

Webinar 7th June 11.00 CEST

What stakeholders want from corporate websites

Webranking by Comprend 2022-2023

YOUR HOSTS TODAY



Helena Wennergren

Head of Research

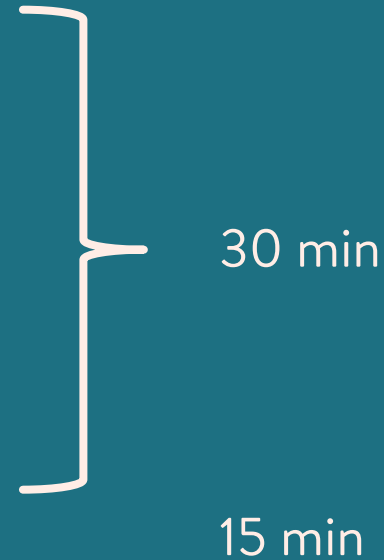


Carl Grönwall

Research Analyst

TODAY:

1. About Comprend and Webranking
2. Corporate communication challenges according to companies
3. What the capital market wants
4. What jobseekers want
5. Webranking by Comprend 2022-2023
6. Questions



CORPORATE INSIGHT
DIGITAL SPECIALISTS

**LONDON
STOCKHOLM**
& everywhere

Insight

Websites

Reports

Brand

Content

1996

WE SET OFF

80

**EXPERTS
IN HOUSE**

part
of a big
loving
family



H&H GROUP

Reporting

Marketing

Video production

Internal training

Social monitoring

Financial communications

Public affairs

Tele2

Tesco

Vattenfall

Uniper

3i Group

Atlas Copco

BillerudKorsnäs

Centrica

Diageo

Electrolux

Hufvudstaden

Kinnevik

Understand & Inspire

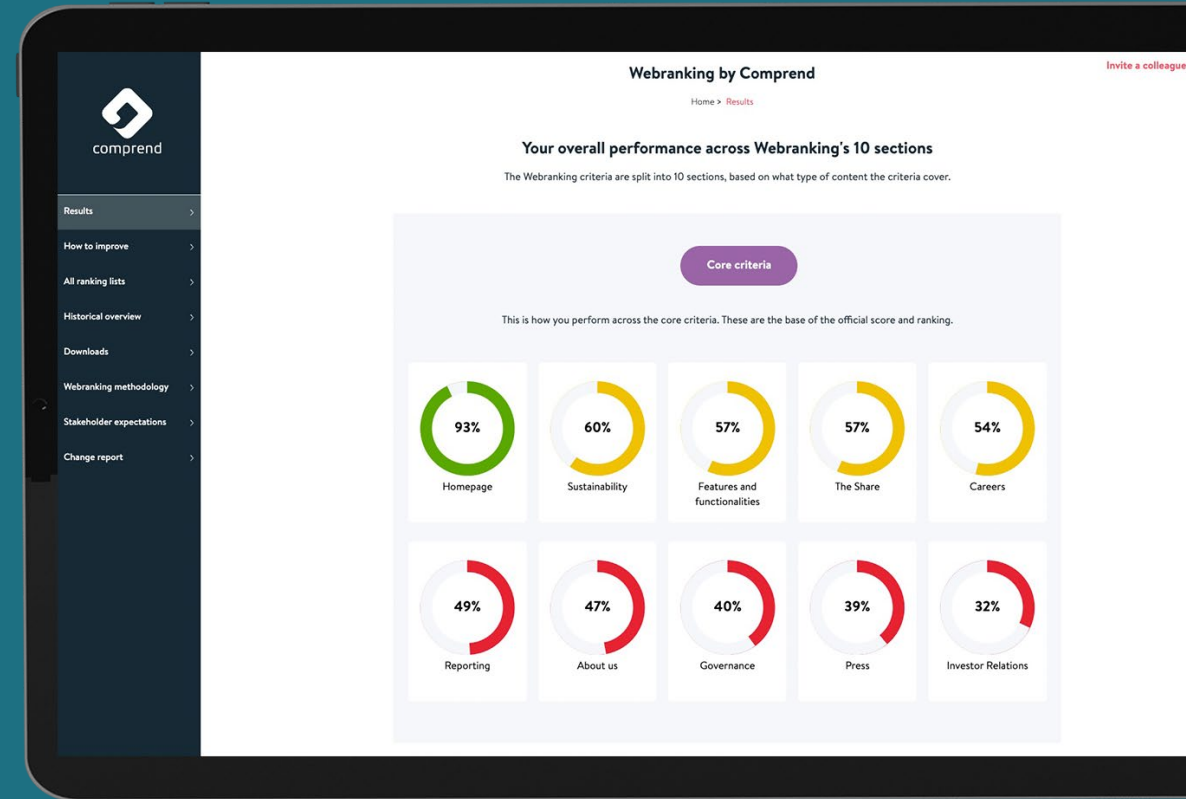
the people
that matter



- BRAND AND EXPERIENCE
- CORPORATE COMMUNICATION
- IR & FINANCIAL COMMUNICATION
- SUSTAINABILITY COMMUNICATION
- INTERNAL COMMUNICATION

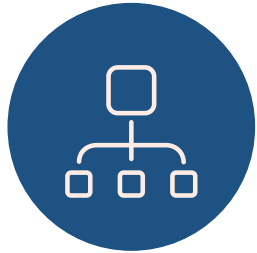
MEASURING CONTENT PERFORMANCE

- Created to improve corporate sites
- Produced since 1997
- Based on stakeholder expectations
- Updated criteria each year
- Around 800 sites to compare
- Results online with practical advice



