



PRESS RELEASE

UniCredit, leader amongst European finance companies for online communication for the fourth year in a row

In the H&H Webranking classification, which evaluates the corporate sites of the 500 largest European listed companies, the Group website is considered the best in its sector for the fourth consecutive year and sixth overall in the top ten.

Quality and completeness of information as well as the level of interactivity were awarded.

Completeness, quality, updating and authoritativeness of the information, **interactivity, attractive and “user centric” design, reliability** and good system performance are amongst the features that allowed the UniCredit Group corporate site (www.unicreditgroup.eu) to assert itself for the fourth consecutive year **as the best amongst European finance companies.**

In the overall ranking the Group's corporate website came in sixth place in the H&H Webranking Europe 500, (www.webranking.eu) which rates the quality of financial and corporate reporting online of the 500 most important European capitalisation companies.

The UniCredit corporate site was awarded, **in particular, for the completeness and quality of the information provided and the level of interactivity.** Also recognised was the attention paid to subjects such as Corporate Governance, Employer Branding, Investor Relations and Corporate Sustainability.

To build the evaluation protocol, Hallvarsson&Halvarsson (H&H), a Swedish company leader in financial communication, relies on surveys, with the aim of obtaining accurate information on how to use the corporate websites of the companies involved. 127 evaluation criteria were established according to the results of the survey.

From the surveys, in particular the one submitted to **363 professionals such as analysts, investors and financial journalists**, it clearly emerges that users expect information that is updated in real time, easily accessible, complete and reliable.

UniCredit, positioning itself within the top ten with its website and first amongst European finance companies (**80.25 percent on a scale of 100**) qualifies as the best one, **amongst companies within its sector**, to satisfy the expectations and needs of investors, analysts and journalists in terms of transparency, clarity and completeness of the information, site usability, speed of updating documents, authoritativeness and reliability of information.

Those aspects **are worth 50% of the final judgement.** In addition, the equally good performance of the website www.unicreditgroup.eu is also worth mention in the scope of **corporate social responsibility** (which “weighs” more than 4% on the final judgement); nonetheless the most striking features the site was awarded for were its **technical structure, design and technology (12.75% of the judgement)**, its **interactive functions (10.75%)**, the **look&feel and usability of its homepage and first page of Investor Relations (5.25%)**.

Classifica prime 20 società H&H Webranking 2010 Europe 500 e le società italiane incluse nella classifica

Rank 2010	Rank 2009	Company	Country	Score 2010
1	1	Eni	IT	87,75
2	5	Deutsche Post DHL	DE	86,25
3	3	Telecom Italia	IT	86
4	13	BASF	DE	82,5
5	4	Fortum	FI	81,5
6	2	UniCredit Group	IT	80,25
7	8	Neste Oil	FI	79
7	9	Swedish Match	SE	79
9	21	SCA	SE	78,25
10	5	TNT	NL	77,75
11	7	Repsol-YPF	ES	77,5
12	-	Metso	FI	77,25
12	10	Swisscom	CH	77,25
14	18	Snam Rete Gas	IT	76,75
15	15	ThyssenKrupp	DE	76,5
16	16	UBS	CH	76,25
17	12	Wärtsilä	FI	74,75
18	11	SKF	SE	74
19	60	Centrica	UK	73,75
19	43	Kesko	FI	73,75
19	32	Scania	SE	73,75
23	28	Assicurazioni Generali	IT	72
30	49	Luxottica	IT	69,75
52	71	Terna	IT	65
52	24	UBI Banca	IT	65
58	233	Enel	IT	63,25
68	161	A2A	IT	62
103	70	Fiat	IT	58
115	104	Banca Monte dei Paschi di Siena	IT	56
137	77	Parmalat	IT	54,25
145	118	Intesa SanPaolo	IT	54
168	337	Saipem	IT	53
253	-	Prysmian	IT	47,75
262	182	STMicroelectronics*	IT/FR	46,75
304	288	Mediobanca	IT	44
306	115	Finmeccanica	IT	43,75
311	200	Mediolanum	IT	43,5
387	336	Mediaset	IT	38
405	425	Buzzi Unicem	IT	36
418	396	Atlantia	IT	34
445	446	Banco Popolare	IT	31
459	481	Banca Carige	IT	29
465	425	Exor	IT	28,25

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