

2015–2016

WEBRANKING BY COMPREND

SWITZERLAND'S LARGEST NON-LISTED COMPANIES – 2ND EDITION

February 2016

TRANSPARENCY STRESS TEST

Webranking helps companies understand how to meet the growing demands of stakeholders in terms of transparency and dialogue through digital channels.

Swiss edition by

 **lundquist.**

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

*Lundquist European Seminar
on Digital Corporate Communications*

and

Swiss Webranking by Comprend Awards 2015-2016

**“UNLOCKING SUCCESS IN DIGITAL
CORPORATE COMMUNICATIONS”**

Zurich – 25 February 2016

RSVP: laura.cappelli@lundquist.it



**Better transparency
to compete
in the market 2**



**Sectors:
Financials top 7**



**Best
in class 13**

The Webranking research aims to help non-listed companies measure the effectiveness of their communication and better understand stakeholder needs by helping them improve their digital communications.

Being able to meet the demands of job seekers, business partners, institutions, local communities and investors is an opportunity to differentiate themselves and build their reputation, especially important in an increasingly competitive international environment.



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

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Key Figures

Webranking by Comprend is Europe's leading survey of digital corporate communications

19th international edition

2nd in Switzerland dedicated to non-listed companies

29 non-listed companies in Switzerland evaluated

80 maximum number of points from the protocol that cover all aspects of corporate communication (business presentation, financial information, governance, sustainability, employer branding) and the company's presence on social media

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

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.

Transparency in the market through effective corporate communication

Clients, future employees, journalists and investors use the web as a starting point on which to root their business or personal decisions and in doing so, make no distinction between listed and non-listed companies. Based on the demands of these stakeholders, Webranking works as a stress test, in that it measures the fundamentals of online corporate communications and dialogue of the largest listed and non-listed companies. The second edition of the Swiss non-listed research shows a significant improvement amongst these companies, with 1 in 4 companies passing the stress test.

Transparency on digital channels: “No obligation, but business sense”

In a global marketplace, comparing companies starts from their web based presence, a point of reference for jobseekers, journalists, investors and the general public. Findings from our annual surveys into stakeholders needs reveal that the information requested by them is the same for both listed and non-listed companies.

As such, the absence of certain information requested and deemed key by stakeholders can often translate into a lost business opportunity.

Listed and non-listed companies compete in the same global market place where the advent of the internet has increased the need for easily accessible information. For this reason, although it is not obligatory, it remains fundamental for a non-listed company to establish a digital presence in order to compete internationally.

Joakim Lundquist, Founder and CEO of Lundquist

Winners & Best Improvers

This year, the sample of Swiss non-listed companies evaluated increased to 29 companies, up from last year’s 15. Alongside this, a rigorous change in protocol was undertaken to better reflect the particular needs of non-listed companies. Companies are analysed using a protocol which is based on stakeholder demands.

Considering 50% of the maximum score as the threshold at which companies respond adequately to capital demands, this year 6 Swiss non-listed companies pass the test, whereas no companies passed the test last year.

Swiss supermarket chain **Migros** takes first place, as well as being crowned best improver, followed by **Swiss Post**, up from third place last year and **Zürcher Kantonalbank** moving down two spots to take third place.

The average number of points achieved by the companies is 31.4 points out of 80 (39.1%), up 15% from last year. Considering the 13 companies included in last year’s ranking, their score increased by 26%. Significant improvements were also seen by Swiss supermarket chain **Coop**, which increased its score from 31 to 40.4 points.

Companies that achieve between 30% and 50% of the maximum score find themselves in the “held back” category, with this number decreasing slightly from 67% to 45%, as more companies now pass the test. Those at the bottom of the ranking, who do not meet the minimum content required by the market hit 34%, the same as last year.

Swiss listed companies also improving

The Swiss non-listed study is part of a global study that looks into the largest 802 listed companies worldwide. Our recently released Webranking research on Swiss listed companies reveal that these companies also improved their pass rate, with 36% now passing the test, up from 22% last year. **Swisscom** took first place, followed by **ABB** and **Sika**. This paints an overall positive image for Swiss companies, as they are seen to be upping their digital game.

To read the study on Swiss listed companies, follow this link: bit.ly/WRSwitzerland15Listed.

Webranking 2015 non-listed

29

Swiss companies evaluated

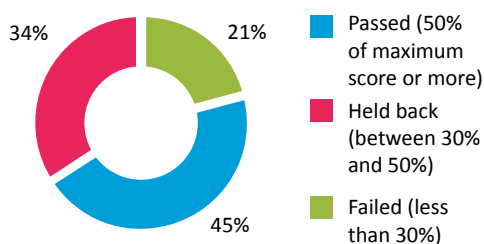
80

maximum number of points (protocol based on stakeholders needs)

+15%

improved average score since 2014

Who passes the stress test?



Source: Webranking by Comprend 2015-2016 Switzerland non-listed

Modifications to the protocol

This year greater weight has been given to the presentation of the company and sustainability, reducing the weight given to the financial information criteria.

The key findings 2015-2016: more digitally savvy but too superficial in content

Swiss non-listed companies are improving and becoming more digitally savvy, but there is still room for improvement in areas such as Careers and CSR where they compete directly with their listed counterparts.

The results in 2015 confirm last year's trends: higher scores were achieved in the press, about us and governance sections, whilst the lower performing scores came out of the financial, CSR and careers sections.

Careers – a section of the website worth investing in

When it comes to recruiting future talent, listed and non-listed companies compete in the same marketplace. It is therefore important to invest in this area so as to stand out and compete on a global scale.

