

14th edition 2017-2018

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: state of the art of digital corporate communications



For more than 20 years, we have been monitoring the corporate and financial communications of leading European companies on their digital channels. By measuring the gap between stakeholder expectations (from investors, financial journalists, job seekers and digital managers) to the actual supply (corporate content that meets those needs), our research showcases the state of the art of digital communication at a European and Swiss level.

This year, we looked at 52 of the largest Swiss companies on the Swiss Stock Exchange. The results that we present here are encouraging.

Many companies today understand the incredible potential of digital communication as a way to distinguish themselves from other companies and to remain competitive.

Transparent digital communications has the ability to establish trustworthy relationships, and to cement brand reputation. What is important here is not only what is being said, but also how it's being presented. The use of storytelling and visual communications plays an increasingly important role.

*Joakim Lundquist
CEO Lundquist,
Head of Comprend Italy,
Switzerland and Austria*

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How Webranking can help you improve

The Swiss edition of Webranking is conducted by Lundquist in collaboration with Comprend.

The Webranking Report helps companies understand how to improve their communication to better meet the needs of stakeholders, by comparing themselves to their international peers.

The analysis allows you to define solutions to improve your digital presence, understand digital trends, generate internal engagement, and identify pathways for future improvement.

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

Martina Scapin
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Key results

Europe forges ahead while Switzerland soldiers on

Steady Swiss performance in a European context

Considering the majority of Swiss companies evaluated are part of Europe's largest 500 companies - 41 out of 52 companies - we can directly compare their performance to understand how Swiss companies are faring at a European level.

Since the first edition of our European study, Swiss companies have tended to surpass their European counterparts, due to their overall strong performance, with only a few companies demonstrating a low level of transparency. However, in the last two years progress has stalled for Swiss companies, with the rate of companies passing the stress test remaining largely unchanged. In fact, compared to last year, Swiss companies improved their average by a mere 0.4 points, reaching 45.3 points whereas their European counterparts improved by an impressive 3 points, reaching an average of 45.7 (up from 42.7 last year).

As the criteria in the protocol are based upon the needs and expectations of stakeholders – through annual surveys of investors, journalists and jobseekers – half of the maximum score (50 points out of 100) is considered the threshold at which companies respond adequately to user demand. The Swiss pass rate has decreased (from 36% to 31%) while Europe sees substantial improvements (from 28% to 35%). On the positive side the “failure” rate (companies below 30 points) is low in both contexts.

Although Swiss companies still perform well, they risk losing ground in terms of transparency. This rings especially true in a business environment that is rapidly changing, with stakeholder trust in businesses at a lowpoint.

Top 10 setting the pace

This year we see the top scoring Swiss companies taking the biggest leap forward, with all but one improving their score. Swisscom, this year's winner, also makes it into the top 10 of the European ranking, the first time a Swiss company has been in the top 10 in Europe in the last 5 years, while second and third place Sika and Sonova secure their spot in the European top 20.

“It is encouraging to see the best Swiss companies competing at a European level. Our results reveal, however, that there is a significant gap between top communicators, and those companies which are doing the bare minimum to meet their stakeholders' needs. While Europe has taken a significant leap forward, Switzerland is setting a very steady pace.”

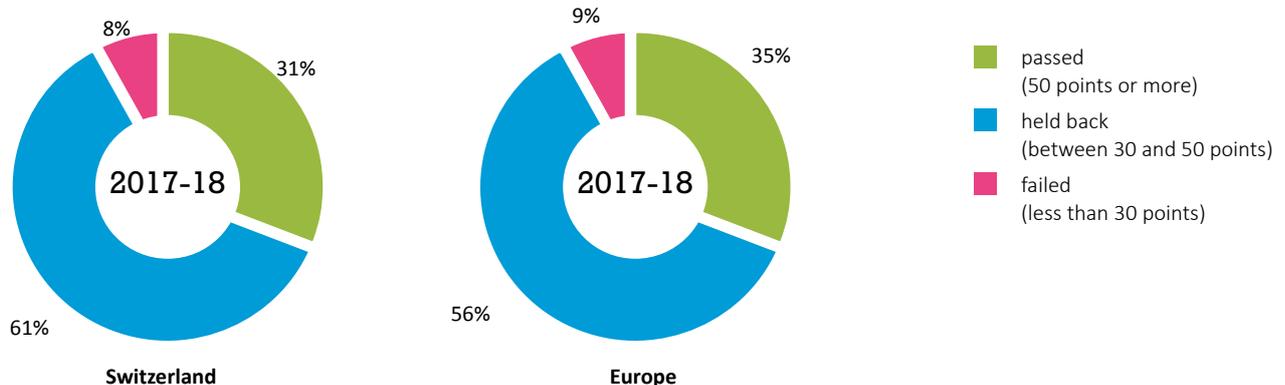
Joakim Lundquist, CEO of Lundquist and Head of Comprend in Italy, Switzerland and Austria

Hard work rewarded

A digital presence is no longer just a “nice to have”, but a necessity. We see, in fact, how many Swiss companies are investing strongly in digital, with nine of the companies assessed launching new websites this year; one of which finds itself in the top 10 (Sika) and one the most improved from last year's score (Dufry). The majority of companies (80%) are also experimenting with storytelling to engage with audiences.

