

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. Nevertheless, it is Neste Oil that wins the annual ranking of corporate websites in Finland.

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.

When comparing European countries, Finnish companies - just as in 2010 - make the best home pages, about us-, financial reporting-, IR- and Corporate governance sections.

Finland also lands in 1st place when it comes to informing about risk management on the corporate website - 82% describe the operational and/or financial risks and how they intend to react should they become a reality. Furthermore, Finnish companies provide to the highest extent information regarding market shares and are transparent with the company peer group and competitors.

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, only 40% inform of their target achievements and well below half (40%) provide both targets and achievements on the website.

With the capital market looking for a reason to invest - very few Finnish sites do a successful job in presenting an investment case. Merely 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.

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. None provide embedded corporate films which can be downloaded.

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. 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.



How rankings have changed over the year

The average score for Finnish corporate websites is 55.89 points out of 100 points, a drop with 2.14 points compared to 2010. The Finnish result is however far better than the average score for the 500 largest companies by market cap listed in Europe (44.17 points).

After two consecutive years ranked as Finland's second best corporate website, **Neste Oil** claims the throne from Fortum with 79.25 points out of 100. **Fortum** lands soundly in 2nd place (78.50 points) and **Rautaruukki** climbs from 6th place in 2010 to 3rd in 2011 (74.5). Ranked 23rd in 2010, **Outotec** makes a remarkable leap landing in 7th place and thereby joining the top 10. The mining company **Talvivaaran**, the only newcomer to the survey, landed on the 41st place.

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

About KWD Webranking

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 corporate websites in more than 40 different countries have been included in the 2011 survey KWD Webranking. In Finland corporate websites of the 50 largest listed companies by market cap have been ranked.

The survey is based on a protocol consisting of 120 criteria. The protocol is adjusted every year based on an annual study finding out what the capital market; business journalists, students and job seekers expect from a corporate website. The study includes 500 respondents.

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 or www.king-worldwide.com

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