Researching future talent also signals the ability and willingness of a company to look towards the future. Swiss companies are getting better at communicating with job seekers, though areas of weakness remain. While 83% present the company in the careers page, only 34% offer information on career progression and competence development.

Sustainability still undervalued

Investing and communicating about sustainability also assumes a long-term vision of the business. Only 45% of companies, however, publish a sustainability report. In this respect, they lag significantly behind their listed counterparts, with 64% of Swiss listed companies doing so.

With stakeholders increasingly looking at this area to assess a company's transparency on social and environmental issues, non-listed companies need to catch up if they are looking to become key players in the global marketplace.

More work to be done on social media

Where Swiss non-listed companies do better is in furnishing their press and about us sections. In fact, 90% of companies publish press releases on their website, up from 58% last year, showing a willingness to communicate company news. Where more work needs to be done is in ensuring that this news is communicated through a variety of digital channels, including social media, and not just through the corporate website.

Responsive sites growing

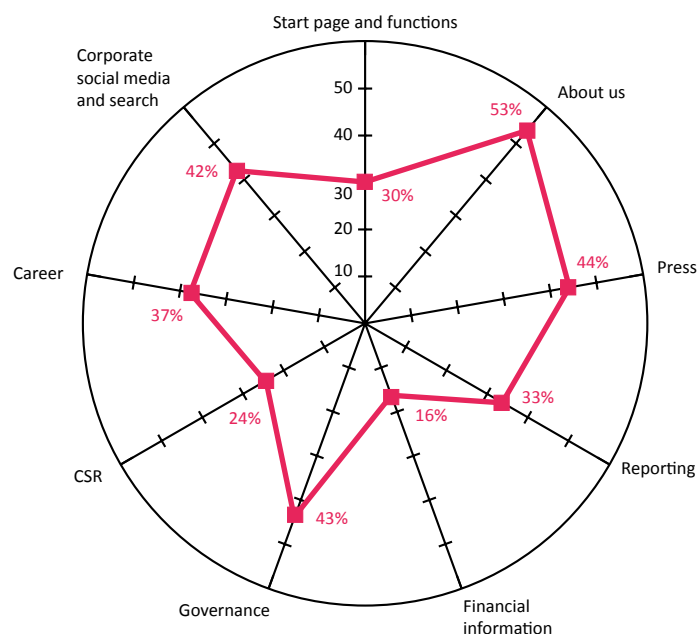
The need for a quick response time is ever present and growing. For this reason, it is important to invest in the user experience. It is encouraging to see that 48% of Swiss non-listed companies now have a responsive website (the ability to adapt to different devices, from mobile to tablet), up from 27% last year. This growth rate is nearly on par with their listed counterparts, where the percentage of responsive websites increases from 20% to 53%.

Mind the gap: how Swiss non-listed companies are responding to stakeholders needs

On the following pages we look in detail how the companies analysed meet the expectations of key users of the corporate website, namely consumers, future talent looking for work, the capital market and the media.

Webranking data

Average score in percentage of Swiss non-listed companies



Source: Webranking by Comprend 2015-2016 Switzerland non-listed
The social media section aggregates the score of all criteria dedicated to social media within the different sections of the research.

Markets: transparency to build trust with clients

A company's market strength is determined by how it is presented to the public. Being transparent about who the company is and with which values it conducts business is crucial in building a relationship of trust with customers and stakeholders.

Best in class in sustainability

- Migros
- Coop
- Franke

Presenting the business

– Swiss companies need to dig deeper

When it comes to presenting a company online, Swiss non-listed companies are using a “tick the box” approach. Seventy-five per cent of companies present their business areas, up from 65% last year, with 76% presenting key figures on sales, results, and employees. Despite this, Swiss companies are often missing key information such as the market they operate in and the geographical locations in which they are present.

Alongside this, few companies are using graphics as a way to showcase the content they do publish, with only 14% using graphs and videos. This is a missed opportunity as visuals allow users to make better sense of the information presented. It is also a way of personalising “corporate speak”, and helps drive engagement.

Just over half of the Swiss non-listed companies present their corporate history, seen as a way for companies to showcase their heritage in the market. Users gravitate to this type of information as it provides a handy insight into how the company has developed over time.

Sustainability issues still a point of neglect

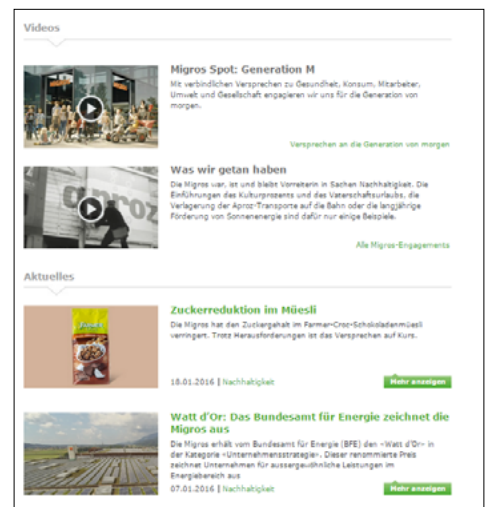
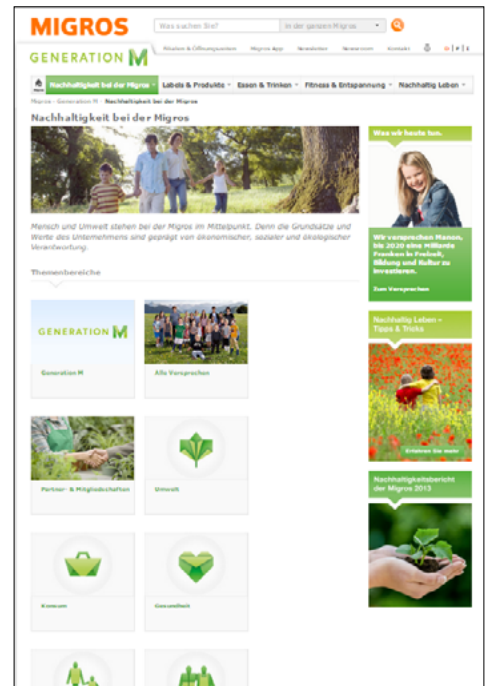
Among Europe's largest companies, transparency about CSR and sustainability issues has virtually become standard practice. Stakeholders expect to understand how the company runs its business and what its environmental and societal impacts are. Despite this, social responsibility is an area that remains undervalued.

