

*Executive Summary*

## Eni fuels its way to the top

**Eni jumps to first place, followed by UniCredit, while last year's winner, Telecom Italia, slips to third. After years of improvement Italian companies lose ground on their European competitors. New to the 2008 H&H Webranking survey is a section dedicated to employer branding.**

*Milan, November 17, 2008* – Oil and gas giant **Eni** has taken from **Telecom Italia** the title of best company in online corporate communications in the **2008 H&H Webranking Italy Top80**, the seventh Italian edition of the research carried out by Hallvarsson & Halvarsson (H&H) in collaboration with Corriere della Sera.

**Eni** took first place with a score of 85.25 points (out of a total of 100), followed by **UniCredit** (83.25) and **Telecom Italia** (80), while **Edison** fell to fourth place with 78.5 points.

Only two companies managed to break into the Top 10 – **Assicurazioni Generali** and **UBI Banca**, – demonstrating the increased difficulty in reaching the top spots. Companies with the most improved score were, in order, **Banca Generali**, **UBI Banca**, **Cementir**, **Fiat** and **Alleanza Assicurazioni**. Among the new entrants in the overall Italian classification were **Ansaldo STS**, which reached the 39th position, and **Maire Tecnimont** (48th).

At 41.5 points, the Italian average fell 4.8 points from last year, while at a European level the average of the 150 largest companies by market capitalisation remained constant (57.4 points). This marks a reversal for Italian companies, which for years have been among the best improvers in Europe but appear now to be less in tune with the demands of the market.

The H&H Webranking evaluation protocol, made up of 139 criteria, is updated every year based on market participants' demands. The research is supported by an annual survey of business journalists, analysts and investors from across the continent, which determines what information and functionality they require of corporate websites.

'Precisely when companies have the most need to communicate effectively to regain the confidence of markets, the Italians have failed to keep pace with their European competitors,' declared **Joakim Lundquist**, head of H&H in Italy.

### 2008 H&H Webranking Awards Italy - November 25<sup>th</sup>, 2008

The fifth edition of the H&H Webranking Awards, which rewards the best corporate websites in the Italy Top80, will be held on Tuesday **25 November** at 4PM in the **Sala Buzzati** of **Corriere della Sera**

#### H&H Webranking

**12th** European edition, **7th** in Italy  
**83** companies analysed in Italy and more than **700** in Europe in **28** different industry sectors

H&H Webranking Questionnaire – responses from **360** analysts, journalists and investors throughout Europe

Analysis of corporate websites in English

Evaluation protocol composed of **139** criteria one third of which is dedicated to financial information

#### Top 10

<b>1<sup>st</sup></b>	Eni	(85.25)
<b>2<sup>nd</sup></b>	UniCredit	(83.25)
<b>3<sup>rd</sup></b>	Telecom Italia	(80)
<b>4<sup>th</sup></b>	Edison	(78.5)
<b>5<sup>th</sup></b>	Pirelli & C	(77.25)
<b>6<sup>th</sup></b>	Hera	(75.75)
<b>7<sup>th</sup></b>	Snam Rete Gas	(74)
<b>8<sup>th</sup></b>	Assicurazioni Generali	(73.25)
<b>9<sup>th</sup></b>	UBI Banca	(72.75)
<b>10<sup>th</sup></b>	Autogrill	(68.75)

#### New entrants

<b>39<sup>th</sup></b>	Ansaldo STS	(41)
<b>48<sup>th</sup></b>	Maire Tecnimont	(32.75)
<b>55<sup>th</sup></b>	Trevi	(30)
<b>76<sup>th</sup></b>	Danieli	(19.25)
<b>82<sup>nd</sup></b>	Banco Desio	(10.25)
<b>83<sup>rd</sup></b>	Enia	(6.25)

#### Best Improvers

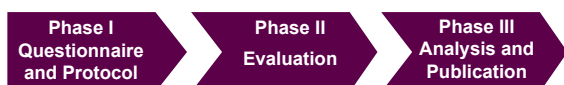
- Banca Generali (+ 23.25)
- UBI Banca (+ 9.5)
- Cementir (+ 8.25)
- Fiat (+ 8.25)
- Alleanza Assicurazioni (+ 7.75)

## 2008 H&H WEBRANKING

The H&H Webranking survey, now in its 12<sup>th</sup> European edition, represents the most in-depth analysis of online financial and institutional communication in Europe. The study evaluates the English language version of corporate websites, excluding commercial areas.

