

15th edition 2018-2019

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*

comprend 

Swiss edition
conducted by

lundquist.

Webranking 2018-2019

Results this year mark a turning point: communicating values and beliefs to gain credibility and trust is key for Swiss digital corporate communications



Since the early '00s, when we released the first edition of the Webranking research, we investigated the gap between Swiss companies and their European counterparts in terms of digital corporate transparency.

The stellar results this year mark a turning point for us.

We believe that Webranking has made a strong contribution in fostering a culture of transparency in Switzerland. Swiss companies have now reached a good level of disclosure on their digital platforms, and **it is now time to raise the bar.**

The challenge for Swiss companies now is not only to engage in transparent communication, but **to ensure that an emotional connection is made through content to boost engagement with different audiences.**

In this, **corporate communication plays an essential role.** Our goal is to support companies in this new phase, shifting the focus from dry disclosure to effective communication. Companies need to be able to create a **coherent and convincing narrative**, supported by **objectives and backing intentions with clear actions.** It is no longer enough to present who the company is today, but instead where the company is going, providing a clear vision of the future.

In short, combining the **need for disclosure and transparency** with the **creation of credibility and trust** by communicating values and beliefs is key in this next phase for Swiss digital corporate communications.

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

The research at a glance

22nd international edition

15th Swiss edition

55 companies ranked in Switzerland

900+ companies ranked globally

100 total points of the protocol covering all aspects of corporate communication

512 responses to our Webranking surveys

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Key results

A stellar year for Swiss digital communications

Swiss companies back on track

It's been a stellar year for Swiss digital corporate communications. Not satisfied with the weak progress made last year (when the average improved by a mere 0.3 points), Swiss companies are back with a bang, improving their score by an impressive 4.7 points and reaching an average of 50 points.

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 graph below (to the right) shows that the Swiss pass rate has significantly improved (from 31% last year to 51%), with over half of Swiss companies now passing the “stress test”. This year, the research took into account 55 companies by stock market value.

A change in pace

A quick glance at the best improvers illustrates a change of pace: last year only one company (**Dufry**) improved by more than 10 points, while this year the figure has increased to eight, with **Swiss Prime Site** and **Idorsia** particular stand outs, showing a 20+ point increase in score. Among the other best improvers we find **Partners Group**, **Dufry**, **PSP Swiss Property**, **Dormakaba**, **Sunrise** and **Georg Fischer**.

Average score increase of the Swiss cohort

+4.7 IN 2018 vs **+0.3** IN 2017

Beacons of corporate transparency hold steady

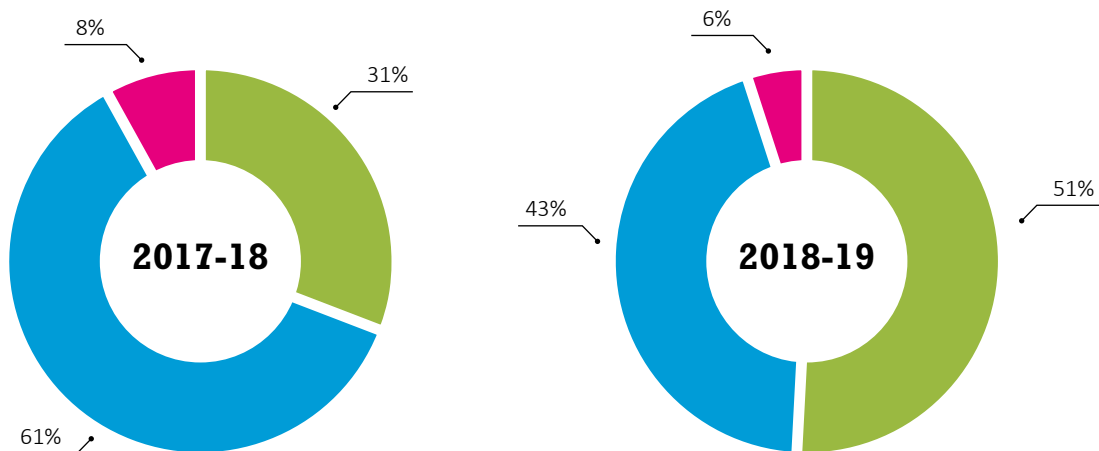
The Swiss top 10 remains fairly steady, with **UBS** muscling back in and pushing **Swiss Life** out to 13th place. **Swisscom** holds onto first position with 83.4 points, followed by **Sonova** with 77.2 points and **Sika** in third place with 73.1.

"The results this year mark a turning point. With the commitment to corporate transparency here to stay, now comes the time to look beyond transparency, define a clear corporate narrative and invest in content that engages audiences. These elements, although not measured directly by Webranking, become increasingly important in engaging in effective corporate communication."

Martina Scapin

Country manager for Switzerland, Lundquist

Who passes the stress test?



