



GfK Custom Research

Growth From Knowledge



Being part of a German company



Means you get to share their success by proxy

3



Even if it keeps you awake all night

4



What am I doing here?

- Working in social research for 30 years
- Only been part of GfK for 3 years
- Never let ignorance be a deterrent
- My team does more social research than anywhere else in the GfK empire

Solid and reliable...

because we are a leading global market research company



6

Sales

In 2007: 1,800 million US\$

Employees

More than 9,000 full-time staff

Growth

An average growth of 15% during the last 10 years

Services

Fact based consultancy
Full global product portfolio
Sector expertise

Network

115 subsidiaries in 90 countries on five continents



Solid and reliable...

thanks to our history, transforming academic heritage into actionable research decisions

→ Founded in
Germany in 1925

EXPERIENCE



→ University background and
partnership

NEW APPROACHES

→ Quoted company on the German
Stock Exchange since 1999

PERFORMANCE

→ Majority owned by GfK association

TOTAL AUTONOMY

→ Large team of fully devoted R&D
engineers

CENTER OF EXCELLENCE

→ Continuous client partnering for
new research developments

INNOVATION

Long term client
RELATIONSHIPS

International coverage:

The GfK world is orange

115 companies, More than 9.000 employees
who offer market research services in 90 countries.

8

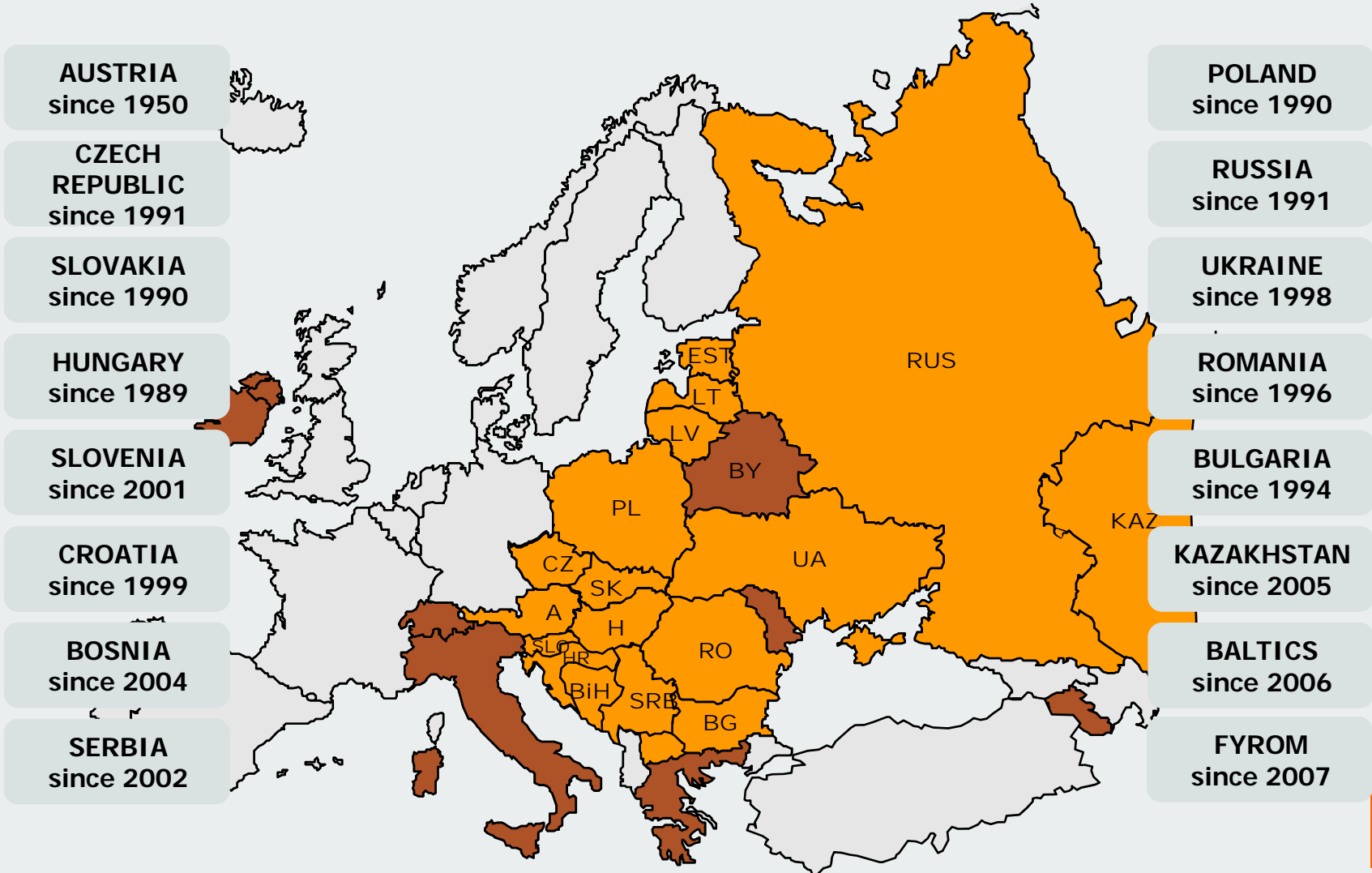


Asia & Pacific 750


GfK

Central and East European Network Developed by GfK Austria: GfK is the Leader in the CEE Knowledge Market

