the marketing of point-of-sale measurement data to clients from the financial industry was strong once again. In Media Measurement, a cautious approach was adopted with regard to the TV research contract in Brazil, with no sales posted in the second quarter of 2016. In the Kingdom of Saudi Arabia, preventative measures were taken with regard to sales and income.

Income in the Consumer Choices sector decreased by €10.8 million to €48.6 million. The business trend of the now sold activities in the Animal Health and Crop Protection business for the period from January to April 2016 coupled with negative profit contributions from the TV research panels in Brazil and the Kingdom of Saudi Arabia affected income. In Brazil, plans are in place to achieve economies of scale in the second half of the year by gaining additional clients. This will make the panel profitable. In view of the above effects, the sector's margin decreased from 18.3 percent in the same period of the previous year to 14.5 percent.

OTHER[1)]

in EUR million	1. Half Year 2015	1. Half Year 2016	Change in %
Sales	1.6	0.2	– 84.7
Adjusted operating income	– 9.8	– 5.8	40.6

1) Figures from the Management-Information System – rounded

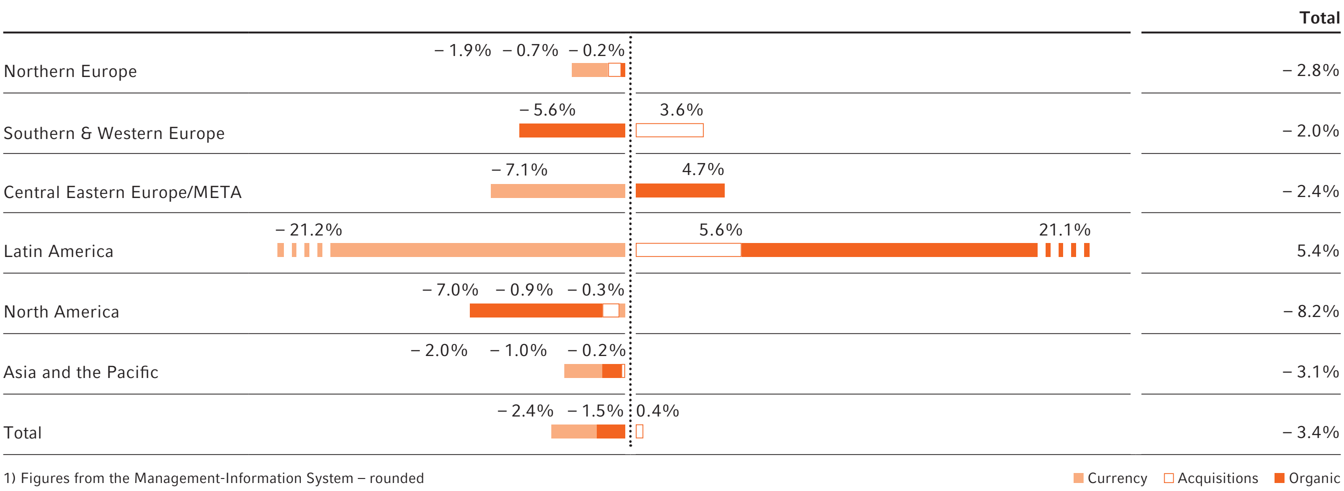
Other: Complementary to these two sectors is the Other category, which unites the central services that the GfK Group provides for its subsidiary companies and other services unrelated to market research.

At €0.2 million in the first six months of 2016, sales generated by the Other category were significantly lower than in the previous year (first half of 2015: €1.6 million). A printers' shop in Switzerland was previously included in this category, which GfK had operated for the purpose of printing market research documents but which also generated external sales in order to utilize existing capacity. The printers' shop was sold in the first quarter of 2016. The amount of costs incurred by the Other category, which were not covered, decreased from €9.8 million in the same period of the previous year to €5.8 million. This improvement was largely attributable to non-recurring and time effects.

6. REGIONAL TRENDS

Worldwide, the GfK Group network of companies covers over 100 countries. The group's operations are split geographically into six regions: Northern Europe, Southern and Western Europe, Central Eastern Europe/META, Latin America, North America and Asia and the Pacific.

STRUCTURE OF SALES GROWTH IN THE REGIONS[1)]



1) Figures from the Management-Information System – rounded

Sales generated by GfK companies in its strongest sales region, **Northern Europe**, amounted to €267.3 million, down 2.8 percent on the back of negative currency effects of 1.9 percent. The sales trend in the first six months was also dampened by the impact of the disposal of the Animal Health and Crop Protection business in April. At -0.2 percent, year-on-year sales remained almost constant in organic terms.

Southern and Western Europe saw a year-on-year decline in sales of 2.0 percent. The additional sales growth of 3.6 percent from the acquisition of NORM and Netquest could not fully offset the negative organic sales growth. This negative organic growth is mainly attributable to the performance in France and Belgium where business was hit by contract reductions and the failure to extend contracts. In Italy, business was dampened additionally by tough market conditions.

Business in the region **Central Eastern Europe/META** (Middle East, Turkey, Africa) developed positively again with organic sales growth of 4.7 percent. However, this was offset by strong currency effects leading to an overall decline in sales of 2.4 percent to €60.5 million.

There was an especially strong sales trend in **Latin America** with a 21.1 percent organic growth in business for GfK companies in the region, bucking the negative trend in the big South American economies. The main factor behind this development in the first quarter was the television research contract in Brazil. In addition, over the reporting period, business in point-of-sale measurement and Consumer Experiences did very well. Currency effects had a significant negative impact, bringing total growth in the region to 5.4 percent.

Sales in the **North America** region fell by €12.4 million to €139.1 million. This represents an organic decline in sales of 7.0 percent, continuing the trend from the first quarter. The ad hoc and project business remains challenging for GfK. Currency effects and a decline in sales through the disposal of activities in the area of Animal Health and Crop Protection business led to a decline in total sales of 8.2 percent.

The **Asia and the Pacific** region posted negative organic sales growth of 1.0 percent. In addition, negative currency effects also had a dampening effect, leading to an overall decline in sales for the region of 3.1 percent to €90.7 million. Above all, there was a decline in sales in classic market research in China which could not be offset in full through positive developments in point-of-sales measurement.

REGIONS: SALES GROWTH[1]

in EUR million	1. Half Year 2015	1. Half Year 2016	Change in %
Northern Europe	275.0	267.3	– 2.8
Southern & Western Europe	134.0	131.3	– 2.0
Central Eastern Europe/META	62.0	60.5	– 2.4
Latin America	31.1	32.8	5.4
North America	151.6	139.1	– 8.2
Asia and the Pacific	93.6	90.7	– 3.1
Total	**747.2**	**721.7**	**– 3.4**

1) Figures from the Management-Information System – rounded

7. "OWN THE FUTURE" – IMPLEMENTATION OF BUSINESS STRATEGY

GfK has been pursuing its "Own the Future" strategy since 1 January 2012. The aim of the strategy is, in future, to use GfK's strengths in individual customer groups and in various regions globally. In the four years since the implementation of this strategy, GfK has changed from a network of local units into a global organization. GfK now has a global matrix organization, a global, standardized product portfolio and operational structures. This offers not only the possibility of creating additional value for customers, but also to optimize costs and increase the return on investment.

To this end, all digital offers are systematically coordinated and a global service centers are used. The proportion of global products in relation to sales is to be increased further. GfK above all concentrates on digital offers and invests in new technologies and new ways of merging and enriching data.

