



**GfK Bulgaria – 15<sup>th</sup> anniversary**  
Peter Damisch, Sofia, June 4<sup>th</sup>, 2009

**GfK Growth from Knowledge**



## A strong heritage in market research

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**1925**

Founded as "Institut für Wirtschaftsbeobachtung der deutschen Fertigware"

**1984**

Operations hived off into a limited company; GfK-Nürnberg e.V. to retain status as a non-profit organization

**September 1999**

GfK shares start trading on the Frankfurt stock exchange

Globally active pure market research player

**February 2009**

Change to a European joint stock company Societas Europaea (SE)  
Represents international corporate culture

**1934**

Founded as GfK-Nürnberg e.V. (the GfK Association)

**1990**

Re-structured as privately held Inc. corporation (stock corporation)

Focus on internationalization

**May 2005**

Acquisition of NOP World

Growth from Knowledge has a new dimension

# GfK Group's worldwide footprint: 110 countries

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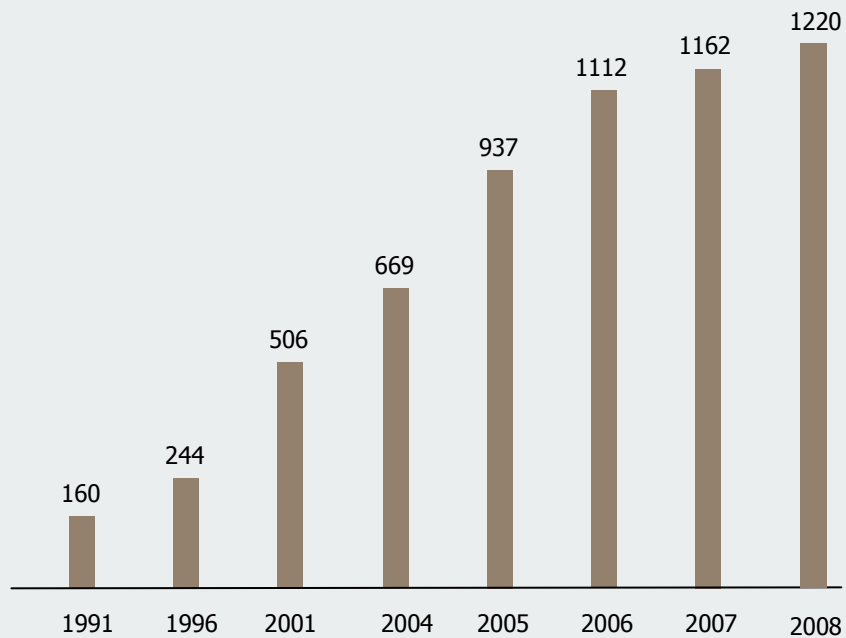


|                    |                    |             |             |              |                      |
|--------------------|--------------------|-------------|-------------|--------------|----------------------|
| Albania            | China              | Hungary     | Lithuania   | Poland       | Taiwan               |
| Algeria            | Colombia           | India       | Macedonia   | Portugal     | Tanzania             |
| Argentina          | Costa Rica         | Indonesia   | Malaysia    | Puerto Rico  | Thailand             |
| Australia          | Croatia            | Iran        | Malta       | Qatar        | Trinidad and Tobago  |
| Austria            | Cyprus             | Ireland     | Mexico      | Romania      | Tunisia              |
| Azerbaijan         | Czech Republic     | Israel      | Montenegro  | Russia       | Turkey               |
| Bahrain            | Denmark            | Italy       | Morocco     | Saudi-Arabia | Turkmenistan         |
| Bangladesh         | Dominican Republic | Ivory Coast | Mozambique  | Senegal      | Uganda               |
| Barbados           | Ecuador            | Jamaica     | Netherlands | Serbia       | Ukraine              |
| Belgium            | Egypt              | Japan       | New Zealand | Singapore    | United Arab Emirates |
| Belize             | El Salvador        | Jordan      | Nicaragua   | Slovakia     | United Kingdom       |
| Bolivia            | Estonia            | Kazakhstan  | Nigeria     | Slovenia     | Uruguay              |
| Bosnia-Herzegovina | Finland            | Kenya       | Norway      | South Africa | USA                  |
| Botswana           | France             | Korea       | Oman        | Spain        | Uzbekistan           |
| Brazil             | Germany            | Kuwait      | Pakistan    | Sudan        | Venezuela            |
| <b>Bulgaria</b>    | Greece             | Kyrgyzstan  | Panama      | Sweden       | Vietnam              |
| Cambodia           | Guatemala          | Latvia      | Paraguay    | Switzerland  | Yemen                |
| Canada             | Honduras           | Lebanon     | Peru        | Syria        |                      |
| Chile              | Hong Kong          | Libya       | Philippines | Tadzhikistan |                      |

