

THE STATE OF EUROPEAN CORPORATE WEBSITES

WEBINAR 1st DECEMBER

START 11.00 CET

TODAY'S AGENDA

- Background Webranking by Comprend
- What stakeholders find important and how to improve
 - Homepage
 - Investor Relations
 - The Share
 - Governance
 - Careers
 - Sustainability
 - Navigation
- Checklist



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Please ask questions in the Q&A!

Understand & Inspire

the people
that matter

BRAND AND EXPERIENCE

CORPORATE COMMUNICATION

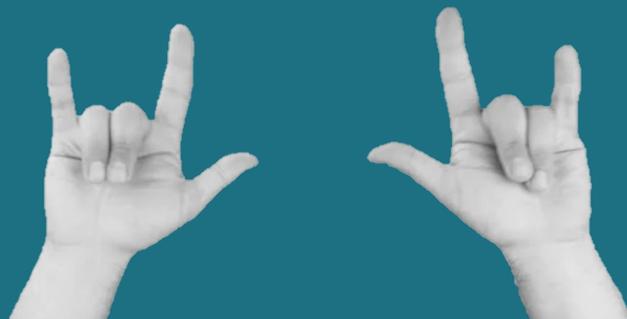
IR & FINANCIAL COMMUNICATION

SUSTAINABILITY COMMUNICATION

INTERNAL COMMUNICATION



REAL AUDIENCE UNDERSTANDING



The right tools

Years of experience

Focused energy

World class support

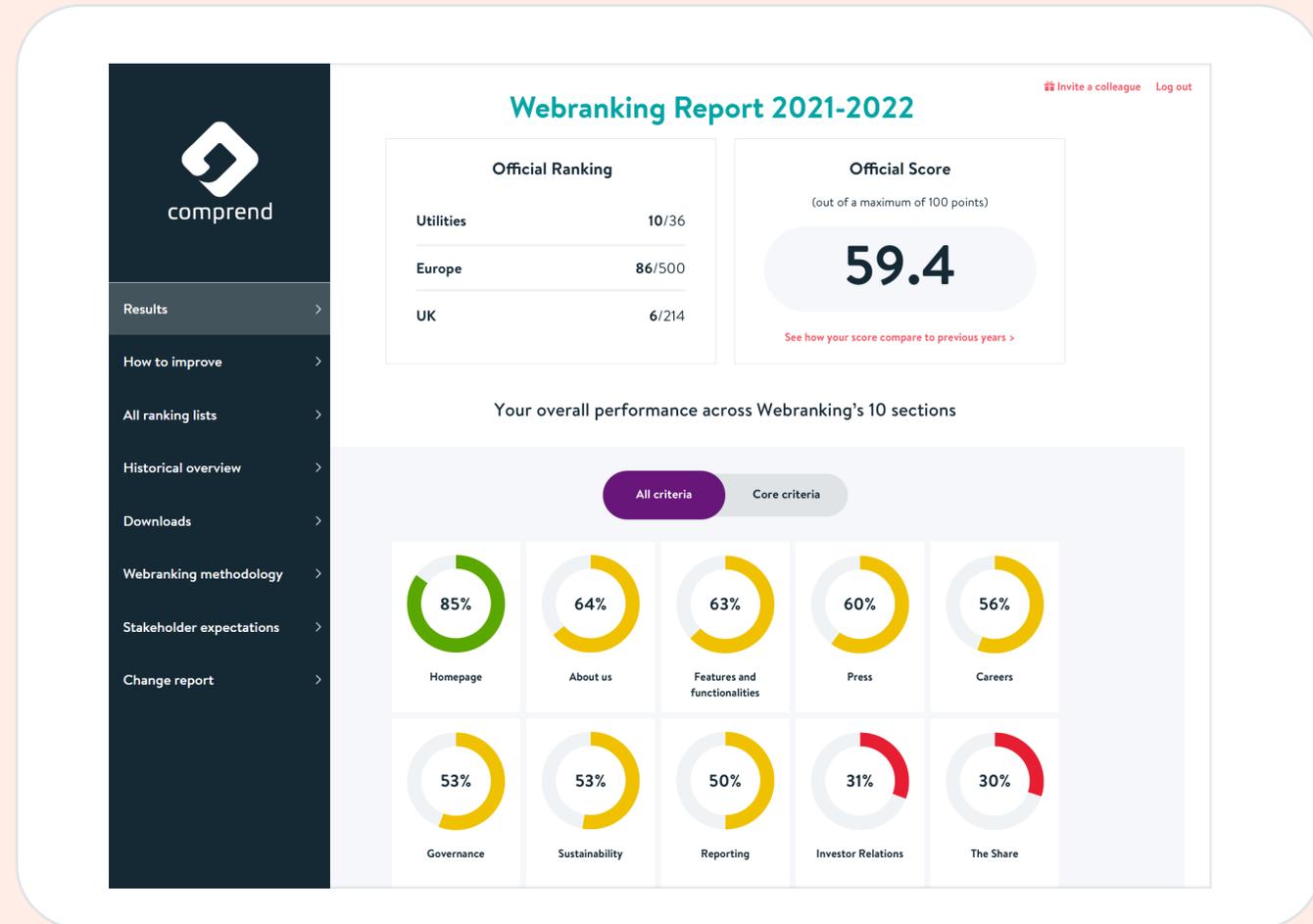
WEBRANKING BY COMPREND SINCE 1997

1 What the stakeholders expect

- Capital Market
- Jobseekers

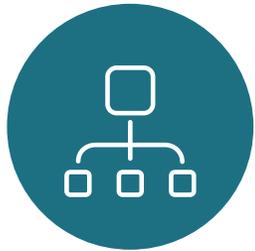
2 What the companies present

- 50 core criteria, 250 sub-criteria
- Approx. 800 ranked European websites



THE WEBRANKING PROCESS

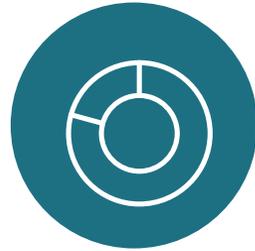
JAN-MAR



STEP ONE: RESEARCH

- Web Management survey
- Capital Market survey
- Careers survey

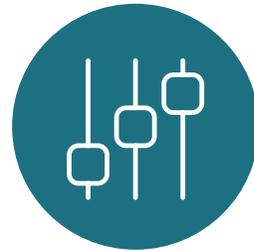
APR-MAY



STEP TWO: CRITERIA

- Based on input from survey respondents and stakeholders:
- 50 core criteria in 10 sections

JUNE-AUG



STEP THREE: RANKING

- The largest companies by market cap in Europe

SEP-DEC

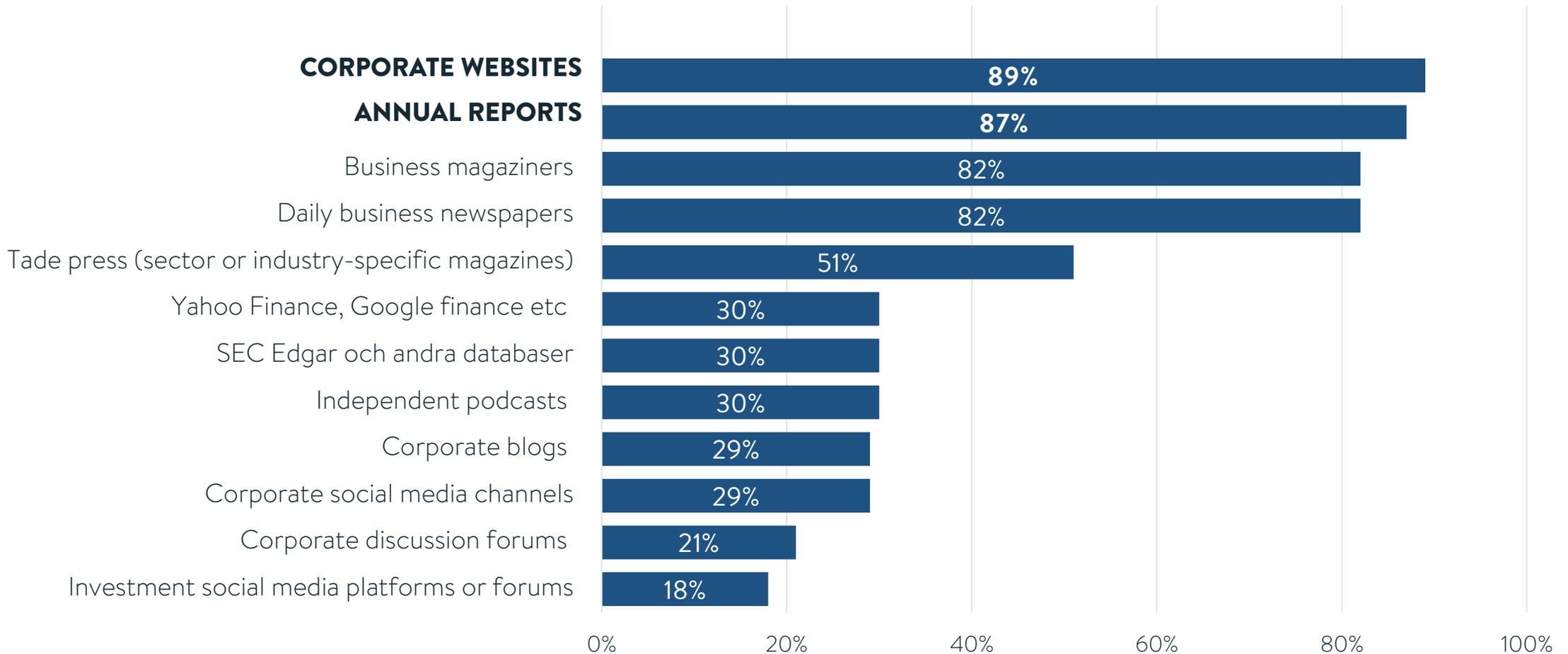


STEP FOUR: RESULTS

- Company results in the Webranking Report
- Result lists per country
- Insights and findings