The H&H Webranking represents a useful instrument not only for measuring the effectiveness of a company's online communication but also as a comparison against other companies on a national level as well as with competitors internationally.

In Italy the research takes into account the 83 largest companies by market capitalisation listed on the Milan stock exchange, while on the European level over 700 companies are evaluated. This encompasses national classifications in over 20 countries while the 150 biggest blue chips quoted on the European stock exchanges enter into a ranking of the European Top150.



The research surveys the needs of financial stakeholders via a questionnaire given to analysts, investors and business journalists, which is the basis for the annual revision of the criteria. A protocol is then drawn up, the evaluation carried out and the results published in national newspapers of every country covered by the research.

### **What capital markets require: the H&H Webranking Questionnaire**

The 2008 H&H Webranking Questionnaire collected 360 responses from professionals throughout Europe. It surveyed how they use the web and what information and functionality they require of corporate websites of listed companies and on this basis the evaluation protocol is defined.

The questionnaire confirms the role of the corporate website as the primary source of information on listed companies. The most important aspects of the websites, besides accuracy of information, remains the speed of updating: 70% of those interviewed expect financial statements, press releases and

presentations to be published on the website in real time, the maximum time delay tolerated is 30 minutes.

#### **Webranking Questionnaire:**

**80%** of interviewees visit corporate websites at least once a day

**90%** consider the corporate website the most important source when they are looking for financial information on listed companies

Almost **70%** require historical data going back at least four years

### **New in the 2008 research**

In the first edition of the H&H Webranking, 12 years ago, the research concentrated mainly on financial information, which constituted the core of corporate websites. Over the years the H&H Webranking research has come to include fundamental aspects of corporate communication and has inserted sections dedicated to media relations, corporate governance and social responsibility. The financial information section still is the most important in the analysis.

#### **Examples of new criteria included in the 2008 H&H Webranking:**

- Readability
- Mobile website
- IR chat
- Presence in social media channels
- Strategy
- Sensitivity analysis
- Environmental targets
- Social indicators
- Information about job vacancies
- Student information
- Quantitative information about human resources

In the last couple of years there has been growing attention on areas of the site dedicated to recruitment and human resources. This is because people searching for work increasingly use online resources and because of rising competition to attract and retain talent.

The H&H Webranking research this year has thus been enriched with a new section dedicated to information regarding professional opportunities and employer branding. The section is made up of eight criteria, based on a dedicated questionnaire surveying 120 professionals who searched for work in the last 12 months.

The 2008 H&H Webranking protocol is comprised of 139 criteria, organised in 11 sections, adding up to 100 points. Modifications to the criteria have been made to improve almost every section and in particular to those on social responsibility, investor relations, website calendar and technology.

### Sections of the 2008 H&H Webranking Protocol

Category	Criteria	Points
<b>Technology</b>		
Structure, Design & Technology	11	11
Global/Interactive Functions	16	11.25
Corporate/IR Frontpage	7	6
<b>Contents</b>		
General Company Information	10	9.75
Press Room	10	5.25
IR/Financial Information	34	26.75
Corporate Governance	13	7
Corporate Social Responsibility	12	4
Contact Information	10	5.75
Website Calendar	8	8.25
Employer Branding	8	5
<b>Total</b>	<b>139</b>	<b>100</b>

## RESULTS OF THE H&H WEBRANKING RESEARCH

### *Online communication as a fundamental instrument for constructing reputation*

Recent market turbulence has signalled a profound crisis of confidence with respect to the financial system. Such a crisis has served to highlight the importance of company reputation and the need for proactive communication. As Alan Greenspan, ex-president of the Federal Reserve once stated: ‘In a market system based on trust, reputation has significant economic value.’

‘The web is becoming ever more the fundamental channel to respond to tensions and to construct corporate reputation,’ affirmed **Sara Rusconi**, head of the H&H Webranking in Italy. ‘Corporate websites represent a primary source of information, permitting companies to respond in a rapid manner to the informational needs of users and to demonstrate that they are open and responsible.’

The process of building trust is also determined by the role played by some still undervalued sections of the websites by Italian companies, such as **corporate governance, CSR and employer branding.**

#### Critical areas:

**35%** do **not** present a company organisational chart

**67%** do **not** have a CSR report

**15%** do **not** even present the names of their managers

**80%** do **not** present information on risk management

**29%** do **not** present information on their major shareholders

**70%** do **not** publish their company strategy in HTML

**6** companies out of **83** did **not** present by the end of August their 2007 annual report in English

**14** companies do **not** present an IR contact

**42** companies did **not** respond at all to the practical email test. Only **6** companies responded within 2 hours

## 1. Governance still merely an archive of legal documents

The provision of information related to corporate governance is an effective way to demonstrate transparency and instil trust in both company directors and the company's internal audit system.