THE WEBRANKING PROCESS

JAN-MAR



**STEP ONE:
RESEARCH**

- Web Management survey
- Capital Market survey
- Careers survey

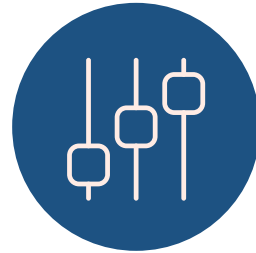
APR-MAY



**STEP TWO:
CRITERIA**

- Based on input from survey respondents and stakeholders:
- 50 core criteria in 10 sections

JUNE-AUG



**STEP THREE:
RANKING**

- The largest companies by market cap in Europe

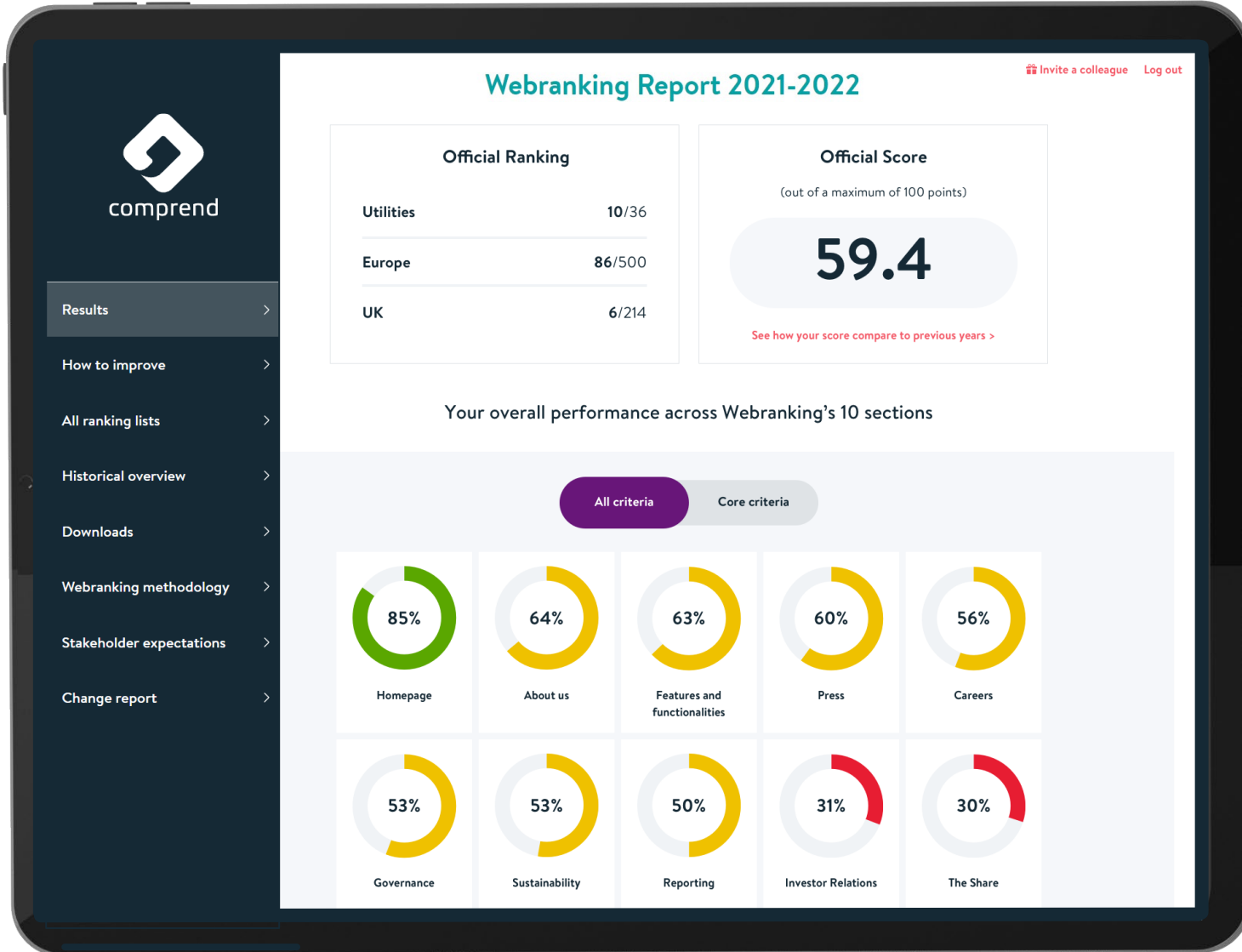
SEP-DEC



**STEP FOUR:
RESULTS**

- Company results in the Webranking Report
- Result lists per country
- Insights and findings

THE WEBRANKING REPORT



- How your company performs against stakeholders' expectations
- How your company performs compared to 3 peers
- In-depth criteria
- Comments about each section
- Best practice examples
- Background data
- Excel version
- PDF version

CORPORATE COMMUNICATION CHALLENGES

According to respondents in Comprend's Web Management Survey

ANALYSTS THE MOST IMPORTANT TARGET GROUP

How would you rank the importance of your corporate website's target groups?

| | |
|--|-------------|
| 1. Analysts | 4.48 |
| 2. Institutional investors | 4.39 |
| 3. Jobseekers | 4.36 |
| 3. Socially responsible investors (SRI) | 4.36 |
| 5. Business journalists | 4.16 |
| 6. Customers | 4.02 |
| 7. Private shareholders | 3.80 |
| 8. NGOs | 3.55 |
| 9. General public | 3.33 |

(1=Not important, 5= Very important)

COMMUNICATIONS CHALLENGES FOR 2022

Short-term communications challenges

1. Reaching the right audience
2. Content
3. Sustainability
4. Branding
5. Consistency and clarity
6. Internal communication
7. Measurement and analysis
8. Update information