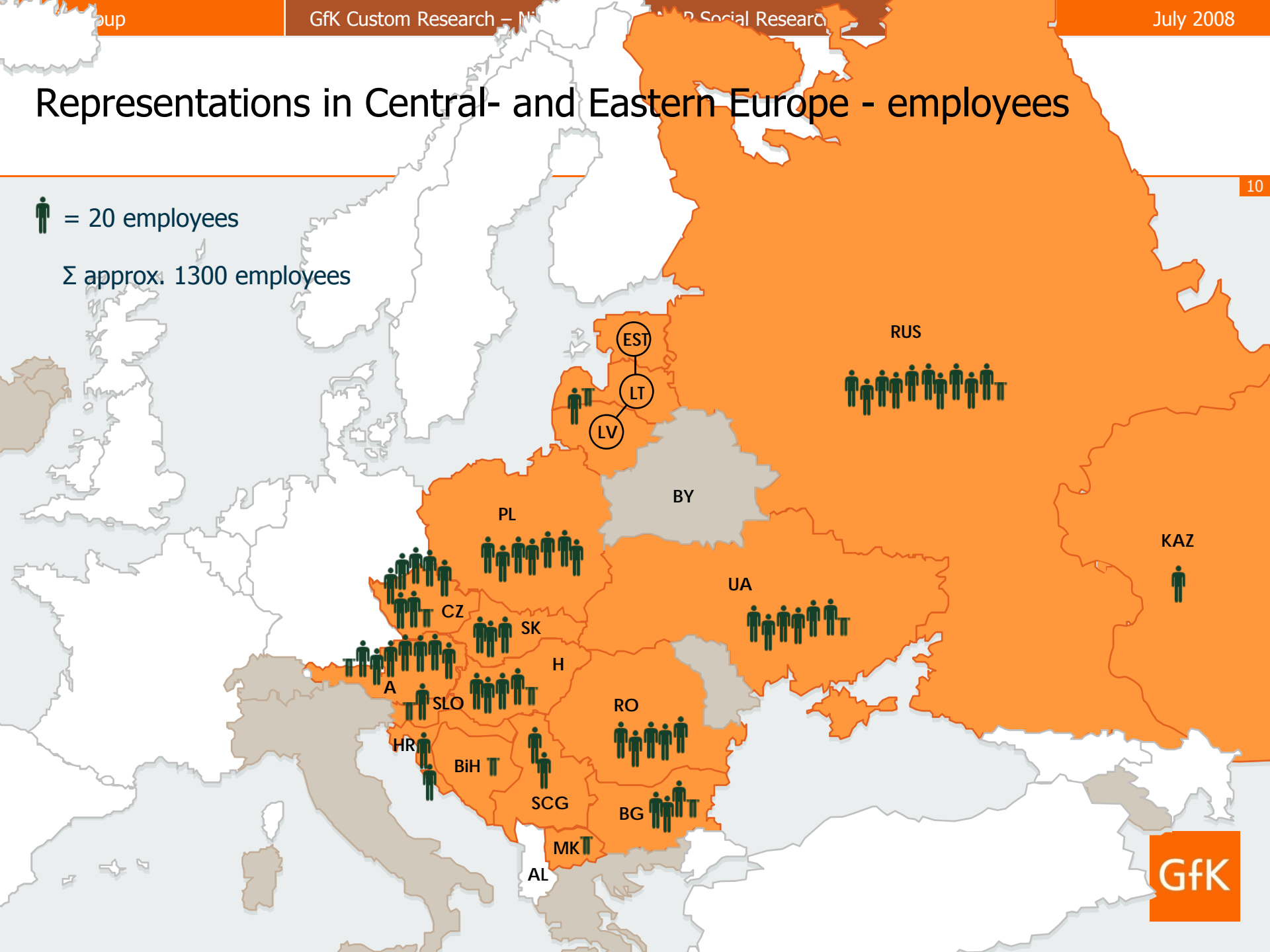
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