

## Finland – a modest world champion of websites

As a country, Finland defends its number one position in KWD Webranking's 2011 survey of 950 websites in 40 countries. Results show that the 50 largest Finnish publicly traded companies excel in delivering the corporate, financial and shareholder information demanded by stakeholders in these troubled times. Nevertheless, there is an air of modesty over the Finns. Few mention their financial achievements, it is rare to find key strengths packaged into an investment case and boasting about the corporate brand seems to be a concern for one company only - Fortum.

For the fifteenth consecutive year, KWD has surveyed corporate websites of the largest listed companies to evaluate how they address the online information needs of their diverse corporate stakeholders.

Previously known as H&H Webranking, KWD Webranking includes the FT Europe 500 and the 100 largest companies in FT Global 500. 950 websites in 40 countries are included in the survey whereof the 50 largest by market cap in Finland.

## Finland still has the best websites in the world

As a country, Finland strongly defends its number one position in Europe of producing the best corporate websites according to the demands of the capital market.

Although the average score slid 2.14 points (from 58.03 points in 2010 to 55.89 points out of 100 points in 2011) this is far better than the average score for the 500 largest companies by market cap listed in Europe (44.17 points).

## Best Home pages, About us-, Financial reporting-, IR- and Corporate governance sections

When comparing European countries, Finnish companies - just as in 2010 - are best at:

1. Making enticing yet functional home pages reflecting the company's core business;
2. Giving comprehensive and accessible general information about the company and its business principles;
3. Providing rich financial information online, especially financial reports and data, financial archives and presentations;
4. Having extensive shareholder information such as share data, dividend policies, risk management and shareholder information;
5. Presenting comprehensive corporate governance information on the website with thorough profiles of the management team and board of directors as well as a description of the boards' and committees' work.

### Fast facts about KWD Webranking 2011

**15th** edition in Europe, **11th** in Finland.

**50** largest companies analysed in Finland. In total **950** companies in **40** countries in **28** industry sectors.

More than **500** responses to the two KWD Webranking Questionnaires where stakeholders inform of what they ask of corporate websites.

### KWD Webranking 2011 Finland Top 10

1	Neste Oil	79.25 points
2	Fortum	78.50
3	Rautaruukki	74.50
4	Wärtsilä	74.25
5	Metso	68.00
6	Kesko	67.00
7	Outotec	66.00
8	TeliaSonera	65.75
9	Outokumpu	64.50
10	Nokia	63.75

### KWD Webranking Finnish Hall of Fame

2011	Neste Oil
2010	Fortum
2009	Fortum
2008	Neste Oil
2007	Fortum
2006	Metso
2005	Stora Enso
2004	Stora Enso
2003	Stora Enso
2002	Nordea
2001	Stora Enso
2000	Nokia

## Impressive coverage about the company and risk management

The majority of the Finnish corporate websites provide an impressive coverage about the company. Virtually all have a corporate history, information regarding the geographical spread of production and sales, presentations of the company's group strategy and information about their business operations. When comparing European countries, Finland lands in 1<sup>st</sup> place when it comes to informing about risk management. 82% describe the operational and/or financial risks connected to their company but also talk of how well the company is prepared for risks and how they intend to react should they become a reality.

## Clear financial targets but little is said about achievements

Financial targets are one of the most highly desired pieces of information by the capital market - 87% affirm wanting this data on a website<sup>1</sup>. 3 out of 4 Finnish companies have a presentation of their financial goals and/or a description on how to reach them. This is the highest score in Europe. However, far less inform of their target achievements (40%) and well below half (40%) provide both targets and achievements on the corporate website.

## Investment cases are rare

With the capital market looking for a reason to invest, very few sites do a successful job in presenting an investment case. Only a few (30%) of the biggest companies in Finland take the time and effort to clearly outline their investment case on the corporate website.

## Few recognise the power of the brand

All in all, 14 companies (28%) present and define the corporate brand on the website whereof **Fortum** is the only one giving information about how the company is working to preserve and strengthen the brand towards its stakeholders.