To achieve excellence, however, long and steady work is required, as shown by the podium: the Top 3, albeit in different positions, remains unchanged from last year. Swisscom moves from second to take first place, Sika moves down to take second place and Sonova remains in third. Best improvers this year include Dufry (+12.6 points), Partners Group (+9.7 points), and Sonova (+8.8 points).

Who passes the stress test?



Source: Webranking by Comprend 2017-2018. The research evaluated 52 Swiss companies.



The research at a glance

This year's research focuses on three key themes: the **transformation of businesses**, the **increasing importance of non-financial information**, and the **challenge to stand out** in the digital age. These themes are summarized below and explored in greater detail in the following pages.

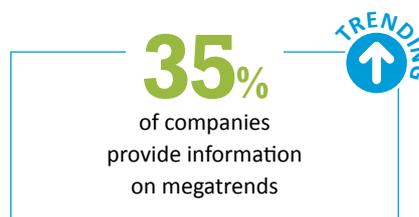
21st	international edition
14th	Swiss edition
52	companies ranked in Switzerland
800+	companies ranked globally
500+	stakeholders interviewed

To remain competitive, digital transparency is key

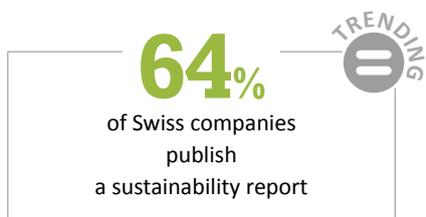
1

Digital disruption is changing the way we live and how companies work. Game changers in many industries are forcing businesses to transform. To remain competitive in an increasingly saturated digital landscape, Swiss companies need to put digital transparency at the heart of their communications strategy.

Find out more on page 6



Sustainability and governance: Bright outlook, yet low digital transparency



2

Although Switzerland is projected to be the first country to achieve full compliance with the UN Sustainable Development Goals by 2030, digital transparency on sustainability topics remains low among listed companies, with many expecting a formal report to do almost all the work rather than using the corporate website to reach stakeholders. We also see a discrepancy between intent and action when it comes to supporting sustainability strategies with numbers. Governance information, on the other hand, is in need of a digital face-lift.

Find out more on page 8

The challenge to stand out in the digital age

3

In the social and digital era, excessive “noise” and the battle to stand out is a challenge for all companies competing for attention. Online communication, in fact, can no longer ignore the rise of visual communication and the importance of user experience.

Find out more on page 10.



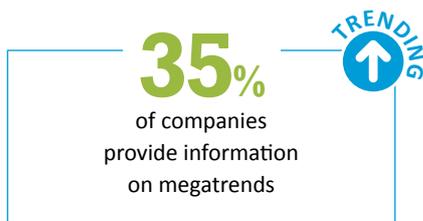
To remain competitive, digital transparency is key

Business transformation pushes transparency into the spotlight

Megatrends are transforming businesses

Businesses are transforming. The sharing economy, spurred by big names such as Airbnb and Uber, has disrupted and reinvented traditional markets. Game changers from Amazon, Apple to ING are using digital to herald in a new era of corporate commerce.

The business landscape has forever changed the way in which companies present themselves and digitalise their services and goods. No industry has been left untouched. Energy companies are shifting their gaze towards renewables. Banks are offering more online services: we see large investments being made in home and mobile banking, with fewer transactions at the counter.



Undoubtedly, all Swiss companies will be seeking to respond to megatrends such as automation, e-commerce and disruptive business models; but surprisingly few describe publicly their transformation process by communicating about strategy and innovation. Our findings reveal an increase in the percentage of companies that consider these trends, from 22% presenting information on megatrends on their corporate website last year to 35% today. They do significantly better than their European counterparts, with only 19% presenting detailed information of this kind.



Spotlight on Lonza

Swiss biochemical company **Lonza** clearly identifies the solutions it has come up with for specific megatrends that will affect its business. This is a prime example of a company using its corporate website to say how its acting on key issues.