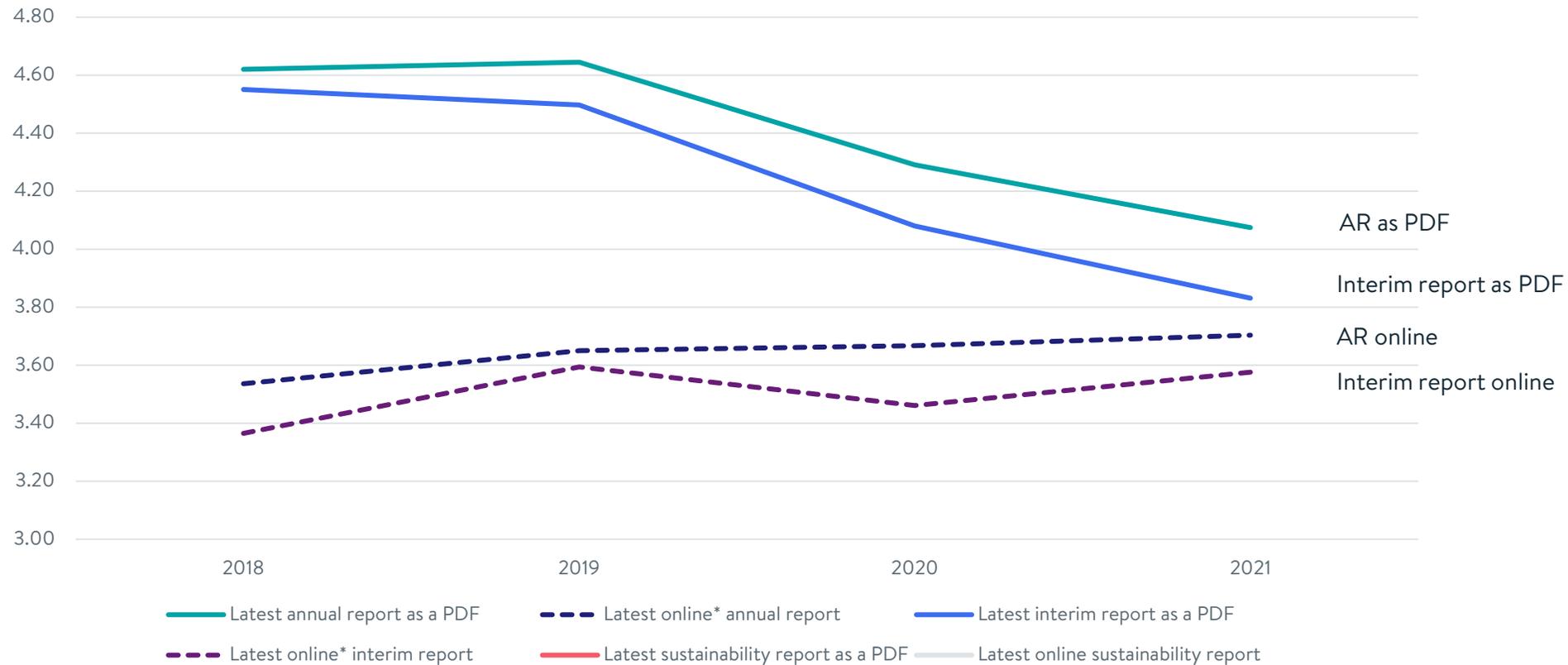
CORPORATE WEBSITES THE MOST USED SOURCE

Which of the following sources of information on listed companies do you use in your professional capacity?



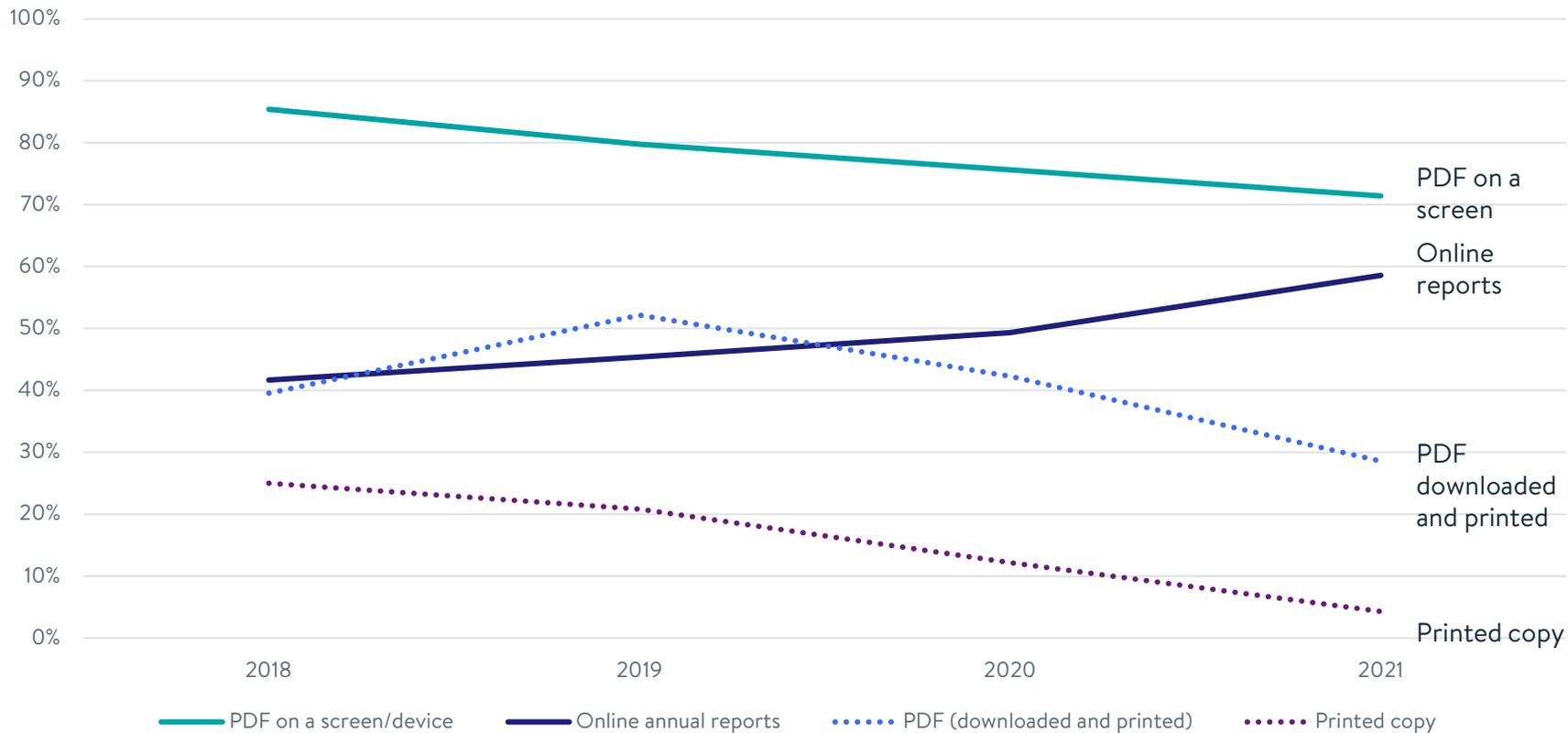
PDFS STILL HIGHEST IN DEMAND - BUT DECLINING

Rate the importance of the following reporting-related information on corporate websites

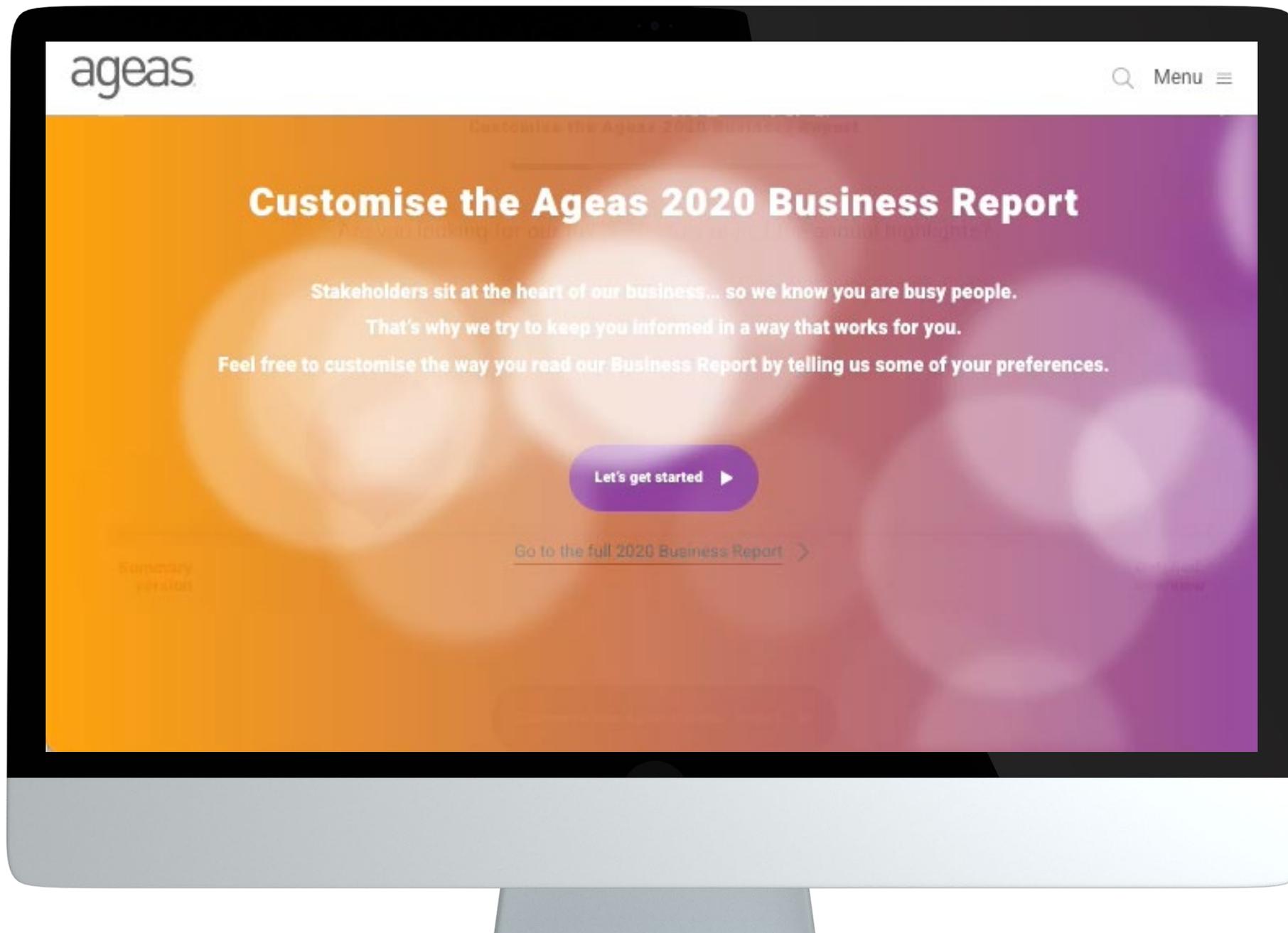


THE VAST MAJORITY READ REPORTS ONLINE

How do you read annual and sustainability reports?