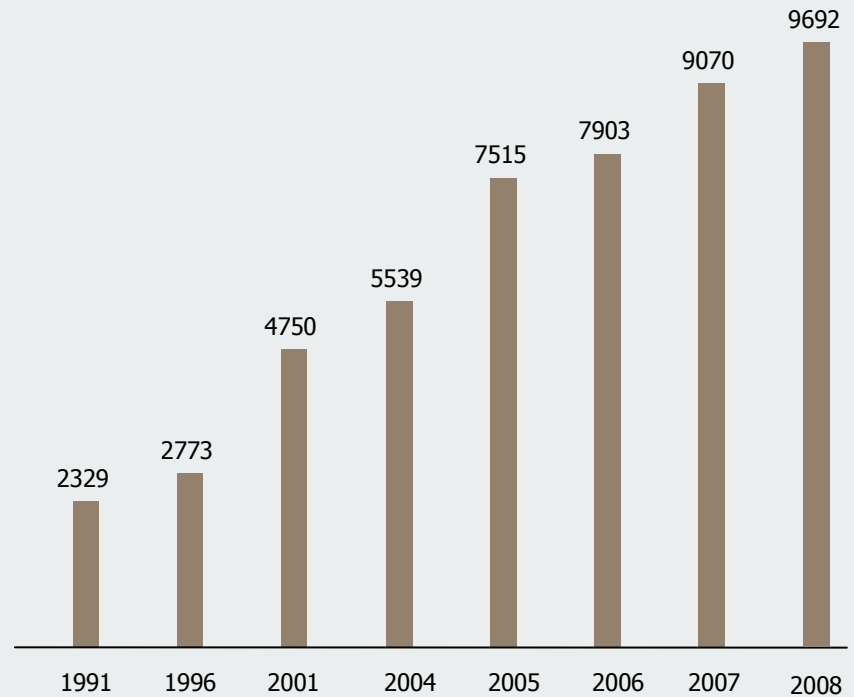
# GfK development 1991-2008

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## Sales in EUR million<sup>1)</sup>



## Employees



1) Figures before 2001 are provided according to HGB, figures for 2001 to 2004 are provided according to US GAAP, figures since 2005 are provided according to IFRS

## GfK Group: key features

### Core business

Pure market research, delivering information services to major global players and local companies in the services, media, consumer goods and healthcare industries

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### Market position

Largest market research company in Bulgaria  
Market leader in the Balkans region  
No. 1 in Central- and Eastern Europe.  
4th largest in Europe and in the world