Business transformation at the heart of a company's investment story

Key to outlining how a business intends to develop and transform is the investment story. Not only is this an opportunity for companies to point to their key strengths, and support this with recent data, but it is also a place to define how megatrends will affect market segments, and the solutions the company has in place or intends to develop to respond to growth drivers.

Despite the importance of this information, only 25% of Swiss companies present an investment story on their website.

In an increasingly competitive marketplace, the presentation of an investment story is a chance for companies to make a strong case for themselves.

Martina Scapin, Webranking researcher, Lundquist

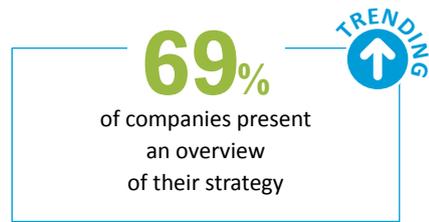
Looking forward: outlooks and objectives

Being transparent about business transformation also means presenting objectives alongside achievements. Swiss companies, however, seem reluctant to do so, with only 19% outlining their financial goals and 10% detailing their achievements.

Add to this the scarce number of those who provide short-term market and financial outlooks, with 12% and 13.5% respectively, and there is still ample work to be done here.

Upcoming generations bring a change in mindset

Switzerland's largest companies cannot ignore the millennial generation, the most vocal in demanding corporations take more responsibility in outlining how they seek to respond to changing scenarios. To connect to this generation, and restore trust, transparency via digital channels (where most of millennials now get their information) is fundamentally important. Despite this, only a third (34%) of the companies assessed present the concrete actions they will take to enact their strategy.



Don't underestimate the role of qualitative information

When it comes to browsing corporate websites, you may think investors only look for hard facts. While they certainly do expect to find the most important numbers there, they can easily get this from documents, including the annual report. In fact, many analysts and investors claim they use a company's corporate website for qualitative content on strategies, management, and investment story. Digital is therefore critical in helping companies present this content, in order to meet their stakeholders' needs.



The investor relations section is the weakest part of the corporate website, achieving an average fulfilment of 25%.

Not only is the substance missing but the way in which content is presented also remains fairly flat, with very few companies utilising visual communications. In fact, only 4% present a video on their strategy compared to 8% in Europe, with 14% using infographics.



The best in financial communications *



* Companies with the highest scores in investor relations

Sustainability & governance:

Bright outlook, yet low digital transparency

High expectations

The World Economic Forum projects Switzerland to be among the top five countries to reach the UN Sustainable Development Goals (SDGs) by 2030. The country is at the forefront of key initiatives. To cite just one example, companies within the food sustainability and sustainable cocoa production are playing a leading role in bringing about a more sustainable industry and better conditions for cocoa producers.

Expectations are great for a country that boasts a number of prominent listed companies. At a time when an EU directive on non-financial reporting and national laws are obliging peers across the Continent to boost transparency, Switzerland, is far from shying away from the topic.

“Although Swiss companies is not obliged by the EU directive on non-financial information, the new regulation is symptomatic of a wider trend: transparency on sustainability is becoming the norm and Swiss companies need to take note of this,” says James Osborne, Head of Sustainability, Lundquist

Bright outlook, yet low digital transparency

Although projections for Switzerland reaching the UN SDGs are positive, digital transparency on sustainability topics remains low among listed companies, with only 64% publishing a sustainability report (compared to 74% in Europe). While it is commendable that they present this information in a printed report, Swiss companies should also be communicating this information on their digital channels as well.

Only 30% present a materiality analysis, a process of defining what is important for each company and its stakeholders, and a fundamental step for companies toward establishing a clearly defined CSR strategy. In Europe, the number also remains low, at 31%. Slightly suspect is the fact that 89% of companies present their CSR strategy or approach, despite not having (or choosing not to publish) the outcomes of this analysis, which are integral to CSR strategy development.



Spotlight on Sika

Sika’s “More Value, Less Impact” campaign illustrates the company’s commitment to maximize the value of its solutions and contributions to all stakeholders while reducing risks and resource consumption. Having six target indicators gives a good sense of future goals, while videos, infographics, images and project descriptions on the corporate website provide insight into the company’s commitment to sustainability.

64%

of Swiss companies
publish
a sustainability report



Clear gap between intentions and actions

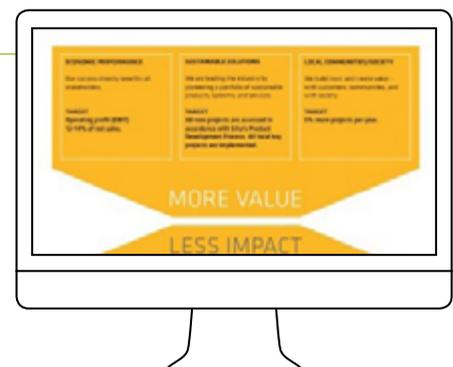
Investor sensitivity towards environmental, social and governance (ESG) topics is increasing. Large asset managers such as BlackRock have adopted ESG in their investment policy, and as such expect data to back up claims, strategies and targets.