<sup>1</sup> Each year the KWD Webranking survey taps into the demands of the financial marketplace via a questionnaire which is sent out to analysts, investors, business journalists and jobseekers. 296 professionals from the capital market replied to the questionnaire, which investigates how they use the web and what content and functionalities they require of corporate websites.

“Even though the true value of a brand is difficult to evaluate, it is still an important element when analyzing the future development of the company,” says Staffan Lindgren Managing Director International at KWD.

“When looking across Europe, companies in Germany are the best in providing extensive information about the company’s brands, intangibles or information about the company itself as a brand. The Italians, Swiss and the Dutch are second best.”

## Film is an issue

Only nine companies in Finland provide a corporate film on their website.

In times when viewing, uploading and sharing videos over the internet is increasingly popular, only nine of Finland’s largest companies provide corporate films on their corporate website introducing the company.

“With today’s decrease in attention span, internet users are demanding that important information is presented fast and that several senses are satisfied simultaneously. More and more people online are preferring the idea of watching a short informative video in place of reading a great deal of explanatory text usually found on corporate websites. It is also much easier absorbing and retaining information when there are both visual and audio components,” says Staffan Lindgren, Managing Director International at KWD.

The latest statistics from YouTube show that 800 million unique users visit the site every month. More than 3 billion videos are shown daily.

“Corporate films attract new visitors and are easily managed through social media channels, increasing the chances of visibility outside of the corporate website. Preferably the visitor should be able to download the movie, share it and send it to a friend,” says Staffan Lindgren.

None of the Finnish websites provide embedded corporate films which can be downloaded.

## Social media channels are not used to its full potential

With social media channels dramatically increasing the opportunities for corporate stakeholder dialogues and strengthening online corporate presence, it is not surprising that 49 out of 50 companies have a presence in social media channels (Twitter, Facebook, YouTube, LinkedIn, Slideshare, Flickr and Scribd). However, relatively few (36%) have a link between their website and their social media channels. Even less (12%) take the opportunity to link the home page to their Twitter feed, Facebook page and YouTube channel.

**50 Finnish companies’ presence in social media**

Social media channels	Finnish Companies	Percentage 2011
Linked In	46	92%
YouTube	17	34%
Twitter	16	32%
Facebook	14	28%
Flickr	9	18%
Scribd	2	4%
Slideshare	1	2%

## Polarization in providing market shares and competitor list

In Europe, Finnish companies provides to the highest extent information about market shares.

Company market shares and competitor statistics is relevant and highly sought after by many stakeholders. When comparing European countries, companies in Finland provide to the highest extent information regarding market shares and are 3<sup>rd</sup> best in being transparent with the company peer group and competitors.

Furthermore, there is a clear polarity between Finnish companies who either give or do not give this kind of data on the corporate website: 44% of the ranked Finnish companies have some form of market share information and 43% present a list of company peers that the company is using as a performance benchmark. Worth mentioning, 2 out of 3 companies scoring in the Finnish top 20 provide information on this topic.

## Attracting talent is not a concern – but giving out HR details is

3 out of 4 job seekers visit corporate websites when searching for a job.

In a Career and Employer branding survey where KWD Webranking has interviewed 205 job seekers, undergraduate- and graduate students aged 18-44, 75% respond that they primarily visit corporate websites when searching for job vacancies. The websites of recruitment companies such as Monster and Adecco come in second hand. 82% of the ranked Finnish companies provide a direct link to the website's career section directly from the home page and 78% present job vacancies here.

Of those using social media channels as a source when searching for job vacancies, LinkedIn, Wikipedia and Facebook are the most popular channels. Once again, Finnish companies respond well: 92% are present on LinkedIn and 78% on Wikipedia with information in English.

Furthermore, a majority of job seekers say that it is important or very important to find contact details to HR on a corporate website (78%) and they primarily want to send their application to a contact person. But less than 1 in 3 companies in Finland present an HR-contact that job seekers can get in touch with for questions relating to future employment.

