

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

Ad Hoc Research  
Worldwide

## GfK Ad Hoc Research Worldwide Contacts

The knowledge you need to make  
successful business decisions

**GfK.Growth from Knowledge**

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GfK. Growth from Knowledge

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→ The expertise of GfK Ad Hoc Research in markets, marketing and methods accumulated over decades of experience can be seen in its impressively broad range of products. We continue to pursue our strategy of leading the way in key research directions and our research sectors follow the specific business issues of our clients:

Brand Research

Business to Business Research

Communication Research

Customer Loyalty Research

Forecasting models

Lifestyle Research

New Product Research

Omnibus Research

Online Research

Price Research

Qualitative Research

Regional Research

Segmentation / Usage and Attitudes Research

# GfK. Growth from Knowledge

## Our Corporate Values

### Client-driven

Our clients' needs drive our business. We continuously seek to better understand our clients' needs, improve all aspects of existing research products, offer innovative products and to be an integral part of our clients' information systems. Accuracy, sound methodology, excellent client service, flexibility, timely delivery and cost effectiveness all ensure that we meet and even exceed our clients' expectations. We build long-term partnerships with our clients, contributing to their success.

### Our people

People are our main asset. Development through training, sharing ideas and sound experience is essential to our business. Our people have the freedom to explore and develop their talents and are empowered to achieve our common goals. We encourage and reward initiative, dedication and hard work. Fairness, good communication and working relationships at all levels and locations are key to our success.

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### Innovation

We recognize that investing in continuous innovation in both the process and the end product is a prerequisite to meeting clients' requirements. Our aim is to be at the cutting edge with our key business activities. Clients' needs, evolving markets, new technology and the expertise and ideas of our people throughout the world are what drive innovation.

### Global expertise – local knowledge

We respect and learn from local business practices and cultures and provide knowledge tailored to local needs. Our global network comprises international teams, tools and products to provide multinational clients with consistent services. As proud members of the GfK Group, we share local and international expertise to continually improve all aspects of our business.

### Growth

Profitable growth results in greater opportunities. As individuals, teams and business units, we are aware of the impact of our decisions and actions at all levels. We use financial and non-financial measurements to review and improve performance on an ongoing basis. Our growth provides investors with a fair return on the financial resources they have entrusted to us.

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