Despite this, 40 out of the 52 companies we evaluated do not even disclose their performance against more than two social and two environmental KPIs on their corporate website: only 23% are give sustainability targets and 15% their achievements against previous targets.

When accessing corporate information online, people expect to get an up-to-date picture. Remember, the information in a sustainability report will focus on the previous year. We are now seeing by contrast, that stakeholders expect companies to communicate in the present tense. The corporate website is the ideal tool to provide an updated account of sustainability progress with positions on current issues, data and evidence of action.

only 12

companies provide
2 or more social
and environmental KPIs





The best in sustainability *



* Companies with the highest scores in sustainability

Sustainability a crucial element to business strategy

More and more companies are realizing that environmental, social and governance issues are strongly linked to business performance and customer trust. Over half the companies included in our research link their sustainability strategy to their overall business strategy.

This is significant, as solely publishing a sustainability report is no longer sufficient in meeting stakeholders' needs. This is especially the case for the digitally inclined, many of whom gravitate toward the corporate website in search for non-financial information.

"In this new era for sustainability, digital has ceased to be viewed as a mere "channel" for communications but the defining environment for engaging with the wider world. As a result, we are seeing the conflation of traditionally separate categories like reporting, engagement and communications into a network of relationships built around shared concerns." James Osborne, Head of Sustainability, Lundquist



The best in corporate governance *



* Companies with the highest scores in governance

Corporate governance in need of a digital face-lift

When presenting governance information such as management structure and skills, remuneration, risk management and business conduct (from responsible tax policy to anti-corruption), companies are falling into the legalese trap: presenting static content using flat, dry language.

Increasing attention from investors on ESG topics is, however, imposing more onus on companies to give their governance sections on their corporate websites a much needed face-lift.

In Switzerland, where corporate governance is most heavily influenced by the Swiss Code of Best Practices, there are still only a few cases of companies that are proactive in explaining their governance practices online.

Less than half provide information on the independence or expertise of their board of directors. With regards to remuneration, only 17% publish an online remuneration policy (compared to 27% in Europe) and 11% present numerical data on remuneration paid to directors. While this information is legally required, many companies still do not recognize the value of communicating transparency on these issues on their corporate website.



Spotlight on Swisscom

"Transparency and clear responsibilities" is how Swisscom presents information on corporate governance on its corporate website. Digital transparency on remuneration, policies and procedures show a strong commitment from this year's winner on providing clear-cut information in this section. Swisscom is also one of only six companies that presents an overview of full remuneration paid to its board of directors.

The challenge of standing out in the digital age

Effective storytelling and a user-centric digital experience may hold the key

The challenge of standing out in the digital age

In the social and digital era, excessive “noise” and the battle to stand out is a challenge for all companies competing in the digital market. Publishing and distributing corporate content is less viable as costs rise, and impact decreases, making it increasingly difficult for companies to attract the attention of their target audiences.

To stand out in this increasingly fragmented context, companies must consider two areas in order to have an engaging digital corporate communication.

- **Content & narrative** provide a sense of what the company stands for, promoting the areas deemed important to the business, whilst also acknowledging the external agenda. Too often, companies are self-referential and do not consider what may be interesting to people outside their corporate sphere.
- **The way in which the narrative is presented, using textual and visual communications**, is the second piece of the puzzle. Providing a user-centric digital experience requires investment in a user experience that provides both engaging content and ease of access whilst navigating.

What do we really mean by storytelling?

More and more companies are adamant about “storytelling” but few manage to do so in an effective manner. Those that do it well are able to reach out and strike an emotional chord with their audience.

What really makes the difference is aligning textual content (on relevant and material business themes) with the right digital techniques, paying close attention to visual aspects that provide respite to static text, such as videos, infographics, graphs and quotes. It is also important to avoid doing this only once, but instead ensure that storytelling becomes part of your ongoing digital corporate communications.

Experts and practitioners, in surveys and in meetings conducted in person, are adamant that stories are useful in illustrating the most important corporate topics. Concrete cases and experiences bring life to content that can sometimes come across as dry and heavy. Readers, in fact, are often sceptical of the corporate marketing mentality on what they see as marginal issues.