Source: Webranking by Comprend 2017-2019

■ passed (>50 points)
■ held back (between 30 and 50 points)
■ failed (<30 points)

European comparison

Switzerland surpasses expectations

Weak progress last year leads to decisive shift in current edition

Swiss companies have always been quick learners. In fact, in the history of this research, they have usually surpassed their European counterparts when it comes to effective digital corporate communication, with the notable exception of last year's edition.

In our last edition, Switzerland's progress was weak, and for the first time in years the country fell behind its European counterparts. In this edition, however, Switzerland is firmly back on track, decisively forging ahead and opening up a gap of +2.8 points.

Average score in 2018



Opening up a gap of 2.8 points



Notable improvements made, though financial transparency remains an issue

Looking at their performance in the various sections of the research, Swiss companies are either aligned with or exceed the European average in all areas, except for governance, where they fall back by 3 percentage points.

Strong points include homepage communications, the about us section, reporting and careers, while weak points remain those connected to financial transparency beyond reporting.

The Swiss headache: ESG topics not on the radar

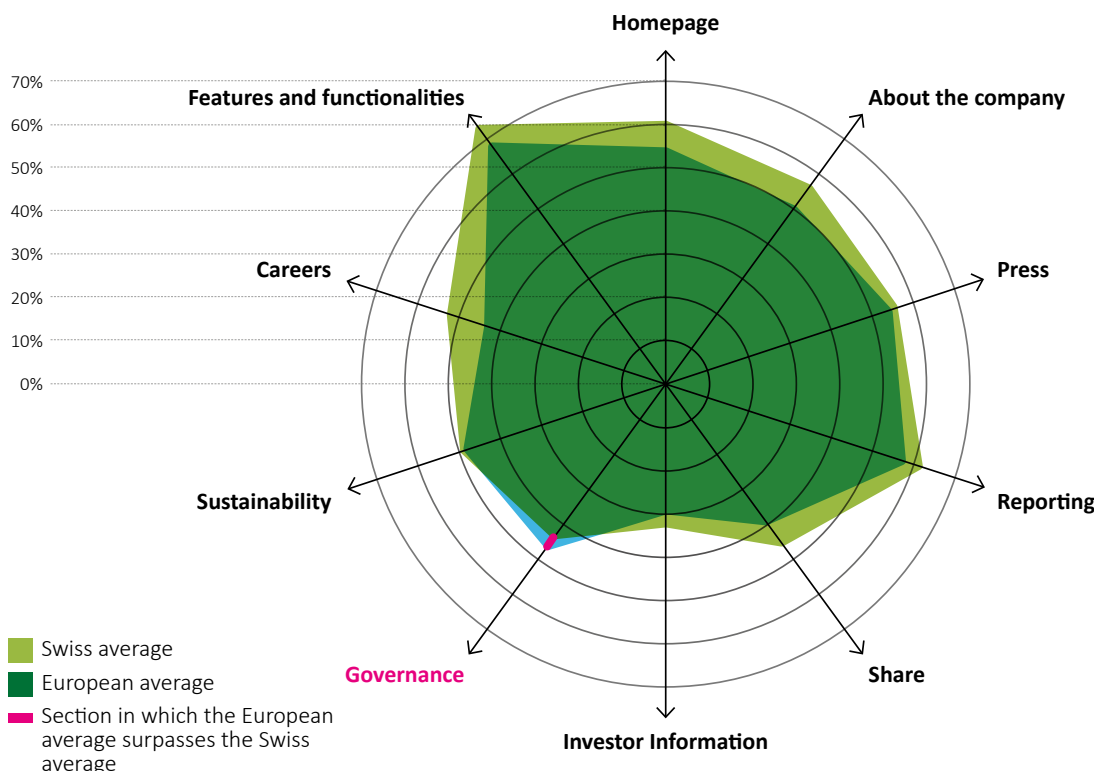
The biggest worry for Swiss companies remains boosting transparency on financial, governance and sustainability topics. There has been little improvement on these fronts in the past few years.

Disclosure in areas that remain hot topics – management remuneration, share transactions, non-financial data, targets and achievements – remain weak, and consigned to reports.

With the Swiss results in, we delve deeper into the following topics:

1. Digital takes a back seat in investor communications
2. From dry disclosure, to defining a clear corporate narrative
3. Sustainability: Action demanded, but transparency remains low

Comparison between EU and CH average by sections of the research



Source: Webranking by Comprend 2018-2019. The European ranking includes the 500 largest companies by market cap listed on European Stock Exchanges. Considering the majority of Swiss companies evaluated are part of Europe's largest 500 companies- 41 out of 55 companies- we can directly compare their performance to understand how Swiss companies are faring at a European level.

1. Digital takes a back seat in investor communications

Ticking time-clock: Swiss IR sections remain weak

The investor relations section of the corporate website continues to be the worst performer for Swiss companies, with little being done to improve content (with no companies meeting the full requirements for transparency in this area).