One example of this if the GfK Reference Layer concept used to calibrate large amounts of data. In an era of Big Data, there has been a manifold increase in the amount of data which can be evaluated. However, most of this data is unstructured, making it difficult to see the wood for the trees. GfK has various reference databases, for example from consumer panels and GfK Crossmedia Link, and the aim is to use these to help calibrate and evaluate this type of unstructured data. Through the acquisition of Netquest, GfK has taken another significant step towards regional expansion of its data pool.

8. EMPLOYEES

As at 30 June 2016, the GfK Group had 13,295 employees, down by 190 against the end of 2015. In this respect, it is important to factor in the disposal of the Animal Health and Crop Protection business, which led to a reduction of 158 in the workforce in the North American and Northern Europe regions. In contrast, the addition of Netquest led to an increase of 228 in staff numbers, especially in the strong growth Latin America region and in Southern and Western Europe. Not taking into account staff turnover, the workforce has declined by 261 employees, with the Consumer Choices sector down by eight employees since the beginning of the year, Consumer Experiences down by 237 and Other down by 16 employees. The sharp fall in the number of employees in Consumer Experiences is spread across all the regions with the exception of Central Eastern Europe/META in view of a further expansion of centralized services. In the Northern Europe and North America, where business has failed to grow in the last few periods, the number of employees has been reduced through restructuring measures. Personnel costs have fallen by 0.4 percent to €382.6 million against the same previous-year period. The personnel cost ratio, i.e. personnel costs to sales, rose from 51.4 percent to 53.0 percent.

9. RESEARCH AND DEVELOPMENT

GfK has created a new, international business unit, GfK Marketing Services, which supports its customers in increasing the return on investment (ROI) of their digital marketing through improved targeting, greater efficiency and performance monitoring in real time. In the last few years, the relevance of data in digital advertising and marketing automation has increased significantly. Growing demand for data and GfK's proven knowledge of consumers coupled with long years of experience in the field of data science have already made GfK into a reliable partner for players in the digital marketing sector and programmatic advertising. GfK has already scored first successes in this area, illustrated among other factors by the recent partnership agreement signed with Eyeota, a leading worldwide company for audience data.

With the start of the Multi-Source Marketing Analytics unit, GfK has created a new brand for data-agnostic marketing analytics and data science, which introduces a new analytics category with "knowledge as a service" and uses unique GfK data along with customer, third-party and public data to useful effect in order to simplify decision-making at all times in an age of big and smart data. This brand was formed out of GfK as an agile start-up and will concentrate on multi-source data analysis and end-to-end solutions while adhering to strict German data protection norms. The service provided by the brand combines a Big Data and analysis platform with data science, highly sophisticated methods of analysis and data integration.

In addition, GfK is now working in partnership with Return Path, the world's leading provider of e-mail data solutions. The company has built up a network of over two million consumers, allowing Return Path access to their digital purchase receipts via their e-mail address. Granular data, coupled with a strong focus on data protection make Return Path an ideal partner. The additional data which GfK has gained will enrich its own data landscape, and from this basis, it will be able to develop new products for a more in-depth understanding and predictions of preferences and purchase behavior among customers.

10. ORGANIZATION AND ADMINISTRATION

The group has faced up to the challenges of globalization and established an organization structure which allows the GfK companies to react quickly and efficiently to local market opportunities. Worldwide, the GfK Group has 142 consolidated subsidiaries, eight associated companies, four holdings and 25 non-consolidated subsidiaries. The Group headquarters are in Nuremberg, Germany.

CHANGES IN THE GfK NETWORK DURING THE SECOND QUARTER 2016

Company	Type of investment	Shareholding in %	Sector	Country
Kynetec	Disposal	100 percent to 0 percent	CC	world-wide
NOP Global Limited	Disposal	100 percent to 0 percent	CE	Northern Europe, Asia and the Pacific

11. CHANGES IN PARTICIPATIONS IN THE SECOND QUARTER OF 2016

In the second quarter of 2016, GfK concluded the disposal of its worldwide market research activities in the field of Animal Health and Crop Protection business to a consortium consisting of the private equity investor Inflexion and the current management of the division. In addition, the stake in the subsidiary NOP Global Limited was sold off. The company was not involved in classic market research, but rather in field marketing, in other words sales promotion measures at the point-of-sale. As this is not part of GfK's core business, the holding was sold off. However, GfK will retain the market rights in NOP.

12. MAJOR EVENTS SINCE THE END OF THE REPORTING PERIOD TO 30 JUNE 2016

In July 2016, GfK announced that it would be also supplying television audience measurement data to media agencies and advertising businesses in Brazil with immediate effect. Overnight and real time ratings have already been transmitted to the commissioning TV stations since October 2015.

13. OPPORTUNITY AND RISK POSITION

GfK's Group Management Report dated 31 December 2015 includes an Opportunity and Risk Report. Based on the half-year results of the Consumer Experiences sector, GfK has adjusted the future growth rates for the sector and carried out goodwill impairments of €139 million. In Consumer Choices, the company has set aside provisions to limit the risk from delays in a number of growth initiatives. There have been no further major changes in relation to the position at 31 December 2015. GfK is not aware of any risks which might threaten the group's survival.

The GfK Group's risk situation is influenced by economic uncertainties. Should there be a marked deterioration in the world economic situation with a strong impact on the business of GfK customers, this would also have repercussions for GfK.

GfK's business model is subject to seasonal fluctuations. Traditionally, sales and earnings are much better in the fourth quarter than they are in the other quarters, as year-end business is of great importance for the GfK Group's customers.

The GfK Group is well placed as a full service provider through its global network. It is meeting new requirements in the market-research industry with innovations, and responding to customer requirements with a tailored product and services portfolio.

14. OUTLOOK*

In its last economic forecast in June, the World Bank reduced its growth forecast for the eurozone by 0.4 percentage points to 1.2 percent. Forecasts for the world economy were also lowered from 2.9 percent to 2.4 percent, compared to January of this year. The latter was justified in light of a slowdown of growth in the mature economies, further low commodity prices, weak global trade and dwindling capital flows. It is still too early to assess the impact of the Brexit vote. GfK generates less than nine percent of its sales in the UK.

There are still uncertainties in view of geopolitical crises; the outlook is dampened especially by a resurgence of violence in Eastern Ukraine and the Caucasus, along with the changes in Turkey.

Market conditions are set to remain challenging for GfK in the second half of the year. New digital offers continue to replace the conventional, personnel-intensive offers of ad hoc research. GfK must continue to adapt quickly and is responding to this trend via a reduction in businesses which cannot hold their own against this kind of competition, or which fail to meet margin targets. At the same time, the pace of innovation in 2016 remains high in terms of investment in the development and completion of future-oriented products. This ensures that the company is fitter for the future. Apart from optimizing the product portfolio, the adjustment in the company structure introduced at the beginning of the year is a major focal point. After the operation structure has been set up and tasks have gradually been transferred to the global service center, optimization and cost savings should start feeding through by the end of the year, depending on the sales trend.

In order to bolster its competitiveness, GfK has increased its investment level from around €105 million in 2015 to around €180 million this year. At present, the Management Board expects a slightly lower sum of around €80 million for extension and replacement investment, compared to last year, since the main investment in new television research contracts took place in 2015. As regards acquisitions, the company continues to consider carefully any opportunities which may arise. GfK invested a total of around €29 million to that end in the first half of the year. As things stand at present, the €100 million originally earmarked for acquisitions will not be needed in full. GfK is mainly interested in technology-driven and data-centric companies, offering immediate added value. However, the focus is still on organic growth.