A positive note in this year’s Webranking is that 81% of the companies we analysed are presenting stories on their homepage, illustrating the growing trend in this field.

Storytelling is the new buzzword in digital. While it is encouraging to see more companies striking an emotional chord with their users through narrative discourse, it is important that they don’t forget that a good user experience goes hand in hand with the content presented.



*Martina Scapin,
Webranking researcher, Lundquist*

Visual communications central to storytelling

A successful corporate storytelling technique puts the users first, by engaging them through exemplary real-life situations and relevant human experiences, spanning text, image and video. Companies that use visual communications as the basis to their storytelling are more effective communicators, as they are better able to elicit an emotional response from their audience.



Three steps to an effective corporate communication

1

Data & facts

The Webranking research serves as a useful guide for companies to better understand what information is fundamental to stakeholders



2

Corporate narrative

Defining a clear content strategy is fundamental in developing a corporate narrative that works



3

Engaging content & presentation

Quality content means investing in language and visual communication to create content that engages users



Results this year reveal that 54% of Swiss companies present a corporate video, although fewer (27%) use videos or graphics to present their business areas. 35% present video testimonials of their employees in the careers section, slightly higher than their European counterparts at 32%, a section of the corporate website that is aimed at a wider, and generally younger, audience. The few that do, such as **Givaudan, Sika, Oc Oerlikon** and **UBS** (to name a few), understand that to attract the best talent they must set themselves apart from the rest. Attracting talent is key to remaining competitive, and testimonials done well help strike an emotional chord via true life experiences, making it more attractive to potential employees.

Digital first = user first

By now, most Swiss companies understand the value of a site that places user-experience (UX) at the heart of its digital strategy. In fact, 79% (an increase of 10% on last year) have a corporate site which is responsive, facilitating the access of content from different devices.

In digital speak, *digital first* means *user first*. Creating a user-first experience means enabling users to find your information easily, through intuitively labelled menu items and a functional internal search engine. Well over half of the Swiss companies (85%) include a search engine, which provides thorough insight into peoples search priorities when combined with a reputable web analytics system. This becomes an additional asset to the company when it's time to decide where to invest man power, content and time on digital.

When it comes to UX, navigation is key. When a user navigates to a page that has been removed the result is a 404-error page. Despite reaching a dead-end, this page should regardless enable the user to go back to the right page without getting lost between pages. Little over half of the sites tested (56%) performed these functions.

Use of social media growing, but difficulty in engaging in dialogue remains

Swiss companies today are active on social media, using the digital platforms to promote their products, provide customer services and share their corporate stories. While nowadays social media use may almost seem like common practice, it is far from that.

It can be quite challenging to provide interesting content, as well as engaging with customers, whilst keeping up with frequent algorithmic changes that penalize visibility without paying advertising fees. It is therefore encouraging that Swiss companies are open to discussion and sharing their initiatives.

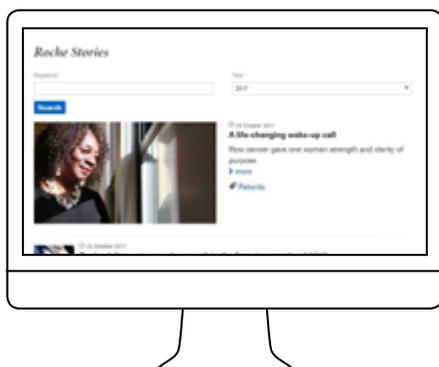
A weaker area, though it has improved since last year, remains "on site" social media integration, with 40% of companies integrating social media feeds into their corporate site, compared to 31% last year. Those companies that do so demonstrate that they understand that these channels are part of a cohesive communications strategy.



New websites



* Partially new (new homepage&careers section)



Spotlight on Roche

Storytelling may be the buzzword of the moment, but few companies do this well. A company that stands out from the rest is Swiss pharmaceutical company Roche. Roche devotes an entire section of the website to storytelling, covering a number of different topics.

Sectors:

Highly regulated industries most transparent digital communicators

Oil&Gas and Chemicals most transparent sectors

The sectors with the highest scores are also among the most regulated. These companies are constantly under the spotlight due to their considerable environmental and social impact. The results suggest that a combination of stringent legislation and sensitive public opinion may indeed push companies toward greater transparency.

