

13th edition 2016-2017

WEBRANKING BY COMPREND

SWITZERLAND'S LARGEST LISTED COMPANIES

An eagle-eyed snapshot into how companies are communicating to their stakeholders via their corporate website and digital channels. The report unveils the latest communications trends, best practice examples and razor-sharp insights for corporations navigating the digital realm today.

*Europe's leading survey
of corporate websites and
the only global ranking based
on stakeholders demands*

Swiss edition
conducted by

 **lundquist.**

Webranking research

key takeaways

Annual surveys aimed at the capital market, jobseekers and digital managers form the basis of the Webranking analysis, which tracks corporate communication trends and evaluates transparency in disclosure amongst the largest companies in Europe. Here we focus on the 51 largest Swiss companies on the stock market by market cap.



Podium overhauled - new names at the top

Switzerland is shaking things up with big changes in the top 3.
Read more on page 4.



It's not a matter of size

The size of a company by market cap does not guarantee immediate Webranking success, with smaller Swiss listed companies improving leaps and bounds.
Find out why on page 4.



Where is the substance?

The majority of Swiss companies fail to present a complete picture of their company to their investors and other stakeholders.
More on page 5.



Keep your distance, please

Swiss companies are reluctant to integrate social media onto their corporate websites, with few using the digital platforms available to them to engage users.
For more details, flip to page 8.

Our key numbers

20th international edition

13th in Switzerland

51 the number of companies ranked in Switzerland, based on the SIX Expanded that includes the largest companies by market cap

800+ the number of companies ranked globally

460+ responses to the two Webranking by Comprend questionnaires dedicated to the financial community (Capital Market Survey) and to jobseekers (Careers survey)

Order your customised company report

The Webranking research helps companies understand how to improve their communication to better meet the needs of stakeholders, by comparing themselves to their international peers. It is the only research which, by annually investigating the needs of different stakeholders, gives a voice to website users.

The research is conducted by Lundquist in collaboration with Comprend.

For further information about the research, to receive the highlights with the score per areas and to order a tailored, interactive report, please contact:

Caroline Becker

Project Manager of Webranking by Comprend Italy and Switzerland, Lundquist
caroline.becker@lundquist.it

Webranking 2016: Switzerland is resting on its laurels

Based on the demands of stakeholders, Webranking works as a stress test in that it measures the fundamentals of online corporate communications and digital dialogue.

Year on year, results in Webranking prove that the size of a company by market cap does not guarantee “best performance” status. Credible comms is a skill to be learned and improved upon over time, with companies who master the art showing a clear understanding of the fundamentals of online corporate comms and digital dialogue. These companies pass the stress test as they show they are effectively responding to market needs.

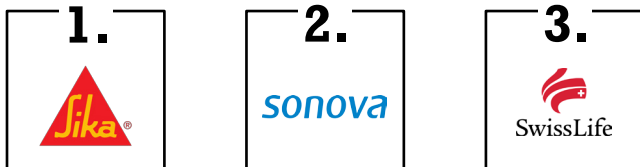
Smaller Swiss listed companies take the lead

This year, **Sika** takes first place in our Webranking analysis, despite the fact it ranks in the top 30 on the SIX stock market. **LafargeHolcim**, **Swiss Re** and **Novartis**, who place in the top 20 of the SIX Expanded by market cap, rank in 20th, 21st, and 22nd place in our Webranking analysis respectively.

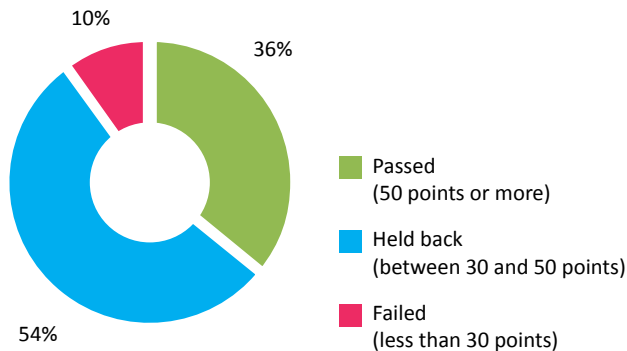
Past rankings have primarily been dominated by large companies (**Swisscom**, **UBS**, **ABB** and **Credit Suisse** to name a few), and it has only been in recent years that the smaller companies have taken the lead. Again, this proves that it is not the company’s size alone that ensures good corporate communication.

Two smaller listed companies actively raising their game this year are **Sonova**, for the first time on the Webranking podium, and **Barry Callebaut**, for the first time in the top 10.

Best improvers 2016 in Switzerland

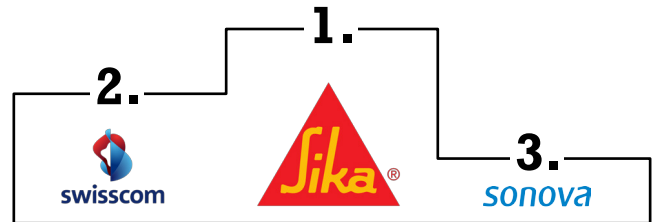


Who passes the stress test?