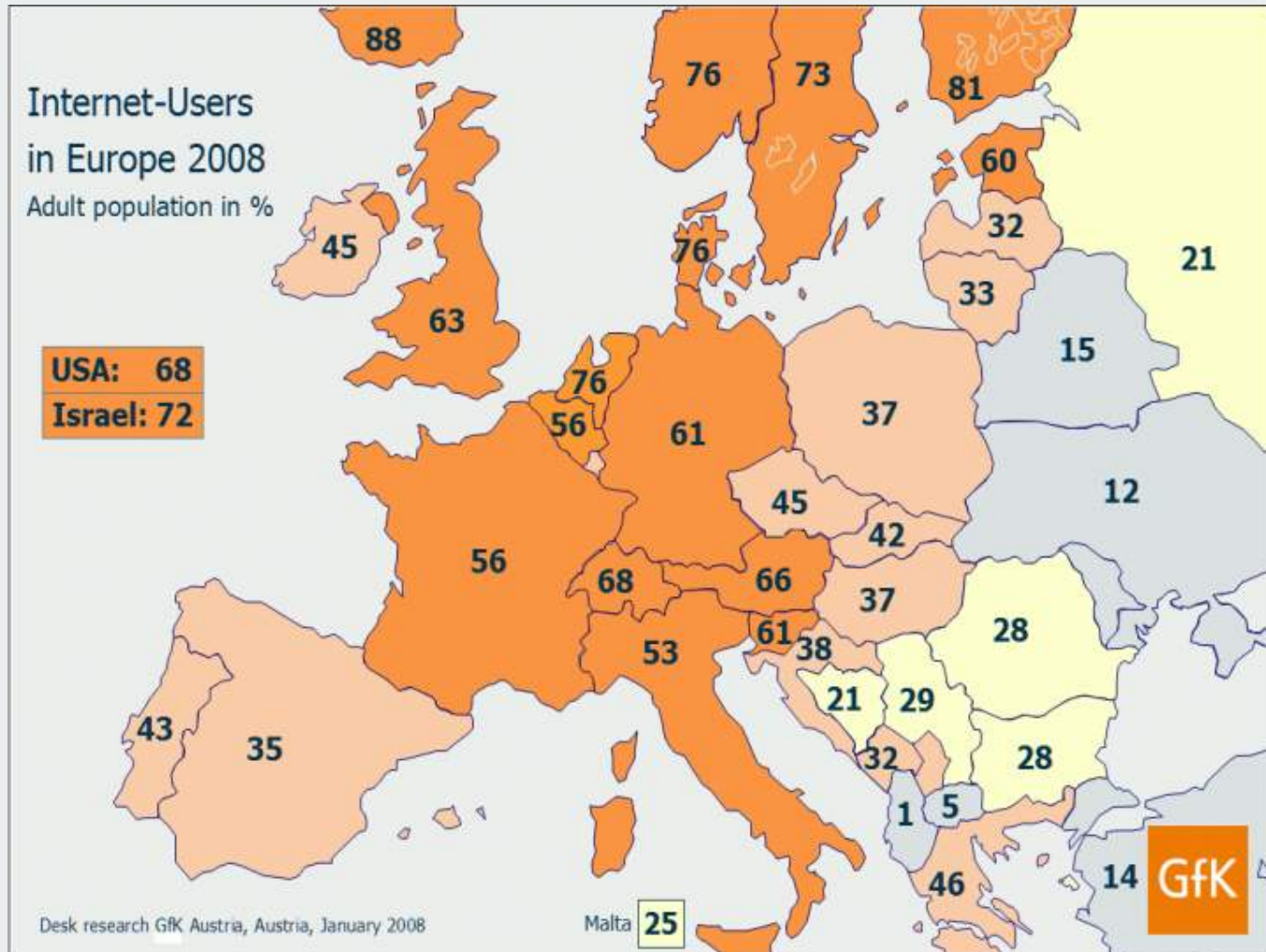
Representations in Central- and Eastern Europe - employees

