

## KWD Webranking 2011

15<sup>th</sup> edition in Europe, 8<sup>th</sup> in Switzerland

950 companies evaluated in Europe in 28 industry sectors

33 Swiss companies included in the European classification

Analysis of corporate websites in English through an evaluation

protocol composed of 120 criteria, di cui un terzo dedicati alle criteria of which one third is dedicated to financial information

More than 500 responses to two KWD Webranking questionnaires, one dedicated to financial markets and the other to employer branding

## KWD Webranking Europe 500 Top 5

1	Telecom Italia	89 points
2	Eni	87
3	BASF	83
4	Repsol YPF	81.75

## KWD Webranking Europe 500 Best Swiss Improver

17	Swisscom	(71.75 points)
20	Credit Suisse	70
22	UBS	68
35	Roche	63.5
69	Nestlé	58.5

Full list at page 5

## KWD Webranking 2011 Awards Italy

The annual edition of **KWD Webranking Awards**, which recognises the best corporate websites from the KWD Webranking 2011 Italy Top100 research, will be held on **Monday 28 November** in Milan at 3pm at the Sala Buzzati, Corriere della Sera.

## KWD Webranking 2011 Awards Europe

The 4<sup>th</sup> European edition of the **KWD Webranking Awards** will award the best corporate websites in Europe and will be held on **Thursday 24 November** in London

## 15<sup>th</sup> Edition

### KWD Webranking 2011 Europe 500

### Telecom Italia, Eni and BASF 2011 leaders of corporate online communications in Europe

Among the 33 Swiss companies included in the research, **Swisscom** is the best performer reaching the 17<sup>th</sup> place, followed by **Credit Suisse** (20<sup>th</sup>) and **UBS** (22<sup>nd</sup>)

*Milan, 24 November 2011* - The **KWD Webranking Europe 500** (previously known as H&H Webranking) saw **Telecom Italia**, with 89 points out of possible 100, edging out **Eni** (87 points), which had won the title three years running, as best company for corporate online communications. The German company **BASF**, with 83 points, comes in third position, moving up from last year's fourth.

The Spanish energy company **Repsol YPF** breaks into the Top 10 placing 4<sup>th</sup>. Swedish company **SCA** and Norwegian **Neste Oil** advance respectively to fifth and sixth position. **Deutsche Post DHL** loses five position dropping to 7<sup>th</sup> place from second with 79 points. The Finnish energy company **Fortum** keeps a spot in the Top10 dropping to 8<sup>th</sup> position from last year's 5<sup>th</sup>.

**UniCredit Group** is 9<sup>th</sup> with 77.25 points out of 100, while **Danske Bank** moves up to 10<sup>th</sup> from 22<sup>nd</sup> with 76.5 points. The best climber in the Europe 500 classification is the Russian oil refining company **Baschneft**, improving its score by 17.75 points compared to last year edition of the research.

### The Swiss results

The research, conducted by **KWD** (the digital division of Hallvarsson&Halvarsson) in collaboration with **Lundquist**, evaluates the 500 largest companies by market capitalisation in Europe (those in the FT Europe 500) and this year includes 33 Swiss companies. Only three companies did well enough to enter the Top 25: **Swisscom** loses five positions dropping to 17<sup>th</sup> from 12<sup>th</sup>, while **Credit Suisse** moves up to 20<sup>th</sup> from 24<sup>th</sup>. **UBS** loses its place in the Top 20 dropping to 22<sup>nd</sup> from 16<sup>th</sup>.

**Givaudan** achieved the largest increase in terms of position among the 33 Swiss companies included in the Europe 500 classification, jumping to 160<sup>th</sup> place from 306<sup>th</sup>. **Holcim** (+61 positions), **Baloise** (+52), **Roche** and **Sika** (+51) followed **Givaudan** among the companies those mostly improved their positions compared to 2010. **Roche**, particularly, made a good performance entering the Top 50 in 35<sup>th</sup> place.