Long-term communications challenges

1. Content
2. Technology
3. Engagement
4. Digital communication
5. Communication in different channels
6. Legal/regulations

WHAT THE CAPITAL MARKET WANTS



Responses from analysts, investors and business journalists

TOP 5 MOST IMPORTANT INFORMATION OR FEATURES

| | | |
|---|-----------------------------------|------|
| 1 | The website is easy to navigate | 4.41 |
| 2 | Latest press releases | 4.31 |
| 2 | The latest financial report | 4.31 |
| 4 | Financial risks | 4.21 |
| 5 | Overview of financial key figures | 4.20 |

(1=Not important, 5=Very important)

A navigation that is easy to use

VATTENFALL  **Who we are** What we do Investors Press and media Careers 

About us **Sustainability** Diversity & Inclusion Suppliers Public affairs Corporate governance Contact us

Environmental responsibility Social responsibility Policies and management Sustainability report and rankings UN development goals Statement on slavery and human trafficking

Sustainability contacts

Sustainability

Vattenfall's purpose is to Power Climate Smarter Living and enable fossil free living within one generation.

The purpose provides a clear direction for our strategy and operations, where sustainability considerations are fully integrated. Vattenfall's strategy reflects [the UN Sustainable Development](#)

[goals and six of these goals have been identified as most relevant](#) to the company and to which Vattenfall can provide the most meaningful global contribution.

Our social responsibility

We have a responsibility for our social impacts. We influence the supply chain and engage with stakeholders.

[→ Social responsibility](#)



Vattenfall provide a navigation that is easy to use with clear highlights of where the user is, local navigation, links to more information.

A press release archive with relevant functions

The screenshot displays a user interface for a press release archive. At the top, there are navigation tabs for 'News' and 'Press releases', a 'Filter by date...' button with a calendar icon, and a search bar with a magnifying glass icon. Below the navigation is a 'Show categories >' link. The main content area is a grid of news items. Each item consists of a featured image, a date, a headline, a category, and a list of tags. The first item is dated '1 Jun 2022' and is about 'Giallozafferano' launching an NFT collection. The second is dated '23 May 2022' and is about 'The Mondadori Group' unveiling its first Sustainability Plan. The third is dated '17 May 2022' and is about 'Grazia' special issue dedicated to the young generations. The fourth is dated '12 May 2022 / at 13:00' and is about 'BoD approves results at 31 march 2022'. Each item has a small icon for email and download. Below the grid, there are partial views of other news items.

Mondadori's press release archive presents the users with several relevant features to let them filter press releases and news.

THE MOST IMPORTANT SUSTAINABILITY-RELATED INFORMATION

(1=Not important , 5=Very important)



Sustainability targets, achievements and data




Barratt Developments provide performance and data together with their targets in a very clear way.

Sustainability targets, achievements and data

HOME // BUILDING SUSTAINABLY // PERFORMANCE AND DATA >

PERFORMANCE AND DATA



OUR FRAMEWORK

- > Nature
- > Places
- > People

STAKEHOLDER ENGAGEMENT

- > What matters most
- > UN Sustainable Development Goals
- > A just transition
- > Our stakeholder groups

VALUE CHAIN EMISSIONS | NET ZERO TRANSITION PLAN | PERFORMANCE CHARTS | PERFORMANCE DATA | BENCHMARKS & INDICES

Critical to assessing our performance against our sustainability framework is the regular collection, analysis and disclosure of data. Our Internal Audit team makes a provision to review the robustness of this data within their standard divisional audits. This table shows performance data for the reporting period 1 July 2020 to 30 June 2021 and the previous four years where data is available.