 = 20 employees

Σ approx. 1300 employees



Internet Use in Europe - Percent



International culture:

To optimize international/ Multi-cultural studies and insights

12



→ GfK GLOBAL EXPERTISE, LOCAL KNOWLEDGE



International resources:

Global resource and up-to-date technology

13



GfK Global Online Panel

- More than 3.000.000 people are GfK panelists over the 5 continents.
- Dedicated Online expert teams



GfK Global Data Bases

- New product development
- Brand & communication - Customer and employee satisfaction



GfK Global Technology

- Global resource optimization,
- Up-to-date technology: CATI platform, Online reporting



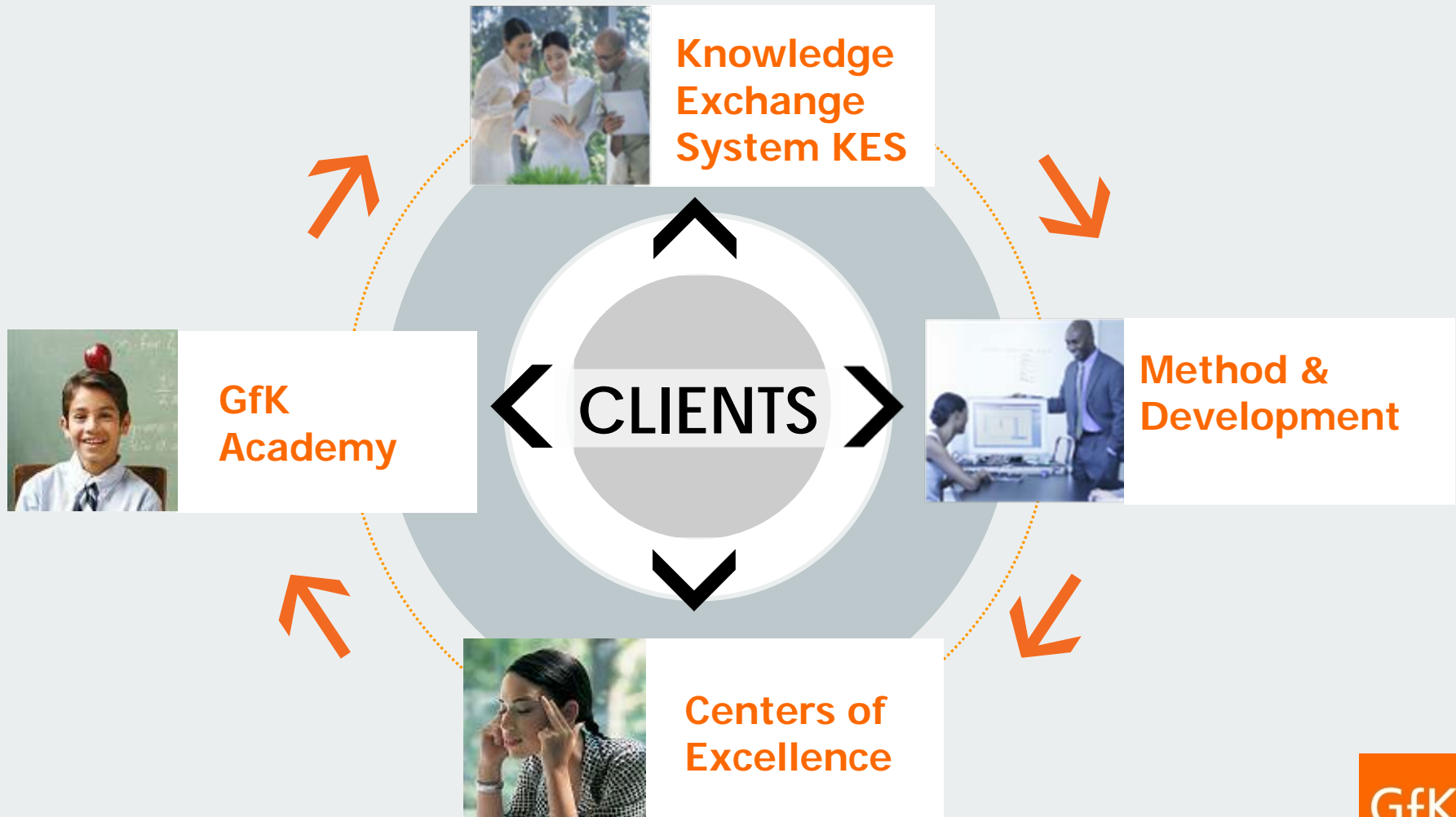
International science-based culture

- University background and partnership
Driver of “Method & Development”
- Centers of Excellence connected
to M&D centers, and key account teams
- Frequent Awards for Best Methodological
or Best Practice papers at ESOMAR
- Trustee Member of the MSI and of several
academic associations



International Knowledge Transfer system

15



Social Research Across GfK

16

- UK - mostly central government
- US – mostly public affairs
- Belgium – government and media
- Netherlands – government
- Poland – mainly media, esp polling
- Italy – government, public affairs, polling

Social Research Across GfK

17

- Turkey – international NGOs, government
- Germany – government and NGOs
- GfK Verein – multi-national
- Austria – many CEE-wide studies
- India – international NGOs, very complex
- Ukraine – mainly media

So how does it all work?

- If you have an existing contact start with them
- If there is a GfK company in your country, start with them
- If all else fails go to www.gfk.com



Thank
— YOU.

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