The role of qualitative information – presentation of a clear strategy with concrete actions, description of megatrends affecting the business, financial and market outlook – are topics addressed mainly by the top performers and ignored by the majority, with most companies sticking to basic disclosure – financial reports, webcasts, financial calendar. The fact that reporting remains one of the strongest areas for Swiss companies illustrate the focus on traditional investor communications, leaving digital to take a back seat.

The conclusion? A global investor relations strategy rarely translates into effective communications in digital channels, even though digital is hardly the uncharted territory as it was in the past.

↑ 32%

IS THE AVERAGE SCORE ACHIEVED BY SWISS COMPANIES IN INVESTOR RELATIONS

The role of digital in reporting

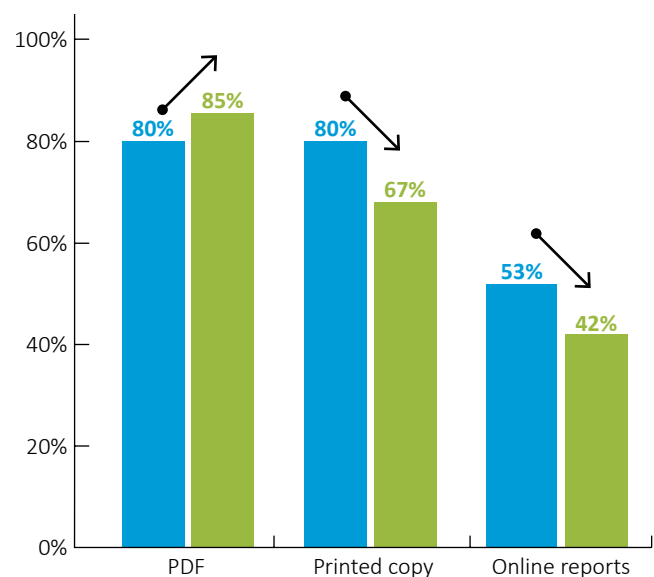
The results of our questionnaires reveal that analysts and investors prefer to read annual reports in PDF version and consult the website to access the most updated information. Swiss companies seem to have noticed this trend: when it comes to online annual reports, just over a third (38%) “copy and paste” the report into an HTML version (“replica” online report) with many instead opting to present an online summary with key highlights from the report (51%), adding links to the PDF version for in-depth reading.

MIFID II: towards greater digital transparency

The onset of MiFID II in Europe this year has brought an opportunity for digital communications. In ensuring safer and fairer markets, MiFID II and MiFIR aim to facilitate greater transparency for all European countries and those trading with the EU, with new reporting requirements increasing the amount of information available.

For investor relations teams in Swiss companies, Mifid II is an opportunity for greater digital transparency, with the corporate website becoming the vehicle of transparency on which to post news, share events and provide a convincing investor story.

How analysts and investors read the annual report



Source: Webranking capital market survey by Comprend. The questions are multiple choice, as such the final percentage sum is higher than 100.

THE BEST IN FINANCIAL COMMUNICATIONS *



* Companies with the highest scores in the investor relations, share and reporting sections of the research



SPOTLIGHT:

companies translating their investor relations strategy into effective corporate communications



GIVAUDAN

The goal of the investor relations section of the corporate website is to inform shareholders and investors, establish better relationships between the company and investors, build meaningful emotional connections, and help investor or potential investors understand the full value of their investment. The Swiss perfumer's investor relations page ticks all these boxes: it provides easy access to the most important information included in the section. From basic disclosure – financial events, dividend payments – to in-depth reading – annual reports and 2020 strategy – the section meets the needs of its visitors.



IDORSIA

A nascent company, having IPOed in mid-2017, Idorsia is one to watch for pointers on how to present the strategy of a fledgling company. Structured to showcase five key areas to ensure success, Idorsia goes on to briefly explain the priority areas, including key targets and quotes from top management. The lay out and interactive nature of the infographic facilitates navigation and gives the user an overview of where the company is headed. We're excited to see what's next, and how Idorsia evolves the communication of its strategy as it moves towards its second year as a newly listed company.



ROCHE

A strategy backed by a clear purpose make's Roche firmly stand out from the pack. As information on healthcare, and the importance of digital to create innovative solutions for tomorrow's problems, continue to make the news (with no signs of stopping), what the behemoths of these companies are doing to ensure change for good is now more important than ever. Roche's strategy does just that. By organising its content to respond to "what we do" and "how we do it", the pharmaceutical giant clearly explains its focus areas and goal points, with links leading to in-depth information in various areas, peppered with videos, expert perspectives and stories.

2. From dry disclosure, to defining a clear corporate narrative

Strong on the tell, less on the show

The key objective of the corporate website is to present the company to a wide range of stakeholders - from analysts to job seekers, from journalists to investors - while reflecting the values and intentions of internal stakeholders.