- Online annual reports on the rise
- Printed copies and printed PDFs going down



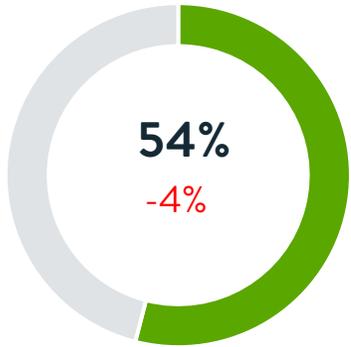
HOW WELL DO EUROPEAN CORPORATE WEBSITES MEET STAKEHOLDER EXPECTATIONS?



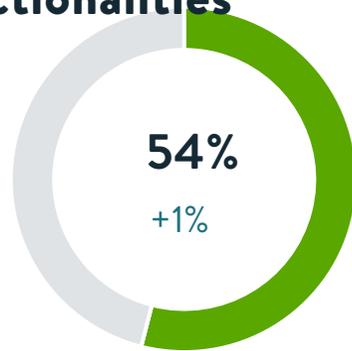
AVERAGE RESULTS EUROPE 500

Average score: 43.6 (+0.6) points **+ -:** Change since last year

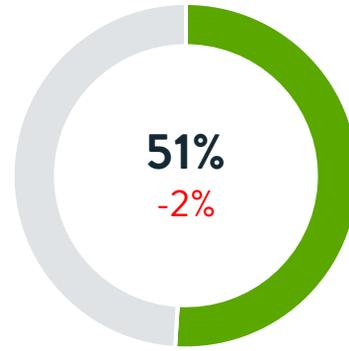
Homepage



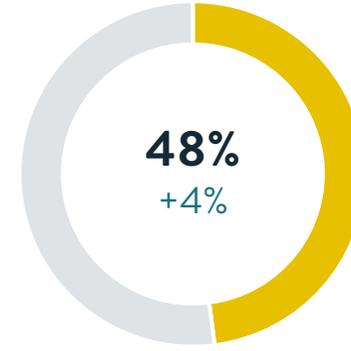
Features and functionalities



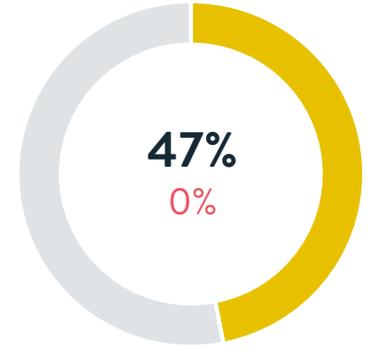
Reporting



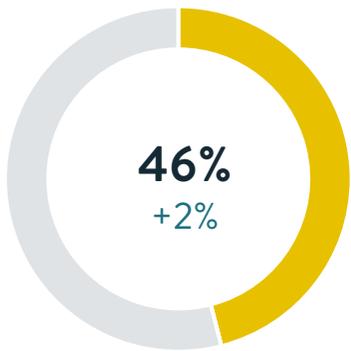
Press



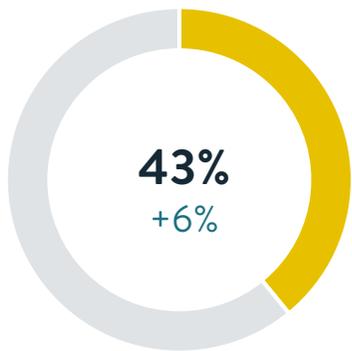
About us



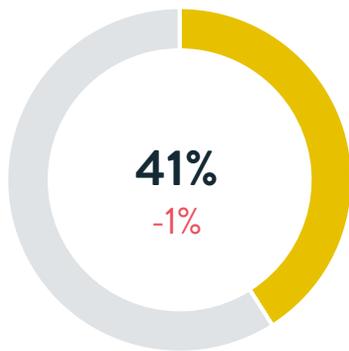
Sustainability



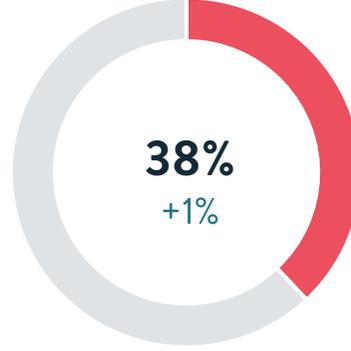
Governance



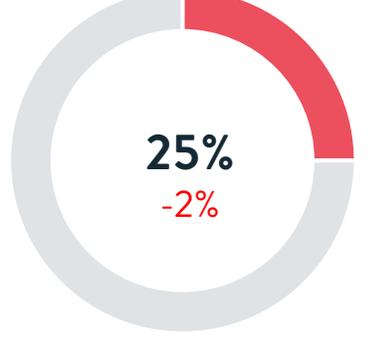
Careers



The Share

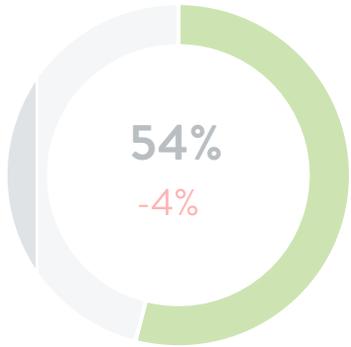


IR

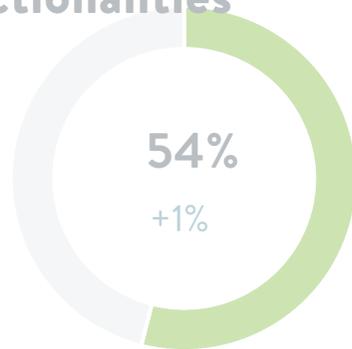


AVERAGE RESULTS EUROPE 500

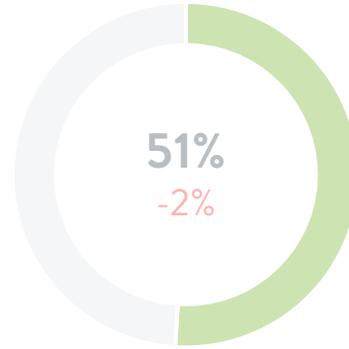
Homepage



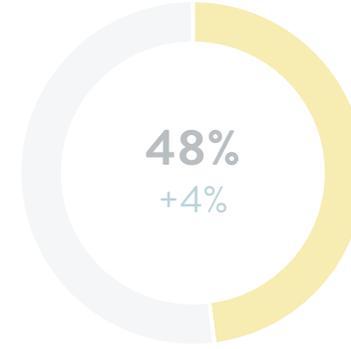
Features and functionalities



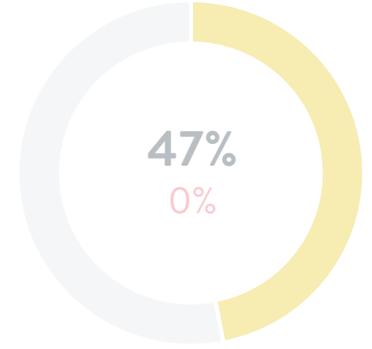
Reporting



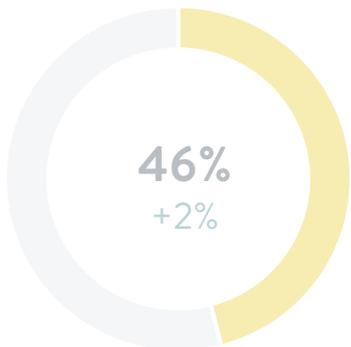
Press



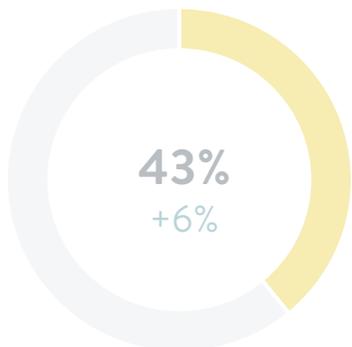
About us



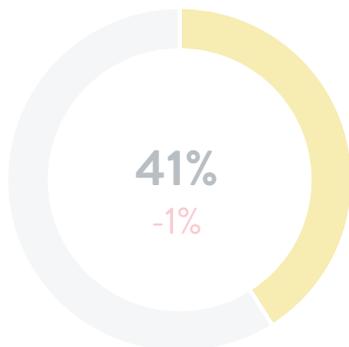
Sustainability



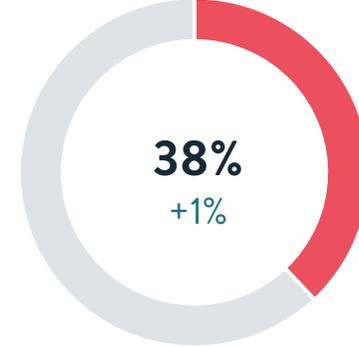
Governance



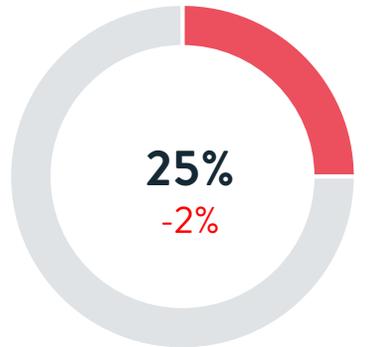
Careers



The Share



IR



BEFORE WE CONTINUE

CONGRATULATIONS TO THE EUROPEAN TOP PERFORMERS!