Sales in the Consumer Experiences sector were below the company's expectations in the first half, reflecting weak incoming orders for traditional ad-hoc research.

The resulting decline in adjusted operating income could not be offset in full through resource and cost-savings measures. In view of this development, GfK has reduced its guidance for the Consumer Experiences sector and is now focusing on optimizing and streamlining processes, as well as adjusting human resources and material costs to the sales trend. Bearing in mind ongoing challenging conditions in the ad hoc business, 2016 will not be an easy year for Consumer Experiences. In light of this, the sector is not expected to make any growth contribution and a decline is expected in the full year. On the Operations side, GfK plans to increase efficiency further. Although these measures will only start feeding through after a time lag, GfK expects positive effects in this respect by the end of the year.

Through its solid point-of-sales measurement, the Consumer Choices sector still has a core business which is being extended with new product categories, industries and services, and enhanced through online evaluation opportunities. This makes systematic use of new growth and margin potential. In Media Measurement, new panels to measure TV audiences will make a sales contribution. At present, teething problems, especially with the Brazilian contract, are obscuring the sales and earnings potential. GfK therefore intends to do everything to make these contracts a success. Since July 1, GfK has made significant progress in this direction with audience figures now published. In addition, CENP accreditation was granted for the Brazilian market in July. The focus is now on signing contracts with further TV stations, agencies and advertisers. Our GfK Crossmedia Link product is to be launched in further countries, becoming a major digital mainstay in the process. The Management Board expects the sector to continue to report strong growth and therefore also further increase its share of group sales. The margin performance will depend on how quickly new customers can be added to the TV research activity in Brazil and on whether GfK can catch up after delays in a number of growth initiatives. Provisions have been set aside to cover potential risks.

GfK adjusted its guidance on August 5. The company is pressing on full steam ahead with its company transformation and doing everything to improve results. However, depending on the order-intake trend in the Consumer Experience sector and progress with growth initiatives in Consumer Choices, sales growth below the market level and a lower margin than last year cannot be ruled out for the full year.

At the end of June, 78.1 percent of the annual sales needed to achieve the full-year forecast had been booked or were included in the order book (previous year: 81.3 percent). This is within the fluctuation range of the last five years, ranging from 77 to 81 percent.

*The outlook contains predictive statements on future developments, which are based on current management assessments. Words such as "anticipate", "assume", "believe", "estimate", "expect", "intend", "could/might", "planned", "projected", "should", "likely" and other such terms are statements of a predictive nature. Such predictive statements contain comments on the anticipated development sales proceeds and income for 2015. Such statements are subject to risks and uncertainties, for example, economic effects such as exchange rate fluctuations and changes in interest rates. Some uncertainties and other unforeseen factors which might affect ability to achieve targets are described under "risk position" in the Management Report. If these or other uncertainties and unforeseen factors arise, or the assumptions on which the statements are based prove to be incorrect, actual results could materially differ from the results indicated or implied in these statements. We do not guarantee that our predictive statements will prove to be correct. The predictive statements contained herein are based on the current Group structure and are made on the basis of the facts on the day of publication of the present document. We do not intend nor accept any obligation to update predictive statements on an ongoing basis.

CONSOLIDATED INCOME STATEMENT

FOR THE PERIOD APRIL 1 TO JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

	Q2 2015	% of sales	Q2 2016	% of sales	Change abs.	%
Sales	384,753	100.0%	361,233	100.0%	– 23,520	– 6.1%
Cost of sales	– 264,626	– 68.8%	– 266,095	– 73.7%	– 1,469	0.6%
Gross income from sales	**120,127**	**31.2%**	**95,138**	**26.3%**	**– 24,989**	**– 20.8%**
Selling and general administrative expenses	– 79,930	– 20.8%	– 72,191	– 20.0%	7,739	– 9.7%
Other operating income	1,532	0.4%	8,278	2.3%	6,746	440.3%
Other operating expenses	– 3,281	– 0.9%	– 157,336	– 43.6%	– 154,055	4,695.4%
Operating income[1]	**38,448**	**10.0%**	**– 126,111**	**– 34.9%**	**– 164,559**	**– 428.0%**
Income from associates	– 638	– 0.2%	205	0.1%	843	– 132.1%
Other income from participations	77	0.0%	– 1,296	– 0.4%	– 1,373	– 1,783.1%
EBIT	**37,887**	**9.8%**	**– 127,202**	**– 35.2%**	**– 165,089**	**– 435.7%**
Other financial income	– 829	– 0.2%	9,320	2.6%	10,149	– 1,224.2%
Other financial expenses	– 2,429	– 0.6%	– 12,399	– 3.4%	– 9,970	410.5%
Income from ongoing business activity	**34,629**	**9.0%**	**– 130,281**	**– 36.1%**	**– 164,910**	**– 476.2%**
Tax on income from ongoing business activity	– 14,940		– 18,009		– 3,069	20.5%
CONSOLIDATED TOTAL INCOME	**19,689**	**5.1%**	**– 148,290**	**– 41.1%**	**– 167,979**	**– 853.2%**
Attributable to equity holders of the parent:	16,512	4.3%	– 149,053	– 41.3%	– 165,565	– 1,002.7%
Attributable to minority interests:	3,177	0.8%	763	0.2%	– 2,414	– 76.0%
CONSOLIDATED TOTAL INCOME	**19,689**	**5.1%**	**– 148,290**	**– 41.1%**	**– 167,979**	**– 853.2%**
Basic earnings per share (EUR)	**0.46**		**– 4.08**		**– 4.54**	– 987.0%
Diluted earnings per share (EUR)	**0.46**		**– 4.08**		**– 4.54**	– 987.0%
For information:						
Personnel expenses	– 192,125	– 49.9%	– 193,734	– 53.6%	– 1,609	0.8%
Depreciation/amortization	– 15,457	– 4.0%	– 165,619	– 45.8%	– 150,162	971.5%
EBITDA	**53,344**	**13.9%**	**38,417**	**10.6%**	**– 14,927**	**– 28.0%**

1) Reconciliation to internal management indicator "adjusted operating income" amounting to EUR 26,806 thousand (Q2 2015 EUR 43,882 thousand) as indicated on page 10.

CONSOLIDATED INCOME STATEMENT

FOR THE PERIOD JANUARY 1 TO JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