Source: Webranking by Comprend 2016. The research evaluated 51 Swiss companies.

The Swiss podium 2016



Switzerland sets a steady pace

As the criteria in the protocol is based upon the needs and expectations of stakeholders – through annual surveys to investors, journalists and jobseekers – half of the max score (50 points out of 100) is considered the threshold at which companies respond adequately to capital market’s demands.

The results reveal that Swiss companies are setting a steady pace when it comes to improving upon their digital corporate communication. The number of companies passing the stress test remains unchanged from last year (19 out of 51) with the average improving only by **0.3** points to reach **44.9**. In line with last year, no Swiss companies find themselves in the European top 10, and 9 are among the top 50, up from 7 last year.

We have a brand new look!

We decided to do things a bit differently this year and have revamped the way we report our findings. We wanted to produce a report that speaks directly to you, taking you on a journey from where you are at now with your corporate website to where you want to go.

We start from the most common questions users ask when they visit a corporate website and see how Switzerland’s largest listed companies are responding to them.

The report is organised as follows:

1. Where are you now?
2. Where do you want to go?
3. How do you run your business?
4. How do you engage your users?
5. Sectors

1. Where are you now?

The goal of a corporate website is to present the company to a range of stakeholders, producing engaging content that invites the reader to explore further. Since users have varying degrees of knowledge and interests – consider an audience as broad as investors and jobseekers – companies need to provide a significant range of information. Although Swiss companies respond to key user questions on who they are and what they do, they fail to provide more concrete detail on their claims.

96% **What do you do?** of Swiss companies present the business but most do so in a generic way, and with little support of interactive features (see also engage your users on page 7). Financial figures per business area are presented by a mere **22%**, leaving the investor to consult the annual report for these figures.

29% **Where are you located?** of Swiss companies provide information on the geographical spread of their services and/or products. Where a company decides to engage in business activities says a lot about its investments prospects as geopolitical shifts and market movements can affect a company's influence and earning potential heavily. Being forthright about where it operates is key for the external viewer to understand what position the company currently finds itself in.

Best practice – Locations

Switzerland

Basler Versicherungen

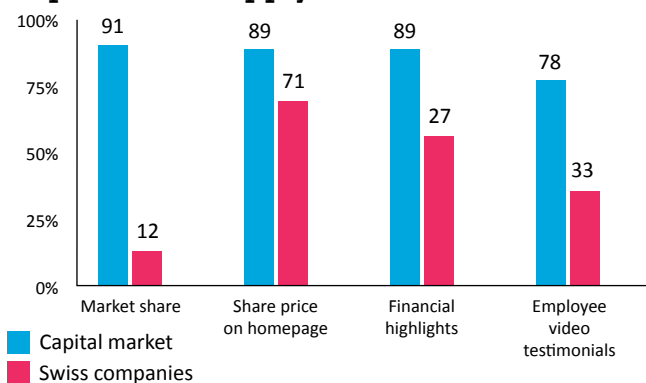
In its domestic market of Switzerland the Baloise Group operates under its "Basler Insurance" and "Baloise Bank SoBa" brand names. Basler Switzerland is the largest business unit in the Baloise Group. As an insurer and focused financial services provider it specialises in delivering comprehensive insurance and pension solutions. Its customers are individuals, small and medium-sized firms and selected industrial enterprises. Its insurance sales force is at the heart of its marketing strategy. This is supplemented by a network of distribution partners for certain product-related and customer segments and by brokers and the internet. Baloise Bank SoBa strengthens the range of pension solutions available by offering banking products that are sold by the insurance sales force and by the bank itself. It has positioned itself as a universal bank in northwestern Switzerland.

Key figures Switzerland

	2014	2015
Employees	3,701	3'657
Business volume (CHF million)	4,510.0	4'565.5
Gross combined ratio (per cent)	83.9	83.2

Swiss insurer & pension provider **Baloise** provides a detailed account of its services across the globe, outlining its turnover, production and service sites, employees and more per region.

Gap between supply and demand



Source: Webranking by Comprend 2016-2017: The graph represents the difference between stakeholders expectations (% of those who consider certain information important, having rated it 3 or higher, where the maximum is 5) and what companies actually offer (% of companies offering the information)

Did you know that...

- 95%** of capital market respondents want to know where a company's services and production sites are based
- 84%** of investors request information on a company's major shareholders
- 73%** of jobseekers would like companies to provide information on the compensation and benefits they offer employees

59% **Who owns you?** provide information on their major shareholders. Understanding who the key influencers and majority owners of a company are can help potential investors understand how the company views the present world and if it is in line with the way they see it. Is the company public or is it family-owned or controlled by the state? Who the owners are speaks volumes about what situation the company currently finds itself in, and how they envision the future.

63% **What kind of employer are you?** present the company specifically to jobseekers, meaning 1 out of 3 companies fail to do so. Providing a brief intro to jobseekers shows an active approach to engagement. **61%** present their competence development, and only **30%** provide information on their compensation & benefits system for jobseekers. What a company is prepared to say on these matters allows the jobseeker to understand whether they are in line with current market needs (or even superior to them).

