



GfK Austria

Press Release

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GfK Group expansion in the Middle East and Africa

Nuremberg, December 18, 2008 – With the acquisition of an existing company and the establishment of two new ones, the GfK Group is expanding its commitment to the Middle East/African growth region (MEA). The companies will be integrated within the Custom Research sector.

The GfK Group acquired a 74% majority stake in the Egyptian consumer research company, Market Insight, as of November 2008. The company has been active in the region since 1987 and has been GfK's preferred cooperation partner for some years. The company operates under the name GfK Egypt. In 2008, the company, which has a staff complement of 40, will record sales amounting to around EUR 1.3m. Dr. Mansour El-Ganady will continue to manage the institute, which will be consolidated on 1 January 2009.

GfK Egypt is among the leading research organizations in the Middle East and North Africa and offers research and consultancy services in the field of Custom Research, in particular for telecommunications, the food industry, finance and real estate, retail and pharmaceuticals. Major clients include Mobinil, Mercedes Benz, Pizza Hut, National Bank of Egypt and Credit Agricole.

In line with the GfK tradition of combining practical market research with academic knowledge, GfK Egypt, in cooperation with the Arab Academy, has established the first Market Research study course culminating in an MBA in the region. In this way, by training highly-qualified young professionals, the company is backing Arab society in general, as well as the market research industry in particular.

Further information: Dr. Mansour El-Ganady, Managing Partner of GfK Egypt, Tel.: +202 241 47 559

GfK Custom Research Middle East

In order to exploit the growth potential in the Middle East region, also in November, GfK established a joint venture together with the Median Group under the name of GfK Custom Research Middle East Holding, in which GfK holds a 51% stake. The two new companies, GfK Custom Research Dubai and GfK Custom Research KSA (Kingdom of Saudi Arabia), will commence business operations in the United

Arab Emirates and Saudi Arabia in January under this umbrella. GfK is already involved in numerous projects in the Custom Research sector in this region. In future, these new companies will enable GfK to offer its surveys directly for their own account and in this way provide clients an even more efficient service.

Ranabir Sen and Tilak Makherji will manage the Dubai company as Managing Directors, with Adil Ali M. Al-Najaei appointed as Managing Director in Saudi Arabia. All three have many years of experience in managing research organizations in the Middle East and Asian region.

Further information: Siegfried Högl, Managing Director GfK Marktforschung and member of the Global Custom Research Boards of GfK, tel.: +49 911 395-2364, siegfried.hoegl@gfk.com

The GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of about 10,000 employees (as of September 30, 2008), more than 80% are based outside Germany. For further information, visit our website: www.gfk.com

With its 20 subsidiaries in central and eastern Europe GfK Austria employs more than 1.300 employees.

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