	H1 2015	% of sales	H1 2016	% of sales	Change abs.	%
Sales	747,225	100.0%	721,704	100.0%	– 25,521	– 3.4%
Cost of sales	– 519,754	– 69.6%	– 523,848	– 72.6%	– 4,094	0.8%
Gross income from sales	**227,471**	**30.4%**	**197,856**	**27.4%**	**– 29,615**	**– 13.0%**
Selling and general administrative expenses	– 163,020	– 21.8%	– 145,519	– 20.2%	17,501	– 10.7%
Other operating income	5,736	0.8%	13,619	1.9%	7,883	137.4%
Other operating expenses	– 12,136	– 1.6%	– 164,531	– 22.8%	– 152,395	1,255.7%
Operating income[1)]	**58,051**	**7.8%**	**– 98,575**	**– 13.7%**	**– 156,626**	**– 269.8%**
Income from associates	598	0.1%	312	0.0%	– 286	– 47.8%
Other income from participations	89	0.0%	– 1,269	– 0.2%	– 1,358	– 1,525.8%
EBIT	**58,738**	**7.9%**	**– 99,532**	**– 13.8%**	**– 158,270**	**– 269.5%**
Other financial income	19,550	2.6%	22,915	3.2%	3,365	17.2%
Other financial expenses	– 29,370	– 3.9%	– 28,826	– 4.0%	544	– 1.9%
Income from ongoing business activity	**48,918**	**6.5%**	**– 105,443**	**– 14.6%**	**– 154,361**	**– 315.6%**
Tax on income from ongoing business activity	– 20,029		– 27,337		– 7,308	36.5%
CONSOLIDATED TOTAL INCOME	**28,889**	**3.9%**	**– 132,780**	**– 18.4%**	**– 161,669**	**– 559.6%**
Attributable to equity holders of the parent:	22,898	3.1%	– 134,510	– 18.6%	– 157,408	– 687.4%
Attributable to minority interests:	5,991	0.8%	1,730	0.2%	– 4,261	– 71.1%
CONSOLIDATED TOTAL INCOME	**28,889**	**3.9%**	**– 132,780**	**– 18.4%**	**– 161,669**	**– 559.6%**
Basic earnings per share (EUR)	**0.63**		**– 3.68**		**– 4.31**	– 684.1%
Diluted earnings per share (EUR)	**0.63**		**– 3.68**		**– 4.31**	– 684.1%
For information:						
Personnel expenses	– 384,202	– 51.4%	– 382,577	– 53.0%	1,625	– 0.4%
Depreciation/amortization	– 30,771	– 4.1%	– 182,664	– 25.3%	– 151,893	493.6%
EBITDA	**89,509**	**12.0%**	**83,132**	**11.5%**	**– 6,377**	**– 7.1%**

1) Reconciliation to internal management indicator "adjusted operating income" amounting to EUR 58,886 thousand (H1 2015 EUR 71,172 thousand) as indicated on page 10.

CONSOLIDATED CASH FLOW STATEMENT

FOR THE PERIOD JANUARY 1 TO JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

	H1 2015	H1 2016
Consolidated total income	**28,889**	**– 132,780**
Write-downs/write-ups of intangible assets	18,528	167,490
Write-downs/write-ups of tangible assets	12,243	15,174
Write-downs/write-ups of other financial assets	876	1,371
Total write-downs/write-ups	**31,647**	**184,035**
Change in inventories and trade receivables	– 23,238	1,098
Change in trade payables and liabilities on orders in progress	18,904	5,236
Change in other assets not attributable to investing or financing activity	– 2,243	– 965
Change in other liabilities not attributable to investing or financing activity	– 41,286	– 17,357
Profit/loss from the disposal of non-current assets	– 975	– 5,300
Non-cash income from associates	– 967	– 312
Change in long-term provisions	2,129	3,284
Other non-cash income/expenses	4,579	8,202
Net interest income	8,170	6,640
Change in deferred taxes	1,472	5,906
Current income tax expense	18,557	21,495
Taxes paid	– 14,221	– 22,294
a) Cash flow from operating activity	**31,417**	**56,888**
Cash outflows for investment in intangible assets	– 28,597	– 29,269
Cash outflows for investment in tangible assets	– 14,105	– 8,243
Cash outflows for acquisitions of consolidated companies and other business units	– 3,154	– 29,085
Cash outflows for investments in other financial assets	– 3,907	– 62
Cash inflows from the disposal of intangible assets	1	18
Cash inflows from the disposal of tangible assets	4,345	3,820
Cash inflows from the sale of consolidated companies and other business units	2	22,353
Cash inflows from the disposal of other financial assets	0	0
b) Cash flow from investing activity	**– 45,415**	**– 40,468**
Dividend payments to equity holders of the parent	– 23,728	– 23,728
Dividend payments to minority interests and other equity transactions	– 3,462	– 2,880
Cash inflows from loans raised	103,633	213,050
Cash outflows for repayment of loans	– 49,614	– 194,107
Interest received	963	1,223
Interest paid	– 17,010	– 14,701
c) Cash flow from financing activity	**10,782**	**– 21,143**
Changes in cash and cash equivalents (total of a), b) and c))	– 3,216	– 4,723
Changes in cash and cash equivalents owing to exchange gains/losses and valuation	4,207	981
Cash and cash equivalents at the beginning of the period	93,180	129,459
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	**94,171**	**125,717**

CALCULATION OF NET DEBT AND FREE CASH FLOW

IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

Calculation of net debt	**30.06.2015**	**31.12.2015**	**30.06.2016**
Liquid funds	94,171	129,459	125,717
Short-term securities and time deposits	1,272	1,456	810
Liquid funds, short-term securities and time deposits	**95,443**	**130,915**	**126,527**
Liabilities to banks	– 249,325	– 250,086	– 447,990
Pension obligations	– 65,560	– 66,357	– 67,322
Liabilities from finance leases	– 27	– 98	– 103
Other interest-bearing liabilities	– 225,511	– 214,347	– 39,138
Interest-bearing liabilities	**– 540,423**	**– 530,888**	**– 554,553**
Net debt	**– 444,980**	**– 399,973**	**– 428,026**

Calculation of free cash flow		**H1 2015**	**H1 2016**
Consolidated total income		28,889	– 132,780
Write-downs/write-ups of intangible assets		18,528	167,490
Write-downs/write-ups of tangible assets		12,243	15,174
Write-downs/write-ups of other financial assets		876	1,371
Others		– 29,119	5,633
Cash flow from operating activity		**31,417**	**56,888**
Investments in tangible and intangible assets		– 42,702	– 37,512
Free cash flow before acquisitions, other investments and asset disposals		**– 11,285**	**19,376**
Acquisitions		– 5,904	– 29,085
Other financial investments		– 1,157	– 62
Asset disposals		4,348	26,191
Free cash flow after acquisitions, other investments and asset disposals		**– 13,998**	**16,420**

CONSOLIDATED BALANCE SHEET

AS AT JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

ASSETS	30.06.2015	31.12.2015	30.06.2016
Goodwill	822,978	774,003	620,303
Other intangible assets	285,186	271,790	310,235
Tangible assets	111,464	105,241	99,915
Investments in associates	17,215	651	1,185
Other financial assets	8,161	5,613	4,154
Deferred tax assets	48,349	43,578	44,078
Non-current other assets and deferred items	19,578	20,829	12,914
Non-current assets	**1,312,931**	**1,221,705**	**1,092,784**
Trade receivables	423,266	396,257	399,721
Current income tax assets	13,109	15,654	19,674
Securities and fixed-term deposits	1,272	1,456	810
Cash and cash equivalents	94,171	129,459	125,717
Current other assets and deferred items	43,168	38,362	43,457
Assets held for sale	0	39,408	0
Current assets	**574,986**	**620,596**	**589,379**
ASSETS	**1,887,917**	**1,842,301**	**1,682,163**

CONSOLIDATED BALANCE SHEET

AS AT JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

EQUITY AND LIABILITIES	30.06.2015	31.12.2015	30.06.2016
Subscribed capital	153,316	153,316	153,316
Capital reserve	212,403	212,403	212,403
Retained earnings	330,115	320,721	169,609
Other reserves	24,399	18,140	– 9,980
Equity attributable to equity holders of the parent	**720,233**	**704,580**	**525,348**
Minority interests	**55,845**	**15,930**	**14,538**
EQUITY	**776,078**	**720,510**	**539,886**
Long-term provisions	79,944	80,577	81,077
Non-current interest-bearing financial liabilities	257,139	256,362	450,858
Deferred tax liabilities	82,080	86,373	95,222
Non-current other liabilities and deferred items	14,545	17,419	19,030
Non-current liabilities	**433,708**	**440,731**	**646,187**
Short-term provisions	18,327	17,258	21,349
Current income tax liabilities	12,051	13,545	13,775
Current interest-bearing financial liabilities	217,724	208,169	36,373
Trade payables	90,823	90,864	80,922
Liabilities on orders in progress	186,441	167,015	178,199
Current other liabilities and deferred items	152,765	176,635	165,472
Liabilities held for sale	0	7,574	0
Current liabilities	**678,131**	**681,060**	**496,090**
LIABILITIES	**1,111,839**	**1,121,791**	**1,142,277**
EQUITY AND LIABILITIES	**1,887,917**	**1,842,301**	**1,682,163**
Equity ratio	41.1%	39.1%	32.1%