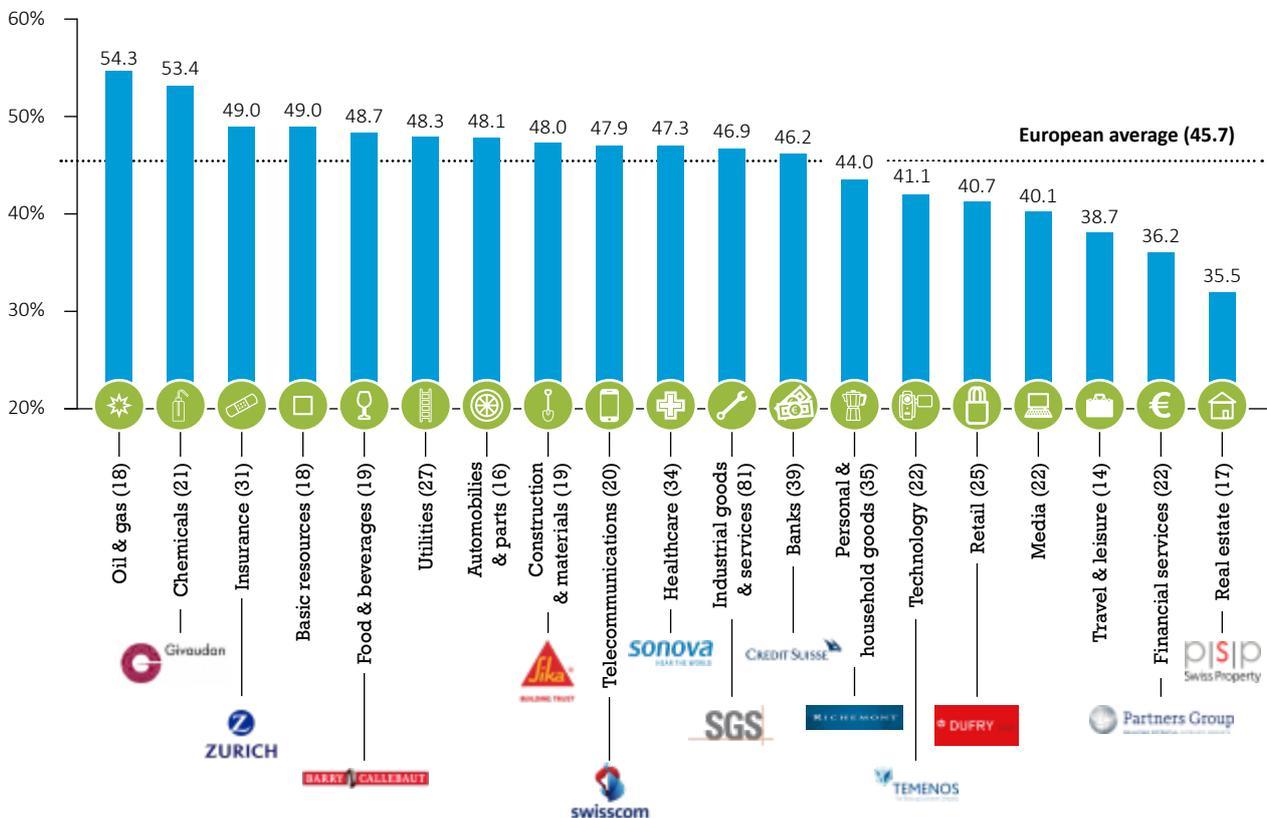
The Oil & Gas sector, led by **Eni**, jumps six places to take first place this year, with a score of 54.3 points. The chemical sector follows, thanks to high-scoring companies such as **BASF** and **Bayer**. The only exception to the rule is the banking sector, with Swedish **SEB** and Swiss **Credit Suisse** as the top scorers. Despite increasingly strict regulatory frameworks and spotlight on the industry, they remain in the lower end of the rankings, even though their score has improved considerably since last year, from **41** to **46** points. They remain outpaced by the insurance sector, this year in third place (2nd in last year). Italian insurer **Generali** tops this group, with Swiss-based **Baloise** in sixth place.

What stands out from the research is the notable weakness of sectors that should instead shine when it comes to digital communication: Telecommunications (in 9th place despite high scorers from **Swisscom** and **Telecom Italia TIM**), and Technology and Media (both in the lower half of the ranking).

Swiss-based **Nestlé** and **Barry Callebaut** top the food & beverage sector, which moves down one place, from 4th to 5th place this year.

Altogether, the average score of the top 500 European companies included in the ranking is 45.7 points, up 3 points from last year. Seven sectors out of 19 score below the average.

Webranking Sector Performance (with best Swiss performer in relevant industries)



Webranking by Comprend 2017-2018. The European ranking includes the 500 largest companies by market cap listed on European Stock Exchanges. Of these, 41 are Swiss companies. 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 2017-2018



The questionnaires are the basis of our research since they help us to understand what stakeholders want.