For Swiss non-listed companies this also seems to be the case, with only a minority of companies publishing environmental and social target data, and less than half publishing a sustainability report, figures and documents deemed key by stakeholders in understanding the company's future vision in this area.

Even the desire for dialogue is poor since only 3% of Swiss non-listed companies have contacts within the area of sustainability.

One to watch: Migros

Migros has created a dynamic sustainability section to its website, which incorporates the company's key areas of focus, multimedia content and latest news on the subject.



Webranking data

53%

Provide their corporate history

45%

Present their sustainability report (40% in 2014)

24%

Present their environmental targets

3%

Present a CSR contact

War for talent: attracting the best future talent

Family-owned companies, state-owned enterprises and large public companies are competing in the same marketplace to attract the best professionals. Since the corporate website remains the jobseekers favourite source to find out information about the company, Swiss non-listed companies could do more to invest in this channel.



Best in class in career communications

- Migros
- Hilti
- Helsana

Communication is key in attracting the best talent

Companies should know that they do not only compete for customers and market share, but also for the talented people that they need to thrive. Investing in this area means attracting the best talent and thus growing the company's scope and horizon.

The careers section amongst Swiss non-listed companies sees a slight improvement from last year which is encouraging, given that it is one of the most visited sections on a corporate website. Swiss companies provide efficient communication towards potential employees, with 79% presenting job vacancies on their website.

Personalisation can put non-listed companies a step ahead of their listed counterparts

Candidates increasingly want to understand the business context in which the company operates in, what their career options are and what growth opportunities and training programmes are available to them. Just over half of the companies present this information.

Testimonials from employees are also a good way of personalising the company, yet only 31% of non-listed companies present these on their site compared to 39% of their listed counterparts. In addition to this, details on the recruitment process, crucial to a jobseeker's motivation to join the company, is also fairly low amongst the companies assessed.

Given that non-listed companies are competing in the same marketplace as listed companies to attract talent, this is a missed opportunity. Many listed companies may be internationally renowned names, and as such already in the jobseeker's mind. Non-listed companies have to work that much harder to attract these people.

The positive side? Jobseekers tend not to distinguish whether a company is listed or non-listed. They will go with the most attractive option to them, and a savvy, informative and personalised careers webpage can make all the difference in attracting the best talent. An investment can therefore go a long way.

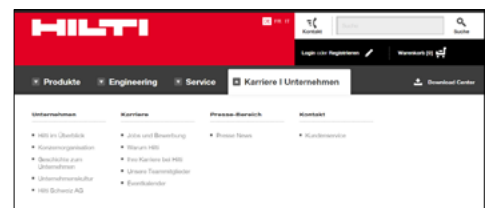
Moving beyond the website

Moving beyond the corporate website to engage with future talent is increasingly important, yet only 2 in 10 companies publish upcoming events for students and job seekers on Facebook and Twitter.

A minority of Swiss companies present an HR contact, which is surprising given the increasing demand by jobseekers to engage personally with the company. Whilst for some international companies LinkedIn has filled this gap, Swiss non-listed companies are lagging behind in this respect, with only 17% of companies linking from their careers section to a LinkedIn profile.

One to watch: Hilti

Hilti has created a dense careers section, packed with informative textual and multimedia content. Integrated within the site are also links to its social media channels.



Webranking data

83%

Present a brief introduction of the company in the career section

24%

Present an HR contact (20% in 2014)

55%

Present growth opportunities

21%

Outline their recruitment process

Capital market: attracting investment opportunities

With increased competition even non-listed companies are expected to appear on the capital market and seek partners to grow their business. Being transparent about who heads the company, annual results and growth plans is critical in improving the company's reputation and gaining credibility.



**Best in class
in presenting
financial and
governance
information**

- Zürcher Kantonalbank
- Helsana
- Hilti

**More transparency on company's
performance and leadership**

The annual report is a document legally required in the public domain, yet despite this, only 66% of Swiss companies present an annual report on their corporate website. Most of these tend to be in PDF format, with key figures hidden between the pages.

Swiss companies are also reticent to publish their market position, business strategy and risk management processes.

Only 28% present information on investments in research and development.

Transparency on corporate leadership is essential in creating a solid reputation in the market and society. It is encouraging to see 83% of companies providing profiles for their management team. More work needs to be done on presenting the projects and strategic interests of the Board and management teams, with less than half of the companies presenting this information.

Webranking data

66%

Present their annual report on the website

48%

Present information on their main shareholders

21%

Present their market position

17%

Explain risk management processes

Media and dialogue: maintaining and increasing visibility

Blogs, social media and online newspapers: the media is changing, in parallel with the evolving role of journalism. The press office needs to evolve as well, in order to take advantage of new opportunities in terms of media visibility and influence.