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE PERIOD JANUARY 1 TO JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

	H1 2015	H1 2016
Consolidated total income	**28,889**	**– 132,780**
Items that will not be reclassified to profit or loss:		
Actuarial gains/losses on defined benefit plans	– 2,718	145
Items that will be reclassified to profit or loss in future periods:		
Foreign currency translation differences	74,460	– 28,115
Valuation of net investment hedges for foreign subsidiaries	– 253	0
Changes in fair value of cash flow hedges (effective portion)	– 358	– 119
Other comprehensive income (net of taxes)	**71,131**	**– 28,089**
Total comprehensive income	**100,020**	**– 160,869**
Attributable to		
Equity holders of the parent	92,144	– 162,630
Minority interests	7,876	1,761
Total comprehensive income	**100,020**	**– 160,869**

CONSOLIDATED EQUITY CHANGE STATEMENT OF GfK GROUP

FOR THE PERIOD JANUARY 1 TO JUNE 30, 2016 IN EUR '000 (ACCORDING TO IFRS, NOT AUDITED)

	Attributable to equity holders of the parent	
	Subscribed capital	Capital reserve
BALANCE AT JANUARY 1, 2015	153,316	212,403
Total comprehensive income		
Consolidated total income		
Other comprehensive income		
Currency translation differences		
Valuation of net investment hedges for foreign subsidiaries, net of tax		
Effective portion of changes in fair value of cash flow hedges, net of tax		
Actuarial gains and losses on defined benefit plans, net of tax		
Other comprehensive income	*0*	*0*
Total comprehensive income	0	0
Transactions with owners, recorded directly in equity		
Contributions by and distributions to owners		
Dividends to shareholders		
Changes in ownership interests in subsidiaries that do not result in a change of control		
Acquisition of minority interests		
Other changes		
Transactions with owners, recorded directly in equity	0	0
BALANCE AT JUNE 30, 2015	153,316	212,403
BALANCE AT JULY 1, 2015	153,316	212,403
Total comprehensive income		
Consolidated total income		
Other comprehensive income		
Currency translation differences		
Valuation of net investment hedges for foreign subsidiaries, net of tax		
Effective portion of changes in fair value of cash flow hedges, net of tax		
Change in fair value of securities available for sale, net of tax		
Actuarial gains and losses on defined benefit plans, net of tax		
Other comprehensive income	*0*	*0*
Total comprehensive income	0	0
Transactions with owners, recorded directly in equity		
Contributions by and distributions to owners		
Dividends to shareholders		
Changes in ownership interests in subsidiaries that do not result in a change of control		
Acquisition of minority interests		
Other changes		
Transactions with owners, recorded directly in equity	0	0
BALANCE AT DECEMBER 31, 2015	153,316	212,403
BALANCE AT JANUARY 1, 2016	153,316	212,403
Total comprehensive income		
Consolidated total income		
Other comprehensive income		
Currency translation differences		
Valuation of net investment hedges for foreign subsidiaries, net of tax		
Effective portion of changes in fair value of cash flow hedges, net of tax		
Actuarial gains and losses on defined benefit plans, net of tax		
Other comprehensive income	*0*	*0*
Total comprehensive income	0	0
Transactions with owners, recorded directly in equity		
Contributions by and distributions to owners		
Dividends to shareholders		
Changes in ownership interests in subsidiaries that do not result in a change of control		
Other changes		
Transactions with owners, recorded directly in equity	0	0
BALANCE AT JUNE 30, 2016	153,316	212,403

Attributable to equity holders of the parent							
	Other reserves						
Retained earnings	Translation reserve	Hedging reserve	Fair value reserve	Actuarial gains / losses on defined benefit plans	Total	Minority interests	Total equity
330,818	**– 33,625**	**18,126**	**12**	**– 29,360**	**651,690**	**53,589**	**705,279**
22,898					22,898	5,991	28,889
	72,575				72,575	1,885	74,460
		– 253			– 253		– 253
		– 358			– 358		– 358
				– 2,718	– 2,718		– 2,718
0	*72,575*	*– 611*	*0*	*– 2,718*	*69,246*	*1,885*	*71,131*
22,898	72,575	– 611	0	– 2,718	92,144	7,876	100,020
– 23,728					– 23,728	– 5,941	– 29,669
219					219	379	598
– 92					– 92	– 58	– 150
– 23,601	0	0	0	0	– 23,601	– 5,620	– 29,221
330,115	**38,950**	**17,515**	**12**	**– 32,078**	**720,233**	**55,845**	**776,078**
330,115	**38,950**	**17,515**	**12**	**– 32,078**	**720,233**	**55,845**	**776,078**
13,875					13,875	– 2,035	11,840
	– 6,232				– 6,232	– 4,468	– 10,700
		1			1		1
		332			332		332
			– 12		– 12		– 12
				– 348	– 348	63	– 285
0	*– 6,232*	*333*	*– 12*	*– 348*	*– 6,259*	*– 4,405*	*– 10,664*
13,875	– 6,232	333	– 12	– 348	7,616	– 6,440	1,176
						530	530
– 23,051					– 23,051	– 34,988	– 58,039
– 218					– 218	983	765
– 23,269	0	0	0	0	– 23,269	– 33,475	– 56,744
320,721	**32,718**	**17,848**	**0**	**– 32,426**	**704,580**	**15,930**	**720,510**
320,721	**32,718**	**17,848**	**0**	**– 32,426**	**704,580**	**15,930**	**720,510**
– 134,510					– 134,510	1,730	– 132,780
	– 28,145				– 28,145	30	– 28,115
		– 119			– 119		– 119
				144	144	1	145
0	*– 28,145*	*– 119*	*0*	*144*	*– 28,120*	*31*	*– 28,089*
– 134,510	– 28,145	– 119	0	144	– 162,630	1,761	– 160,869
– 23,728					– 23,728	– 3,150	– 26,878
7,126					7,126	– 3	7,123
– 16,602	0	0	0	0	– 16,602	– 3,153	– 19,755
169,609	**4,573**	**17,729**	**0**	**– 32,282**	**525,348**	**14,538**	**539,886**

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS OF GfK SE

AS AT JUNE 30, 2016

1. GENERAL INFORMATION

The consolidated financial statements of GfK SE include the company itself and all consolidated subsidiaries. The GfK SE interim consolidated financial statements as at June 30, 2016 have been prepared on the basis of IAS 34 in accordance with the International Financial Reporting Standards (IFRS) and the relevant interpretations of the International Accounting Standards Board (IASB), as applicable under Regulation No. 1606/2002 of the European Parliament and Council, which relates to the application of international accounting standards within the EU. The interim financial statements do not include all explanations and details required for annual financial statements, for which readers should refer to the annual financial statements as at December 31, 2015 (www.gfk.com).