NATURE

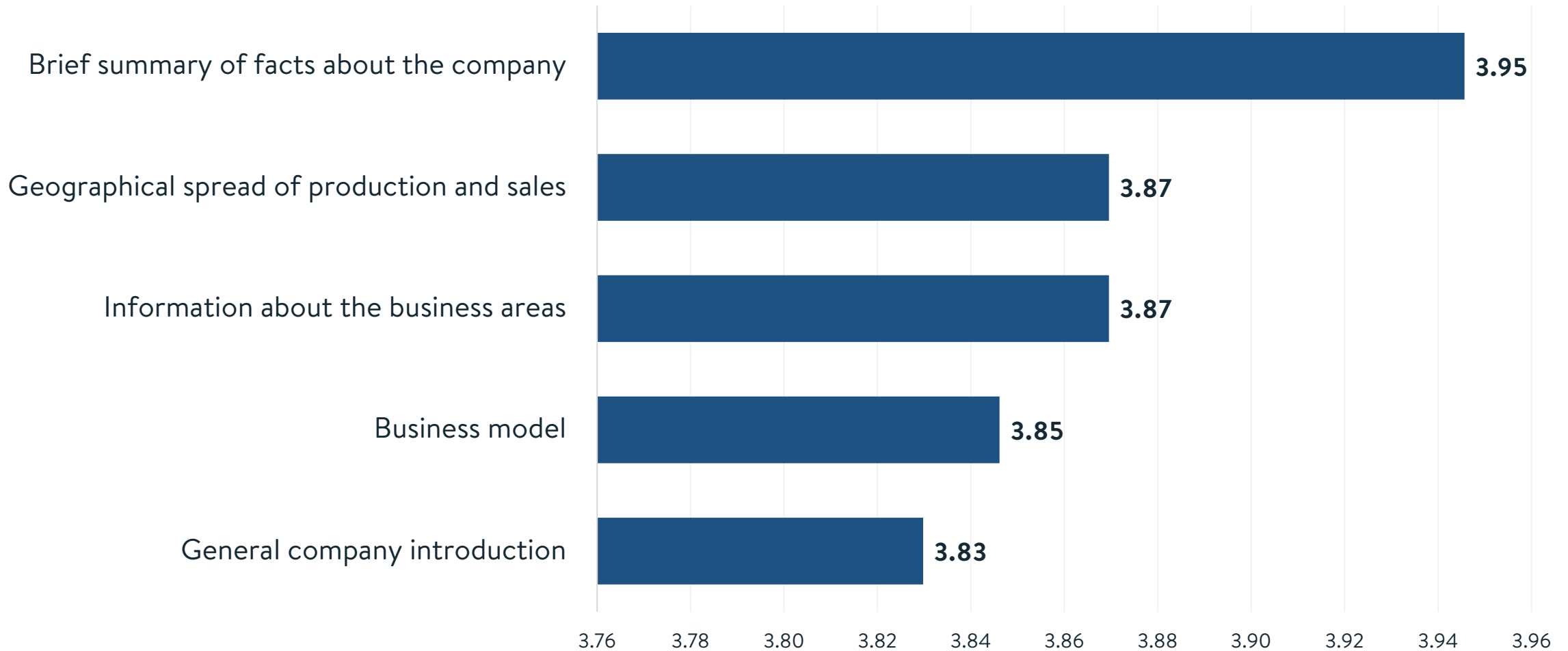
WASTE MANAGEMENT

| | 2017 | 2018 | 2019 | 2020 | 2021 |
|---|---------|---------|---------|--------|--------|
| Construction waste (tonnes per 100sqm legally completed build area) | 6.18 | 6.06 | 6.53 | 7.70 | 5.89 |
| Construction Waste total (tonnes) | 104,868 | 104,586 | 111,675 | 93,430 | 95,967 |
| Construction waste diverted from landfill (tonnes) | | 101,950 | 107,895 | 89,849 | 90,881 |
| Construction waste to landfill (tonnes) | | 2,636 | 3,780 | 3,580 | 5,086 |

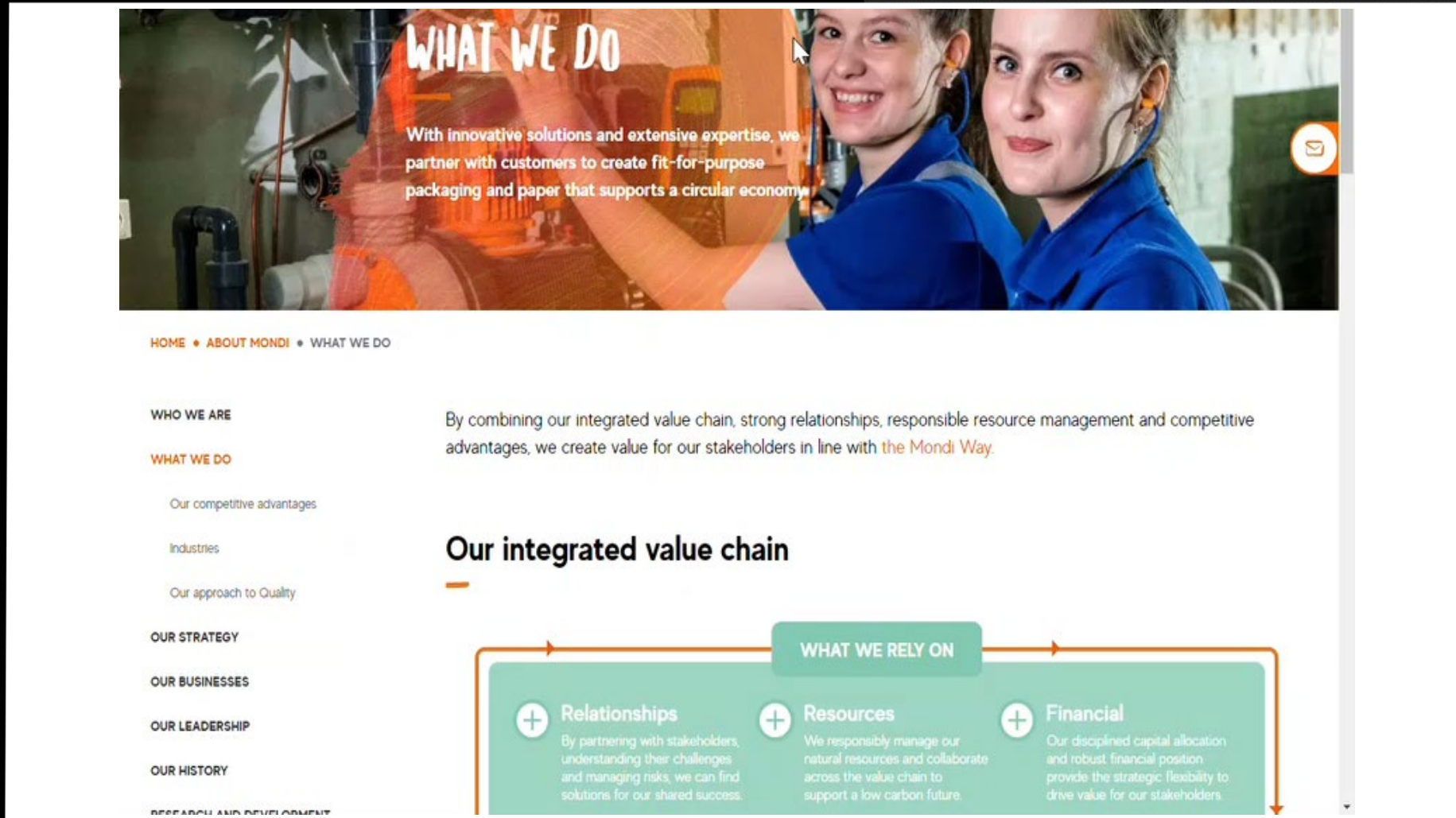
The user can choose to view the data in tables or charts.