The corporate website is the company's portal to showcase themselves to the world. It is one of the few communications means that companies have complete control over, yet few Swiss firms take advantage of.

*Joakim Lundquist,
Head of Webranking in Switzerland
& Italy and Founder of Lundquist*

2. Where do you want to go?

Understanding the company's vision of the future is key to investors. Investors and analysts are increasingly looking beyond the annual report for useful information in understanding the investment story of a company: strategy, targets, risk management and debt feature highly in their list of expectations. Despite four out of five Swiss companies providing a generic outline of their strategy on their corporate website, they struggle to dig deeper and provide the substance investors are after.

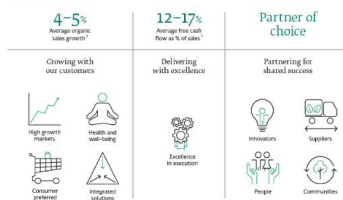
31% **How do you enact your strategy?** of Swiss companies provide concrete actions on how the company plans to achieve their suggested goals, up from **21%** in 2015. This jump albeit small, is positive, as it shows that Swiss companies are becoming increasingly transparent in defining the steps needed to reach their future goals. Providing this information increases confidence amongst investors and customers, as it gives concrete sense to what is often communicated in a generic way. Concreteness is fundamental for those seeking returns on their investment.

4% **Is your strategy backed up by targets?** explain in detail how they expect to reach their financial targets. Targets are the backbone to any strategy, helping to provide a clear picture of where the company is focusing its time and energy and what potential returns for investors could look like.

Best practice - Strategy

Our 2020 strategy Responsible growth. Shared success.

Our financial ambitions and roadmap for the next five years seek to ensure responsible growth and shared success for shareholders, customers and all key stakeholders.



* Average over five years

Building on the success over the past years, we want to create further shareholder value through profitable, responsible growth and acquisitions. To create long-term value, we will capitalise on our market leadership and, most importantly, continue to build close partnerships with our customers.

Ambitious financial targets are a fundamental part of Givaudan's strategy. We aim to outpace the market with 4-5% sales growth and an average free cash flow of 12-17% of sales, both measured as an average over the five-year period of our strategy cycle.



Swiss perfumer **Givaudan** sets itself ambitious targets for 2020, and outlines how it plans to achieve its goals. Through detailed information, rendered more engaging via infographics, the perfumer provides a convincing strategy through and through.

Did you know that...

95% of investors would like companies to outline their Group strategy

83% are keen to see the company's net debt

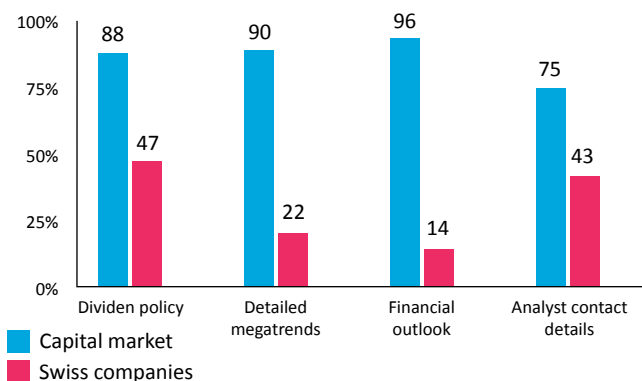
82% would like information on companies risk management processes

94% would like companies to publish their financial targets

35% **What are the risks of your company failing?** present information on risk management processes. In a world increasingly marred with hostilities, how a company handles risks (be they financial or operational) is paramount to their solidity as a company. Having safeguards in place to hedge against potential risks ensures a smoother transition in periods of stress, and allows a company to remain focused on its long-term future vision.

18% **How much do you owe and to whom?** of Swiss companies present details on the company's debt. Providing this information transparently gives investors a sense of how the company governs its repayments, and what checks and balances it has in place to do so. While the strategy sets the scene for where the company wants to go, its debt repayment plan provides the reality to the imaginary, allowing the investor to make an informed decision on whether to invest in the company.

Gap between supply and demand



Source: Webranking by Comprend 2016-2017: The graph represents the difference between stakeholders expectations (% of those who consider certain information important, having rated it 3 or higher, where the maximum is 5) and what companies actually offer (% of companies offering the information)

Swiss companies are struggling to communicate their future vision. In a period of constant and transformative change, providing a sense to the public of how the company plans to position itself in the long-term is imperative.

*Sara Rusconi,
Head of Webranking in Switzerland
& Italy and Partner at Lundquist*

3. How do you run your business?

Marred by the fallout from the recent financial crisis and other corporate scandals, the role of corporate governance and sustainable business has become increasingly important to stakeholders. Governance has now become the most relevant non-financial information for investors and this, together with the company's environmental and social impacts, gives an idea of how the company is prepared for the future and how sustainable its business is in the long-term. This year's results show that Swiss companies have finally caught up with their European counterparts when it comes to non-financial reporting.

