

Press Release

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GfK Group launches scanner-based consumer panel in Turkey

Nuremberg, September 26, 2011 – The GfK Group will expand its research business in Turkey with a multi-million Euro investment in a state-of-the-art consumer panel. It will be the largest household panel in Turkey and the first in the country to use in-home scanning technology. Business partners will benefit from internationally harmonized services and global knowledge as early as the beginning of 2012.

The GfK Group, one of the world's largest market research groups, is expanding its business in Turkey with a major investment in the area of consumer panels. With the launch of its consumer panel in this fast growing market, GfK will provide comprehensive shopper insights based on precise purchase data. This investment complements the current research services in Turkey and is in line with GfK's new corporate "Own the Future" strategy, positioning GfK as a fully consumer-driven organization.

GfK's consumer panels in Europe continuously monitor households' shopping behavior across all FMCG categories. Clients benefit from standardized and internationally harmonized reporting, providing in-depth analyses of market changes and identifying growth potential. This will be the only scanner-based state-of-the-art household panel in Turkey. GfK is bringing its invaluable international panel expertise to Turkey with this multi-million Euro investment. The 12,000 scanning devices will capture barcodes of each product purchased by selected households representing the Turkish population. Thanks to electronic data collection, powerful front-end tools and online portals, GfK's clients will have fast access to accurate and actionable market information including a wide range of internationally proven business solutions for optimizing the marketing mix. Systematic knowledge exchange among local and international key account teams will ensure top service quality for business partners.

The GfK consumer panel in Turkey will be part of Europanel, the global consumer panel network serving major international manufacturers and retailers in more than 50 countries.

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GfK Türkiye

GfK Türkiye is the leading market research agency in Turkey. The company was established in 1987 and employs more than 200 full-time staff. As a member of the multi-national GfK Group ranking 4th in the global and European research market, GfK Türkiye is in tune with all innovations and improvements in the research sector at the global level. GfK Türkiye offers fact-based consultancy to help companies achieve sustainable growth in today's competitive environment by providing reliable data collection and insightful reporting that enables its clients to shape their business and marketing strategies. From customer satisfaction to employee satisfaction, brand-image surveys to healthcare research, GfK Türkiye develops custom models for all marketing research types that meet clients' needs, using qualitative and quantitative techniques. And for the retail sectors, GfK Türkiye provides audits of sales unit and price trends of a specific category/product/product feature/model at discrete intervals, in defined retail sales channels.

For more information please visit: www.gfkturkiye.com

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The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 4 market research organization worldwide operates in more than 110 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion.

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