

Press Release

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Three new members on the Executive Board of the Nürnberg Institute for Market Decisions - simplification and streamlining of the committees

Nuremberg, 4 July 2019: The General Assembly of the Nürnberg Institut für Marktentscheidungen e.V. (Nuremberg Institute for Market Decisions) - founder and anchor shareholder of GfK SE - approved the simplification and streamlining of the institute's committees on Wednesday, June 26, 2019. The Members' Council was reduced from seven to six members in the course of new and re-elections. Mrs Xiaoqun Clever, Dr Manuel Cubero and Dr Martin Golücke were newly elected to the Members' Council. The number of members in the Executive Board of the Nuremberg Institute for Market Decisions was also reduced - from five to four.

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Dr. Andreas Neus
Prof. Dr. Raimund Wildner
(Vice-Presidents)

Chairman of the
Members' Council:
Dr. Manuel Cubero

Register of Associations
VR200665
Nürnberg

At the proposal of the Executive Board, three new members, Xiaoqun Clever, Dr. Manuel Cubero and Dr. Martin Goluecke, were elected to the Members' Council at the 85th Annual General Assembly of the Nuremberg Institute for Market Decisions on 26 June 2019: Xiaoqun Clever has over 20 years of experience as technology manager in various companies; Dr. Manuel Cubero held the positions of Chief Commercial Officer of Vodaphone Deutschland and CEO of Kabel Deutschland Holding AG until the end of June 2019; Dr. Martin Golücke was member of the Executive Board of Lidl Stiftung & Co. KG and is a lecturer for trade management at the Christian-Albrechts-University in Kiel.

The new Chairman of the Members' Council is Dr. Manuel Cubero, who follows Claus-P. Rach. The former Chairman Rach was no longer available for re-election due to reaching the age limit - nor were Prof. Dr. Hanns-Jürgen Weigel (Deputy Chairman), Dr. Manfred Stach and Dr. Steffen Stremme.

Dr. Ulrich Maly, Dr. Stephanie Mair-Huydts and Dr. Hubertine Underberg-Ruder were re-elected to the Members' Council at the proposal of the Executive Board.

"Our tasks as a responsible shareholder of GfK SE, in particular the current transformation of the company, have placed great demands on us and the Members' Council. I would therefore like to thank Claus-P. Rach, who has supported us as Chairman of the Members' Council for over ten years and whose work has made a

great difference," said Manfred Scheske, President of the Nuremberg Institute for Market Decisions. "Of course, my thanks also go to Dr. Stach, Dr. Stremme and Professor Weigel, who have also been with us for over ten years as members of the Members' Council, providing us with valuable advice and great expertise.

Election of the members of the Executive Board

The Executive Board of the Nuremberg Institute for Market Decisions was also reduced in size at the General Assembly in the course of the elections. Ralf Klein-Bölting was re-elected as Vice President at the suggestion of the Executive Board and the Members' Council. The Executive Board of the Nürnberg Institut für Marktentscheidungen thus consists of a total of four members: Manfred Scheske (President), Ralf Klein-Bölting (Vice President), Dr. Andreas Neus (Vice President and Managing Director) and Prof. Dr. Raimund Wildner (Vice President). With Prof. Dr. Nicole Koschate-Fischer, the scientific exchange will be further intensified after the end of her term of office in the Executive Board.

"On behalf of the entire Executive Board, I would like to thank Professor Nicole Koschate-Fischer for her many years of support, and we are delighted to be able to continue the exchange on research topics relating to market decisions with her," says Manfred Scheske. Prof. Dr. Koschate-Fischer will also continue to head the GfK Chair at Friedrich-Alexander University and be a member of the advisory board of the journal NIM Marketing Intelligence Review.

Note: Further biographical information on the members of the Members' Council and the Executive Board is available on request.

About the Nuremberg Institute for Market Decisions (NIM)

The Nuremberg Institute for Market Decisions (formerly GfK Verein) is a non-profit organization for the research of consumer and market decisions. At the interface of science and practice, NIM examines how consumer and corporate decisions in markets are changing. The objective is to better understand both the decisions of consumers and the decisions of marketing managers - and to use this knowledge to help improve the quality of market decisions.

The Nürnberg Institut für Marktentscheidungen e.V. is the founder and anchor shareholder of GfK SE.

For more information, visit www.nim.org.

V.i.S.d.P.
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