

## **Regulations of the 5th edition of the Golden Website 2010 contest for the best website of a listed company**

### **§ 1. ADMINISTRATOR**

The Administrator of the contest is the Polish Association of Listed Companies (SEG) based in Warsaw, Poland, 35 Nowy Świat Street, Apt #5A – hereinafter referred to as SEG.

### **§ 2. AIM OF THE CONTEST**

The aim of the contest is to select the best corporate website among the listed companies, in their Polish language version in the following categories:

- I Polish listed companies – shares quoted in WIG20 and mWIG40,
- II Polish listed companies – shares quoted in sWIG80,
- III Polish listed companies – shares not quoted in the abovementioned categories,
- IV Polish listed companies quoted on the alternative NewConnect market,
- V Foreign issuers quoted on all WSE markets (including NewConnect).

### **§ 3. PARTICIPATION IN THE CONTEST**

The contest is aimed at both Polish and foreign issuers quoted on 2 November 2011 on the Warsaw Stock Exchange markets (including the NewConnect market). A foreign issuer is a company whose seat is outside of the borders of the Republic of Poland.

### **§ 4. RULES OF SELECTION OF THE NOMINEES AND WINNERS**

1. Participation in the contest does not require filing an application.
2. The course of the contest will be preceded by dividing all the companies into 5 categories. The categories are as follows: Polish listed companies whose shares are quoted in WIG20 and mWIG40 indices, Polish listed companies whose shares are quoted in sWIG80 index, Polish listed companies whose shares are not quoted in the abovementioned groups, Polish listed companies quoted on the alternative NewConnect market, Foreign issuers quoted on all WSE markets (including NewConnect). The basis for selection will be the composition of the relevant market indices on 2 November 2011.
3. There will be three stages of the contest.
4. Stage I will be supervised directly by SEG employees and agents authorized by SEG.
5. Stage I is a preselection according to a 8 item questionnaire. Each item will be graded as follows:

- a) How fast does the company reply to the investor relations related inquiries sent through the website? (9)
- b) Does the website contain: (12)
- Basic corporate documentation, i.e. the bylaws and rules of the corporate bodies (1)
  - Professional curriculums of the corporate bodies members (1)
  - current reports (1)
  - periodic reports (1)
  - annual supervisory board reports (1)
  - information about shareholding structure and major shareholders (1)
  - corporate events calendar (1)
  - main financial indicators (1)
  - video streams of corporate events or links to websites which contain them (1)
  - opinion of the statutory auditor (1)
  - detailed information about the last general meeting (1)
  - direct contact details (dedicated for investors) (1)?
- c) Does the website offer a search tool for its contents? (5)
- d) Does the website mention links to the websites of market institutions (Polish FSA,WSE, SEG,SII)? (4)
- e) Do the investor relations activities of the company utilize the following modern communication channels (2)
- chat, corporate blog (2)
  - blogs, expert fora (Goldenline, Bankier, Money, StockWatch, etc.) or official profiles on social networking websites (Facebook, Blip, Tweeter, etc.) (2)
  - mobile version (2)
- f) Is the website available in English? (5)
- g) Effectiveness of website positioning (5)
- h) Website availability according to MONIT24 system (2)

6. Stage I will select 10 highest-scored websites in each of the 5 categories. It might happen that too many websites will be marked the same score allowing to qualify – in such case the shortest response time to investor inquiries will be prevailing. In case none of the companies replied within the given timeframe and did not score in this category – all the equally-marked abovementioned websites are qualified for Stage II.
7. The aim of Stage II is to select 3 nominee websites in each of the 5 categories. This will be done by a professional jury . The members of the jury are nominated by the Administrator. Each jury member marks all the selected websites from 1 to 10 points accordingly to his/her area of expertise. The maximum total score in Stage II is 360 points.
8. Evaluation categories in Stage II:
  - a) Clarity and content of the information
  - b) Communication with investors**
  - c) Innovativeness in communication
  - d) Intuitive and ergonomic design, coherence with navigation principles
  - e) Proper application of available technologies
  - f) Website aesthetics
  - g) Individual investors opinion
  - h) Institutional investors opinion
  - i) Foreign investors opinion**
- 9. Should the complete assessment regarding any of the criteria be not possible, the Administrator will take the necessary steps to ensure fair judgment.**
10. Stage II will select 3 nominees in each of the groups. In the event that more websites are marked the lowest grade allowing to qualify for Stage III all of them qualify and participate in Stage III. Hence, 15 or more websites qualify for Stage III.
11. In Stage III the Chapter of the contest will choose the winners of the contest.

## **§ 5. RESULTS OF THE CONTEST**

1. The winners in each of the 5 categories will receive Golden Website statuettes.
2. The winners selected by the Chapter in each of the 5 categories are allowed to use the 'Golden Website winner' title in all marketing, promotion and information materials until the results of the next edition of the contest are announced.
3. All the nominees (3 or more companies selected by the jury in each of the 5 categories) are allowed to use the 'nominee of the Golden Website' title in all marketing, promotion and information materials until the results of the next edition of the contest are announced.
4. The Chapter reserves the right not to choose a winner in any of the categories.
5. No financial nor material awards are granted except for the provision of § 5 point 1 above.
6. **The Administrator reserves the right to establish individual awards and prizes.**

## **§ 6. TIMETABLE**

1. Stage I starts on 2 November 2011 and lasts until 27 January 2012.
2. Stage II starts on 2 February 2012 and lasts until 30 March 2012.
3. Stage III starts on 5 April 2012 and lasts until 15 May 2012.
4. The contest ends with the announcement of the results on 12-13 June 2012 at the 4th Congress Investor Relations.