In the Career and Employer branding survey, 60% reply that career related information such as salary and benefits is of high importance, though only 28% of the Finnish companies provide this type of information on their website.

## How rankings have changed over the year

Rank 2011	Company in Finland	Result 2011
1	Neste Oil	79.25
2	Fortum	78.50
3	Rautaruukki	74.50
4	Wärtsilä	74.25
5	Metso	68.00
6	Kesko	67.00
7	Outotec	66.00
8	TeliaSonera	65.75
9	Outokumpu	64.50
10	Nokia	63.75
11	Lemminkäinen	62.75
11	Ahlstrom	62.75
13	UPM-Kymmene	62.50
14	Tieto	62.00
15	M-real	61.50
16	Sanoma	61.00
16	KONE	61.00
18	YIT	60.50
19	Cramo	60.25
20	Orion	58.25
20	Stora Enso	58.25
	<b>Average</b>	<b>55.89</b>

After two consecutive years ranked as Finland's second best corporate website, **Neste Oil** claims the throne with 79.25 points out of 100. This is the second time the refining and marketing company focused on lower-emission traffic, steals the crown from Fortum.

Dropping 3 points to 78.50, last year's winner **Fortum**, lands soundly in 2nd place. **Rautaruukki** climbs from 6<sup>th</sup> place in 2010 to 3<sup>rd</sup> in 2011 – an improvement of 2.5 points. Ranked 23<sup>rd</sup> in 2010, **Outotec** makes a remarkable leap landing in 7<sup>th</sup> place and thereby joining the top 10.

The mining company **Talvivaaran**, the only newcomer to the survey, landed on the 41st place.

### Tikkurila – this year's climber

Climbing with 17.75 points and going from 51<sup>st</sup> place in 2010 to 23<sup>rd</sup> in 2011, **Tikkurila** improved its score the most since 2010 in the ranking of the 50 largest companies in Finland.

## What the capital market wants

Each year the KWD Webranking survey taps into the demands of the financial marketplace via a questionnaire which is sent out to analysts, investors and business journalists. 296 professionals from the capital market replied to the questionnaire, which investigates how they use the web and what content and functionalities they require of corporate websites. The capital market have requested the below information the most:

1. Financial report, Annual reports and interim reports
2. Presentations from summits, general meetings and capital markets
3. Market shares, market statistics and company's competitors
4. Financial calendar
5. Archive; for annual reporting, interim reports and press releases. Even broader more general archives are requested.
6. Financial targets and target achievements
7. Latest press release, clearly labelled on the home page
8. Growth drivers, an indication of future performance
9. Contact details, personal contacts are more requested than general
10. Company's debt maturity structure and Interest-bearing liabilities

The second KWD Webranking Questionnaire is a Career and Employer branding survey where 205 job seekers, undergraduate- and graduate students aged 18-44 have replied what they value and demand from corporate websites regarding career opportunities.



## About KWD Webranking

KWD Webranking is the established international yardstick for companies that want to benchmark their corporate website performance both nationally and internationally. The collected data is compiled into company and benchmark reports that are widely used by listed companies as a reliable tool to improve their online communications performance. This year 950 websites in 40 countries have been included. KWD Webranking has ranked companies included in the FT Europe 500 and the 100 largest companies in FT Global 500, as well as complementary country lists (a total of 749 companies in Europe). For more information go to [www.kw-digital.com](http://www.kw-digital.com)

## About KWD

KWD is a division of King Worldwide - the leading global financial communications and stakeholder management company employing over 900 staff and serving more than 1,000 clients from offices in New York, Chicago, London, Stockholm, Madrid, Moscow, Dubai, Hong Kong and Taipei. For more information about KWD please visit our website [www.kw-digital.com](http://www.kw-digital.com) or [www.king-worldwide.com](http://www.king-worldwide.com)

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