

Press Release

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GfK Rules Out Sales of Shares

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Nuremberg, August 26, 2016 – The GfK Verein does not confirm media reports stating that there is a possibility that the GfK Verein will sell its shares. On the contrary, the Verein states that they have not considered doing this at any time and that selling part or even all of their GfK shares is not planned.

“The GfK Verein’s Articles of Association alone make it clear that selling shares is not an easy process, as the Executive Board and the Members’ Council would first have to approve such a proposal. And this is something they will not do,” says Professor Hubert Weiler, President of the GfK Verein. “A new Chairman of the Supervisory Board was elected at the GfK SE yesterday, which gives the leadership body a chance to analyze the company’s situation anew. As a majority shareholder, the GfK Verein will maintain its commitment to GfK SE over the long run. The Verein will do everything possible to ensure that the company returns to its long-term sustainable course of business,” Weiler continued.

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Prof. Dr. Nicole Koschate-
Fischer
Prof. Dr. Raimund Wildner
(Vice Presidents)

Chairman of the
Shareholders’ Council:
Claus-P. Rach

Register of associations:
VR200665
Nuremberg district court

The GfK Verein

The GfK Verein was established in 1934 as a non-profit organization for the promotion of market research. Its membership consists of approximately 550 companies and individuals. The purpose of the Verein is to develop innovative research methods in close cooperation with academic institutions, to promote the training and further education of market researchers, to observe the structures and developments in society, the economy and politics that play a key role in private consumption, and to research their effects on consumers. Survey results are made available to the membership free of charge. The GfK Verein is a shareholder in GfK SE.

Further information: www.gfk-verein.org.

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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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