86% How are you developing your CSR strategy? of Swiss companies state that they have a CSR strategy in place with **57%** connecting it directly to the business. Having a strategy, however, is not enough. What makes companies really stand out is the way in which they develop their strategy. In Switzerland, **39%** present a materiality analysis on their corporate website, a process of defining what is important for each company and its stakeholders. This introspective exercise allows companies to focus on what really matters. By investing time and energy into developing strategies on issues that have a larger global impact, companies are doing their bit to solve tomorrow's problems. With an increasingly conscious consumer, the Swiss companies that are engaging in this exercise have the ability to win more hearts and minds.

71% Do you have a CSR report? of Swiss companies now publish a CSR report, up from **64%** in 2015 and **48%** in 2014. Reporting on sustainability is a sign that companies have a clear structure in place, and are prepared to confront and report on their impacts globally in a responsible way.

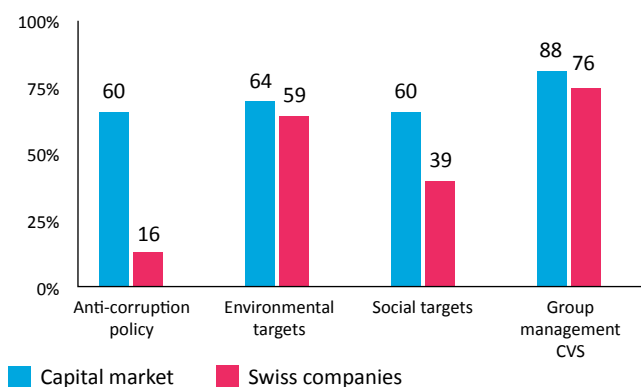
Did you know that...

86% of investors want information on the company's board of directors

67% want companies to present their CSR strategy

84% would like to see a remuneration policy for a company's top execs

Gap between supply and demand



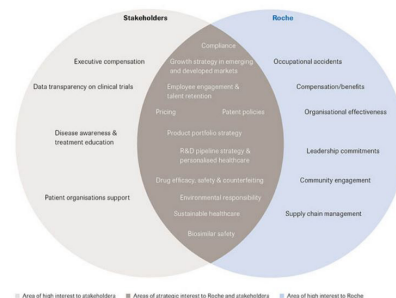
Source: Webranking by Comprend 2016-2017: The graph represents the difference between stakeholders expectations (% of those who consider certain information important, having rated it 3 or higher, where the maximum is 5) and what companies actually offer (% of companies offering the information)

78% Who is running your company? provide detailed CVs of their board of directors.

What may seem like a banal exercise should not be laughed off. Stakeholders want to see who is making the decisions in a company, and the more details companies give on the background of those at the top of the food chain, the more they are able to increase trust amongst their shareholders.

22% How much does the boss earn? provide a remuneration policy for their key executives. This shows that the majority of companies do not explain how they compensate their leadership team, leaving investors in the dark about whether they are being rewarded even if running afoul of their goals. A policy ensures that the company has a process in place that bases itself on long-term thinking, as opposed to short-term decision making. Communicating this openly means shareholders and investors are fully aware of the checks and balances in place to limit repercussions and potential public outcry.

Best practice - Materiality analysis



The Swiss pharmaceutical company has a strong stakeholder engagement process in place that has led them to identify the key issues for the company and its stakeholders. Their materiality matrix is organised into key topics in which they explain why it is material and what processes are in place to address and develop these issues.

With many countries and stock exchanges now requiring non-financial disclosure, sustainability is rapidly becoming standard practice. It should therefore be seen as an opportunity to present the human aspect of your business.

James Osborne,
Head of CSR communications
and Partner at Lundquist

4. How do you engage users?

Appealing communication involves more than the mere disclosure of details and documents. It is about going beyond the text and using different means to communicate to your audience: videos, infographics and embedded social media feeds are a few ways to do so. A well functioning website, adaptable and legible on different devices and quick to load, adds to the satisfying user experience. Swiss companies are technologically savvier than previous years, yet remain reluctant to engage users.

65% **Are you keeping me updated?** of Swiss companies present stories of the company on their homepage. Stories are a great way to engage stakeholders as a storytelling approach helps to humanise a business - who are the people behind its innovations? What activities are they up to lately? It is also a way of keeping users constantly updated with the company's news and activities. It is positive to note that more than half of Switzerland's largest companies are using this approach to engage more users.

63% **How can I see your information?** have a responsive website (which allows a single website to adapt to different screen resolutions), up from **53%** in 2015 and **20%** in 2014. As growing numbers of people access the web from mobile devices and digital penetrates further into daily routines and working life, users have come to expect fast, intuitive access to relevant content. In fact, research conducted in 2016 from StatCounter showed that for the first time worldwide, mobile and tablet internet usage has exceeded the desktop. This sends an important message to the **37%** of companies who still do not have responsive websites in that they need to move fast to stay competitive.

Best practice - Social media feeds



The Swiss telecoms company is an active user of social media and promotes this engagement on its corporate website. The company's Twitter live feed on its media landing page is fully integrated in the website's corporate comms.

Which Swiss companies launched new websites in 2016?

- Aryzta
- Geberit
- SGS
- Swiss Life
- Syngenta

What are digital managers focusing on?