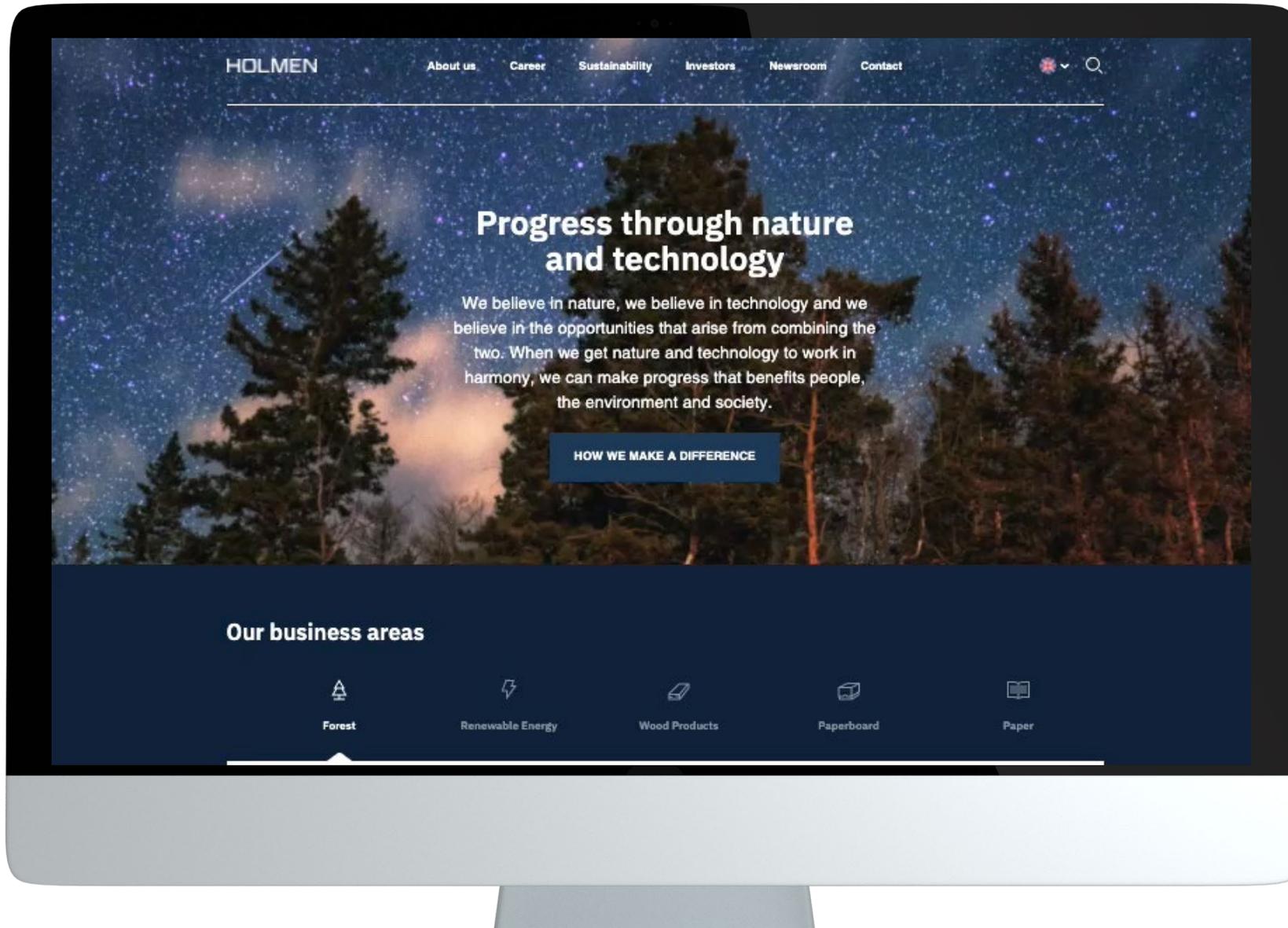
- 1.** Terna, 95.9 points
- 2.** Snam, 91.6 points
- 3.** Poste Italiane, 89.4 points



BEST PERFORMING SECTION

HOMEPAGE

HOLMEN



HOW TO IMPROVE

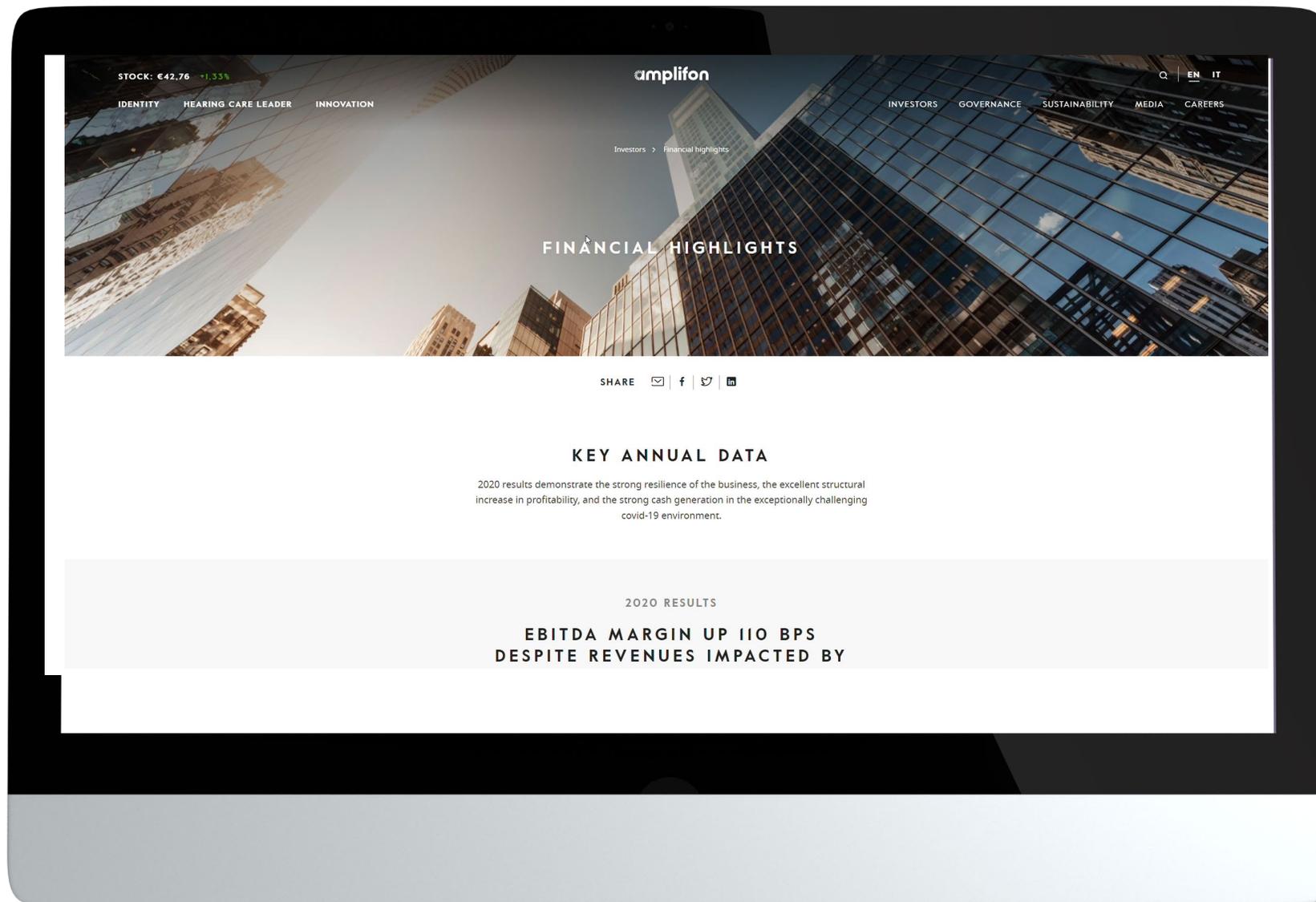


THE MOST IMPORTANT IR INFORMATION

(1=Not important, 5=Very important)

