

# Solid and Reliable

Because we are a global leader in Market Research



## Sales

in 2007: 1,800 millions US\$

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## Employees

More than 9.000 full-time staff

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## Growth

Around 15% during the last 10 years

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## Services

Fact-based consultancy

Global and complete Portfolio of Products

Strong Sectorial Experience

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## Network

About 115 subsidiaries in 90 countries on five continents



# International Coverage

GfK presence is in orange

**115 companies, more than 9.000 employees**  
**who offers market research services in more tan 90 countries**



Latam 750

# Different...

GfK has a Unique Sectorial Expertise

For each sector we have specialized  
GLOBAL TOOLS, REGIONAL & LOCAL



Automotive



Massive Consumption  
Drinks, Food, cosmetics...



Telecommunications  
y Technology



Retail



Financial Services



Health

+ other industries & services/transportation, tourism

# We have an International Culture: In order to globally optimize studies and insights/ multi-culture



**GfK GLOBAL EXPERTISE, LOCAL KNOWLEDGE**





## **Experience**

**Established in 1991**

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## **Employees**

**More than 40 full-time staff**

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## **Growth**

**Around 20% during the last 8 years**

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## **Services**

**Custom Market Research Qualitative and Quantitative  
Measurement of Quality Service and Loyalty  
Real State Sector and Geomarketing**

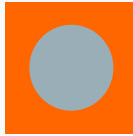
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## **Network**

**About 115 subsidiaries in 90 countries on five continents**



## Our Promise: “Create value to your company”



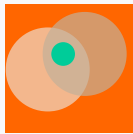
With the back up of a global and growing leader



With sectorial experts dedicated in understanding their  
“Customer Experiences”



Using unique tools based on the Return on Invested Capital



Building a different dialog on “insights based on facts” with  
a global collaborative community



And with the latest technology

# National and International Tools for Marketing Decisions, **Think,** **Act,** **Control**