89% work with video production
42% have a content strategy in place
9% are fully satisfied with their social media presence, yet **67%** say they have a social media strategy in place

31% **How can I interact with you?** of Swiss companies present live social media feeds on their corporate website, up from **21%** in 2015. Social media drives engagement with stakeholders, and is one of the few ways companies can directly engage with users. It also promotes transparency and shows the company takes a reactive approach to external participation. While it is positive to see this number increasing, the fact that only one third of companies provide live feeds shows that reluctance with using social media remains common amongst Swiss companies.

20% **Are you testing my patience?** have top loading page speed for desktops and mobiles. This low number is worrying, considering that a slow loading page can quickly turn off a user, leading them to navigate to another website.

29% **Are you indulging my curiosity?** support information on their business areas with videos, graphs or infographics. Presenting information in these different formats helps users better digest the information at hand. Often companies run the risk of writing too much and boring the user. Swiss companies need to be more creative in the way in which they present their content.

Photographic information is an informative way of getting a feel for the people you're going to work with.

Information becomes more trustworthy if employees talk themselves.

Jobseekers from our survey

Sectors: The biggest issues facing European companies today

Brexit and anti-corruption – which sectors are communicating the most transparently on these issues, and why does it matter? Webranking by Comprend investigates (cont. on next page)

In light of Brexit, Europe may be facing its biggest crisis yet. How are the largest European companies responding?


Since the shock outcome of Britain's June 2016 referendum, European businesses have been scrambling to understand the implications for their direct business. Their stakeholders, in turn, are looking to companies to provide concrete solutions for tomorrow's problems. Explaining market influences has never been more key in these uncertain times, which is why Webranking by Comprend assesses how transparently companies are communicating on the issues that most affect them via their digital channels, information deemed important by **60%** of stakeholders.

Arguably, Britain's risk of leaving the single market has the biggest impact on companies within the financial services sector. In fact, the FT states that "banks who use UK as a gateway to EU have more than £7tn of assets and make annual profits of more than £50bn." Our research, however, shows that companies within this sector are amongst the worst communicators on this front, with only **10%** of banks outlining a clear stance on the issues that most affect them and **4%** of financial services companies providing a separate section detailing market influences and hedging solutions.

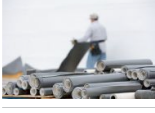
It looks like Europe's largest multinationals need to do more to reassure their stakeholders to "keep calm and carry on."

Best practice – Mega trends


MEGATRENDS




SAVING ENERGY AND RAW MATERIALS
The efficient use of resources is one of the greatest challenges facing our generation.



CUTTING CO₂ EMISSIONS
Climate protection, in particular the continuous reduction of greenhouse emissions, a crucial task for the future.



SAVING WATER
The careful management of water consumption, purification and storage as well as wastewater treatment is essential.



BUILDING SUSTAINABLY
The rapid economic ascent of the emerging countries necessitates enormous investments in energy, transportation, water and health care.



Swiss construction company **Sika** outlines how the business is responding to market influences affecting its industry such as the growing demand for lower energy housing.

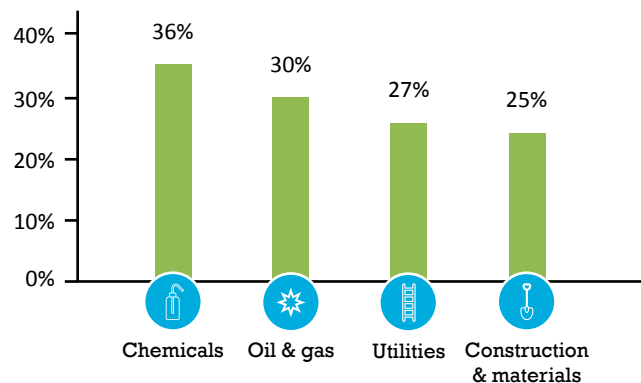
Top 4 sectors talking about mega trends

Moving away from Brexit, what are the main issues affecting your business and are you communicating them?

The chemicals industry comes out on top when it comes to communicating the trends affecting their sector in detail, as well as their market expectations (this despite the fact that less than half, **36%**, do so). The oil and gas and utilities sector follow with **30%** and **27%** of companies respectively.

The majority of companies across sectors remain fairly vague in this area, providing only a brief explanation of the large issues at hand.

Best sectors - mega trends



Source: Webranking by Comprend 2016-2017

Check out our
new sector
publications
coming out soon

Top 4 sectors broaching anti-corruption

Providing detailed information on anti-corruption are the oil & gas, automobiles & parts and telecoms companies.

A seemingly daunting and complex subject, the majority of sectors (56%), continue to stick to brief and generic statements on the topic.