Companies that stand out here (see next page for details) use the About Us section to bring their corporate story to life. How? By treating their business as a character with a distinct story to tell, injecting personality alongside the facts, by highlighting key moments, data, and people and engaging in storytelling.

In fact, Swiss companies outperform their European counterparts in presenting the fast facts that matter: from providing comprehensive information on their business areas (91% vs 76%), to detailing their geographical presence by services (67% vs 43%). More than half (64%) now also present their market positioning, up from 49% last year. Where the results remain unchanged is in visual communications: Swiss companies prefer textual content over graphics and videos, with only 27% peppering their content with visuals, and just over half (55%) presenting a corporate video, numbers largely unchanged from last year.

Mission and values: Away from the generic, towards distinctive communication

Most companies (78%) present their corporate vision and values, yet few go beyond mere descriptions. As such, the presentation of the company's mission and values usually comes across as generic, or interchangeable.

The way companies communicate on their vision and values is important. What should be avoided here is for these to come across as mere claims (see the next page for a good example on how to communicate corporate values more effectively). We believe that in order to enhance trust with stakeholders, examples and evidence are key.

"Over the last decade and a half, Swiss companies have proved their commitment to reporting based communications. The next step is turning this commitment into engaging content to define the corporate identity, using storytelling to support the business."

Martina Scapin

Country manager for Switzerland, Lundquist

Presenting the company vs engaging in effective corporate communications

As Swiss companies move towards greater transparency, the next challenge is defining a clear and engaging corporate narrative, which requires going further than presenting the mere facts. Two areas are crucial in order to engage in effective 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 (user experience).

Why it is important to invest in Wikipedia

Wikipedia is one of the most visited websites in Europe, and Wikipedia entries on companies form part of the corporate digital identity. Our results show that 42% of the Swiss entries have at least one alert indicating errors present within the content - says **Daniele Righi**, Head of the Wikipedia Research at Lundquist.

Companies often intervene directly to edit their pages, violating the rules of the encyclopaedia and exposing themselves to reputational damage. In over a decade of running the Lundquist Wikipedia research, we have developed a model for companies to interact with Wikipedia and to participate constructively in drafting and editing content while respecting the rules: content must be negotiated with the community and must not contain any promotional material.

Learn more about how to engage with Wikipedia at: lundquist.it > *Our thinking*

THE BEST IN PRESENTING THEIR BUSINESS





SPOTLIGHT:

companies injecting their personality into their corporate narrative



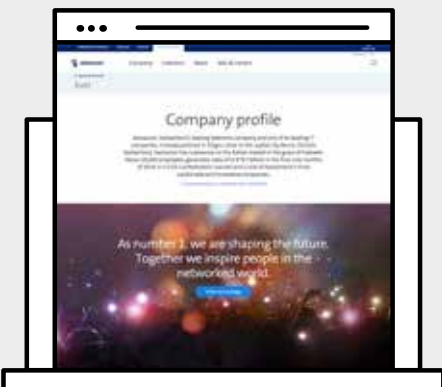
TEMENOS GROUP

Temenos Group stands out as a company that communicates its vision and values in a unique way. Its video “living the Temenos values” provides an authentic way to communicate what usually comes across as a marketing gimmick. By showing real employees talking through the values and how it impacts them, Temenos provides a credible picture of the values that drive the corporation forward.



NESTLÉ

Engaging communications – that’s something that Nestlé does well. The Swiss giant uses storytelling to show the impact their business has across the globe. Written by experts within the company, the voice of Nestlé comes through via its people – a powerful touch. Stories are organised by three main macro topics – individuals & families, communities and the planet.



SWISSCOM

A company profile that packs a punch, Swisscom’s landing page provides all the fast facts in an easily navigable and digestible manner. From a glimpse of its vision and strategy, to information on its geographical presence, products, employees, market share and sustainability information is brief and to the point, with the option of clicking into each box to deepen your knowledge.

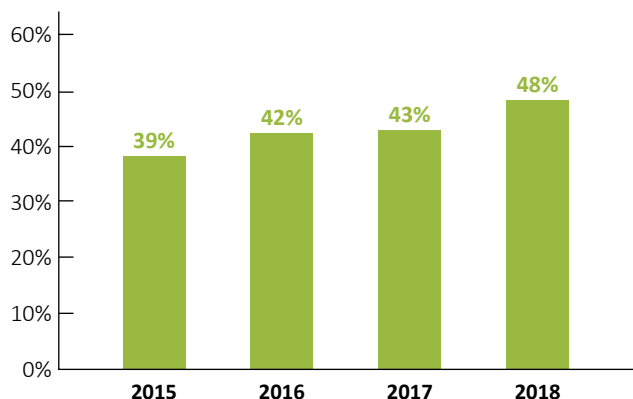
3. Sustainability: action demanded, but transparency remains low

The next generation demands action on sustainability

In November 2018 the FT ran an opinion piece by the CEO of the CFA Institute, the global association of investment professionals, making the case for the investment community to be more transparent on ESG topics, and proactively start addressing some of society's most intractable problems. This is not an issue, however, solely relegated to the investment community: calls for sustainability to be addressed by corporations led to the introduction of the GRI for corporate reporting as standard practice.