The European average score fell 4.2 points compared with last year, dropping to 44.2 points from 48.3. The 33 Swiss companies included into the classification received an average score of 53.1 points: this result is slightly higher than the Europe 500 average, but the majority of the Swiss companies evaluated remain stuck in the lower part of the ranking.

«The results show no significant difference compared to last year edition of research – states **Joakim Lundquist** KWD's representative in Italy and the founder of Lundquist, – since the majority failed to gain a sufficiently high overall score in order to reach good positions in the classification. The overall performance is even more disappointing with Swiss companies neither in the Top 10 nor into the group of best improvers».

## KWD Webranking Europe Hall of fame

2011	Telecom Italia (IT)
2010	Eni (IT)
2009	Eni (IT)
2008	Eni (IT)
2007	Telecom Italia (IT)
2006	TNT (NL)
2005	TNT (NL)
2004	SCA (SWE)
2003	Stora Enso (FIN)
2002	SCA (SWE)
2001	Volvo (SWE)

The 2011 evaluation protocol is based on 120 criteria, drawn on the basis of the more than 500 responses to the **KWD Webranking questionnaires** that annually investigate what information and functionalities are required by various stakeholders who use corporate websites.

The new protocol, which eliminated the section devoted to technology and website structure, assigned greater importance to transparency and the content presented online. The protocol increased the weight assigned to the sections on corporate governance, corporate responsibility and employer branding.

The KWD Webranking, in addition to the Europe 500 classification, has compiled several local editions and the **FT Global 100**, that surveyed the 100 largest companies by capitalization in the world. This year, the research surveyed 950 companies worldwide.

---

KWD (King Worldwide Digital), is an International consultancy specialised in online corporate communications. KWD became the digital division of H&H (Hallvarsson&Halvarsson) in 2010. KWD has a global presence with offices in London, Stockholm, Milan, Dubai and Lisbon.

## Contacts

Lundquist Srl represents KWD in Milan:

### Cristina Urban

Project manager  
KWD Webranking Italy

t: (39) 02 4547 7682  
[cristina.urban@halvarsson.se](mailto:cristina.urban@halvarsson.se)

### Joakim Lundquist

Head of KWD Italy and founder of Lundquist Srl

### Sara Rusconi

Head of KWD Webranking Italy, Switzerland and Austria, and partner at Lundquist

### Giulia Dini

KWD Webranking researcher and head of social media at Lundquist

## KWD Webranking 2011

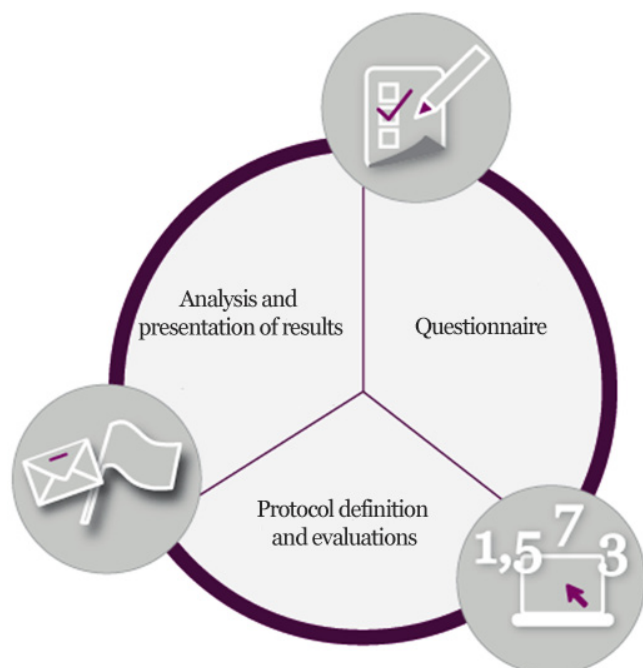
The KWD Webranking survey (previously known as the H&H Webranking), now in its 15<sup>th</sup> European edition and 10th Italian edition, is the most in-depth analysis of online financial and corporate communications in Europe.