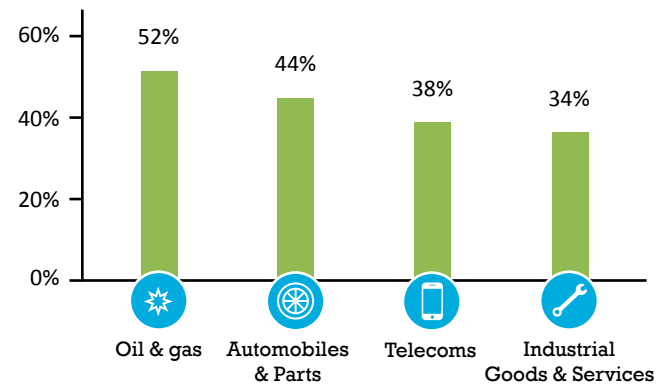
Corruption can affect companies in a multitude of ways. Those that communicate on anti-corruption show their commitment to sustainable business.

Companies face serious risks of incurring criminal liability, financial loss and reputational damage due to corruption. Having a plan in place to detect and deal with issues related to corruption is therefore no laughing matter, and companies that communicate their process transparently set themselves apart from the rest. These companies prove that it is possible to engage in ethical business practices around the globe successfully, profitably and transparently.

60% of the stakeholders we surveyed want companies to explain their anti-corruption process on their corporate website. Our findings reveal that all companies surveyed provide a glimpse of information on the topic. There is a stark difference, however, between those that stick to providing generic statements and those that go in depth on the activities they engage in to fight and prevent corruption.

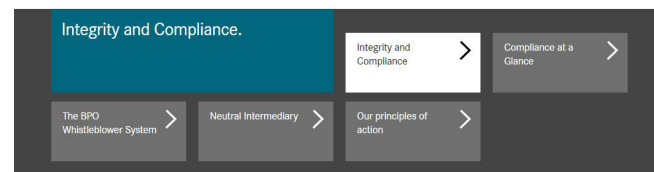
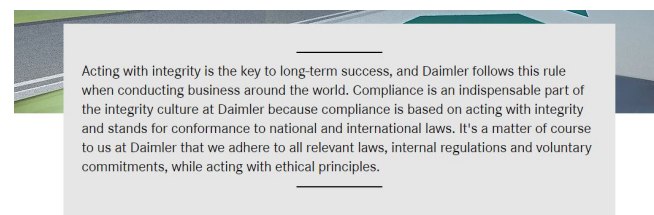
Particularly vulnerable sectors, such as the oil & gas sector (52%), are those that go beyond the generic statements and provide detailed explanations on the activities they engage in to prevent corruption. Credibility is enhanced by those companies, for example Italian oil and gas company **Eni**, who partner up with internationally recognized organisations (Global Compact, Transparency International and ISPAC) and communicate how they work alongside these entities.

Best sectors - Anti-corruption



Source: Webranking by Comprend 2016-2017

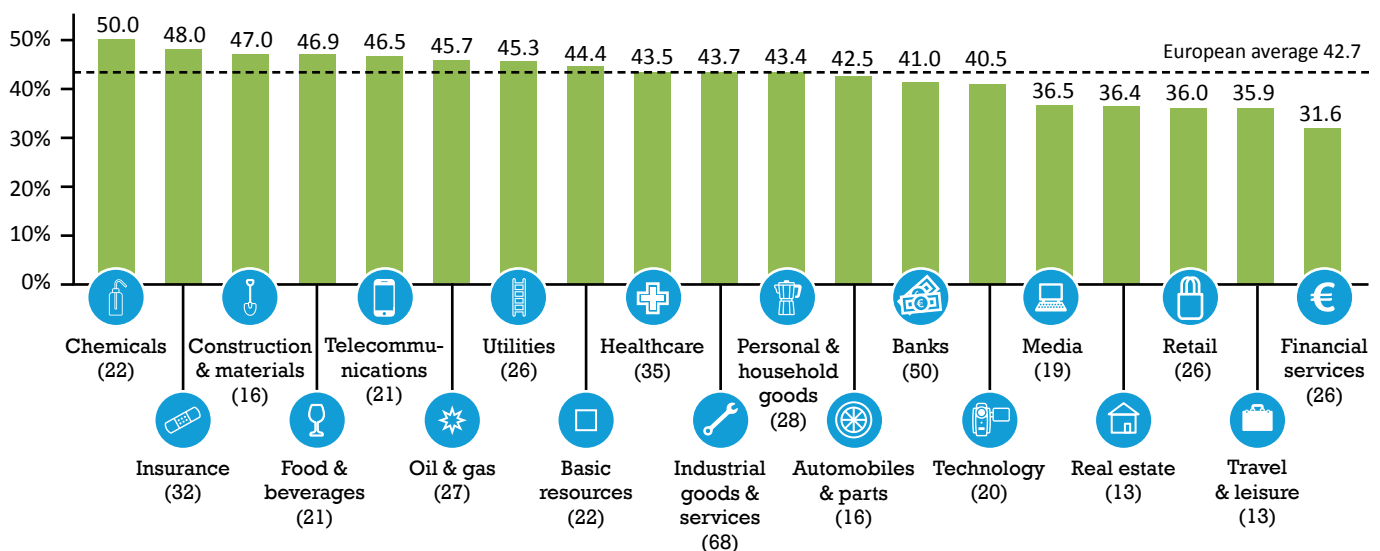
Best practice - Anti-corruption



DAIMLER

The largest producer of premium cars and the world's biggest manufacturer of commercial vehicles, German firm **Daimler** tackles the issue of anti-corruption on its corporate website in a commendable way. From outlining its principles of action, to providing details on its various compliance codes, the company sets the tone for a responsible and transparent communication worth emulating.