1	Overview of financial key figures	4.29
2	Financial targets and achievements	4.04 and 4.12
3	Financial outlooks	4.09

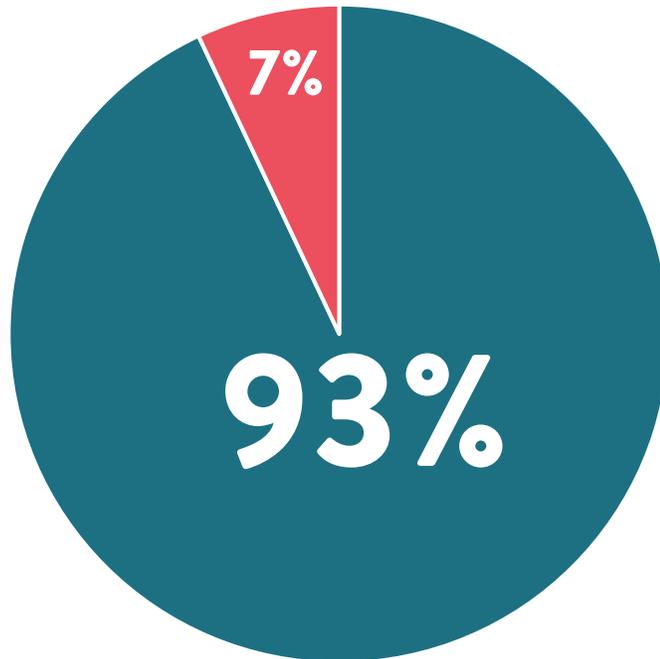
KEY FINANCIAL FIGURES



FINANCIAL TARGETS AND ACHIEVEMENTS

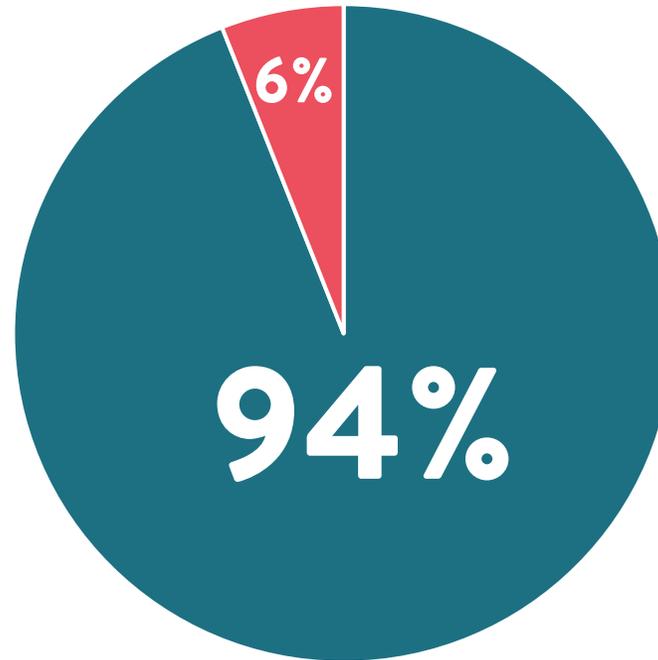
What the stakeholders want

Financial targets



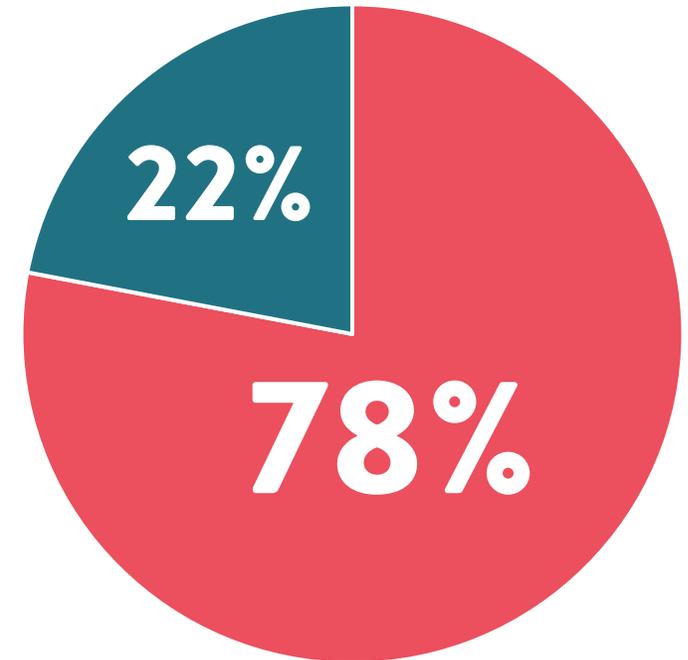
- Important
- Not important

Financial target achievements



- Important
- Not important

What the companies provide



- Don't present financial targets
- Present financial targets

FINANCIAL TARGETS

 LOGIN ITA | ENG 

FINANCIAL OBJECTIVES: ENSURING SUSTAINABLE GROWTH

Achieved financial objectives

	FY 2020 Actual €mn	FY 2020 Guidance €bn	FY 2019 Actual €mn	Δ vs FY 2019
REVENUES	2,514	2.49 ✓ Achieved	2,295	+10%
EBITDA	1,830	1.79 ✓ Achieved	1,741	+5%
Group Net Income ¹	786		757	+4%
EPS ² €cents	39.1	38 ✓ Achieved	37.7	
Capex	1,351	1.3 ✓ Achieved	1,264	+7%
Net Debt	9,173		8,259	

1. Attributable to Terna
2. €/cent per share

Goals of the 2021-2025 Plan

	FY 2020* Guidance €bn Confirmed 2020 guidance	FY 2021* Guidance €bn	FY 2025* Guidance €bn
REVENUES	2.49	2.57	3.04
EBITDA	1.79	1.84	2.21
CAPEX ¹	1.3	1.4	9.2 Cumulated 2021-2025

- Financial targets are often found in the Annual Reports, but not on the websites
- Present the targets together with past achievements

[SOLUTION FINDER](#)
[24H EMERGENCY SERVICE](#)

INDUSTRIES WE SERVE

About Valmet | [Pulp](#) | [Board and paper](#) | [Tissue](#) | [Energy](#) | [More industries](#)

OUR UNIQUE OFFERING

[Technologies](#) | [Automation](#) | [Services](#)

Investors / Valmet as an investment / Outlook, growth drivers and risks / Outlook

Valmet as an investment

- Valmet factsheet
- Strategy and Must-Wins
- Business lines
- Business areas
- Outlook, growth drivers and risks**
- Outlook
- Growth drivers
- Risks
- Orders received
- R&D
- Competitors
- Acquisitions and disposals
- External data providers
- FAQ and glossary
- Demerger from Metso 2013
- Reports and presentations
- Sustainability for investors
- Valmet share
- Shareholders
- Governance
- Financial information
- Events and calendar
- Investor relations

Guidance and short-term market outlook

Guidance for 2021

Valmet reiterates its guidance issued on April 16, 2021, in which Valmet estimates that net sales in 2021 will increase in comparison with 2020 (EUR 3,740 million) and Comparable EBITA in 2021 will increase in comparison with 2020 (EUR 365 million).

Short-term market outlook

Valmet estimates that the short-term market outlook for services has improved to good (previously good/satisfactory) and the short-term market outlook for tissue has decreased to satisfactory (previously good). Valmet reiterates the good short-term market outlook for automation, pulp, and board and paper and the weak short-term market outlook for energy.

Guidance and short-term market outlook

Guidance for 2021 (as announced on April 16, 2021)

Guidance: Valmet estimates that net sales in 2021 will increase in comparison with 2020 (EUR 3,740 million) and Comparable EBITA in 2021 will increase in comparison with 2020 (EUR 365 million).

	Q1/2020	Q4/2020	Q1/2021	Q3/2021
Services	Satisfactory / Weak	Satisfactory / Weak	Satisfactory	Good / Satisfactory
Automation	Good / Satisfactory	Good	Good	Good
Pulp and Energy	Pulp	Good	Good	Good
	Energy	Satisfactory	Weak	Weak
Paper	Board and Paper	Good	Good	Good
	Tissue	Satisfactory	Good	Good

The smallest market outlook is based on customer orders (CMO) and demand in capacity utilization (CMU) and is given for the next six months forward and the respective quarter. The prices are in million EUR.

Source: Interim Review January-September 2021, published October 26, 2021

Previously published guidance and outlook

Guidance for 2021*

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Short-term market outlook

Valmet estimates that the short-term market outlook for services has improved to good/satisfactory (previously satisfactory). Valmet reiterates the good short-term market outlook for automation, pulp, board and paper, and tissue and the weak market outlook for energy.

*Half Year Financial Review January-June 2021, published July 22, 2021

[COMPANY](#) | [CUSTOMER](#) | [INVESTORS](#) | [MEDIA](#)

FUTURE OUTLOOK

29.10.2021

Interim report Q3/2021, published on 29 October 2021

OUTLOOK AND GUIDANCE FOR 2021

Kesko Group's outlook is given for the year 2021, in comparison with the year 2020.

Kesko estimates that its comparable operating profit in 2021 will be in the range of €740 – 800 million.

The company issued a stock exchange release on 14 October 2021 and raised its profit guidance. Before, the company estimated that the comparable operating profit would be in the range of €650 – 750 million. In 2020, Kesko's illustrative comparable operating profit totalled €554 million.

The guidance upgrade was based on better-than-anticipated sales growth and profit development especially in the building and technical trade division, and the division's more positive outlook for the remainder of the year.

In the building and technical trade division, growth in B2B trade has continued stronger than anticipated in all operating countries. The growth has been underpinned by stronger-than-anticipated volume development in the construction market and continued rise in raw material prices. Raw material prices have risen the most in building materials such as wood products, metals and plastic products. Expectations regarding the remainder of the year are more positive than before, especially in the building and technical trade division.

In the grocery trade division, retail sales have developed well while Kespro's foodservice business has strengthened compared to the year before.

In the car trade division, sales margin growth and cost adjustments have supported profitability, but availability issues caused by component shortages may weaken profitability in the fourth quarter.

The company has managed to improve its cost ratio in all divisions by further increasing operational efficiency.

Estimates for the remainder of the year are made more difficult by the continuing pandemic and challenges in predicting customer behaviour. Estimates are also made more difficult by uncertainties regarding the availability of goods and price inflation.

[Read the stock exchange release](#)

Archive of future outlooks

- [Stock exchange release 14.10.2021](#)
- [Interim report 1.1.-30.6.2021](#)
- [Stock exchange release 14.6.2021](#)
- [Interim report 1.1.-31.3.2021](#)

95%

Find financial outlooks for the year ahead important

INFORMATION ABOUT THE SHARE

SAMPO GROUP ABOUT US GOVERNANCE INVESTORS MEDIA SUSTAINABILITY FI Q

DEVELOPMENT OF THE NUMBER OF THE SHARES

Changes in Sampo plc's share series since 2008.

Date	Transaction	Change	Number of A shares	Number of B shares	Total number of shares
2021		No changes in 2021			
31 Dec 2020		No changes in 2020			
31 Dec 2019		No changes in 2019			
31 Dec 2018		No changes in 2018			
22 Dec 2017	A shares cancelled	-4,648,150	554,151,850	1,200,000	555,351,850
31 Dec 2016		No changes in 2016			
31 Dec 2015		No changes in 2015			
31 Dec 2014		No changes in 2014			
31 Dec 2013		No changes in 2013			
31 Dec 2012		No changes in 2012			
13 Dec 2011	Buyback shares cancelled	-1,282,390	558,800,000	1,200,000	560,000,000
13 Jul 2010	Buyback shares cancelled	-90,000	560,082,390	1,200,000	561,282,390
31 Dec 2009		No changes in 2009			
10 Nov 2008	Buyback shares cancelled	-10,443,500	560,172,390	1,200,000	561,372,390
16 May 2008	Buyback shares cancelled	-6,715,000	570,615,890	1,200,000	571,815,890

Updated 4 Jan 2020

Make sure the content is up to date – and let the user know that!