The requirements of the applicable standards have been fully complied with, resulting in a true and fair view of the net assets, financial position and results of operations of the GfK Group. No voluntary audit in accordance with Article 317 HGB (German Commercial Code) or review of the quarterly financial statements and interim management report as at June 30, 2016 has been performed by auditors.

2. PRINCIPLES OF CONSOLIDATION AND ACCOUNTING POLICIES

The consolidated financial statements of GfK SE as at June 30, 2016 are based on the same IFRS principles of consolidation and accounting policies as the consolidated financial statements as at December 31, 2015, with the exception of changes resulting from revised or newly adopted accounting standards, the first-time application of which is mandatory in financial year 2016. These are explained in section 37 of the notes to the consolidated financial statements in the 2015 Annual Report. The application of these standards has no material impact on the quarterly financial statements and the quarterly financial report of the GfK Group.

3. ESTIMATES

The estimates and assumptions in the consolidated financial statements as at June 30, 2016 have generally been prepared using the same methods as in the financial statements as at December 31, 2015. With regard to the impairment test of goodwill, please refer to section 6 of these notes.

4. SCOPE OF CONSOLIDATION AND MAJOR ACQUISITIONS

As at June 30, 2016, the scope of consolidation comprised 142 subsidiaries in addition to the parent company (December 31, 2015: 139).

GfK Retail and Technology Belgium N.V., Leuven, Belgium, a company established in the previous year with activities in the Consumer Choices sector, was consolidated for the first time on January 1, 2016. In addition, GfK Netherlands B.V., Utrecht, Netherlands, which was also established in the previous year, was consolidated for the first time on January 1, 2016. The company has activities in the Consumer Choices and Consumer Experiences sectors. GfK Panelservices Benelux B.V., Dongen, Netherlands, with activities in the Consumer Experiences sector, and GfK Intomart B.V., Hilversum, Netherlands, with activities in both the Consumer Choices and the Consumer Experiences sector, were merged into GfK Netherlands B.V., Utrecht, Netherlands, as at January 1, 2016. This merger within the group served solely to simplify the Group structure and has no immediate financial impact.

On February 4, 2016, 100 percent of the shares in Soluciones Netquest de Investigación, S.L., Barcelona, Spain, were acquired and the company was consolidated for the first time on that date together with its subsidiaries:

- Netquest Iberia, S.L.U., Barcelona, Spain,
- Netquest Mexicana, S.A. de C.V., Mexico City, Mexico,
- Netquest Brasil Pesquisa de Mercado Ltda., São Paulo, Brazil,
- Netquest Estudios Cono Sur Ltda., Santiago, Chile,
- Netquest USA Inc., New York City, New York, USA,
- Netquest S.A.S., Bogotá, Colombia, and
- Wakoopa, B.V., Amsterdam, Netherlands.

All eight companies have activities in the Consumer Experiences sector.

The purchase price for this acquisition amounted to € 35,152 thousand, of which € 29,879 thousand were fully paid in cash. The remaining amount will be payable at a later date, in accordance with the provisions of the sale and purchase agreement. Goodwill of € 13,352 thousand resulted from the acquisition, which relates to the Consumer Experiences sector. The goodwill mainly represents the expertise of employees from these companies, which cannot be capitalized separately.

As part of the above-mentioned acquisition, intangible assets and associated deferred taxes not previously reported totaling € 20,766 thousand in net terms were identified. These comprise, in particular, customer relations, panels and software.

	Pre-merger	At the date of acquisition
Non-current assets	7,089	34,358
Current assets	4,577	4,685
Cash and cash equivalents	779	779
Liabilities and provisions	11,611	18,222

The accumulated net income from these companies for the time since they have been part of the GfK Group amounted to € 208 thousand. These eight companies made a contribution of € 6,186 thousand to the GfK Group's consolidated sales for the first half of 2016.

As at April 30, 2016, the GfK Group has completed the disposal of its Animal Health and Crop Protection market research business, which comprised the sale of three companies on the basis of share deals (GfK Kynetec Group Limited, Saint Peter Port, Guernsey, UK, GfK Kynetec Limited, London, UK and GfK Kynetec France SAS, Saint-Aubin, France) as well as several asset deals. The business sold was part of the Consumer Choices sector. The above-mentioned companies were deconsolidated as at April 30, 2016.

NOP World Limited, London, UK, was wound up during the reporting period and deconsolidated with retroactive effect from January 1, 2016. All shares in NOP Global Limited, London, UK, were sold on June 3, 2016. The company was therefore deconsolidated on that date.

5. DILUTED EARNINGS PER SHARE

The earnings per share for the period from January 1 to June 30, 2016 were € 3.68 (January 1 to June 30, 2015: € 0.63). The diluted earnings per share also amounted to € 3.68 (January 1 to June 30, 2015: € 0.63).

6. GOODWILL

At the start of 2016, the book value of goodwill amounted to € 774,003 thousand (start of 2015: € 772,709). As at June 30, 2016, the book value totaled € 620,303 thousand. The main reason for the decrease in goodwill of € 153,700 thousand (2015: increase of € 1,294 thousand) were impairments in the Consumer Experiences sector of € 141,174 thousand (2015: € 39,418 thousand). Business combinations resulted in additions totaling € 13,280 thousand (2015: € 4,437 thousand) while exchange rate related changes accounted for € 27,942 thousand (2015: € 44,519 thousand). Other changes accounted for € 2,136 thousand (2015: € 8,244 thousand). The reduction in goodwill in the balance sheet based on the impairment converted with the average rate on the balance sheet date amounted to € 139,244 thousand (2015: € 39,820 thousand).

Where the goodwill of a cash generating unit accounts for more than 5 percent of the GfK Group's total goodwill, this is indicated separately in the table below.

	31.12.15	30.06.16
Consumer Experiences	**402,079**	**254,826**
of which		
Northern Europe	228,940	171,500
North America	78,477	62,002
Other	94,662	21,324
Consumer Choices	**371,924**	**365,477**
of which		
Northern Europe	151,291	149,557
North America	99,560	95,904
Southern and Western Europe	58,690	58,280
Asia and the Pacific	34,646	33,611
Other	27,737	28,125
Goodwill	**774,003**	**620,303**

The reported impairment of goodwill included in the balance sheet in the Consumer Experiences sector arose in the following regions:

	2015	H1 2016
Northern Europe	0	– 38,395
Southern and Western Europe	– 11,909	– 34,023
Central Eastern Europe/META	– 27,911	– 25,816
Asia and the Pacific	0	– 17,921
North America	0	– 16,833
Latin America	0	– 6,256
Total	**– 39,820**	**– 139,244**

Impairments are applied if the book value of a cash generating unit tested is higher than the recoverable amount in future. The fair values less cost to sell of the cash generating units in the Consumer Experiences sector which were subject to impairment during the reporting period and in the previous year are indicated in the table below.

	31.12.2015	30.06.2016
Northern Europe	387,039	214,978
North America	170,956	109,539
Southern and Western Europe	70,039	58,413
Central Eastern Europe/META	62,410	29,590
Latin America	19,602	17,547
Asia and the Pacific	48,792	8,105
Total	**758,838**	**438,172**

The recoverable amounts are determined on the basis of the forecast of future cash flows. The updated forecasts were approved by the Management Board and validated at sector-specific and regional level. The impairment requirement essentially resulted from reduced growth prospects and a decrease in adjusted operating income of the Consumer Experiences sector. Average sales expectations for the regions North America, Central Eastern Europe/META and Northern Europe in the detailed planning period were reduced by five to eight percentage points, and a slightly downward revision was also applied to the other regions. Margin expectations needed to be adjusted at the same time, since resource- and cost-cutting measures will probably not offset the reduced sales in full. The adjusted margins span all regions and range from one percentage point in the region of Northern Europe to three percentage points in the region Central Eastern Europe/META. Following successful implementation of the measures taken to increase efficiency and reduce costs, which have already started, a moderate increase in margins is anticipated in the Consumer Experiences sector across all regions.