Sector Performance Webranking

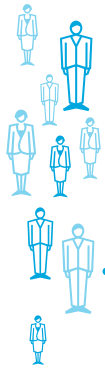


Source: Webranking by Comprend 2016-2017. The European ranking includes the 502 largest companies by market cap listed on European stock exchanges. The companies are categorised in 19 super sectors based on the ICB (Industry Classification Benchmark).

How Webranking works

A look behind the scenes

The Webranking process 2016-2017



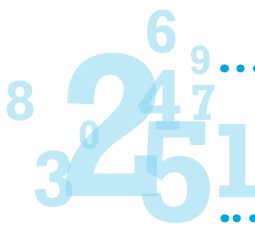
The questionnaires form the basis of our research. They help us understand what stakeholders want.

1 Surveys

Web Management Survey
90 respondents (in 2016)
53% web managers from blue chips
70 companies

Capital Market Survey
1400+ replies in the last 5 years
200 respondents (in 2016)
70% analysts
20% journalists
10% investors

Career Survey
900 replies in the last 5 years
260 respondents (in 2016)
17 countries
59% millennials



The protocol is updated every year based on what stakeholders say in our surveys.

2 Protocol

10 sections
100 total score
237 measure points

Every website is ranked twice by two different rankers in order to assure the quality of the evaluations. Companies in the top 10 are ranked three times.

3 Ranking

800+ companies
502 European companies
34 countries



After crunching the numbers we highlight the most interesting and relevant developments of how companies communicate through their digital channels in our whitepapers. In different cuts we address a broad range of issues, from countries communications preferences to themes for sectors and industries

4 Results

Get to know them

Country and sector results are published in news outlets and specialised publications all over Europe.

Webranking helps you

Get the highlights with the outline of your company's performance. Different types of analyses of your performance and how to improve can be ordered as tailor-made solutions



Awards

Join us in Milan on November 30th for our seminar on digital corporate communications!

Webranking throughout the ages

The best company corporate websites in 13 years of Webranking













Webranking by Comprend, in collaboration with Lundquist, this year celebrates the 13th Swiss edition and the 20th international edition. To celebrate this milestone, we wanted to do something special this year, and award the companies who have consistently demonstrated excellence in communicating credibly on their corporate website and via their digital channels.

This ranking highlights the dedication and energy these companies have put in for over more than a decade to improve upon their corporate communication.

Webranking is not only about awarding best in class companies, but about promoting transparency and a strong digital culture within organisations. Going back 13 years, this ranking recognises the hard work these companies have consistently put in to fulfil this goal.

*Joakim Lundquist,
CEO Lundquist and Head
of Webranking in Italy,
Switzerland and Austria*

Webranking Hall of Fame 2003-2016

Position	Company				Top Ten	Total score
1		4	6	2	1	51
2		4	2	3	4	43
3		3	2	2	6	40
4		0	1	3	8	26
5		0	2	1	8	24
6		0	0	0	11	14
7		0	0	0	8	13
8		1	0	0	4	13
9		1	0	1	3	12
10		0	0	0	8	9

Notes

This ranking takes into account the official rankings conducted between the 2003-2016 time period. The point system is inspired by the model used by Formula 1: a different point is awarded for each position obtained in the top 3, as well as for the 4th and 10th positions. Every "gold" winner equals 5 points, "silver" equals 4 points and "bronze" equals 3 points. The 4th and 6th positions equal 2 points for each year the position has been held. 1 point is awarded for positions 7-10. We included only those companies that were listed at the beginning of this year. Those that were listed in the past, but have consequently been de-listed, have been excluded from this ranking.

Webranking by Comprend 2016 Switzerland

The 51 best corporate sites in Switzerland

2016 position		2015 position	Company	2016 score
1	▲	3	Sika*	73.7
2	▼	1	Swisscom*	72.6
3	▲	7	Sonova*	68.1
4	▼	2	ABB*	63.7
5	●	5	Nestlé*	63
6	▲	11	Barry Callebaut*	60.7
7	▼	4	Roche*	60.5
8	▼	6	Credit Suisse*	59.5
9	●	9	UBS*	59.1
10	●	10	Zurich Insurance Group*	57.7
11	▲	16	Syngenta*	55.8
12	●	12	Georg Fischer	55.4
13	●	13	Clariant*	55.2
14	▲	17	Givaudan*	54.1
15	▲	20	Swiss Life*	53.9
16	▲	24	Baloise*	51.3
17	▲	22	Sulzer	50.7
18	●	18	Oc Oerlikon	50.5
19	●	19	Straumann	50.1
20	▼	14	Swiss Re*	49.4
21	▼	8	LafargeHolcim*	48.2
22	▼	15	Novartis*	47.9
23	●	23	SGS*	47
24	▲	26	Geberit*	45.1
25	▼	21	Richemont*	44.7
26	▼	25	Adecco*	43.8
26	▲	27	Lonza*	43.8
28	●	28	Schindler*	43.4
29	▲	30	Actelion*	42.3
30	▼	35	DKSH Holding	40.1
31	–	NEW	Kuoni	39.6
32	▲	36	Galenica*	37.9
33	–	NEW	Philip Morris*	37.8
34	▲	37	AMS	37.2
34	▼	32	Julius Baer*	37.2
36	▼	29	Helvetia*	37
37	▼	30	Lindt & Spruengli*	36.9
38	●	38	Kuehne+Nagel International*	36.7
39	▲	43	Aryzta	36.6
40	▲	41	Flughafen Zurich*	36.2
41	▼	34	Banque Cantonale Vaudoise*	35.1
42	▼	33	PSP Swiss Property	34.2
43	▼	40	Ems-Chemie*	32.7
44	▼	39	Swiss Prime Site*	32.3
45	▼	42	Partners Group*	30.6
46	–	NEW	Sunrise	30.4
47	–	NEW	Logitech	28.4
48	▼	45	Dufry*	27.4
49	▼	46	Swatch Group*	24.3
50	▼	47	Pargesa*	16.1
51	–	NEW	Vat Group	15.9