How sustainability is being addressed as part of the wider corporate agenda is no more a nice-to-have but expected. In the last five years, we've seen Swiss companies giving more significance to their sustainability communications.

Companies that provide detailed sustainability sections



Source: Webranking by Comprend 2018-2019. Percentage of Swiss companies that provide a detailed sustainability section, including data, reports, information on stakeholder engagement and more. The number has increased steadily in the last four years.

“For sustainability to become a reputational lever, it is crucial to define precise commitments and demonstrate actions that are useful for long-term business success.”

James Osborne
Head of sustainability, Lundquist

Despite richer sustainability sections, boosting transparency remains an issue

Of the 55 Swiss companies included in the research, 17 companies still do not have a structured reporting process in place, despite international pressure to do more. Of the 38 companies that do report, only two companies provide full transparency on sustainability data (both past achievements and future targets) on their corporate website, despite providing this information within the reports.

Slightly suspect remains the fact – similar to last year – that 87% 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.

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.

Communicating the work done is key in providing context and credibility

“Focus on what matters” was the mantra of the Global Reporting Initiative when it launched its G4 guidelines back in 2013. Breaking with a one-size-fits-all vision was a watershed moment. The ensuing materiality assessments – and stakeholder engagement – unlocked communications. Companies understood that CSR communications is not just an exercise in making information available online but building stronger stakeholder relations.

In order to build those relationships, stakeholder engagement is key (see next page for a great example on this). How companies enact this engagement – be it through surveys, meetings, conferences – and whether they present this information outside of the sustainability report is key in providing context and credibility to the issues they tackle. Switzerland lags behind Europe in this front, with only 24% of companies providing this information, compared to 40% of European companies.

This of course also impacts the number that Swiss companies that 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. This remains in line with last year at 30%. In Europe, the number has grown from 31% to 39%.

THE BEST IN SUSTAINABILITY





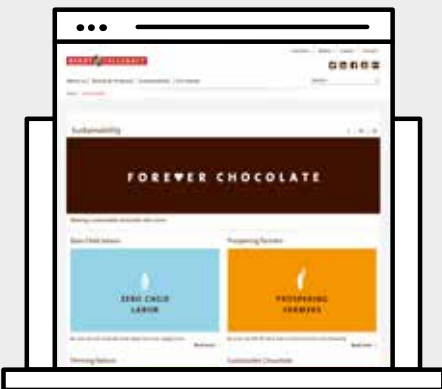
SPOTLIGHT:

companies putting sustainability at the forefront of their communications



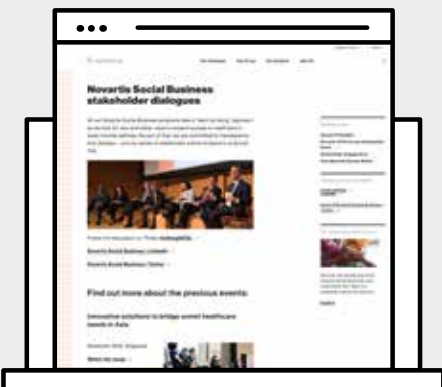
ZURICH INSURANCE GROUP

Zurich Insurance Group leads the debate about social and environmental factors affecting the insurance business, with the company presenting clear positions on climate change and flood resilience. Research papers, data, clear action guidelines – with videos serving to engage audiences – shows that for Zurich Insurance Group, corporate responsibility and sustainability is becoming part of the wider corporate agenda and is useful for translating abstract ideas about culture and values into practical, human experiences.



BARRY CALLEBAUT

Barry Callebaut has done its homework, and it has certainly paid off. The company’s sustainability approach “forever chocolate” is communicated effectively, and represents a strong, bold statement people can get behind. Its 4 big commitments explore big, ambitious goals that show the company’s commitment to sustainability with progress data provided in the online report. The report, on the other hand, presents supporting data and examples (captured with strong images) that explore the big themes in depth, showing Barry Callebaut’s work in this area.



NOVARTIS

Novartis’ “learn by doing” approach is one to watch. Their Social Business programmes invite stakeholders to participate in events to help them find new and better ways to approach access to healthcare in lower-income settings. Transparency and dialogue are at the heart of these events. They also go one step further by providing recap videos of their previous events, showing a clear commitment to transparency. Top marks!

The monoliths of highly regulated industries remain the most transparent in Europe

Regulation and transparency: a winning formula?

Highly regulated industries – chemicals, construction and materials, moving up an impressive 7 places since our last edition, and oil and gas – top the European sectors for most transparent digital corporate communicators. While everyone may love to hate these sectors, these companies have worked hard to communicate more openly with their stakeholders.