The sensitivity analyses specified under IFRS provided the following results:

A reduction in future cahs flows of 10 percent would result in an additional goodwill impairment of € 64,430 thousand (2015: € 22,312 thousand).

Increasing the discount rate by one percentage point would result in the goodwill impairment of the cash generating units rising by € 79,638 thousand (2015: € 16,753 thousand), assuming unchanged cash flows.

If the perpetuity growth rate of only 1.3 percent is assumed for divisions with higher growth rates, starting as early as the detailed planning years 2020 and 2021, additional impairment expenses of € 1,011 thousand (2015: € 2,292 thousand) would arise, with all other planning details remaining unchanged.

7. RELATED PARTIES

Related parties are companies or persons which could be influenced by the GfK Group or have significant influence on the GfK Group. The GfK Group's related parties can be divided into subsidiaries, associates, joint ventures, key management personnel as well as other related parties.

The following significant transactions with related parties are reported in the consolidated financial statements as at June 30, 2016:

Loan obligations amounting to € 30,466 thousand (December 31, 2015: € 20,851 thousand) were due to GfK-Nürnberg, Gesellschaft für Konsum-, Markt- und Absatzforschung e.V., Nuremberg, the majority shareholder of GfK SE. The associated interest expenses totaled € 33 thousand (January 1 to June 30, 2015: € 107 thousand). In addition, sales totaling € 1,043 thousand (January 1 to June 30, 2015: € 1,249 thousand) were generated with this shareholder.

Unless stated otherwise, receivables and liabilities in respect of related parties have a remaining term of up to one year.

8. CONTINGENT LIABILITIES AND OTHER FINANCIAL COMMITMENTS

There were no significant changes in contingent liabilities and other financial commitments compared with December 31, 2015.

9. UNUSUAL CIRCUMSTANCES

Circumstances which affect the assets, liabilities, equity, income for the period or cash flow and which are of an extraordinary nature, extent or frequency are dealt with in the introduction to this quarterly report and in the section of the interim management report on the risk and opportunity position.

10. SEGMENT REPORTING

The GfK Group is organized into two sectors, Consumer Experiences and Consumer Choices, complemented by the Other category. The Consumer Experiences sector deals with consumers' behavior and attitudes while the Consumer Choices sector focuses on market sizing, market currencies, convergent media and sales channels.

Income from third parties comprises sales established in accordance with IFRS. The Group measures the success of its sectors by reference to the adjusted operating income according to internal reporting. The adjusted operating income of a sector is determined on the basis of the operating income before interest and taxes by deducting the following expenses and income items: goodwill impairment, write-ups and write-downs on additional assets identified on acquisitions, income and expenses in connection with share and asset deals, income and expenses in connection with reorganization and improvement projects, personnel expenses for share-based payments, currency conversion differences as well as income and expenses related to one-off effects and other exceptional circumstances.

The table below shows the information relating to the individual sectors for the first six months of 2015 and 2016.

In € thousand	Income from third parties		Inter-sector income		Sector income	
	H1 2015	H1 2016	H1 2015	H1 2016	H1 2015	H1 2016
Consumer Experiences	421,366	385,634	4,097	9,126	425,463	394,760
Consumer Choices	324,249	335,823	1,062	8,009	325,311	343,832
Total operating sectors	**745,615**	**721,457**	**5,159**	**17,135**	**750,774**	**738,592**
Elimination of inter-sector income	–	–	–	–	– 5,159	– 17,135
Reconciliation	1,610	247	–	–	1,610	247
Group	**747,225**	**721,704**	**5,159**	**17,135**	**747,225**	**721,704**

In € thousand	Adjusted operating income	
	H1 2015	H1 2016
Consumer Experiences	21,575	16,092
Consumer Choices	59,394	48,627
Reconciliation	– 9,797	– 5,833
Group	**71,172**	**58,886**

The item "Reconciliation" includes the Other category. It is used for the reconciliation of the Consumer Experiences and Consumer Choices sectors with Group figures. Services not related to market research included here are of minor importance.

STATEMENT BY THE LEGAL REPRESENTATIVES

To the best of our knowledge and in accordance with the applicable accounting principles for interim reporting, we confirm that the interim consolidated financial statements give a true and fair view of the assets, liabilities, financial position and income of the Group, and the interim Group management report includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected development of the Group throughout the remaining months of the financial year.

MULTI-YEAR OVERVIEW

2007 TO 2015 ACCORDING TO IFRS

INCOME STATEMENT FIGURES

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sales	€ million	1,162.1	1,220.4	1,164.5	1,294.2	1,373.9	1,514.7	1,494.8	1,452.9	1,543.4
Personnel expenses	€ million	465.2	494.3	510.5	550.7	593.4	685.5	677.6	705.4	765.9
Amortization/depreciation of tangible and intangible assets	€ million	59.7	59.2	66.3	55.1	79.9	63.8	196.5	130.3	125.1
Adjusted operating income	€ million	157.6	158.7	147.2	185.0	187.7	187.4	190.4	178.8	187.6
EBITDA	€ million	188.4	192.0	159.1	200.4	223.2	194.1	225.4	202.2	231.2
Operating income	€ million	125.6	128.9	88.9	141.4	138.9	129.4	26.5	68.0	104.2
Income from participations	€ million	3.0	3.9	3.9	3.9	4.4	1.0	2.4	4.0	2.0
EBIT	€ million	128.6	132.8	92.8	145.2	143.3	130.3	28.9	71.9	106.2
Income from ongoing business activity	€ million	104.2	113.0	75.5	124.8	125.6	108.2	4.2	47.6	87.9
Consolidated total income[1]	€ million	78.9	82.0	60.5	84.0	88.1	64.1	72.5	78.9	80.1
Tax ratio[1]	Percent	24.3	27.4	19.8	32.7	29.8	40.8	38.9	26.3	37.0

1) 2013, 2014 and 2015 do not take into account goodwill impairment

MULTI-YEAR OVERVIEW

2007 TO 2015 ACCORDING TO IFRS

BALANCE SHEET FIGURES

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Non-current assets	€ million	1,088.3	1,085.0	1,157.9	1,232.2	1,255.7	1,361.0	1,194.6	1,231.4	1,221.7
Current assets	€ million	382.5	361.6	363.5	417.7	489.9	518.8	501.8	536.1	620.6
Asset structure = Non-current assets/current assets	Percent	284.5	300.1	318.5	295.0	256.3	262.3	238.0	229.7	196.9
Investments	€ million	73.7	101.5	106.7	89.6	77.3	177.8	118.4	99.7	108.6
of which tangible and intangible assets	€ million	49.2	50.5	49.0	48.6	62.7	70.7	80.4	89.2	94.1
of which financial assets	€ million	24.5	51.0	57.7	41.0	14.6	107.1	38.0	10.5	14.5
Equity	€ million	509.6	500.3	553.0	677.5	760.8	782.0	663.7	705.3	720.5
Liabilities	€ million	961.2	946.3	968.4	972.4	984.8	1,097.8	1,032.7	1,062.2	1,121.8
Total assets	€ million	1,470.8	1,446.6	1,521.4	1,649.9	1,745.6	1,879.8	1,696.4	1,767.4	1,842.3
Net debt	€ million	−472.9	−481.5	−499.8	−428.5	−363.9	−461.8	−427.5	−393.1	−400.0