GOVERNANCE

(1=Not important, 5=Very important)

1	Group management members and CVs	3.70
2	Board members skills and independence	3.64
3	List of insiders and their latest transactions	3.60

GROUP MANAGEMENT



Sverre Prytz

Executive Vice President, M&A and Strategy (b. 1969)



Christer Grönberg

Executive Vice President, Corporate Functions (b. 1961)



Hege Holter Brekke

Executive Vice President and CEO of Orkla Care (b. 1969)



Ingvill T. Berg

Executive Vice President and CEO of Orkla Confectionery & Snacks (b. 1976)



Sverre Prytz

Executive Vice President, M&A and Strategy (b. 1969)

BS Chemical Engineering (University of Michigan, Ann Arbor), MSCEP, Chemical Engineering (Massachusetts Institute of Technology, Massachusetts), MBA Finance (University of Chicago, Illinois)

Member of Orkla's Group Executive Board since December 2019. Mr Prytz previously served as Managing Partner at Helix Advisors. For seven years prior to that, he held various management positions at BW Group, including that of CEO of BW Ventures and BW Gas Solutions. He also has experience from ADM Capital in 2007–2008, DuPont Company in 2002–2007 and McKinsey in 1995–2002. Mr Prytz is a member of the Board of Directors of Safe4 Security Group.

Mr Prytz and related parties own 327 shares in Orkla ASA¹.

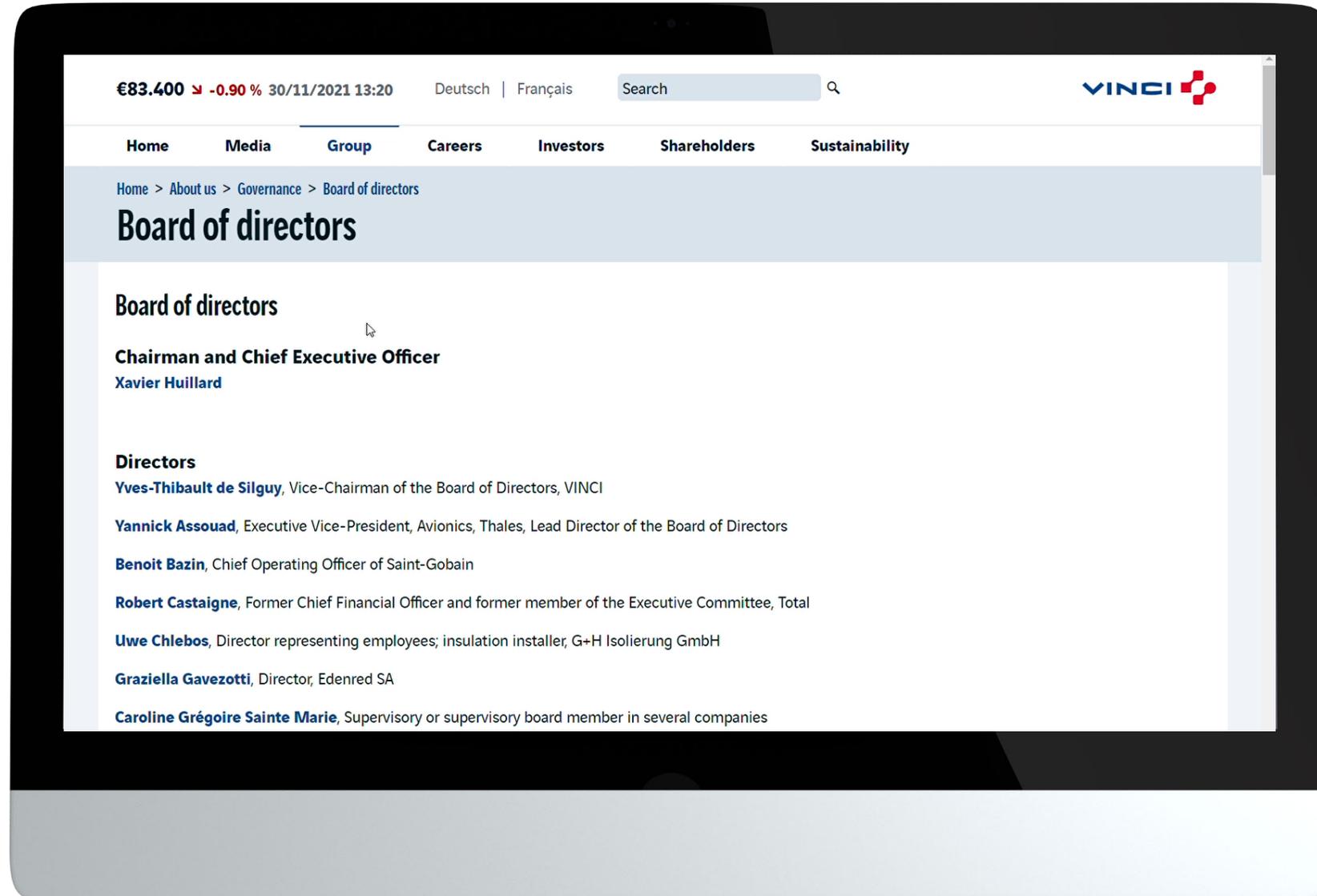
¹Shares owned as at 31 December 2020.

[LinkedIn](#)

Important for making investment decisions.

Don't forget number of shares and link to LinkedIn profiles.

BOARD COMPOSITION



INSIDERS AND SHARE TRANSACTIONS

Name	Date and Place of Transaction	Type of Transaction	Price per Item	Total Amount/ Currency	Reason for Disclosure Requirement/ Position	Description of Financial Instrument	ISIN
Dr. Melanie Maas-Brunner	09/20/2021 Xetra	Purchase	€61.29	€110,327.04	Board Member	Shares of BASF SE	DE000BASF111
Saori Dubourg	09/20/2021 Tradegate	Purchase	€61.08	€59,858.40	Board Member	Shares of BASF SE	DE000BASF111
Waldemar Helber	06/09/2021 Xetra	Purchase	€67.63	€1,487.95	Supervisory Board Member	Shares of BASF SE	DE000BASF111
Tatjana Diether	06/09/2021 Xetra	Purchase	€67.63	€1,487.95	Supervisory Board Member	Shares of BASF SE	DE000BASF111
Andreas Diether	06/09/2021 Xetra	Purchase	€67.63	€1,487.95	Related to a Supervisory	Shares of BASF SE	DE000BASF111

- Name
- Date and type of transaction
- Best practice: link to shareholdings

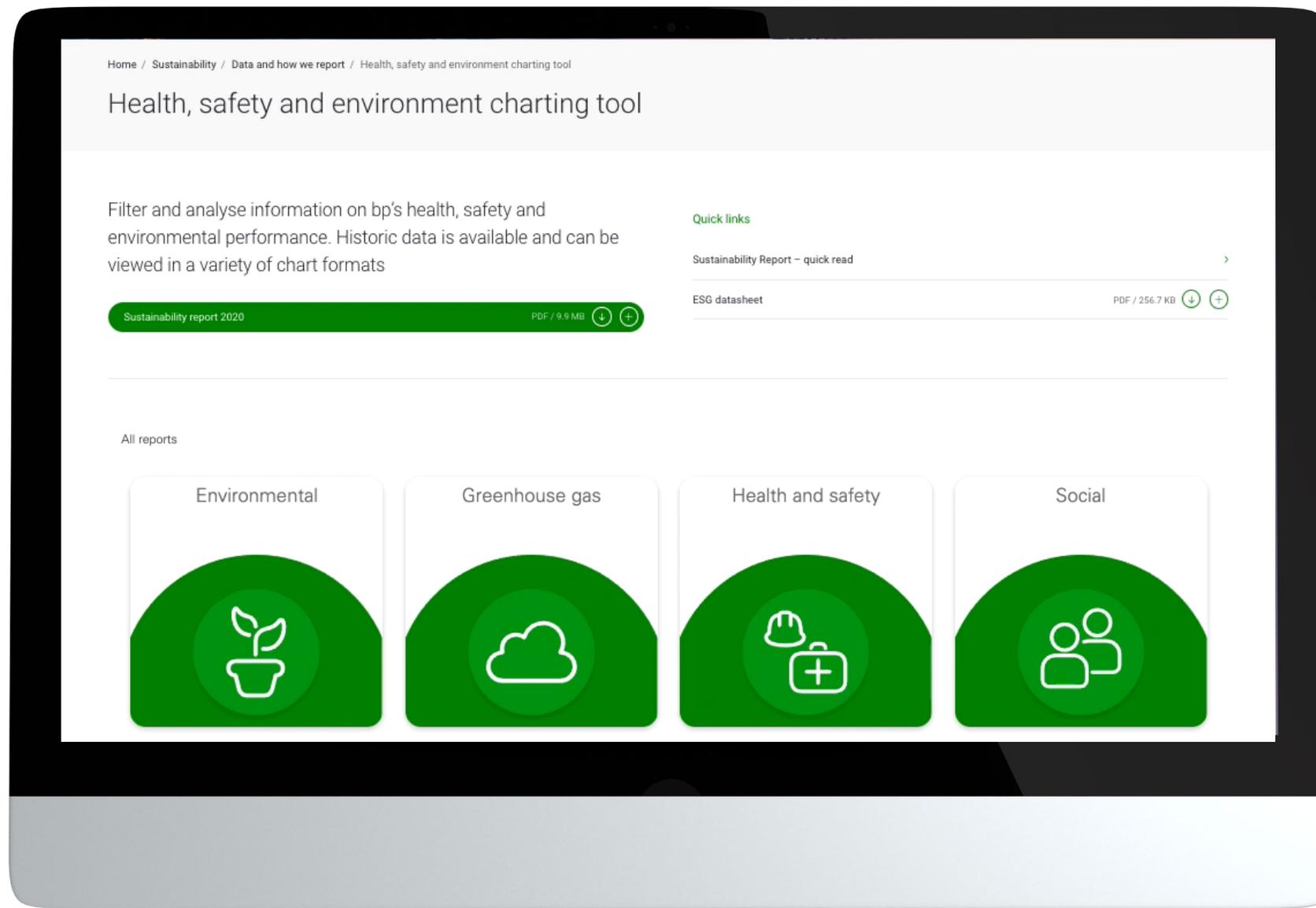


THE MOST IMPORTANT SUSTAINABILITY INFORMATION

(1=Not important, 5=Very important)

