



# ZSE | THE GOLDEN WEBSITE 2010

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The contest for the  
best website  
of a listed company



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## Ladies and Gentlemen



It is my pleasure to announce the 2010 edition of the GOLDEN WEBSITE contest organized by the Polish Association of Listed Companies (SEG). Following the past years' tradition the contest will select the best websites of listed companies. Our main aim is to promote websites as user-friendly, efficient and a modern means of communication between companies and their investors.

This year's fourth edition of the contest utilizes the experience gathered from the analysis of the previous years and tries to reflect the changing expectations of investors. This edition's criteria has been supplemented with new requirements as regards modern communication tools such as chats, corporate blogs, expert fora, involvement in online communities and video streaming on the website. An additional criterion has been added at the second stage, referring to the recent amendments to the Polish Commercial Companies Code with regard to general meetings. This year we have also introduced a special category for the foreign issuers listed on the Warsaw Stock Exchange.

Through the contest the Polish Association of Listed Companies (SEG) promotes enhanced communication with investors and other market participants as an expert organization. Our efforts focus on better education for stronger capital market and modern market economy.

I know that this year's edition of the GOLDEN WEBSITE contest will be very interesting and I hope it will meet your expectations.

Your active participation will be most welcome!

Beata Stelmach

President  
Polish Association of Listed Companies (SEG)

The 4th edition of the GOLDEN WEBSITE contest is organized by the Polish Association of Listed Companies (SEG). The aim of the contest is to choose the best website of a listed company in its Polish language version. The websites of both Polish and foreign issuers quoted on the Warsaw Stock Exchange markets will be evaluated.

The contest enjoys the patronage of the Warsaw Stock Exchange and Grupa Etendard Sp. z o.o.

### Media sponsorship:

- Rzeczpospolita
- Gazeta Giełdy „Parkiet”
- Polska Agencja Prasowa
- Miesięcznik Kapitałowy
- Computerworld
- Radio PIN
- Onet.pl
- TVN CNBC Biznes

### Categories of the contest

There are 5 contest categories in this year's edition:

- Polish listed companies – shares quoted in WIG20 and mWIG40
- Polish listed companies – shares quoted in sWIG80
- Polish listed companies – not quoted in the abovementioned indices
- Polish listed companies quoted on the alternative NewConnect market
- Foreign issuers quoted on all WSE markets (including NewConnect)

### Course of the contest

## STAGE 1

The first stage of evaluation will be preceded by dividing the companies into 5 categories and based on a 8 item questionnaire. Each item will be graded as follows:

1. How fast does the company reply to the investor relations related inquiries sent through the website? (18)
2. Does the website contain: (10)
  - a. Basic corporate documentation, i.e. the bylaws and rules of the corporate bodies (1)
  - b. Professional curriculums of the corporate bodies members (1)
  - c. current reports (1)
  - d. periodic reports (1)
  - e. annual supervisory board reports (1)
  - f. information about shareholding structure and major shareholders (1)
  - g. corporate events calendar (1)
  - h. main financial indicators (1)
  - i. information about how to notify the company by electronic means in the case of appointing a proxy via electronic power of attorney – under provisions of Article 4121 § 4 of the Polish Commercial Companies Code (1)

- j. video streams of corporate events or links to websites which contain them. (1)
3. Does the website offer a search tool for its contents? (5)
  4. Does the website mention links to the websites of market institutions (Polish FSA, WSE, SEG)? (3)
  5. Do the investor relations activities of the company utilize the following modern communication channels (2)
    - a. chat, corporate blog (1)
    - b. blogs, expert fora (Goldenline, Bankier, Money, StockWatch, etc.) or official profiles on social networking websites (Facebook, Blip, Tweeter, etc.) (1)
  6. Is the website available in English? (5)
  7. Effectiveness of website positioning (5)
  8. Website availability according to MONIT24 system (2)

The aim of Stage I is to select the 10 highest-scored websites in each of the 5 categories, pass mark being 50% of the maximum score possible in Stage I. 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. All the websites of domestic and foreign issuers listed on WSE markets (including NewConnect) on the 1 July 2010 will be automatically evaluated – no application is needed.

## STAGE 2

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 – a team of specialists in 9 fields, 4 experts in each field. Each jury member marks all the selected websites from 1 to 10 points accordingly to his/her area of expertise

### Evaluation criteria

1. Clarity and content of the information
2. Guidelines for investors as regards the new GM regime
3. Innovativeness in communication
4. Intuitive and ergonomic design, coherence with navigation principles
5. Proper application of available technologies
6. Website aesthetics
7. Individual investors opinion
8. Institutional investors opinion

## STAGE 3

In Stage III the Chapter of the contest will choose 5 winners among the 15 nominated websites. The Chapter consists of respected and well-known representatives of the Polish capital market as well as of recognized experts in graphics, marketing communication, media, economics and investor relations, namely:

- **Chairman of the Chapter:** **Ludwik Sobolewski** – President, Warsaw Stock Exchange
- **Dariusz Choryło** – Executive Director, Investor Relations and Strategic Market Analysis Department, Bank Pekao SA
- **Jarosław Dominiak** – President, Association of Individual Investors (SII)
- **Marcin Dyl** – President, Chamber of Fund and Asset Management
- **Dominik Kaznowski** – Board Mandatory, Nasza-Klasa Sp. z o.o.
- **Artur Sierant** – Vice-president, Presspublica Sp. z o.o.
- **Jarosław Sobolewski** – Director General, Interactive Advertising Bureau Poland
- **Beata Stelmach** – President, Polish Association of Listed Companies (SEG)
- **Leon Tarasewicz** – Professor at the Academy of Fine Arts in Warsaw
- **Rafał Zaorski** – President, Grupa Etendard Sp. z o.o.
- **Janusz Żebrowski** – President, K2 Internet SA

## Timetable for the contest

### 19 May

- The official beginning of the contest is announced to the listed companies
- Information about the contest is published on SEG's website

### 26 May

- Presentation of detailed regulations of the contest at the 2nd Investor Relations Congress of SEG Member Companies

### 19 May - 30 June

- After getting acquainted to the detailed requirements of the contest the companies have this time to make adjustments to their websites

### 1 July - 3 August

- **Stage I of the contest** - Selection for Stage II

### 4 August

- The list of the qualified websites is announced
- Communications of the results are sent to the companies qualified for Stage II

### 5 August - 5 September

- **Stage II of the contest** - The jury selects 3 nominees in each of the 5 categories

### 6 September

- Announcement of the jury selection

### 7 September - 30 September

- **Stage III of the contest** - The Chapter evaluates the nominated websites

### 1 October

- The Chapter's verdict is announced and the winners are awarded at the 5th Congress of Boards of SEG Member Companies

Regulations of **The GOLDEN WEBSITE 2010** contest are available at the seat of the Polish Association of Listed Companies (SEG) and on [www.zse.seg.org.pl](http://www.zse.seg.org.pl)