

Webranking by Comprend 2016-2017 for Belgium



The 20th edition of Webranking by Comprend assessed 14 Belgian companies on how well their web communications live up to expectations of business journalists, analysts, investors and jobseekers. All companies were ranked on the basis of what these important stakeholders need and demand in a wide range of different content areas such as financial reporting, investor relations, press, corporate governance, careers and corporate social responsibility, to mention a few.

The winner KBC Group improved their score with 8,9 points and reached 55,3 points out of 100 and succeeded to keep their winning position from last year.

“KBC Group are very pleased to win this prestigious award. It is a clear token of appreciation of our stakeholders who rely on our corporate website for their information. We attach great importance to the quick content-navigation of the website and the look-and-feel. Indeed, it is in many cases a first introduction to our company. Our website visitors acknowledging its quality is an important support for us.” Says Wim Allegaert General Manager Finance in KBC Group.

The runner up was Proximus Group with 51,9 points who was also the best improver since last year with an increased score by almost 9.5 points. Solvay placed third with 51,3 points.

Company	Total score
KBC Group	55,3
Proximus Group	51,9
Solvay	51,3
UCB	49,9
Anheuser-Busch Inbev	43,4
Ageas	42,1
Umicore	41,3
Telenet	38,8
Bpost	36,5
WABCO Holdings	34,1
Ahold Delhaize	33,4
GBL	32,1
Colruyt	21,1
BNP Paribas Fortis	21,0