The KWD Webranking is a valuable instrument not only for measuring the effectiveness of a company's online communication, but also for comparing results with other national and international companies. The study evaluates the English language version of corporate websites, excluding commercial sections.

In Italy, the research ranks the 101 biggest companies by market capitalisation as of June 2011 while on the European level 950 companies are evaluated. This includes national classifications in 20 countries as well as a European ranking consisting of the largest 500 companies by market value (based on the FT Europe 500 index). In addition to the European ranking, the research includes a classification that ranks companies in the FT Global 100 Index. The European classification included 33 Swiss companies.

The communication needs of the financial market are reflected in the research via a questionnaire submitted to analysts, investors and financial journalists every year. The results are used as the basis for updating evaluation criteria. After revising the protocol, the annual evaluation of the corporate websites takes place. The results of the research are published by some of the most important newspapers across the continent.

### KWD Webranking 2011 process



## The KWD Webranking 2011 questionnaires

The KWD Webranking research protocol is defined and updated annually based on the results of two questionnaires, the first aimed at the financial community and the second at people working in employer branding.

### KWD Webranking questionnaire

296 analysts, investors and financial journalists responded to questionnaire aimed at the financial market

According to 70% of respondents, corporate websites should include information on the industry sector of the company and its market position

67% of respondents say an internal search engine is one of the most important functions on a corporate website

The questionnaires surveyed how respondents use the web and what information and functionality they require from the corporate websites of listed companies. The evaluation protocol is refined on the basis of the responses to the questionnaires.

The **KWD Webranking questionnaire** asked **analysts, investors and business journalists** what they expect from a corporate website. Based on replies from **296 respondents**, the following ten areas are the most important:

1. Financial reports, annual reports and interim reports
2. Presentations from presentations and shareholders' meetings
3. Market share, market statistics and competitors
4. Financial calendar
5. Archive for annual reports, interim reports and press releases
6. Financial targets and target achievements
7. Latest press release, clearly labelled on the home page
8. Growth drivers, an indication of future performance
9. Contact details, in particular personal contact information
10. Company's debt maturity structure and interest-bearing liabilities

The second annual **employer branding questionnaire** collected responses from **205 professionals** from across Europe and determined the criteria for the employer branding section.

The results of this questionnaire showed that for 76% of respondents the corporate website is the main source of information when searching for job vacancies and other career information.

Also considered very important is the possibility to file job applications through the website (76%), and the availability of information on career opportunities (83%) and the company's human resources strategy (80%).

### Employer branding questionnaire

**205** responses from across Europe ranging from new graduates to experienced professionals

**83%** say a corporate website should include a section dedicated to professional opportunities

More than **80%** say corporate websites should have contact information for the heads of human resources

### Sections of the protocol KWD Webranking 2011

Category	Criteria	2011 Points	2010 Points
<b>Technology</b>			
A. Corporate/IR front page	8	6	5.25
I. Social media & search	5	5	4
J. Global/interactive functions	10	7	10.75
<b>Contents</b>			
B. About us	14	12	10
C. Press	10	8	7.25
D. Financial reporting	12	15	33.25 <sup>1</sup>
E. Investor Relations	27	21	
F. Corporate governance	10	8	6.5
G. Corporate responsibility	13	8	4.25
H. Career section	11	10	6
<b>Total</b>	<b>120</b>	<b>100</b>	<b>100</b>

<sup>1</sup> In 2010, the section dedicated to financial information had three sub-sections (reporting, financial information and information on the stock) for a total score of 33.25 points. In 2011, the section was divided into two separate areas: reporting and financial information.