1 Surveys

Capital Market Survey
1,400+ responses in the last 5 years
220+ responses in 2017 of which
80% are from analysts and investors (the remainder are from financial journalists)

Career Survey
900 responses in the last 5 years
290+ responses in 2017 of which
43% are from millennials

Web Manager Survey
90 responses in Europe of which
53% are from web managers from blue-chip companies



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

2 Protocol

10 sections covering all areas of the corporate website
100 total score
254 measure points



Every website is ranked twice by two different rankers in order to assure the quality of the evaluations.

3 Ranking

800+ companies worldwide
500 largest companies in Europe
52 companies in Switzerland
34 countries

After crunching the numbers we highlight the most interesting and relevant developments of how companies communicate this year 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

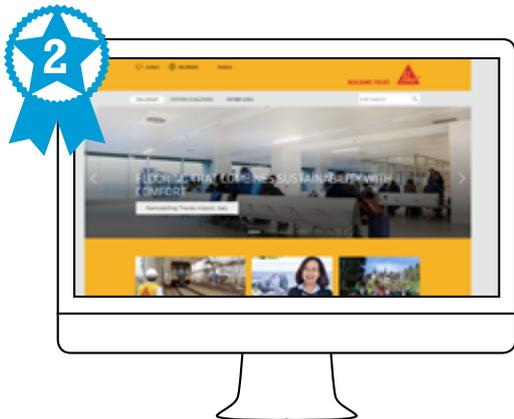


Join us in Milan on November 22nd for our seminar on digital corporate communications!