Notes:

*Companies included in the Webranking by Comprend Europe 500 study.

The maximum number of points is 100.

Results from previous years can be found on comprend.com/webranking

Companies excluded for having failed the stress test (below 30 points)

(in alphabetical order)

Six companies scored less than 30 points in 2015 and were therefore considered to be excluded from the 2016 research. However, all of these companies re-entered the study due to the fact that they are part of the 500 largest companies in Europe, thus leaving four companies excluded from this year's research.

- Bucher Industries
- Gam
- Meyer Burger
- Temenos

Changes to the Swiss listed ranking this year (due to listings & de-listings)

This year, Transocean was excluded from the ranking due to its de-listing from the Swiss SIX exchange. Logitech makes it back into the ranking due to its recent inclusion in the SIX Expanded.

How we evaluated the companies included

The ranking is conducted by Lundquist, in collaboration with Comprend. The final ranking evaluation date was the 1st of September 2016.

We started out with an initial sample of 55 companies, listed on the SIX exchange in June 2016. From this sample, companies who received less than 30 points in previous editions were eliminated. Companies which launched new websites or who specifically asked to be evaluated remained in the research.

Company websites were evaluated twice by two different rankers throughout July and September. Companies in the top 10 were ranked three times by three different rankers.

Interested in entering your company next year?

Get in touch with Caroline Becker to see what your options are: caroline.becker@lundquist.it

Who we are

comprend

Comprend is an international consultancy specialised in online corporate communications. Comprend can rely on an international presence thanks to offices in Stockholm, London, Lisbon and Milan.

For further information check the website:
www.comprend.com

In Austria, Italy and Switzerland, Comprend is represented by Lundquist.

lundquist.

Lundquist is a strategic web consultancy specialised in online corporate communications and with a particular expertise in financial communications, corporate responsibility, employer branding and social media.

Thanks to its accumulated expertise and research activity, Lundquist develops digital and social media communication strategies and oversees their execution.

Visit our website to keep up with our research series, events and in-depth analysis on online corporate communications topic:
www.lundquist.it

Lundquist undertakes different research programmes dedicated to online corporate communications:

CSR Online Awards investigates how European companies use their websites to communicate sustainability and their CSR strategies.

For more information: lundquist.it/expertise/csr

Wikipedia Research tracks how exhaustive Wikipedia articles about major corporations are. Based on 8 years of ongoing research in the field, positive feedback and results, Lundquist developed a set of guidelines for companies on how to properly and safely engage on Wikipedia.

For more information: bit.ly/CompaniesAndWikipedia2016

ORDER THE REPORTS

Assessment and Interactive Report

Webranking by Comprend Interactive Report and Overview Analysis describe a company's performance within the different areas of the research, highlighting its strengths and challenges. The analysis includes an action plan equipped with international and sector best practice examples and detailed trends of online communications.

Benefits:

- Presentation of your company results within the research, compared to the previous years and to sector performances.
- Strengths and to-be-improved areas of your online communications, with tips for the action plan.
- Presentation of performances for each area of the research with improvements highlighted, together with best practice examples.
- Excel downloadable file with the complete assessment protocol.
- Trends presentation.

The report is also available for companies not included in the Webranking by Comprend research, since criteria can be used to improve the communication of all companies, including non-listed companies.

To order your tailored **Webranking by Comprend 2016 Interactive Report** or to have your website evaluated you can contact the Lundquist team:

Caroline Becker

Project Manager of Webranking by Comprend Italy and Switzerland
t (+39) 339 7101845
caroline.becker@lundquist.it

Joakim Lundquist

Head of Comprend Italy and Switzerland and Lundquist Founding Partner
joakim.lundquist@lundquist.it

Sara Rusconi

Head of Webranking by Comprend Italy and Switzerland and Lundquist Partner
sara.rusconi@lundquist.it

James Osborne

Head of Sustainability and Lundquist Partner
james.osborne@lundquist.it

Cover image by Dustin Lee