CASH FLOW FIGURES

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Cash flow from operating activity	€ million	168.1	145.8	134.7	172.0	170.5	115.0	164.0	196.9	170.9
Cash flow from investing activity	€ million	−64.6	−100.4	−104.4	−86.2	−72.9	−177.4	−117.5	−98.9	−76.3
Cash flow from financing activity	€ million	−112.9	−46.4	−26.2	−76.9	−49.0	22.8	−31.5	−75.5	−59.4
Free cash flow	€ million	118.9	95.4	85.7	123.4	107.9	44.3	83.7	107.7	76.8

MULTI-YEAR OVERVIEW

2007 TO 2015 ACCORDING TO IFRS

PROFITABILITY RATIOS

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
AOI margin = Adjusted operating income/sales	Percent	13.6	13.0	12.6	14.3	13.7	12.4	12.7	12.3	12.2
EBITDA margin = EBITDA/sales	Percent	16.2	15.7	13.7	15.5	16.2	12.8	15.1	13.9	15.0
EBIT margin = EBIT/sales	Percent	11.1	10.9	8.0	11.2	10.4	8.6	1.9	5.0	6.9
Return on sales = Consolidated total income [1]/sales	Percent	6.8	6.7	5.2	6.5	6.4	4.2	4.9	5.4	5.2
Personnel expenses ratio = Personnel expenses/sales	Percent	40.0	40.5	43.8	42.6	43.2	45.3	45.3	48.5	49.6
ROCE = Adjusted EBIT/average net capital employed	Percent	12.5	12.8	9.7	14.1	14.0	11.9	8.8	10.2	11.7
Total return on capital employed = EBIT/average total assets	Percent	8.7	9.1	6.3	9.2	8.4	7.2	1.6	4.2	5.9
Pay-out ratio = Total dividends/consolidated total income [1]	Percent	20.5	20.2	17.8	20.7	26.9	37.0	32.7	30.1	29.6
Dynamic debt to equity ratio = Net debt/free cash flow	Years	4.0	5.1	5.8	3.5	3.4	10.4	5.1	3.6	5.2

[1] 2013, 2014 and 2015 do not take into account goodwill impairment

KEY INDICATORS PER SHARE

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Earnings per share [1] [2]	€	1.98	2.04	1.42	1.99	2.06	1.43	1.66	1.79	2.09
Free cash flow per share [1]	€	3.33	2.66	2.38	3.43	2.96	1.21	2.29	2.95	2.10
Dividend per share	€	0.45	0.46	0.30	0.48	0.65	0.65	0.65	0.65	0.65
Total dividends	€ million	16.1	16.5	10.8	17.4	23.7	23.7	23.7	23.7	23.7
Dividend return	Percent	1.64	2.09	1.24	1.28	2.12	1.68	1.61	1.91	2.10
Year-end share price [1]	€	27.50	22.02	24.13	37.60	30.63	38.59	40.31	34.00	30.90
Weighted number of shares	1,000 units	35,682	35,884	35,947	35,967	36,407	36,504	36,504	36,504	36,504

1) Adjusted for capital increase
2) 2013, 2014 and 2015 do not take into account goodwill impairment

NET DEBT RATIOS

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Net debt to										
equity (gearing)	Percent	92.8	96.2	90.4	63.2	47.8	59.1	64.4	55.7	55.5
EBIT	Percent	367.5	362.6	538.6	295.0	253.9	354.3	1,478.7	546.4	376.8
EBITDA	Percent	251.0	250.8	314.2	213.8	163.1	237.9	189.7	194.4	173.0
free cash flow	Percent	397.8	505.0	583.4	347.2	337.4	1,041.5	510.8	364.9	520.7

MULTI-YEAR OVERVIEW

2007 TO 2015 ACCORDING TO IFRS

SALES BY SECTORS AND REGIONS

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sectors (old structure until 2011)										
Custom Research	€ million	773.0	782.8	709.2	785.6	829.2				
Retail and Technology	€ million	260.8	304.1	325.8	370.8	407.0				
Media	€ million	124.5	130.1	126.4	133.1	132.9				
Sectors (new structure from 2012)										
Consumer Experiences	€ million					829.2	907.8	881.3	826.0	859.1
Consumer Choices	€ million					539.8	601.6	607.8	623.6	681.1
Regions (old structure until 2011)										
Germany	€ million	290.3	316.1	301.3	340.8	376.6				
Western Europe/Middle East/Africa	€ million	480.5	487.2	458.1	483.0	520.5				
Central and Eastern Europe	€ million	73.1	87.2	71.7	89.7	97.6				
North America	€ million	240.7	219.7	207.2	219.3	200.3				
Latin America	€ million	26.7	35.5	39.4	54.9	59.4				
Asia and the Pacific	€ million	50.8	74.8	86.9	106.5	119.5				
Regions (new structure from 2012)										
Northern Europe	€ million					596.3	622.4	607.7	574.9	575.6
Southern and Western Europe	€ million					280.4	282.1	272.6	265.4	267.0
Central Eastern Europe/META	€ million					118.0	121.8	127.7	127.5	126.5
North America	€ million					200.3	266.8	265.9	263.0	321.0
Latin America	€ million					59.4	66.6	66.5	61.2	67.9
Asia and the Pacific	€ million					119.5	155.0	154.4	161.0	185.4

ADJUSTED OPERATING INCOME OF SECTORS

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sectors (old structure until 2011)										
Custom Research	€ million	66.1	56.0	39.5	63.2	65.0				
Retail and Technology	€ million	67.3	82.6	95.8	113.9	123.5				
Media	€ million	25.7	23.8	16.6	15.6	10.8				
Sectors (new structure from 2012)										
Consumer Experiences	€ million					63.3	58.9	58.6	57.6	58.9
Consumer Choices	€ million					136.0	139.3	144.4	137.7	145.0

NUMBER OF EMPLOYEES AT YEAR-END

	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total number	Employees	9,070	9,692	10,058	10,546	11,457	12,678	12,940	13,380	13,485
Sectors (old structure until 2011)										
Custom Research	Employees	5,632	5,876	5,837	6,018	6,594				
Retail and Technology	Employees	2,458	2,757	3,224	3,507	3,768				
Media	Employees	559	594	552	554	612				
Other	Employees	421	465	445	467	483				
Sectors (new structure from 2012)										
Consumer Experiences	Employees					6,578	7,180	7,125	6,229	5,892
Consumer Choices	Employees					4,396	5,002	5,287	5,327	5,828
Other	Employees					483	496	528	1,824	1,765

PROVISIONAL KEY DATES IN THE FINANCIAL CALENDAR

2016

NOVEMBER 14, 2016
Interim nine-month report as at September 30, 2016[1)]

2017

JANUARY 31, 2017
Trading Statement

MARCH 14, 2017
Accounts press conference Nuremberg, Germany

MAY 15, 2017
Interim quarterly report as at March 31, 2017[1)]

MAY 18, 2017
Annual General Assembly Fuerth, Germany

AUGUST 14, 2017
Interim half-year report as at June 30, 2017[1)]

NOVEMBER 13, 2017
Interim nine-month report as at September 30, 2017[1)]

1) Publication is scheduled for before the start of the trading session in Germany

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