1	Environmental performance data	3.73
2	Code of conduct (also for suppliers)	3.71
3	Anti-corruption approach	3.70

ENVIRONMENTAL DATA, TARGETS AND ACHIEVEMENTS



Home / Sustainability / Data and how we report / Health, safety and environment charting tool

Health, safety and environment charting tool

Filter and analyse information on bp's health, safety and environmental performance. Historic data is available and can be viewed in a variety of chart formats

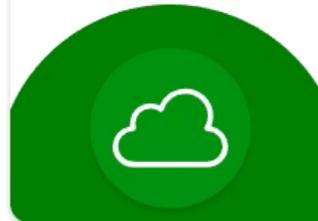
Sustainability report 2020 PDF / 9.9 MB  

Quick links

- Sustainability Report – quick read 
- ESG datasheet PDF / 256.7 KB  

All reports

- Environmental**

- Greenhouse gas**

- Health and safety**

- Social**


SUSTAINABILITY REPORTING



CODE OF CONDUCT

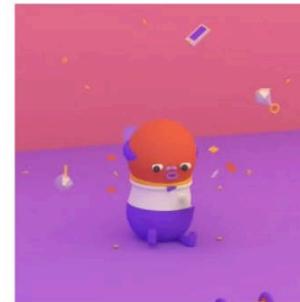
- Should be found under Sustainability, Governance or About Us
- Supplier code of conduct is also important
- Of all respondents of Comprend's Capital Market Survey

93% find a Code of Conduct important

90% find a Supplier Code of Conduct important



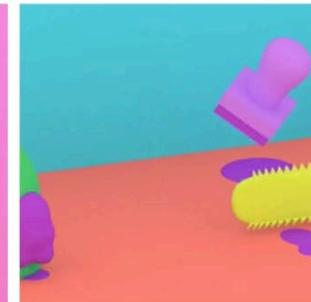
DON'T DO THIS AT WORK



DON'T ACCEPT SHINY GIFTS
01 GIFTS & HOSPITALITY



DON'T FAVOR FAMILY
02 CONFLICT OF INTEREST



DON'T SPONSOR THE WRONG THING
03 SPONSORSHIPS & DONATIONS



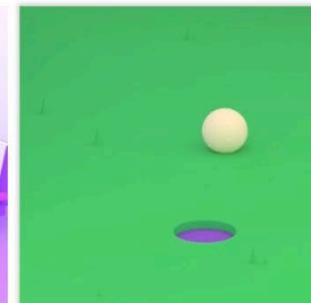
DON'T DO BRIBES
04 IMPROPER PAYMENTS



DON'T MEET PUBLIC OFFICIALS ALONE
05 PUBLIC OFFICIALS



DON'T SHARE SENSITIVE INFORMATION
06 COMPANY ASSETS



DON'T COMPETE UNFAIRLY
07 FAIR COMPETITION



DON'T DO INSIDER TRADING
08 INSIDER TRADING

THE MOST IMPORTANT CAREERS INFORMATION

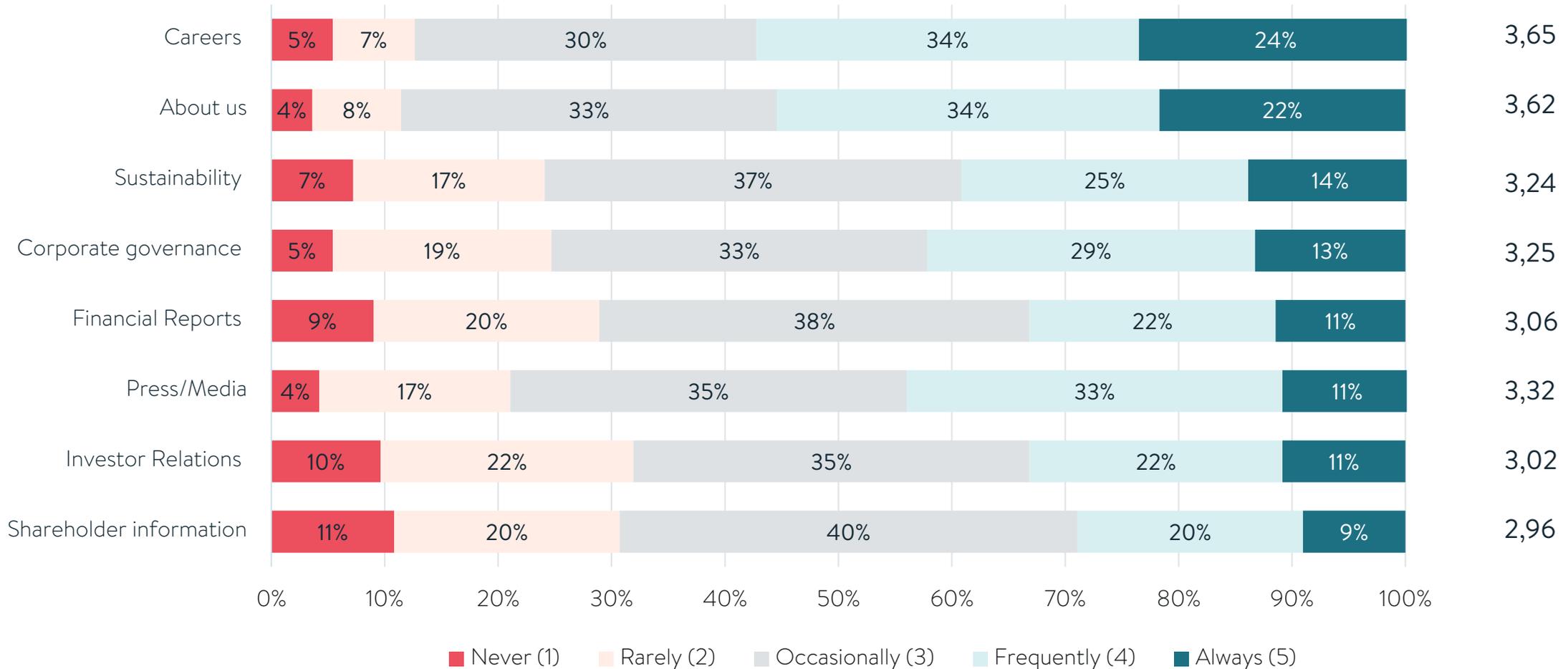
(1=Not important, 5=Very important)

1	Information on what working at the company is like	4
2	Geographical locations	3.58
3	Information about open applications	3.54

CAREER AND ABOUT US PAGES THE MOST VISITED

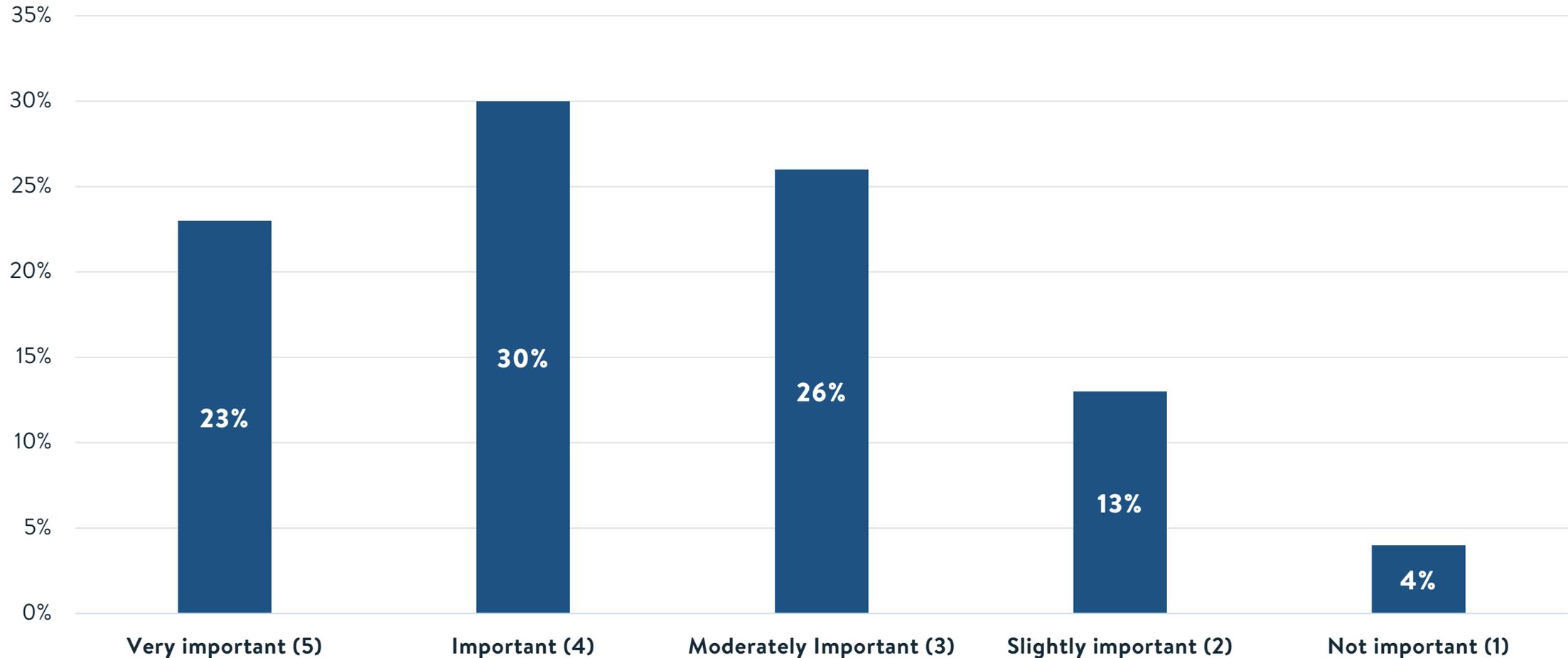
When assessing a potential employer, how often do you visit the following website sections?