THE MOST IMPORTANT GENERAL COMPANY INFORMATION

(1=Not important , 5=Very important)



Mondi's business model – interactive and informative



WHAT WE DO

With innovative solutions and extensive expertise, we partner with customers to create fit-for-purpose packaging and paper that supports a circular economy.

HOME • ABOUT MONDI • **WHAT WE DO**

WHO WE ARE

WHAT WE DO

- Our competitive advantages
- Industries
- Our approach to Quality

OUR STRATEGY

OUR BUSINESSES

OUR LEADERSHIP

OUR HISTORY

RESEARCH AND DEVELOPMENT

By combining our integrated value chain, strong relationships, responsible resource management and competitive advantages, we create value for our stakeholders in line with *the Mondi Way*.

Our integrated value chain







WHAT WE RELY ON

- Relationships**
By partnering with stakeholders, understanding their challenges and managing risks, we can find solutions for our shared success.
- Resources**
We responsibly manage our natural resources and collaborate across the value chain to support a low carbon future.
- Financial**
Our disciplined capital allocation and robust financial position provide the strategic flexibility to drive value for our stakeholders.

INCREASED INTEREST IN

- Risk management and geopolitical risks
- XBRL reporting
- Governance and sustainability governance

Annual reports, KBC Group

| | | | |
|---|---|---|---|
|  | <ul style="list-style-type: none">• PDF : Annual report 2021• ESEF (viewer) : Annual report 2021• ESEF (zip) : Annual report 2021 |  | <ul style="list-style-type: none">• PDF : Annual report 2020• ESEF (viewer) : Annual report 2020 |
|  | Annual report 2019 |  | Annual report 2018 |
|  | Annual report 2017 |  | Annual report 2016 |

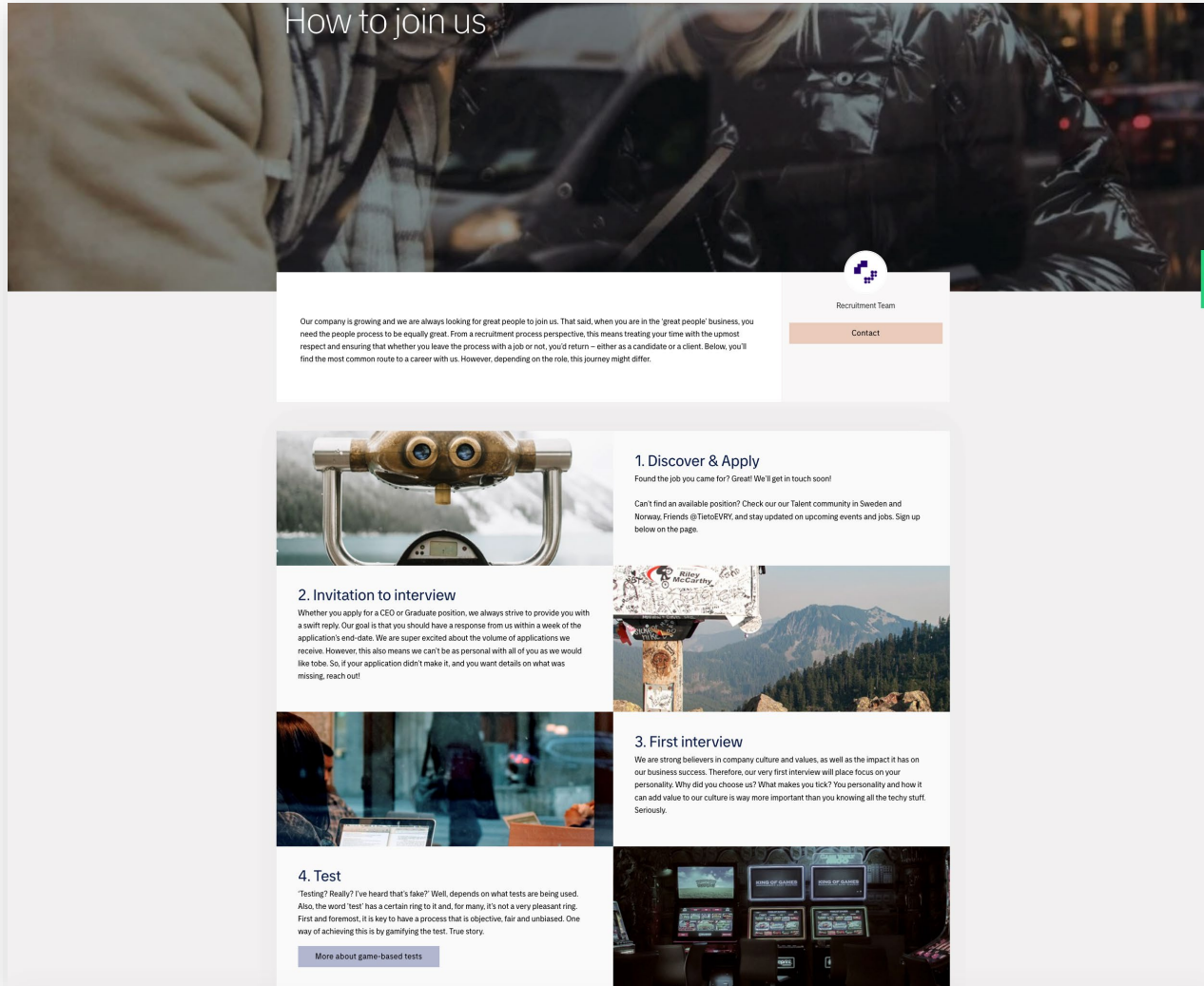
WHAT THE JOBSEEKERS WANT

TOP 5 MOST IMPORTANT CAREERS INFORMATION

| | | |
|---|---|------|
| 1 | Geographical locations | 3.71 |
| 2 | Explanation of the recruitment process | 3.70 |
| 3 | Expectations on future employees | 3.67 |
| 4 | Culture and values | 3.64 |
| 5 | A summary of why jobseekers should join the company | 3.63 |

(1=Not important, 5=Very important)

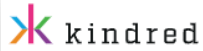
RECRUITMENT PROCESS



TietoEvry present their selection and recruitment process (step by step), making it easier for jobseekers to understand the process and to apply for a job.

