

Press release

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New dual leadership of GfK GeoMarketing's real estate- and location consultancy division

Manuel Jahn and Sebastian Müller are the new directors of GfK GeoMarketing's real estate consulting division. Dr. Eberhard Stegner, previously acting head of the division, will return to his duties as one of GfK GeoMarketing's two managing directors.

Manuel Jahn and Sebastian Müller are the new heads of GfK GeoMarketing's location- and real estate consulting division. Both are long-standing employees who are well regarded in their field and benefit from substantial management experience. Sebastian Müller will track market developments and ensure that the real estate consulting division is synchronized with GfK GeoMarketing's other company divisions. Manuel Jahn will focus on providing customer support and quality control for the division's consultancy services.

"This new dual leadership optimally positions us for the future by allowing us to provide top-quality location- and real estate consultancy," says Dr. Eberhard Stegner, managing director of GfK GeoMarketing. "This new management structure gives our customers added value thanks to the fact that the expertise and experience of Mr. Jahn and Mr. Müller can now inform GfK GeoMarketing's full range of reports and consultancy services."

GfK GeoMarketing is one of the leading independent providers of consultancy services in the area of real estate and location research. A subsidiary of the GfK Group, GfK GeoMarketing supports project developers, retail companies, banks, investors and public contractors in the analysis, planning and evaluation of locations in Germany and throughout Europe. The central focus of these services is the appraisal and evaluation of retail real estate.

Among the services offered are analyses of the market and potential for retail locations, opportunity-risk assessments of real estate investments, evaluations of the sustainability of shopping centers and impact analyses of retail projects.

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Manuel Jahn has headed the investment and financing branch of GfK GeoMarketing's real estate consulting division since 2008. He has been with GfK GeoMarketing since 2004 and has extensive knowledge of retail real estate through his evaluation of real estate objects throughout Europe. He was previously employed by Westdeutsche ImmobilienBank and also worked as a project developer.

Sebastian Müller has been with GfK GeoMarketing since 2001 and has extensive knowledge of European retail real estate through numerous location- and real estate appraisals. He advises retail customers in expansion endeavors in Germany and Europe and also evaluates investment proposals for investors and financiers.

Additional information on GfK GeoMarketing and its real estate consultancy services can be found at www.gfk-geomarketing.com/consultancy.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph

GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented by approximately 10,000 employees belonging to more than 115 subsidiaries located in 100 countries.