



**GfK Türkiye**

## Press Release

**GfK Türkiye acquired the largest local custom research agency Bileşim International. The takeover of 100% of the shares strengthened the market leadership of GfK Türkiye in Custom Research.**

Date  
11 March 2008

For more information:  
Hande Akdağ  
Corporate Communications Manager  
Tel: +90212 368 07 00  
Fax: +90212 368 07 99  
E-mail:[handeakdag@gfkturkiye.com](mailto:handeakdag@gfkturkiye.com)

### **GfK Türkiye**

Sıracevizler Cad.  
Çiftevizler Deresi Sokak  
Saruhan Plaza No:6 Kat:5 34381  
Bomonti / Şişli / İSTANBUL  
[http:// www.gfkturkiye.com](http://www.gfkturkiye.com)

Bileşim International, is a long standing research company providing high quality services with wide experience in market research. In its customer portfolio Bileşim International has international companies it has been working with at least for 15 years. It is known with its studies in Caucasus and Middle Asia. Under the management of Hilmi Alişanoğlu Bileşim International generated sales over 4 million Euro with 52 employees in 2007.

With its specialized research team, Bileşim International will trade as GfK Bileşim in its own building retaining its current administrative structure.



**GfK Türkiye:** GfK Türkiye is the leader research company conducting market research since 1987 in Turkey. As a member of the GfK Group active on 5 continents and 90 countries, with its 220+ employees, GfK Türkiye is in tune with all innovations in the global research sector.

GfK Türkiye offers fact-based consultancy to help companies achieve sustainable growth in today's competitive environment providing reliable data collection and insightful reporting that enables its clients to shape their business and marketing strategies. From customer satisfaction to employee satisfaction, brand-image surveys to medical research; GfK Türkiye develops custom models for all marketing research types that meet our clients' needs.

GfK Türkiye will continue to strengthen its innovative position in the sector by pursuing its successful business strategy and by focusing on its 5 corporate values; "client focus", "our people", "innovation", "global expertise- local knowledge" and "growth".

**The GfK Group:** The GfK Group is the No. 5 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 90 countries. Of a total of approximately 8,760 employees (as of September 30, 2007), 80% are based outside Germany.