Interesting to note is the growth and repositioning of the personal goods, media and real estate sectors, which grow by more than 4 points compared the last year. Looking at the financial sector, the insurance industry remains stable, while the banking sector continues to lose ground.

Altogether, the average score of the top 500 European companies included in the ranking is 47.2 points, up 1.5 points from last year (last year the growth was stronger, at 3 points).

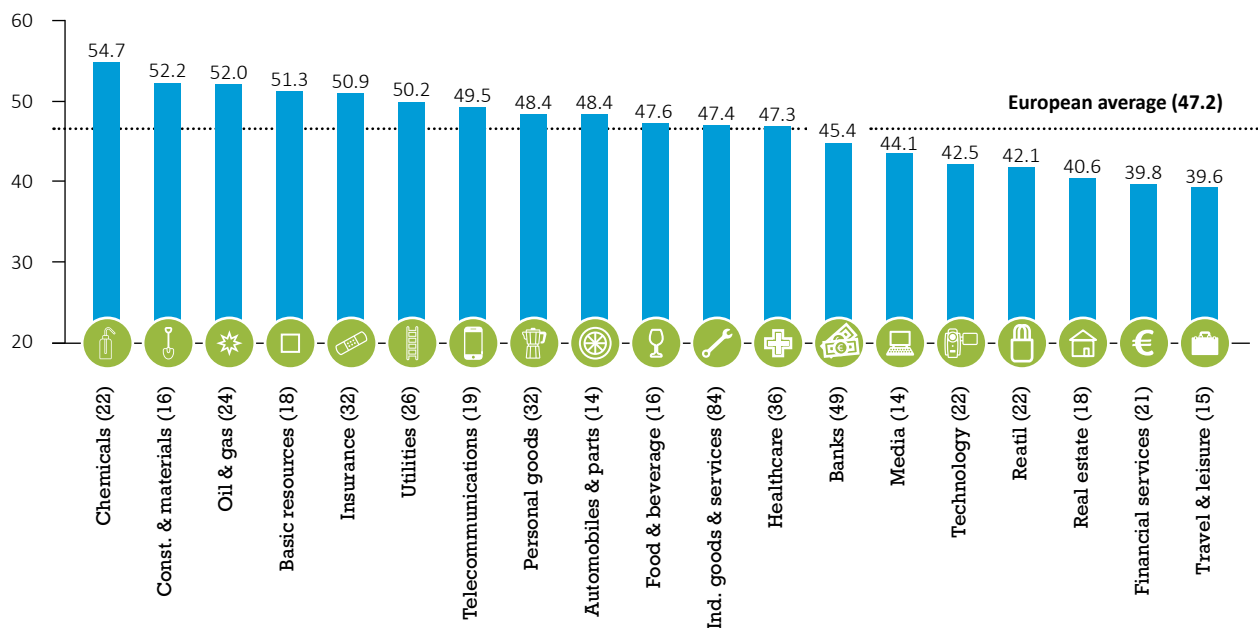
Swiss companies: global behemoths

Swiss companies are notably high performers in the European ranking. Of the 41 included, 3 are in the top 10, six are in the top 50 and twelve make it into the top 100 – no mean feat!

Swisscom, Sonova and **Sika** fly the flag in the top 20. The average of the companies included is 52.7, +2.7 points higher than the Swiss average (50).

WEBRANKING SECTOR PERFORMANCE

(with best Swiss performers included in the European ranking)



Source: Webranking by Comprend 2018-2019. 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



SURVEYS

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

1

Capital Market Survey
1,600+ responses in the last 5 years
220+ respondents in 2018 of which
87% are analysts and investors (the remaining made up of financial journalists)

Career Survey
1,100 responses in the last five years
190+ responses in 2018
47% made up of millennials

Web Management Survey
80+ responses in all of Europe
57% web managers from blue chips

10 sections
100 total score
252 measure points

2

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



RANKING

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

3

900+ companies globally
500 of the largest listed companies in Europe
55 of the largest Swiss companies
30+ countries

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

4

RESULTS

Our whitepapers analyse the research data and set out the latest digital trends



The best companies

Top 10 companies in Webranking Switzerland 2018-2019



83.4

Swisscom maintains its dominance in Switzerland, consistently on our podium for the last four years in a row. Swisscom's website is clear and accessible, with the telecommunications firm pointing on design, transparency and a good user experience.

Sonova **77.2**



Jumping up one place into second position, Sonova's motto "for a life without limitations" permeates throughout its corporate website. Packed with information, and easily navigable, Sonova's website stands out for its strong sections in reporting, sustainability and about us.

Sika **73.1**



Sika, a consistent top performer in the Swiss ranking, slips one place into third position. The construction and chemicals monolith is one to watch: putting sustainability at the heart of its business strategy, it highlights the importance of profit for purpose across its complex business model.

