Preliminary Information Concerning The 2008 Interim Results

Contributed by GfK NOP
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2008

Very good order book position in HY1 2008

Interim report scheduled for publication on August 28, 2008
Discussions in relation to a possible offer for TNS are progressing positively

The GfK Groupâ€™s order book at the end of June 2008 is clearly stronger than at the same time last year. Orders already invoiced and booked for the remainder of the year account for 76.4% of the total projected 2008 Financial Year sales. This puts GfK 2.3% above the previous yearâ€™s level. The order book is a good indicator of the development of GfK Groupâ€™s sales.

GfK announces that its results for the six months to 30 June will be published on 28 August. This is some two weeks later than previously advised. The postponement is due to technical delays caused by the volume of accounting work that was required in relation to the proposed merger of equals with TNS. In the context of this transaction, GfK was subject to requirements stipulated by the UK Listing Authority, which included the publication of the audited accounts for HY1 2008. With the cancellation of the anticipated merger on July 9, 2008, audited accounts for the first half year were consequently no longer required. However, since the preparation of audited accounts takes longer and involves different processes than the preparation of the unaudited HY1 accounts pursuant to German law, this will result in a delay in the preparation of the figures.

Discussions in relation to a possible offer for TNS are progressing positively.

GfK reiterates that no assurance can be given that an offer will be made. A further announcement will be made when appropriate.