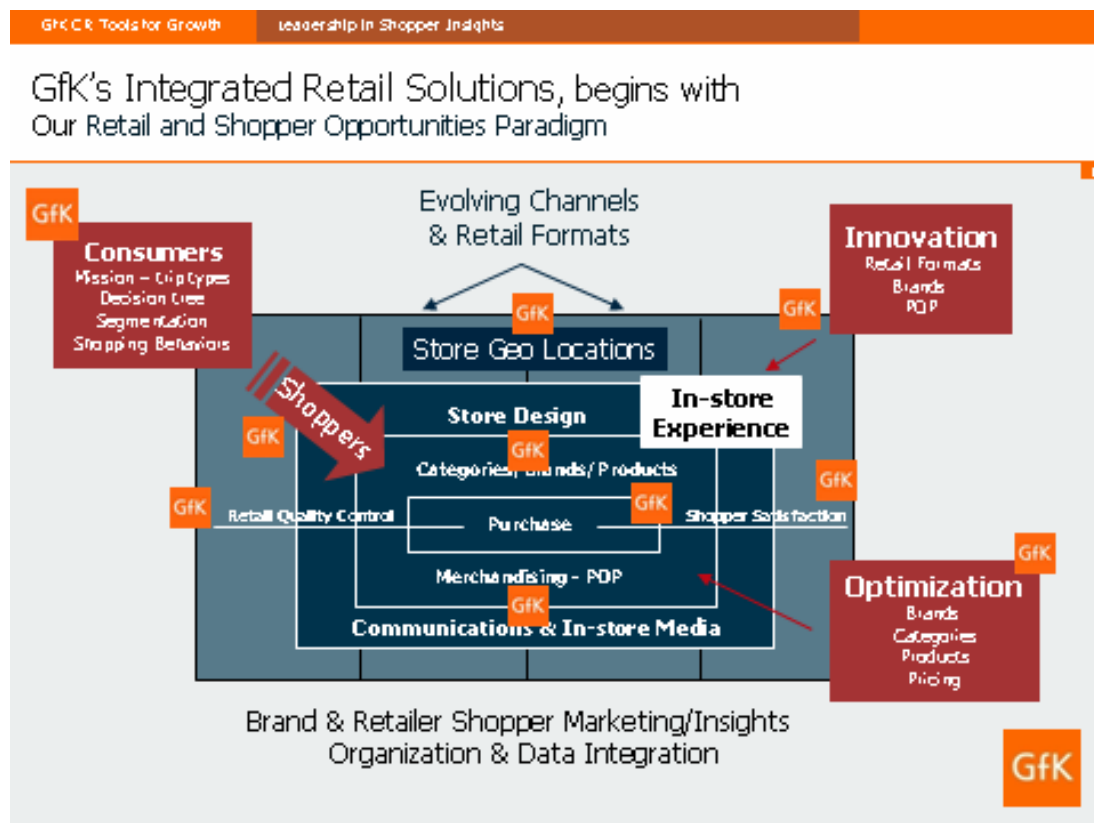


CEE Region

Shopper Insights

GfK Shopper Marketing Positioning starts with our definition of Shopper Research – which we understand as an insight dedicated to improving store and brand performance at retail level, based on an understanding of the consumer’s shopping experience, shopping missions and the social and cultural drivers behind the purchase decision. Our role is to help our clients gain those insights, to reach a thorough understanding of the shopping process and identify opportunities for further development and growth of their brands. GfK’s USP and Positioning is based on our “integrated” Retail and Shopper Solutions. GfK’s Integrated Retail Solutions begin with our Retail and Shopper Opportunities Paradigm.