Givaudan 67.5



Barry Callebaut 66.1



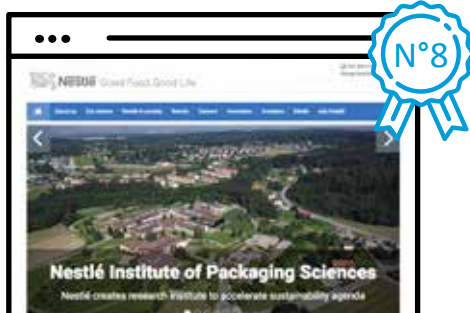
Zurich Insurance Group 64.2



Roche 62.4



Nestlé 61.8



UBS 61.2



Credit Suisse 60.4



Find out how Swiss companies fared in the European research which includes the 500 largest companies by market cap listed on European Stock Exchanges.

Read the piece here:
lundquist.it > Blog

Best improvers 2018-2019

The Swiss companies that improved their score by the most points

Best Climber SWITZERLAND

WEBRANKING BY COMPREND
2018 - 2019

 **DUFY**

+16.9

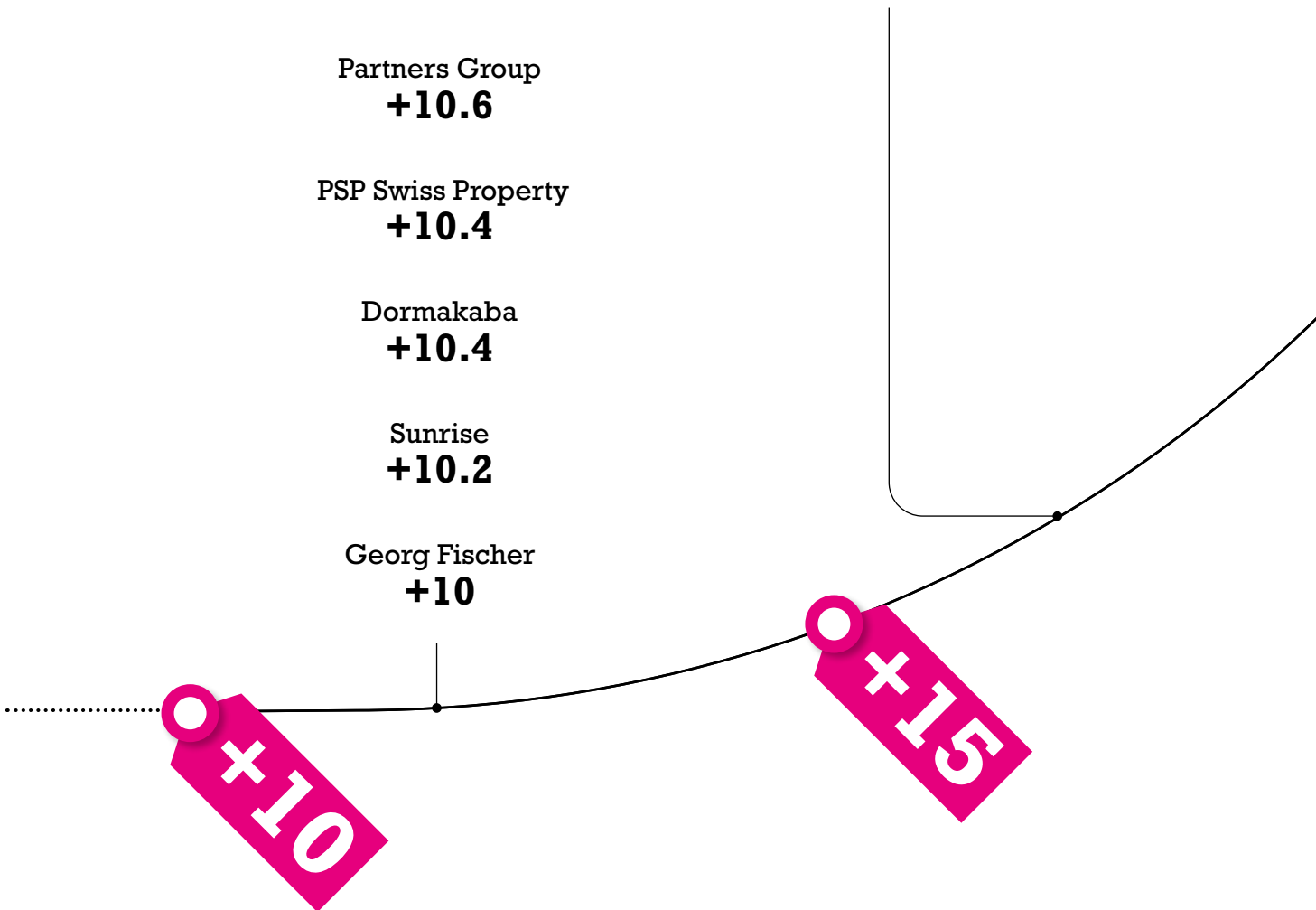
Partners Group
+10.6

PSP Swiss Property
+10.4

Dormakaba
+10.4

Sunrise
+10.2

Georg Fischer
+10



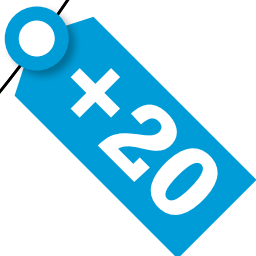
idorsia

SWISS PRIME SITE



+20

+23.3



NEW WEBSITES

amun

NOVARTIS

Schindler Worldwide

SULZER

Sunrise

SWISS PRIME SITE

Webranking 2018-2019

The performance of the 55 largest companies in Switzerland

Position 2018	Difference	Position 2017	Company	Score 2018
1	●	1	Swisscom*	83.4
2	▲	3	Sonova*	77.2
3	▼	2	Sika*	73.1
4	▲	7	Givaudan*	67.5
5	▼	4	Barry Callebaut*	66.1
6	▲	9	Zurich Insurance Group*	64.2
7	▼	5	Roche*	62.4
8	●	8	Nestlé*	61.8
9	▲	12	UBS*	61.2
10	▼	6	Credit Suisse*	60.4
11	▲	18	Georg Fischer*	59.4
12	▲	14	Clariant*	58.9
13	▼	10	Swiss Life*	57.2
14	▲	34	Dufry*	56.9
15	●	15	Novartis*	56.8
16	▼	13	Swiss Re*	55.6
17	▲	21	Lonza*	55.1
18	▲	46	Swiss Prime Site*	54.7
19	▲	20	SGS*	53.6
20	▲	26	Baloise*	53.3
21	▼	17	LafargeHolcim*	52.9
22	▼	16	Oc Oerlikon	52.8
23	▲	25	Schindler*	52
23	▲	27	Sulzer	52
25	▼	24	Straumann*	51.3
26	▼	22	Richemont*	51.1
26	▲	47	Idorsia	51.1
26	▼	11	ABB*	51.1
29	▲	30	Geberit*	49.9
30	▼	23	Adecco*	49.3
31	▲	39	PSP Swiss Property*	47.6
32	●	32	Helvetia*	46.7
33	-	NEW	GAM	46.3
34	▼	32	Partners Group*	46.1
35	▲	40	Dormakaba	45.6
36	●	36	DKSH Holding	45.4
37	▼	31	Julius Baer*	45.2
38	▼	28	Kuehne+Nagel International*	44.5
39	▼	35	Temenos Group*	43.9
40	▼	29	Flughafen Zurich*	43.6
41	-	NEW	Forbo Holding	43.5
42	-	NEW	Bucher industries	42.7
43	▼	38	Lindt & Spruengli*	42.4
43	▼	42	Aryzta	42.4
45	▼	43	Banque Cantonale Vaudoise	40.1
46	▼	44	Vifor Pharma*	39.4
47	▲	48	Ems-Chemie*	38.5
48	▲	49	Sunrise	37.4
49	▼	41	AMS*	37.2
49	▼	37	Philip Morris	37.2
51	▼	45	Logitech*	33.3
52	▼	50	Vat Group	32.9
53	-	NEW	BB Biotech*	28.4
54	▼	51	Swatch Group*	27.6
55	▼	52	Pargesa	21.6

Notes