How hard and long is the selection and recruitment process? Is it worth applying for a job?

Culture and values by Kindred Group



[Vacancies](#) [Find Out More](#) [Departments](#) [Locations](#) [Stay in Touch](#) [Sign In](#)



Our Values

Our culture, our strategy and how we interact with each other and the world around us are determined by our values. They are universal and at Kindred we all work and live by them.

We are individuals united

We're a diverse network of passionate and talented individuals who are proud to be part of Kindred. As experts in our different areas, we all add something special to the company. Our success depends on attracting and keeping the best talent who recognise the importance of being a part of a winning team.

We dare to challenge

We see all challenges as an opportunity to do something in a better way – for you, for the team and for our customers. We hunger for growth both personally and professionally and go above and beyond to deliver the successful products of tomorrow. Only through acting now and taking calculated risks will we stay one step ahead of the competition.

We build on trust

Our success is built on trust. We trust each other to deliver on our promises. We believe in empowerment and we are all trusted to make the right choices for Kindred and our customers. We behave with integrity and fairness in everything we do and because of this we are trusted by our customers, the regulators and the industry as a whole.

We seek to innovate

We foster an environment where initiative and innovation are rewarded. We combine our skill and experience with novel thinking to spot new trends and tools to improve our customers' experiences. We regard failure as a stepping stone to success. We listen, we learn and we adapt.

We believe in friendship

We believe in humility and have a genuine interest in our colleagues. We believe that being friendly is more than an attitude; it's a way of working. We enjoy what we do, and it shows. It's infectious and builds relationships that last, and friendships that grow. Through friendship comes trust, and through trust comes loyalty—the key to our business.

It is important to present the company's values and culture in the careers section.

Jobseekers want to work for a purpose-driven company and for a company that contributes to society.

THE COMPANY'S PURPOSE

essity Company Brands Sustainability Innovation Careers Investors Media

Better health and hygiene starts with us.

Working at Essity is not just a career; it is a chance to directly make the world a healthier, more hygienic and safer place. With impactful innovations coupled with sustainable solutions, Essity strives to reach more people every year with the necessary and essential solutions for well-being. At Essity, we believe every career is as unique as the individual and empower employees to reach their full potential in a winning culture motivated by a powerful purpose.

Join the team

- › Job opportunities
- › GO! Program
- › Beliefs & Behaviors

Take the wheel

We want you to put your career in your hands, so you can realize potential that you never thought possible. But don't worry, we'll be right there with you. Helping you finetune your development plan, together, we'll find the right blend of our business needs and your personal aspirations.

Have a healthy balance

At Essity, everything we do is centered around care. So, we care for you not only as an employee, but as a person too. We strive to have a happy and healthy environment that empowers you to be your best balanced self.

Enjoy opportunities everywhere

Discover all the possibilities of where your career can go with Essity. With offices in over 60 countries, you can work in anything from Engineering and Marketing to R&D and Sales, around the world.

Information about a company's purpose (why it exists) has become increasingly important for jobseekers.

Essity's purpose:

"Working at Essity is not just a career; it is a chance to directly make the world a healthier, more hygienic and safer place. With impactful innovations coupled with sustainable solutions, Essity strives to reach more people every year with the necessary and essential solutions for well-being"

Why jobseekers should join the company

- Essity do also summarise reasons why jobseekers should join the company

Careers

Job Opportunities

Work at Essity

Commitment to Our Employees

Diversity, Equity and Inclusion

Learning and Development

Why Choose Essity?

Students and Graduates

Life at Essity

Alumni Network

Connect with Us

Total Rewards

Why choose Essity?