**Best in class
media**

- Migros
- SUVA
- Swissport

Media: not only press releases

Almost all companies provide their latest press releases on their website, although still too few provide multimedia content such as videos and images. Alongside this, it is encouraging to see that the number of companies providing a press contact has doubled since last year, as this is one of the most requested pieces of information from journalists.

Still too few companies using social media

With social media also becoming more important as a source of information, it is surprising to see that only 1 in 10 provides links to their social media channels on their website.

Engaging and posting news on social media, as well as providing multimedia content and press contacts, increases visibility of the company on traditional and online media.

By foregoing these digital channels, the company risks losing the opportunity to lead the discussion on key issues of interest.

Webranking data

90%

Publish their press releases online

14%

Provide feeds to their social media channels (1 in 10 provide links)

22%

Present videos

45%

Present a personal press contact

Sectors

Financials tops the pack, followed by the retail and leisure sectors

Achieving the best performance in Switzerland for non-listed companies is the financials sector. In second place retail, luxury and food, followed by leisure & logistics and energy & industrials.

The financials sector in Switzerland comes out on top again (having held this place last year), with an average of 36.2 points, beating last year's average of 31.7 points.

Last year's winner **Zürcher Kantonalbank**, this year in third place, tops this group. Although not evaluated with the same protocol, we compared the average score of listed and non-listed companies in Switzerland to find that the financials sector was one of the worst scoring sectors for the listed companies, while the industrial was one of the best scoring.

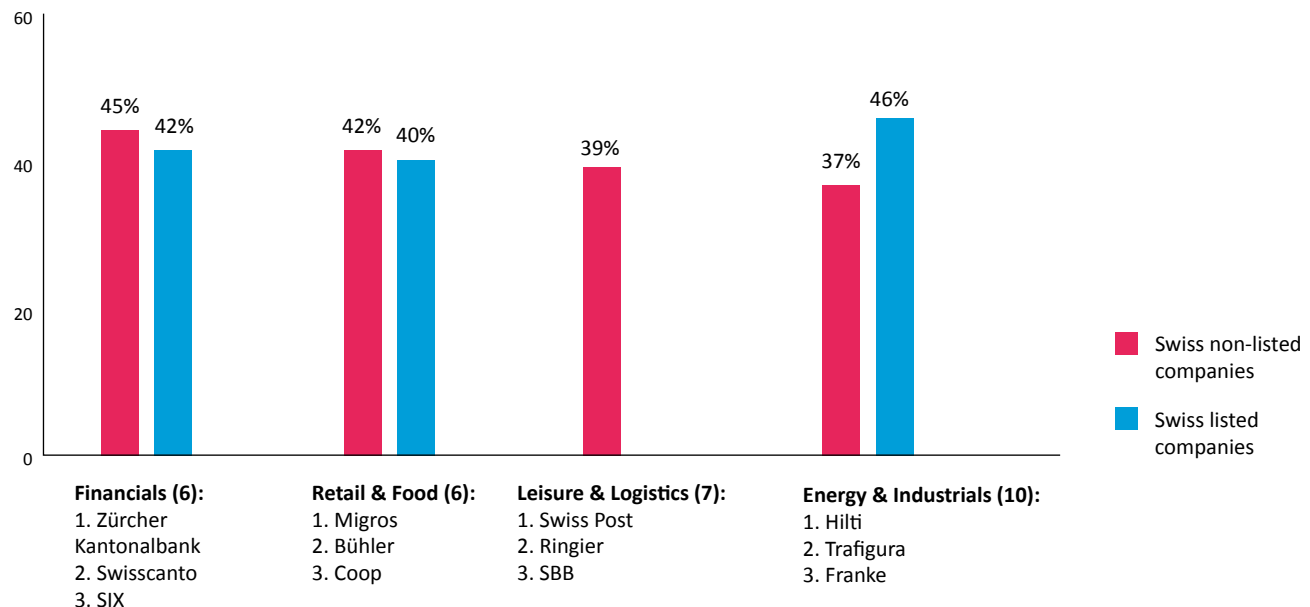
The Retail, Luxury and Food sector clinches second place from the Leisure & Logistics sector. Winning company & best improver **Migros** forms part of this group. Again, the sector does slightly better than its listed counterparts.

The leisure and logistics sector moves to third place with an average score of 31.3 points. **Swiss Post** and **SBB**, two government owned entities with a public shareholding, make the top three of this group. The overall poor performance of this sector, despite Swiss Post's second place win in the classification, show that, similar to last year, still too little is being invested in their online communications. This is worrying considering that most companies within this group operate with tax payers money, and therefore should be expected to be as transparent as possible.

The energy & industrials sector, new to this year's classification, is the lowest scoring sector. Given the economic turmoil companies operating in energy industries find themselves in, it is surprising to see these companies communicating the least, when investors and shareholders are increasingly looking for reassurance on capital gains.

Webranking data

Average score in percentage by sector



Source: Webranking by Comprend 2015-2016

Notes:

The companies included in Webranking by Comprend have been categorised according to the ICB (Industry Classification Benchmark) methodology. Some sectors have been combined to have statistically significant results: Financials combines insurance, financial services and banks; Retail & Food contains companies in the retail and food processing sectors for the non-listed companies, while referring to the consumer goods & services sector for the listed companies; Leisure & Logistics encloses media, travel and logistics, while for the listed companies the only two companies in the Logistics sector were integrated into Industrials; Energy & Industrials includes companies oil & gas and industrial goods & services.

How we conducted the research

In nearly 20 years, the Webranking research has become the most recognised analysis in Europe on digital corporate communication. The objective of the research is to help businesses better communicate with stakeholders and to understand their priorities. This year, the research has been improved to reflect even more the needs of stakeholders in the context in which non-listed companies operate.