In the last couple of years Italian companies have made limited steps forward in this area. Although the number of companies providing a complete presentation of the curricula and photographs of managers (31%) and board members (19%) has grown, 76% still do not include information on their remuneration and 35% do not present their corporate governance report in English. Another surprising result was that 80% of websites analysed do not post risk management details.

The **H&H Webranking questionnaire** indicates the fundamental importance of providing information on managers and directors, their internal transactions and remuneration

AGM information is also highly searched for

Almost half of all companies make available online information on their insider transactions, generally in the form of the filing model of communication of the Italian stock exchange, and information on the executive holdings of key persons, although this is generally only updated at the closing of the financial year instead of following each transaction.

The challenge of online communication of corporate governance is to transform the section from a simple depository of documents and legal information into an instrument that shows the willingness of companies to be transparent and credible towards their shareholders and other stakeholders.

## 2. Little attention paid to social responsibility

Corporate social responsibility (CSR) is becoming an important dimension on one hand for companies and for financial markets and on the other hand for institutions and the community in general.

In the last couple of years this has also been

assisted by a rise of socially responsible investment (SRI), which considers not only economic performance but also environmental, social and governance indicators. The communication of CSR via the web is also a fundamental component of the policy of social responsibility, since it enables companies to reach all their stakeholders and maintain a dialogue with them.

According to the results from the **H&H Webranking questionnaire**, the aspects of CSR most relevant for the market are environmental performance and information regarding human resources

The results for the CSR section have slightly improved over last year, nevertheless 20% of companies do not publish any type of information on social responsibility. One of the key points in the communication of CSR is to go beyond words to demonstrate action, thus the research has introduced a new criterion which underlines the importance of defining clear objectives in terms of social responsibility and environmental impact and to supply supporting data. This is a challenge that has been met only by 10% of companies in the Italian ranking.

Despite 70% of companies publishing their code of ethics, there are few companies that publish their CSR report in English (33%) and even fewer offer information of their inclusion in ethical indexes or rankings (19%) or supply a specific CSR contact (22%).

## 3. Employer branding: how to enhance reputation and attract talent

The theme of employer branding, which represents a new section of this year's research, reflects a shift in company priorities to increasingly recognising the importance of human resources as a key source of company value.

The website allows for communication of a company's brand in a unique and engaging way. These are crucial factors in the attraction of qualified candidates, to reassure current and potential employees of the quality of the company as an employer and to differentiate it from its competitors as a desirable place to work.

Italian companies on average received a low score in this section (10% of the maximum score)

regarding professional opportunities and human resources in English. The fact that Italian companies do not search for international candidates is a reason for the provision of this information only in Italian.

More than 120 people responded to the questionnaire dedicated to **employer branding** saying that the most important information was display of open positions, opportunities for young professionals and the possibility of professional growth

‘The competition between corporate brands, mobility of talent and growing need for companies to attract qualified personnel with cross cultural outlook and experiences makes it fundamental to provide this information also in English,’ affirmed **Nicole Heyermann** from the Milan office of Hallvarsson & Halvarsson.

From this point of view it is thus important that companies present not only quantitative information on their personnel, provided by 35% of those surveyed, but also information on their compensation and professional growth policies (12%), equal opportunity (11%) and opportunities for students (22%).

**UniCredit** received the highest score in this new section, followed by **Eni** and **Fiat**

## **The H&H Webranking research monitors the web**

The H&H Webranking survey represents a starting point for the creation of an effective corporate website that responds to the needs of its users and at the same time to monitor trends in online communication.

One of these trends is increased attention not only for the quality of written messages but also for images and video. The presence of **photographs** of the management and company executives on one hand makes the company more human and on the other hand contributes to communicating transparency and availability for dialogue. The survey indicates that only 40% of companies have an archive of images on their website.

In the same way **video** messages from the CEO, employees and management allows for more empathetic communication and to reach a wider

audience. Although Italy is not at the forefront in its usage of online video (only 12% present a video of management), it is evident that there is a growing interest with respect to the potential of this medium.