The best companies in Webranking 2017-2018 / Top 5



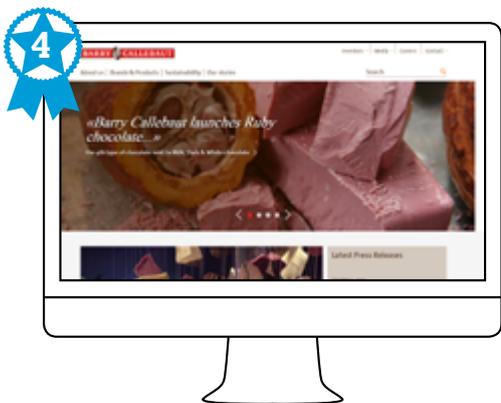
↑ **Swisscom 79.2**



↓ **Sika 77.7**



= **Sonova 76.9**



↑ **Barry Callebaut 63.7**



↑ **Roche 62.3**

Best improvers

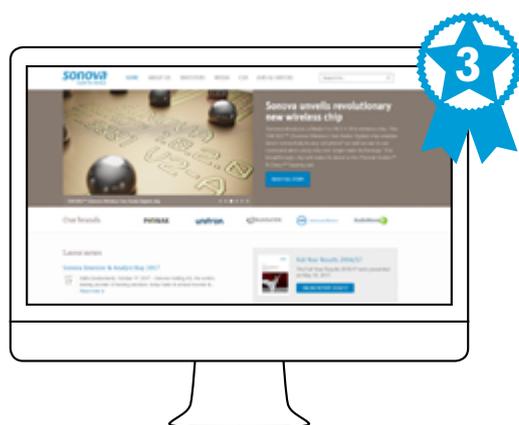
in Webranking 2017 - 2018 / Top 5



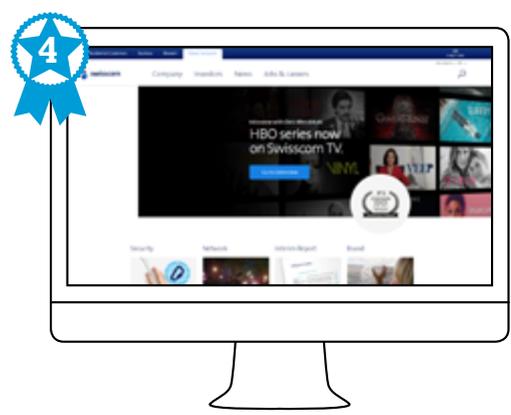
Dufry **+12.6 points**



Partners Group **+9.7 points**



Sonova **+8.8 points**



Swisscom **+6.6 points**



Givaudan **+6.2 points**

Webranking by Comprend

The performance of the 52 largest companies in Switzerland

2017	Difference	2016	Company	Score 2017
1	▲	2	Swisscom*	79.2
2	▼	1	Sika*	77.7
3	●	3	Sonova*	76.9
4	▲	6	Barry Callebaut*	63.7
5	▲	7	Roche*	62.3
6	▲	8	Credit Suisse*	61.4
7	▲	14	Givaudan*	60.3
8	▼	5	Nestlé*	60.0
9	▲	10	Zurich Insurance Group*	59.1
10	▲	15	Swiss Life*	56.2
11	▼	4	ABB*	56.1
12	▼	9	UBS*	54.9
13	▲	20	Swiss Re*	54.0
14	▼	13	Clariant*	52.3
15	▲	22	Novartis*	51.3
16	▲	18	Oc Oerlikon	50.2
17	▲	21	LafargeHolcim*	49.7
18	▼	12	Georg Fischer	49.4
19	▼	11	Syngenta	48.8
20	▲	23	SGS*	47.9
21	▲	26	Lonza*	47.5
22	▲	25	Richemont*	46.8
23	▲	26	Adecco*	45.8
24	▼	19	Straumann*	45.7
25	▲	28	Schindler*	45.2
26	▼	16	Baloise*	45.1
27	▼	17	Sulzer	43.1
28	▲	38	Kuehne+Nagel International*	42.6
29	▲	40	Flughafen Zurich*	41.6
30	▼	24	Geberit*	41.5
31	▲	34	Julius Baer*	40.5
32	▲	45	Partners Group*	40.3
32	▲	36	Helvetia*	40.3
34	▲	48	Dufry*	40.0
35	–	NEW	Temenos Group	39.3
36	▼	30	DKSH Holding*	38.2
37	▼	33	Philip Morris	38.0
38	▼	37	Lindt & Spruengli*	37.6
39	▲	42	PSP Swiss Property*	37.2
40	–	NEW	Dormakaba	35.2
41	▼	34	AMS*	34.8
42	▼	39	Aryzta	34.4
43	▼	41	Banque Cantonale Vaudoise	34.1
44	–	NEW	Vifor Pharma	33.8
45	▲	47	Logitech*	31.9
46	▼	44	Swiss Prime Site*	31.4
47	–	NEW	Idorsia	31.1
48	▼	43	Ems-Chemie*	30.2
49	▼	46	Sunrise	27.2
50	▲	51	Vat Group	24.3
51	▼	49	Swatch Group*	24.0
52	▼	50	Pargesa*	15.0

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

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

We started out with an initial sample of 51 companies, listed on the SIX Stock Exchange in May 2017.

Following the company's IPO, Idorsia was added to the sample in mid-June. Dormakaba also makes it into the ranking following its recent inclusion in the SIX Expanded post-merger.

Kuoni was excluded from the ranking due to its de-listing from the Swiss SIX exchange. Vifor Pharma was formerly listed as Galenica.

The final ranking takes into account 52 companies.

How we evaluated the companies included

The ranking is conducted by Lundquist, in collaboration with Comprend. The final ranking evaluation date was the 31st of August 2017.

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 Martina Scapin to see what your options are:

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Who we are



Lundquist Srl 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 sustainability 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 topics: lundquist.it



Comprend is an international consultancy specialised in online corporate communications and part of H&H Group.

For further information: comprend.com

CSR Online Awards

The CSR Online Awards, developed and conducted by Lundquist since 2008, is Europe's first and most authoritative research into how companies communicate and engage on sustainability and CSR (corporate social responsibility). Thanks to our specialisation in digital, we track the evolution of sustainability and capture trends in the relationship between business and society. Now in its 7th edition, read the Swiss edition here:

lundquist.it

Lundquist Wikipedia Research

Our 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 and works with companies on how to properly and safely engage on Wikipedia.

For more information:

lundquist.it

How we can help

The Webranking research is a useful tool in analyzing a company's transparency in digital corporate communications. Reports and assessments based on the research help to identify the gap between your key stakeholder demands and your digital corporate communication. It provides you with tools to reach your goals, meet stakeholder demands, benchmark against peers and competitors, and reach your anticipated ranking position.

The Webranking research is strongly integrated in our approach to digital communications, and serves as a great foundation for further strategic work.

Thanks to our deep knowledge of stakeholder expectations and our strong corporate experience, we help companies to not only improve the effectiveness of their digital and sustainability communications, but also to define communication strategies, creating dialogue with stakeholders.



The **Webranking report** allows for a better understanding of the strengths and areas for improvement of your corporate website, and provides a means for comparison on an international level. It provides the company's complete evaluation in each criteria of the research, accompanied by best practice examples.



The **Webranking assessment and action plan** includes an in-depth analysis of your digital corporate communications, accompanied by an action plan of where to improve, with international best practice examples per sector and the latest trends in online communications.



The **qualitative analyses** go beyond digital transparency in helping companies understand how to communicate effectively online. The analyses look at user-experience, distinctiveness, visual communications and strategic messaging.

To order your tailored **Webranking by Comprend 2017-2018 Interactive Report** or to have your website evaluated you can contact the Lundquist team:

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