* Companies included in the Webranking by Comprend Europe 500 ranking

The maximum number of points is 100. Results from previous years can be found on comprend.com/webranking

How we evaluated the companies

Our sample is made up of 55 companies, listed on the SIX Stock Exchange at June 2018. Company websites were evaluated twice by two different rankers throughout July and August, while the 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: martina.scapin@lundquist.it

Who we are

The Webranking research

Since 1997, 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 Swiss edition of Webranking is conducted by Lundquist in collaboration with Comprend.

comprend 

Comprend is a strategic corporate communications consultancy with more than 20 years of experience of digital corporate communication backed by research and insight. For further information, check the website: **comprend.com**



To order your tailored Webranking by Comprend 2018-2019 Interactive Report or to have your website evaluated you can contact the Lundquist team:

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 **lundquist.**

Lundquist bridges the gap between companies and their audiences: that's because we get to know both intimately. Specialists in corporate communications and sustainability, we are independent, international and trusted to guide companies towards greater transparency and stakeholder requirements.

Our approach to corporate communications is defined by the international research we carry out. Measuring the effectiveness of sites and other corporate channels allows us to identify communication trends and industry priorities.

For more information, please visit: **lundquist.it**

Webranking's role

Webranking provides the basis for further strategic work, by providing a framework for content that meets basic disclosure needs. The challenge now is to work to develop a convincing and effective corporate narrative, that goes beyond the hard facts and reporting, and provides a forward-looking outlook.

Thanks to our knowledge of stakeholder expectations and the strong corporate experience gained over the years, we support companies in defining communication strategies, guiding them toward effective stakeholder-communications.



For more information on what we do and how we can help, please contact:

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