For example **Banca Generali** and **Snam Rete Gas** use video messages from the CEO to illustrate respectively company strategy and social responsibility programmes, while **Banca Mediolanum** created a web TV channel accessible from its commercial website ([www.mediolanumchannel.tv](http://www.mediolanumchannel.tv)). **Pirelli Re** presents videos called ‘TG immobiliare’ with real estate sector news.

**Social media**, a form of online communication in which every user can participate actively, is another theme that has provoked growing interest – even at the corporate level. Although the corporate website remains the primary source of company information online, companies should not forget the growing role of sources such as Wikipedia or financial or industry blogs, which are attracting more and more users.

The research has thus introduced this year a new criterion monitoring the presence of companies in social media channels.

## THE CHALLENGE OF ONLINE COMMUNICATION: GOING BEYOND FORMAL DISCLOSURE

Extraordinary events such as those we have witnessed over the last months makes it even more evident that corporate websites are called upon to communicate not only to journalists and analysts but also to clients and public opinion in general.

The real challenge for online communication is to communicate effectively to less sophisticated as well as experienced users, going beyond formal disclosure.

‘Guidelines such as those of the *IR Society* in London and the *Canadian Coalition for Good Governance* highlight fundamental prerequisites for effective communication in addition to completeness of information such as clarity, unambiguousness, timeliness and relevance,’ underlined **Sara Rusconi**.

The key information should be easy to find and understand, not just for the persons involved in its production or prepared only to satisfy legal requirements. Besides, increased quantity often does not correspond to improved quality, as excessive length of documents often only helps to hide the most important information.

In situations that threaten the integrity or reputation of a company, communication plays a fundamental role in re-establishing credibility and trust. In this context the institutional website needs to become an authoritative source of information on a company in order to effectively reach a wider audience.

Going concretely beyond the requirements of the law to satisfy more stringent requirements is increasingly necessary. In this way the corporate website becomes an effective instrument to show commitment to greater transparency.

Throughout the course of the evaluation certain interesting examples emerged such as **Gruppo Hera**, which presents a comparison between average management compensation of the company versus that of the utilities sector.

**Eni** provides data regarding its geographical presence, with market share, presence in each country as well as general information regarding every country it operates in. **Pirelli & C.** has

made available online a weekly newsletter of company performance trends in comparison with its competitors internationally.

**Hallvarsson&Halvarsson** (H&H) is a leader in financial communication in Sweden, employing over 100 professionals with its headquarters in Stockholm and a representative office in Milan. For further information please refer to [www.webranking.eu](http://www.webranking.eu) or to the following contacts.

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## 2008 ITALY TOP 80 WEBRANKING CLASSIFICATION

Position 2008	Change	Position 2007	Company	Website	2008 Score
1	↗	4	Eni	www.eni.it	85.25
2	→	2	UniCredit Group	www.unicreditgroup.eu	83.25
3	↘	1	Telecom Italia	www.telecomitalia.com	80
4	↘	3	Edison	www.edison.it	78.5
5	→	5	Pirelli & C	www.pirelli.com	77.25
6	→	6	Hera	www.gruppohera.it	75.75
7	→	7	Snam Rete Gas	www.snamretegas.it	74
8	↗	11	Assicurazioni Generali	www.generali.com	73.25
9	↗	13	UBI Banca	www.ubibanca.it	72.75
10	↘	8	Autogrill	www.autogrill.com	68.75
11	↘	10	Seat Pagine Gialle	www.seat.it	67.75
12	→	12	Benetton	www.benettongroup.com	63.5
13	↗	19	Pirelli Real Estate	www.pirellirealestate.com	63
14	↗	21	Alleanza Assicurazioni	www.alleanzaassicurazioni.it	62.5
15	↘	9	Parmalat	www.parmalat.com	61.25
16	↗	54	Banca Generali	www.bancagenerali.it	61
16	↗	20	Banca Monte dei Paschi di Siena	www.mps.it	61
18	→	18	Terna	www.terna.it	60.25
19	↗	34	Fiat	www.fiatgroup.com	57.5
19	↗	27	Unipol Gruppo Finanziario	www.unipolgf.it	57.5
19	↘	17	Mediolanum	www.mediolanum.it	57.5
22	↘	16	Intesa Sanpaolo	www.intesasanpaolo.com	53.5
23	↘	22	Enel	www.enel.it	53
24	↘	14	Erg	www.erg.it	52
25	↗	43	Saras	www.saras.it	51.25
26	↘	24	Italcementi	www.italcementigroup.com	50.75
27	↘	15	Indesit	www.indesitcompany.com	48.75
28	↗	35	Mediobanca	www.mediobanca.it	48.25
29	↗	46	RCS MediaGroup	www.rcsmediagroup.it	47.75
30	↗	33	Campari	www.camparigroup.com	46.25
30	↗	31	Mondadori	www.mondadori.it	46.25
32	↘	27	Finmeccanica	www.finmeccanica.com	46
33	↗	40	Buzzi Unicem	www.buzziunicem.it	45
34	↗	37	Prysmian	www.prysmian.com	44.5
35	→	35	Bulgari	www.bulgari.com	44.25
36	↗	38	Recordati	www.recordati.com	43
37	↘	23	Fastweb	www.company.fastweb.it	42.5
38	↘	26	CIR	www.cirgroup.com	41.75
39	—	—	Ansaldo STS	www.ansaldo-sts.com	41
40	↘	31	Tiscali	www.tiscali.com	40.5
41	↘	30	Mediaset	www.gruppomediaset.it	40
42	↗	67	Cementir	www.cementir.it	38
43	↘	40	Atlantia	www.atlantia.it	37.5
44	↘	29	Amplifon	www.amplifon.com	37
45	↗	54	Geox	www.geox.biz	35.5
46	→	46	Banca Italease	www.italease.it	35
47	↗	57	Lottomatica	www.gruppolottomatica.it	34.5