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Team up to win

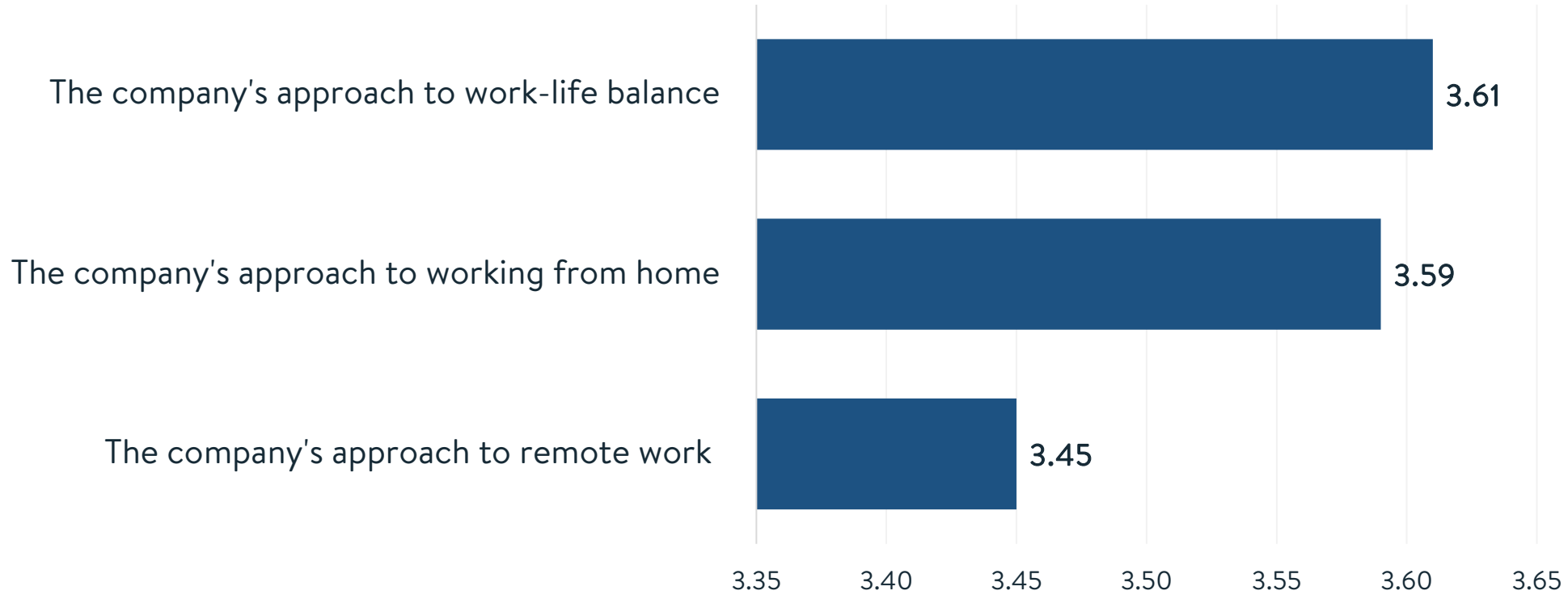
Our culture and community are both important to us. Built on beliefs, our culture is only as strong as our people. We work together to ensure that we are helping to improve lives, every day. We want everyone to feel like they belong and contribute to our overall vision.

Make an impact

Join the team

- › Job opportunities
- › GO! Program
- › Beliefs & Behaviors

WORK-LIFE BALANCE – FLEXIBLE WORKING



WORK-LIFE BALANCE

- A company must provide examples on how it supports its employees with work-life balance.
- Jobseekers are tired of generic information. It is important to present information on how the company help its employees

Striking the right balance between well-being and motivation

Work Life Balance

Volvo Group is made up of a palette of unique individuals, each with their own interests, motivations, and life stories. They are passionate about what they do, at work and outside work. Based on [our value of trust](#) and our belief that we are at our best when we can be our whole true self at work, we offer an environment where everyone can find a healthy work life balance that works for them.



Everyone's work life balance equation is different

That is why we believe that in addition to company programs, a good communication and a trusting relationship with one's manager is the base to find the right work life balance that accommodates all the needs of each individual.

Creating a healthy [work culture](#) starts with the basics – respecting people's free time. This translates into behavioral agreements that some teams decide together to suit their needs and preferences in a highly connected world – for instance not sending out emails over the weekend.

Flexible work arrangements come in many shapes

Our [benefits programs](#) are many and very diverse across our different entities and hundreds of sites. Depending on where they work, our employees may benefit from flexible working hours, parental, study or sabbatical leave, paid time off on specific occasions, special training or support needed to complete a job. Our company policies on matters such as home working align to the needs of our business operations, the location of our premises or even the country legislation and always strive to optimize our employees' time and reduce our footprint from commuting.

Services available on our campuses are also specific to each location. They include health, sport coaching or organic food markets in one place, child care or concierge office in another. Our flexible work arrangement aim to make the day to day routine of our employees easier so they can get more out of life.

How we support our employees' life journeys



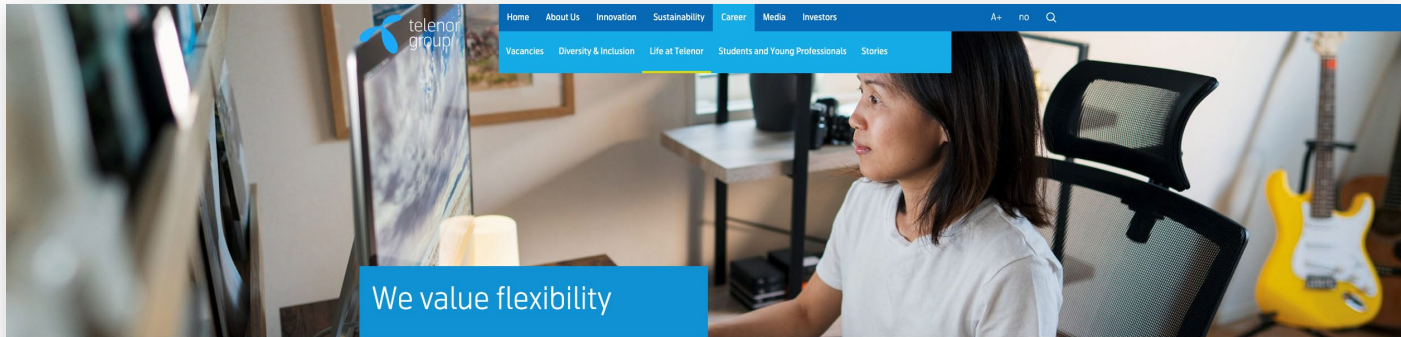
How fishing in Alaska can teach you invaluable lessons