How were the companies selected?

The second edition of non-listed companies in Switzerland evaluated 29 of the largest Swiss companies based on their annual turnover, number of employees and their significance and role in the country they operate in.

This year, 16 new companies were entered into the classification.

How are companies evaluated?

The evaluation protocol of Webranking for non-listed companies is based on the one used for listed companies, with the criteria slightly redefined to make them even more suitable for the particular context these companies operate in.

The total score is 80 points. This year the weight of points given to the presentation of the company, sustainability and functionality (mobile site and ease of use) has increased, while the weight given to the criteria related to financial information has decreased.

The main areas covered by the research are:

- **The presentation of the company (About us):** takes into account the way the company, business and corporate history is presented, as well as research activity and development.
- **Media:** takes into account the presence of press releases and multimedia content (images and videos).

- **Financial information and reporting:** evaluates latest annual reports, main financial data, strategy and risk and management processes.
- **Governance:** rewards the presence of information on the corporate structure, the management team and the board of directors.
- **Sustainability (CSR):** evaluates information such as the code of conduct, data on non-financial performance and annual sustainability reports.
- **Employer branding (careers):** assesses the presence of information deemed useful for job seekers such as information for students, open positions and personnel data.
- **Homepage, functionality, accessibility:** evaluates the information presented on the homepage, the effectiveness of the search engine and access to the site from mobile phones and tablets.
- **Social media:** to emphasize the fact that social media should be integrated throughout different areas of corporate communication, points for social media are given across the different criteria.

Depending on where the company is headquartered, we evaluated either the French or German version of the corporate website, or the English version if none of these were available.

The selection of companies included was finalised in September 2015. The assessment was conducted in the period between September 15 and October 5 2015.

Webranking – non-listed companies

19th

European edition and

2nd

in Switzerland for
non-listed companies

802

companies evaluated
globally and

29

in Switzerland

New protocol

The protocol was revised to ensure that the criteria corresponded more with the needs of non-listed companies.

The weight of the following sections was increased:

- Presentation of the company
- Corporate social responsibility
- Functionality and ease of use

What stakeholders want

The questionnaires addressed to the capital market (analysts, investors and financial journalists) and job seekers, conducted annually, are the basis for defining the criteria and their weight (in points). Further to these, a questionnaire addressed to digital managers is conducted, helping to illustrate what the technological and editorial trends are.

Capital market: Contacts, strategy and outlook amongst the information most sought after

Bottom line of requests

Journalists

Easy access to information is key

Investors and Analysts

Detailed and interlinked information

More than 340 professionals, including journalists, analysts and investors, hailing from 5 continents, have provided their responses on how they use and what they expect from the institutional sites.

Analysts and investors

Not only after reports and data, investors and analysts are also looking for useful information to help them understand the company's investment story, such as: strategy, market position outlook, target geographical areas.

Of fundamental importance remains the presence of contacts for investor relations, preferably personal as opposed to generic.

Reporters are more traditional in the way they use information. With regards to reading the annual report, they still prefer PDF format, but often use their mobile devices to access the latest information.

Journalists

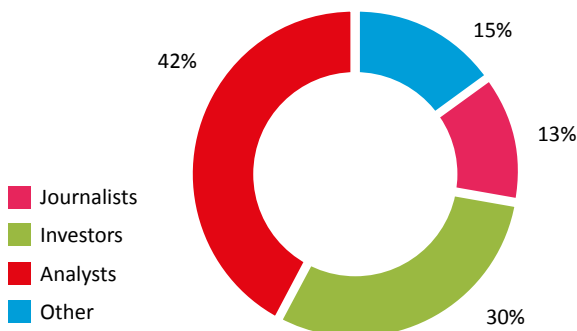
In recent years, journalists have changed the way they search for information, with online sources (such as social media and blogs) growing in importance. The survey also evidences a notable decrease in those consulting traditional press releases. In fact, journalists are more likely to consult social media outlets compared with analysts and investors – more than 80% say they use social media regularly.

The results of the Webranking questionnaire also show that journalists go on the site not only to look for the company's key numbers, but also to better understand the business and its vision of the future.

The ideal company website should present information in an easily accessible manner, for this reason journalists ask for an evolved internal search engine and an organised and easily searchable archive of press releases. There is also an increase from last year in their interest in infographics and multimedia content such as video presentations of the business and interviews.

Webranking data

341 responses worldwide



Source: Webranking by Comprend 2015-2016 – Capital Market survey

Scarce interest for interactive annual reports

89%

of analysts prefer to have the annual report in PDF format

Increasing interest in multimedia content

42%

of those surveyed say it is important to have a video that explains the business (up from 29% in 2011)

Jobseeker: in search of personalisation and ease of use

The job search becomes digital

Whilst the corporate website remains the main source for jobseekers, there is an increasing need for companies to get in touch with jobseekers through various channels, to engage in a more personal exchange.

Two thirds of the jobseekers who responded to the Webranking Careers survey want to receive career information through different channels. LinkedIn remains the favourite channel, followed by Facebook and Glassdoor, by which to gather information on the employer.

Standardised forms rejected

A key moment of interaction between candidate and company is during the application process.

The presence of career forms on websites creates an impersonal barrier for users and often present a profound break from the more open and empathetic communication style found throughout the careers section.

The ability to apply via LinkedIn reflects a desire to have a simple, direct and more personal mode of interaction with the employer and candidate, which is something not normally found in the standard career form.