### KWD Webranking 2011 protocol

The KWD Webranking 2011 protocol includes 120 criteria divided in 10 sections for a maximum score of 100 points. Changes were made to several sections, in particular to the one dedicated to **functions and interactive applications**. In this section, new criteria linked to tablet and smartphone applications were added as were some tied to the possibility to leave feedback and personalise the website.

New to the research is the elimination from the protocol of the section dedicated to **design & technology**, which included several criteria linked to usability, navigability and accessibility. The section that groups together the criteria connected to **social media**, introduced in the 2010 research, was confirmed.

The section on **financial information** remains the most important in the protocol and this year was divided into two separate sections, one dedicated to financial reporting, the other to general financial information. The number of criteria rose to 39 from 35 (12 in the financial reporting section and 27 in the general financial information area).

The maximum score in the sections dedicated to **corporate governance**, **corporate responsibility** and **employer branding** were raised. The maximum score in the section dedicated to corporate governance rose to 8 points from 6.5 in the previous edition. More significant changes were made to the corporate responsibility section (8 points compared with 4.5) and employer branding (10 points compared with 6).

## KWD Webranking 2011 Europe 500 classification and the 33 Swiss companies included in the research

Change	2011 Position	2010 Position	Company	2011 Score
↗	1	3	Telecom Italia	89
↘	2	1	Eni	87
↘	3	4	BASF	83
↗	4	10	Repsol YPF	81.75
↗	5	11	SCA	79.5
↗	6	8	Neste Oil	79.25
↘	7	2	Deutsche Post DHL	79
↘	8	5	Fortum	78.5
↘	9	6	UniCredit Group	77.25
↗	10	22	Danske Bank	76.5
↗	11	14	Snam Rete Gas	76
↘	12 =	8	Swedish Match	74.25
↘	12 =	17	Wärtsilä	74.25
↗	14	18	SKF	73.75
↗	15	31	Bayer	72.5
↗	16	19	Centrica	72
↘	17	12	Swisscom	71.75
↗	18	23	Generali	71.5
↗	19	52	Terna	71.25
↗	20 =	24	Credit Suisse Group	70
↗	20 =	28	Swedbank	70
↘	22	16	UBS	68
↗	35	86	Roche	63.5
↘	69	30	Nestlé	58.5
↗	76	137	Holcim	57
↘	116 =	95	ABB	53
↗	116 =	159	Novartis	53
n.a.	146	n.a.	Sulzer	51
↗	150 =	192	Zurich Financial	50.75
↗	150 =	188	Geberit	50.75
↘	158	126	Syngenta	50.25
↗	160 =	212	Baloise	50
↗	160 =	306	Givaudan	50
↗	174	179	Adecco	49
↘	178	152	Lonza	48.75
↗	187	238	Sika	48.5
↗	188	222	Actelion	48.25
↘	212	192	Richemont	47
↗	215	216	Schindler	46.75
↗	251	238	Swiss Re	43.75
↘	281	145	Swiss Life Holding	42.25
↘	294	254	Julius Baer	41.5
n.a.	307	n.a.	SGS	40.5
n.a.	343	n.a.	Sonova	37.75
↘	354	324	Kuehne+Nagel	37

Change	2011 Position	2010 Position	Company	2011 Score
n.a.	359	n.a.	Lindt	36.75
n.a.	369	n.a.	Ems-Chemie	35.25
n.a.	386	n.a.	Transocean	33.25
n.a.	402	n.a.	Synthes	31.5
n.a.	425	n.a.	Partners Group	28.5
n.a.	449	n.a.	Swatch Group	25.25
n.a.	474	n.a.	Pargesa	19.25

**Note:** In grey companies included in the Top 20

The maximum point score is 100 points. The 100 companies have been chosen because of capitalization as of June 2010 (source: Bloomberg/FT). Each site has been evaluated twice by different researchers between beginning of July and 2nd of September. Companies in the top ten have been ranked evaluated three times.

Previous years ranking can be found on [www.webranking.eu](http://www.webranking.eu).