Position 2008	Change	Position 2007	Company	Website	2008 Score
48	↗	51	Beni Stabili	www.benistabili.it	32.75
48	—	—	Maire Tecnimont	www.mairetecnimont.it	32.75
50	→	50	Ifil	www.ifil.it	31.5
51	↗	56	Cattolica Assicurazioni	www.cattolicaassicurazioni.it	31.25
52	↗	58	Piaggio	www.piaggiogroup.com	31
52	↘	48	Fondiaria SAI	www.fondiaria-sai.it	31
52	↘	44	Iride	www.gruppo-iride.it	31
55	↗	71	Italmobiliare	www.italmobiliare.it	30
55	—	—	Trevi	www.trevifin.com	30
57	↘	39	ACEA	www.aceaspa.it	29.25
58	↗	59	Credito Emiliano	www.credem.it	28.75
58	↘	42	Saipem	www.saipem.it	28.75
60	↗	70	Safilo Group	www.safilo.com	28.5
61	↘	60	Azimut Holding	www.azimut.it	28
61	↘	51	A2A*	www.a2a.eu	28
63	↘	60	Luxottica	www.luxottica.com	27.75
64	↘	62	IFI	www.gruppoifi.com	27.5
65	↗	74	Banco Popolare	www.bancopopolare.it	27.25
66	↗	67	Gruppo Editoriale L'Espresso	www.gruppoespresso.it	25.5
67	↘	63	Impregilo	www.impregilo.it	24
68	↘	64	Gemina	www.gemina.it	22.25
69	↗	73	Tods Group	www.todsgroup.com	22
70	↗	75	Autostrada To-Mi	www.autostradatomi.it	21.75
71	↗	77	Banca Carige	www.carige.it	21
72	↘	71	Banca Popolare Milano	www.bpm.it	20.5
73	↘	69	Milano Assicurazioni	www.milass.it	20.25
74	↘	66	Risanamento	www.risanamentospa.it	20
75	↗	80	Sias	www.grupposias.it	19.5
76	—	—	Danieli	www.danieli.com	19.25
77	↗	81	Banca Popolare Dell'Emilia Romagna	www.bper.it	17
78	↗	82	Banca Popolare Sondrio	www.popso.it	14.25
79	↘	77	Credito Valtellinese	www.creval.it	13.5
80	↘	79	Banca Intermobiliare	www.bimbank.it	12.5
81	↘	76	Credito Bergamasco	www.creberg.it	10.5
82	—	—	Banco Desio	www.bancodesio.it	10.25
83	—	—	Enia	www.eniaspa.it	6.25

Note: New entrants to the classification are highlighted in grey. Results from previous years can be found on the website [www.webranking.eu](http://www.webranking.eu). The maximum score is 100 points. The 83 companies were selected by market capitalisation in June of 2008 (Bloomberg/FT). The corporate websites of the companies selected were evaluated twice by two different individuals from the beginning of July to 31 August. The websites of the top ten companies were evaluated a third time.

\* 2007 score is that of AEM. ASM obtained 53 points