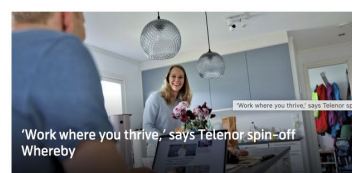
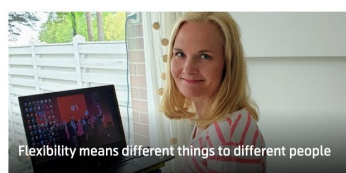
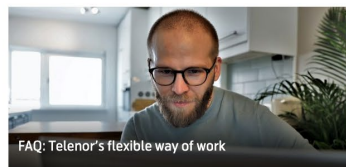
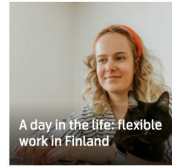
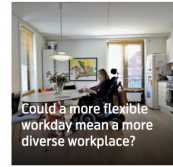
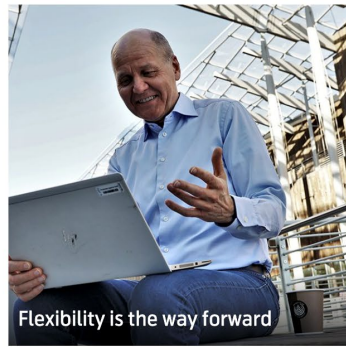
Starting up a new life as a family

When Volvo Group closed its plant in Madrid, Spain, Alberto Ruiz Segura...

FLEXIBLE WORKING EXAMPLE



Our CEO Sigve Brekke is moving Telenor in a more flexible direction. To make it happen, it's all about learning, leadership, and seeking inspiration from others.



Jobseekers crave more relevant information about flexible work opportunities.

By providing information about the possibilities of working from home or from another city/country, jobseekers can determine if it's worth applying or not.

By providing information regarding the possibilities to work from another city or country, the talent pool increases.

CAREER DEVELOPMENT AND PROGRESSION

 Why work at Sika? | Your career at Sika | Learning and developing | Contact | Jobs 

The Pillars of Sika`s Training Programs

When you work for Sika, you are joining a global company which carefully cultivates its corporate culture. This culture is centered around the pioneering spirit, giving individuals the power to make decisions and grow both personally and professionally. In order to maintain our culture, we hire driven, enthusiastic employees and give them both the training and the freedom to experiment to develop themselves and their careers. The Sika Business School and our digital SikaLearn Platform offer a range of programs and tools to support this. Both platforms are based on the Pillars stated below.

E-Learning & Individual Learning

We offer our employees professional digital services that complement traditional face-to-face learning via our online SikaLearn Platform. Our Digital Learning Team assists their internal clients to place their knowledge into appealing digital learning formats.

Technical Training

Four Sika Academies: Contractors Academy, Concrete Academy, Industry Academy and Procurement Academy, transfer knowledge regarding technical information. The customer benefits from hands-on knowledge and from practical and theoretical workshops based on customer cases.

Development of Sika`s Sales Force

The Sika Business School offers sales training specific and relevant to our organization and our sales professionals. This supports the implementation of Sika's 2023 Corporate Strategy of Sustained Growth, Operations Excellence and Sustainability.



Management Development

Sika invests in the development of its current and future managers who demonstrate the leadership skills and competencies to drive superior performance in support of Sika's culture. Sika leaders focus on driving change, unlocking potential, inspiring others and winning together.

Train-the-Trainer approach

Another crucial structural feature of our training programs is the systematic "Train-the-Trainer" approach. Sika offers employees and external customers techniques on how to quickly convey the expertise of Sika's experts, including standards on how to develop and conduct trainings.



Jobseekers want to work for a company where they can develop or refine their skills.

They have become increasingly concerned about progressions opportunities

Jobseekers are tired of generic non-saying information.

The Sika Business School - The best perspective for your career

The Sika Business School combines and integrates training activities on a Corporate, Regional and Country Specific Level. The programs address Sika`s global business ambitions, as well as customized country specific requirements. This allows us to not only think globally, but act locally in order to share and network together. Many programs delivered in the native language of the respective country.

For sales, we support both new and experienced sales professionals. For new

| SIKA BUSINESS SCHOOL (SBS) | | | |
|---|---|---|--|
| GLOBAL TRAINING To develop key leadership competencies for outstanding global results | REGIONAL TRAINING To understand and develop critical leadership and sales competencies for regional market challenges | LOCAL TRAINING To provide solutions to negotiation and presentation challenges, management and sales skills | ACADEMIES OPERATIONS ACADEMY To develop leadership competencies for operational excellence |

WEBRANKING 2022-2023

IMPORTANT DATES

| | |
|-----------|--|
| Now | Pre-order starts |
| 1 June | Webranking starts |
| 4 August | Last day to send us your comments on recent changes to the website |
| 31 August | Ranking closes |
| | Last day to order the report at the early bird price |
| October | Delivery of pre-ordered reports |
| | First results released |

REPORT TYPES

WHAT'S INCLUDED

| | STANDARD | PLUS |
|---|----------|------|
| Criteria and results – definitions and weightings | Yes | Yes |
| Detailed data from research surveys | Yes | Yes |
| Best practice examples | Yes | Yes |
| PDF and Excel versions | Yes | Yes |
| Evaluation of your website | Yes | Yes |
| Benchmark analysis – Your website compared with 3 selected peers | Yes | Yes |
| Qualitative comparison and extended design, UX and content review | No | Yes |
| Presentation – online or in person | No | Yes |

PRICE

| | |
|------------|-------------|
| € 6,500 | € 11,500 |
| SEK 65 000 | SEK 115 000 |
| £5,900 | £ 9,600 |

| | |
|---------------|----------------|
| €5,500 | €10,000 |
| SEK 55 000 | SEK 100 000 |
| £ 4,900 | £ 8,900 |

Early bird prices until 31 August

Standard

= the online tool

Plus

= the online tool+ a qualitative review of your website made by our experts

QUESTIONS?

GET IN TOUCH

More information about Webranking



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