What jobseekers say:

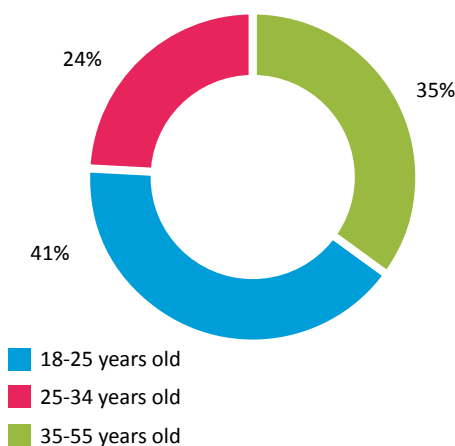
Long-winded application forms are too time-consuming. ”

Filling forms are a waste of time. I want a personal contact who has reviewed my CV or LinkedIn profile. ”

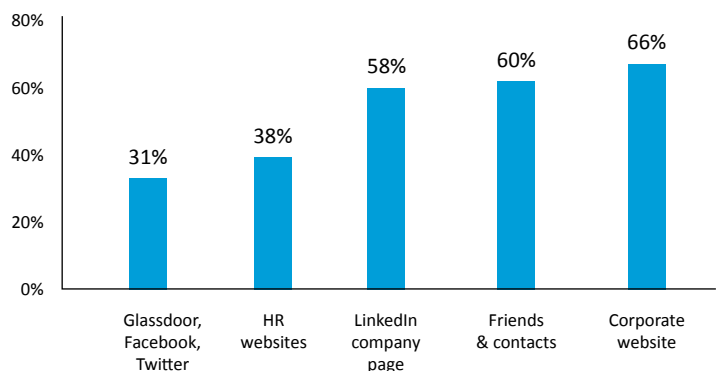
A lot of companies still use very old fashioned ways in their recruitment process. I think this is a safe way to make sure you don't attract the best applicants. ”

Webranking data

120 jobseekers interviewed from 20 countries



Main channels used for seeking work



Source: Webranking by Comprend 2015-2016 – Career survey

Digital manager: strategy and analytics at top of the agenda

Yes to content, but where's the strategy?

Over the past few years, content marketing has become an important staple for digital teams, as they increasingly look to produce high quality and frequently updated content.

Despite the majority of digital managers recognising the strategic importance of content and 38% stating they work with content marketing, only 24% of companies have a clear content strategy.

It is therefore not surprising that none of the web managers surveyed were satisfied with the company's presence on social media, as without clear strategic guidance, it is difficult to derive value from these initiatives.

There's hope: growth in use of analytics

Although only half of the respondents say they work with the analytics of the site and have measurable objectives (KPI), it is positive to note that the figure has increased compared to last year, and that another 34% of the those interviewed plan to use them within the end of the year.

The challenges digital managers face

SEO, Social media engagement strategy & implementation. ”

Refining metrics for our digital communication strategy. ”

Further develop a responsive website. ”

Our biggest challenge is finding good content. ”

Time, money, resources. ”

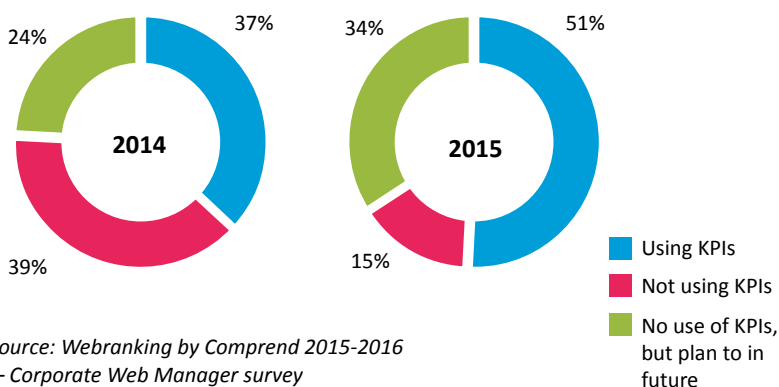
Transparency in social media. ”

Webranking data

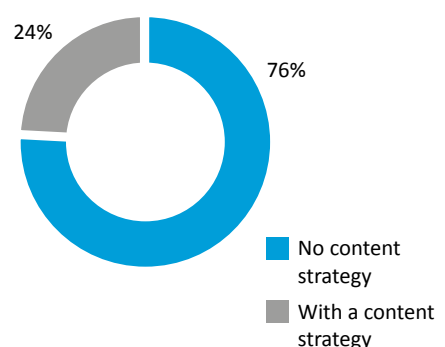
Digital managers responding to the survey



Use of KPIs growing



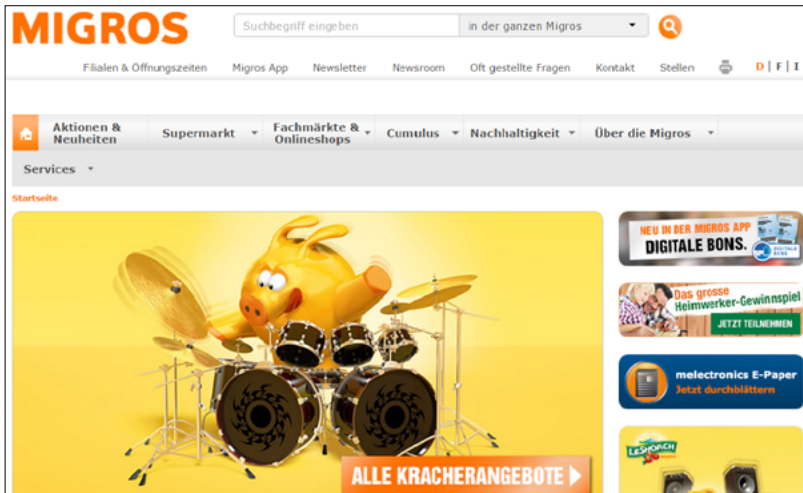
Digital managers using a content strategy