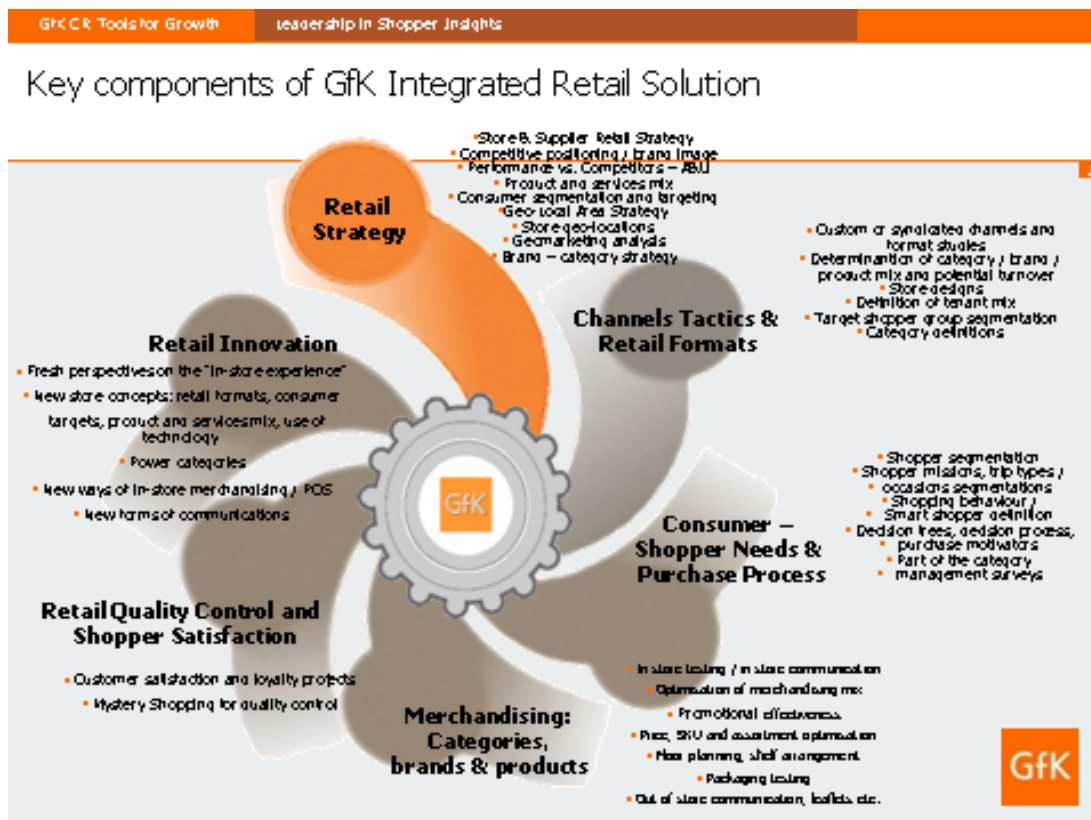


The knowledge which we have about evolving channels and retail formats forms the basis for any retail business decision concerning store-geo-locations and the store design. Our understanding of shoppers and consumers, i.e. shopper segmentations, the decision tree, mission types etc, together with our great knowledge of how to optimize brands and categories, is a fundamental basis for a joint collaboration between retailers and manufacturers in the form of category management projects, in-store merchandising and in-store communication. Last but not least, retail quality control – here meaning mystery shopper projects and customer/shopper satisfaction investigations - are the areas where we provide support and expertise to our clients. Our Shopper Research experts, who carry out investigations of the customer experience and are familiar with the strategies employed by retailers and manufacturers are able to facilitate a forward thinking relationship between brand owners and retailers.

The key components of GfK's Integrated Retail Solutions have been classified under 6 areas of our expertise:

1. Retail strategy
2. Channel tactics and retail formats
3. Consumer –shopper needs and the purchase process
4. Merchandising – categories, brands and products
5. Retail quality control and shopper satisfaction and
6. Retail innovation.

Each area of expertise is supported by the various methods and tools illustrated in the graphic below.



The retail/shopper sector is very complex and requires an understanding of tools already available within consumer research such as GfK Loyalty Plus, GfK Segmentor, GfK Price Challenger, HILCA, Shapley Value Analysis and many others. It also needs a detailed understanding of the retail landscape, retail and shopper trends and category dynamics. It is here that GfK CEE is able to deliver syndicated or ad hoc reports related to shopping trends and retail development to our clients – and that is just our Shopping Monitor CEE or Shopper Segmentation CEE. And, last but not least, our desire is to be a partner for our clients, whether manufacturer or retailer. It is our belief that only a partnership, a mutual understanding of the business, a collaborative relationship, is in a position to bring growth to both sides of the business.

Contact:

Agnieszka Sora
Managing Director

GfK Polonia

ul. Smulikowskiego 4

00-389 Warsaw

Poland

Tel. +48 22 43 41 000

Fax +48 22 43 41 010

agnieszka.sora@gfk.com

www.gfk.pl