Average



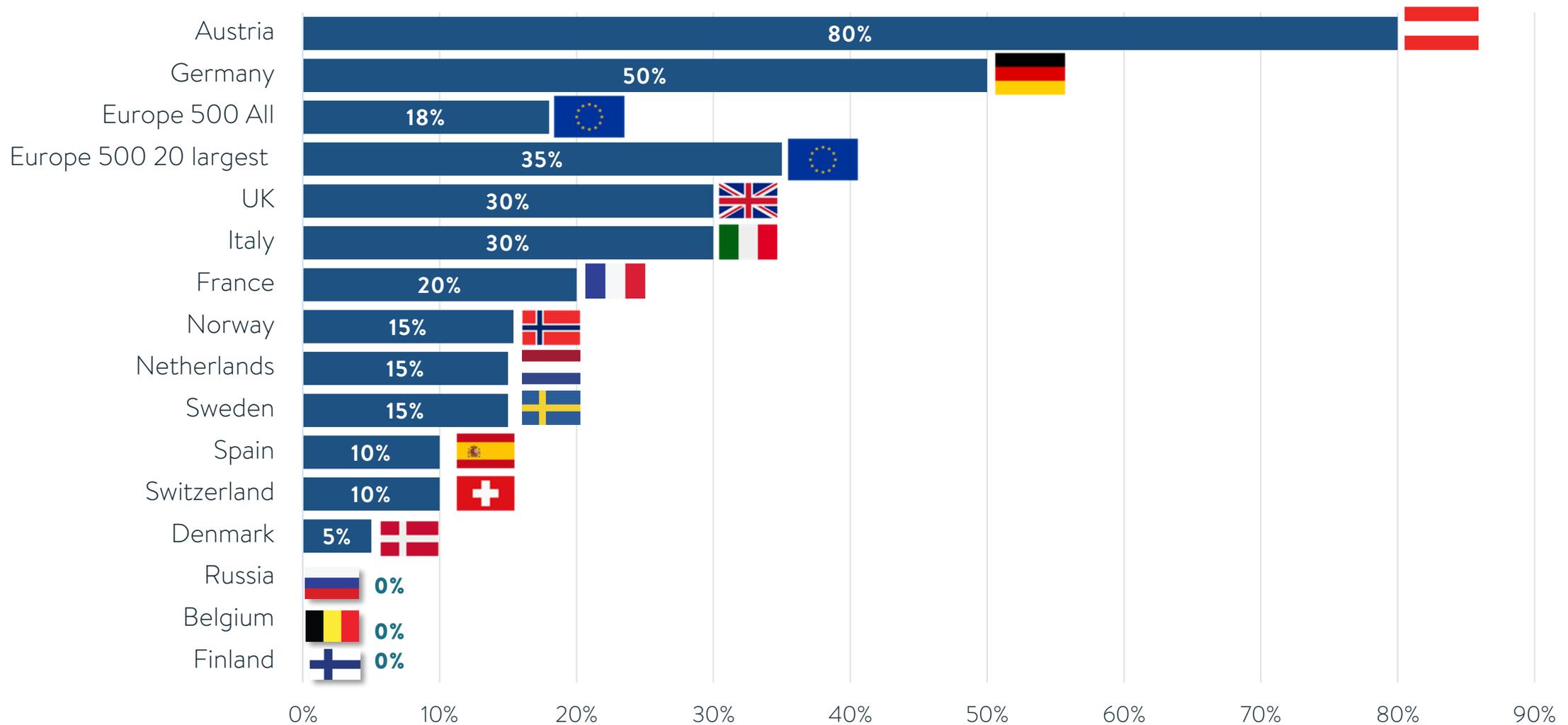
APPROACH TO REMOTE WORKING

How important is it for a potential employer's website to include the company's approach to working from home/office?



AUSTRIAN AND GERMAN COMPANIES BEST AT INCLUDING THEIR APPROACH TO REMOTE WORKING

(Comparison of the 20 largest companies in each country, Austria all 5 ranked companies)



Work Life Balance

Volvo Group is made up of a palette of unique individuals, each with their own interests, motivations, and life stories. They are passionate about what they do, at work and outside work. Based on our value of trust and our belief that we are at our best when we can be our whole true self at work, we offer an environment where everyone can find a healthy work life balance that works for them.



Everyone's work life balance equation is different

That is why we believe that in addition to company programs, a good communication and a trusting relationship with one's manager is the base to find the right work life balance that accommodates all the needs of each individual.

Creating a healthy work culture starts with the basics – respecting people's free time. This translates into behavioral agreements that some teams decide together to suit their needs and preferences in a highly connected world – for instance not sending out emails over the weekend.

Flexible work arrangements come in many shapes

Our benefits programs are many and very diverse across our different entities and hundreds of sites. Depending on where they work, our employees may benefit from flexible working hours, parental, study or sabbatical leave, paid time off on specific occasions, special training or support needed to complete a job. Our company policies on matters such as home working align to the needs of our business operations, the location of our premises or even the country legislation and always strive to optimize our employees' time and reduce our footprint from commuting.

Services available on our campuses are also specific to each location. They include health, sport coaching or organic food markets in one place, child care or concierge office in another. Our flexible work arrangement aim to make the day to day routine of our employees easier so they can get more out of life.

How we support our employees' life journeys



How fishing in Alaska can teach you invaluable lessons

Teresa Davidson is an energetic woman, to say the least. However, she finds peace and tranquility through her hobby. When fishing salmon in Alaska, she was taught an invaluable lesson. Watch her Group Talk and learn how she applies this lesson in her role as a manager at Volvo Group.

Group Talks is a learning tool provided by Volvo Group University to spread knowledge and inspiring stories shared by Volvo employees around the world, in a format inspired by TED Talks.



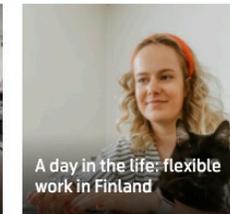
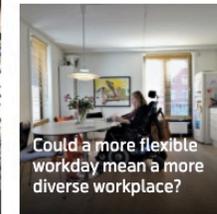
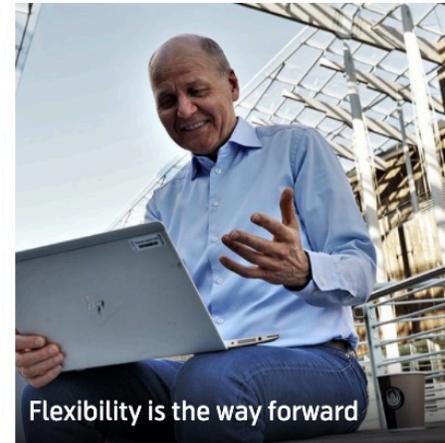
Starting up a new life as a family

When Volvo Group closed its plant in Madrid, Spain Alberto Ruiz Saez was offered a new job at Volvo Group in Skövde, Sweden. Starting out as an operator, he is now a team leader for one of the shifts. Right now, Alberto works only weekend and night shifts to study Swedish during daytime. He believes that language is an important key when starting up a new life.

"Everything is different here, but there are also many opportunities. Actually, my wife is also working at the plant as an operator. So, we are a real Volvo family!"



Our CEO Sigve Brekke is moving Telenor in a more flexible direction. To make it happen, it's all about learning, leadership, and seeking inspiration from others.

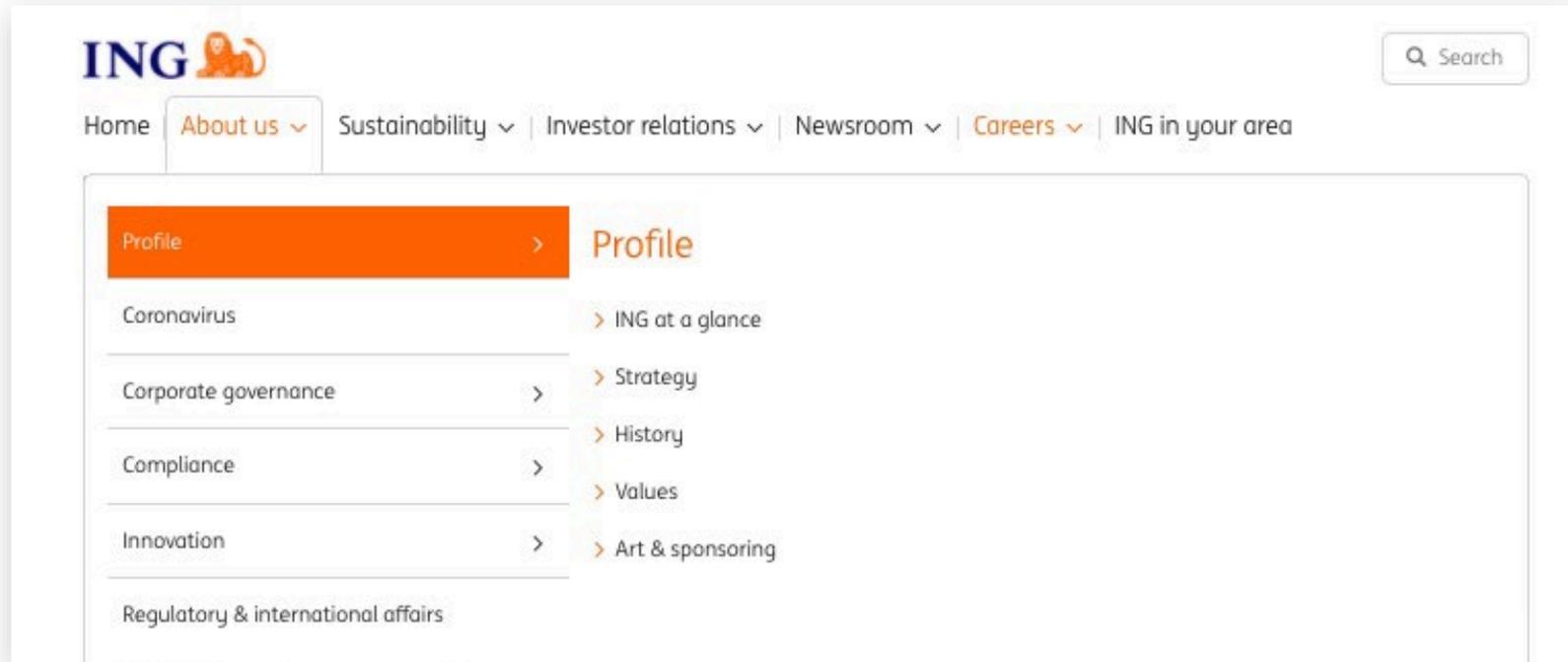


NAVIGATION



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