Source: Webranking by Comprend 2015-2016 – Corporate Web Manager survey

Best in class

1 + BEST IMPROVER *migros.ch*

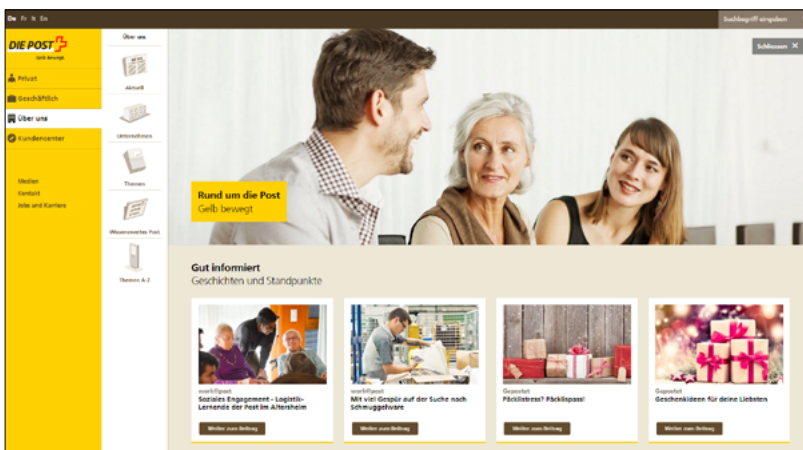


It's a double win for Swiss supermarket chain Migros, which leads the Swiss ranking with 50.7 points, and is also crowned best improver. The Swiss company improves a massive 20.7 points, having ranked in 8th place last year.

The website doubles its score from last year in the About Us section, with the company providing more detailed information on key information such as its business purpose, organisational structure and corporate history.

An area of weakness for the supermarket chain is in presenting financial information, the criteria in which the company scored the lowest points. This is an area that needs improvement, as valuable information for investors such as the outline of the group strategy, information on debt and financial targets, are missing.

2 *swisspost.ch*



Swisspost moves up from third place to clinch second place on the podium, with 47 points. The postal firm improves by an impressive 9.7 points.

The company receives the highest points for functionality and accessibility of the site, an impressive feat given that this was the postal firm's worst performing criteria last year. A bilingual website also reflects Swisspost's global outlook.

A point of weakness for the site is its careers section, which fails to provide crucial information for job seekers, such as the company's recruitment process and promotion opportunities.

3 *zkb.ch*



Swiss bank Zürcher Kantonalbank moves down from first place on the podium to third place with 44.7 points. Despite moving down two positions, the bank increases its score by 5 points.

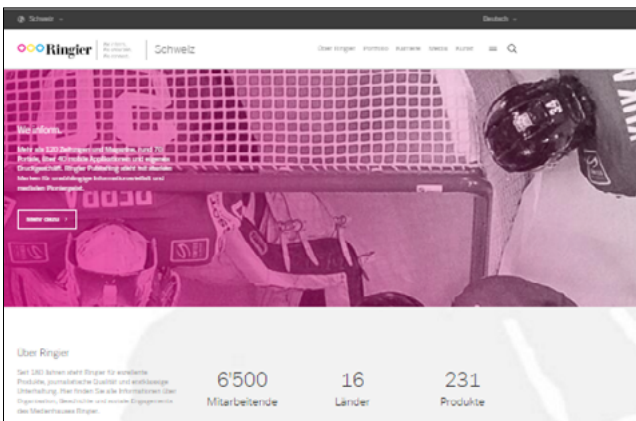
The bank gains the highest points in financial reporting. Furthermore, the company presents a well archived section for its interim and annual reports, as well as financial presentations.

Room for improvement is in its press section, with the company falling short of presenting important information such as a news archive, multimedia content and press cuttings.