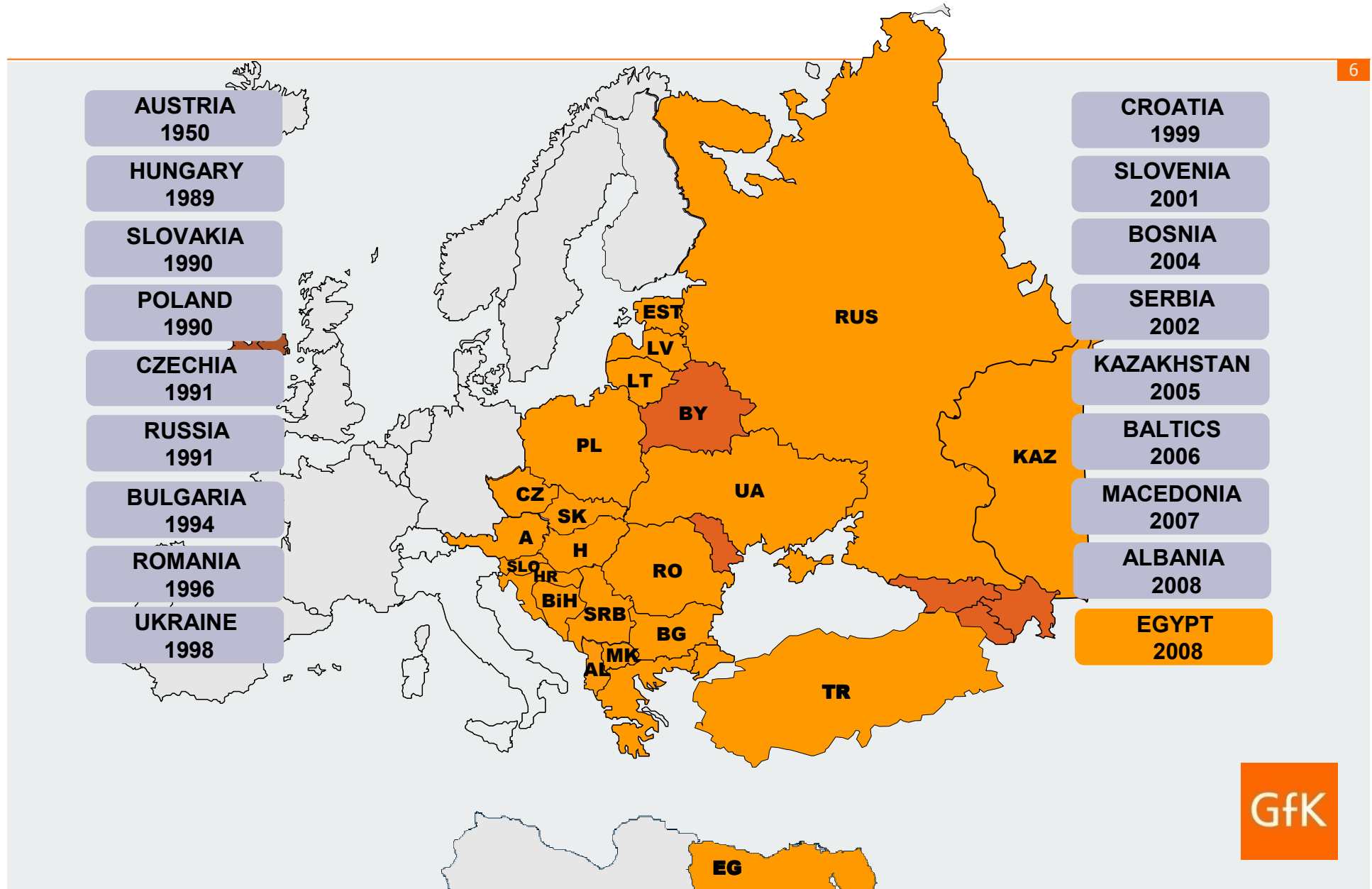
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### Home of knowledge

Local sector experience – worldwide well-proven tools

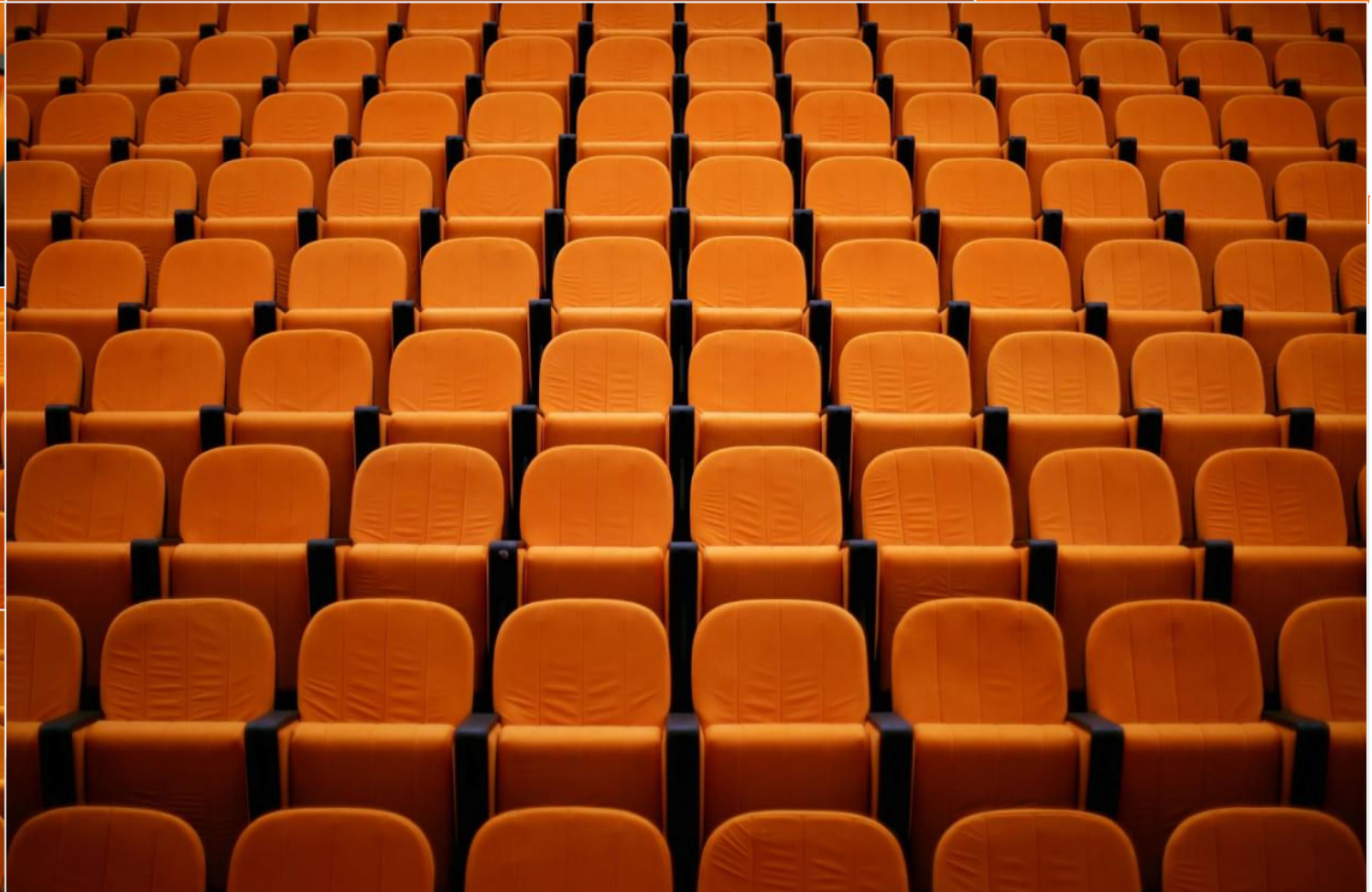


# GfK CEEMEA 2009: 1 500 Employees



## Five Complementary GfK Areas





**Happy Birthday, GfK Bulgaria**

**GfK Growth from Knowledge**