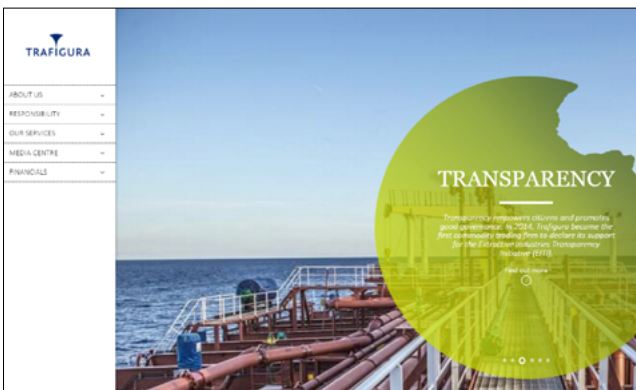
4 buhlergroup.com



5 ringier.com



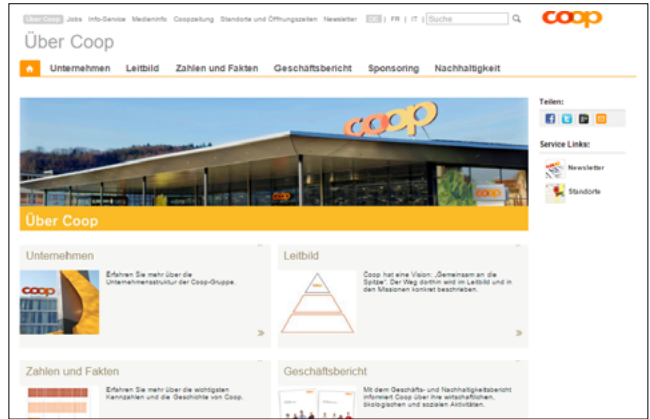
7 trafigura.com



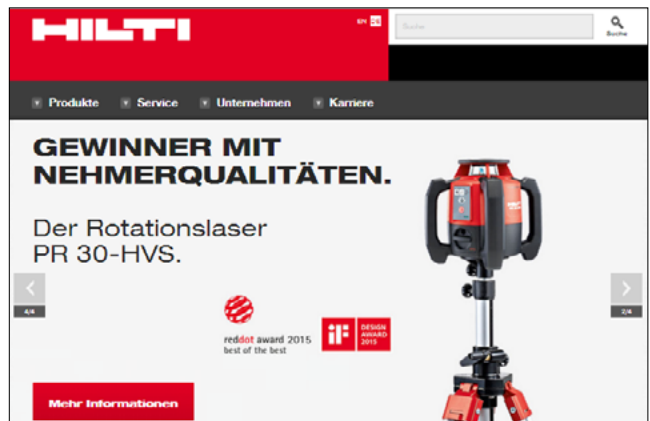
10 six-group.com



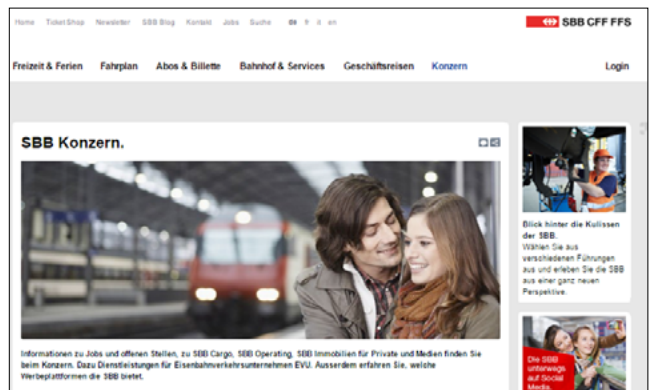
5 coop.ch



6 hilti.com



9 sbb.ch



Webranking by Comprend 2015 Switzerland Non-Listed

Classification of the 29 best non-listed corporate sites in Switzerland

2015 position		2014 position	Company	2015 score	Percentage of maximum score
1	▲	8	Migros	50.7	63.4%
2	▲	3	Swiss Post	47.0	58.8%
3	▼	1	Zürcher Kantonalbank	44.7	55.9%
4	N.A.	N.A.	Bühler*	44.2	55.3%
5	▲	6	Coop	40.4	50.5%
6	▼	4	Ringier	40.0	50.0%
7	N.A.	N.A.	Hilti*	39.8	49.8%
8	N.A.	N.A.	Trafigura*	39.7	49.6%
9	▼	7	SBB	38.8	48.5%
10	N.A.	N.A.	SIX*	37.3	46.6%
11	▼	9	Helsana	36.9	46.1%
12	N.A.	N.A.	Franke*	36.2	45.3%
13	▼	10	LGT	35.5	44.4%
14	N.A.	N.A.	Firmenich*	34.5	43.1%
15	N.A.	N.A.	Endress + Hauser*	34.4	43.0%
16	N.A.	N.A.	Ineos*	34.1	42.6%
17	▼	5	SRG SSR	33.1	41.4%
18	N.A.	N.A.	Ruag*	31.4	39.3%
19	N.A.	N.A.	Liebherr*	29.6	37.0%
20	▼	11	SUVA	25.4	31.8%
21	N.A.	N.A.	Mercuria*	23.1	28.9%
22	N.A.	N.A.	Ameropa*	20.8	26.0%
23	▼	12	Swissport	20.3	25.4%
24	▼	14	Hotelplan	19.2	24.0%
25	▼	2	Swisscanto	19.1	23.9%
26	N.A.	N.A.	Denner*	17.8	22.3%
27	N.A.	N.A.	Omya*	14.9	18.6%
28	N.A.	N.A.	Maus Frères*	11.7	14.6%
29	N.A.	N.A.	Kolmar*	10.1	12.6%

Companies excluded in 2015

Last year, Oettinger Davidoff and Rolex scored less than 30% of the total score and were therefore considered to be excluded from the 2015 research. The ranking is conducted by Lundquist.

Notes

*Companies new to the ranking this year

The evaluation of corporate websites closed on 5 October 2015.

The protocol used derives from the one designed for the listed companies. This year it has been revised to even further consider the context in which non-listed companies find themselves operating in. The research evaluated the German/French version of the corporate websites (or corporate information available on commercial sites) of the companies considered. Each site was evaluated twice by two different people.

The maximum number of points is 80.

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

Webranking Switzerland 2015

Listed companies

To read the complete results, click below:

bit.ly/WRSwitzerland15Listed

Webranking Switzerland 2014

Non-Listed companies

To read the complete results, click below:

bit.ly/WRSwitzerland14NonListed

Who we are

comprend

Comprend (formerly KW Digital) 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 specialized in online corporate communications and with a particular expertise in financial communications, corporate responsibility, employer branding and social media.

Through 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

- **Employer Branding Online Awards** is the first European research assessing how companies communicate their identity and appeal to prospective and current employees.

For more information:

lundquist.it/expertise/employer-branding

- **Social Media Awards** is a multi-platform research project tracking the evolution of corporate social media activity, including vertical analysis investigating specific social media channels.

For more information:

lundquist.it/expertise/social-media-2

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 with 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 those not listed.

To order your tailored **Webranking by Comprend 2015 Interactive Report** or to have your website evaluated you can contact the Lundquist team:

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