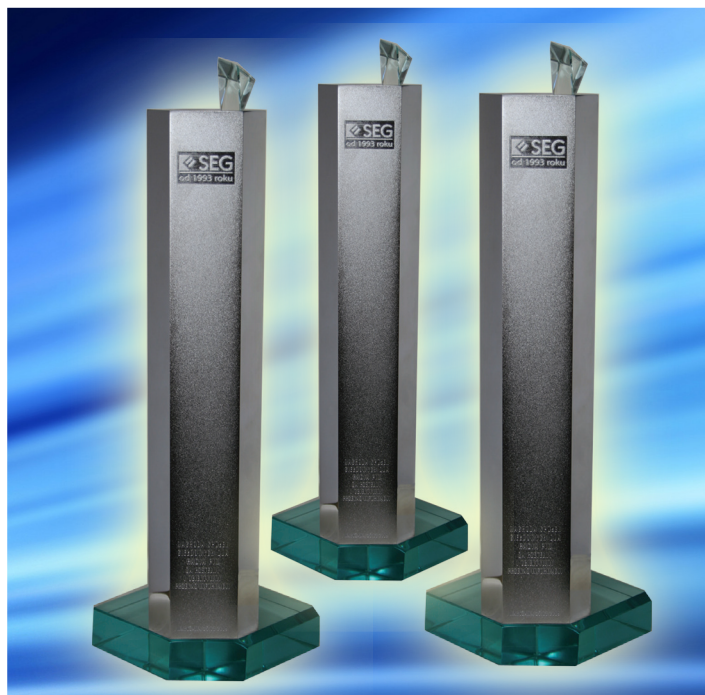


# ZSE | THE GOLDEN WEBSITE V

Contest for  
the best websites  
of listed companies





## Ladies and Gentlemen



*The Polish Association of Listed Companies is an expert organisation that contributes to the development of capital market and modern economy in Poland through promoting and facilitating the exchange of expertise. One of our main activities is to support better communication with investors and other market participants.*

*Hence, on behalf of the Polish Association of Listed Companies I am honoured to announce*

*the 5th edition of the Golden Website contest. The contest will award the best websites of listed companies in 2011. The main purpose is to promote websites as a modern, efficient and convenient means of communication between a company and its shareholders.*

*Inspired by the previous editions, this year we are introducing some new criteria in the field of easy and fast access to information desired by the investors. This will be introduced by evaluating whether the company: published the information about its last general meeting, published the opinion of the statutory auditor, and published direct contact details, dedicated for the investors. In addition, during the second stage we will assess the quality of communication with investors. The websites will also be evaluated from a foreign investor perspective.*

*Just like in previous editions, during the first stage all websites of companies listed on WSE (including the NewConnect market) will be analysed. Each of the companies will be entitled to receive a free of charge individual report on its score in comparison to other contesters.*

*Your active participation will be most welcomed. I hope that the 5th edition of the Golden Website will receive as much positive feedback attention as the previous ones.*

*King regards*

*Mirosław Kachniewski, PhD*

*President*

*Polish Association of Listed Companies (SEG)*

The 5th 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. The websites of both Polish and foreign issuers quoted on the Warsaw Stock Exchange markets will be evaluated.

### Patronage

The contest enjoys the patronage of the Warsaw Stock Exchange.

### Media sponsorship

- Rzeczpospolita
- Gazeta Giełdy „Parkiet”
- TVN CNBC
- Polska Agencja Prasowa
- Money.pl
- Interaktywnie.com
- Bankier.pl
- Prnews.pl
- Miesięcznik Kapitałowy
- MBA Manager
- Computerworld
- Radio PIN

### 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 above-mentioned indices
- Polish listed companies quoted on the alternative NewConnect market
- Foreign issuers quoted on all WSE markets (including NewConnect)

### Procedura konkursowa

## 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 inquires sent through the website? (9)
2. Does the website contain: (12)
  - 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) video streams of corporate events or links to websites which contain them. (1)

# Contest for the best websites of listed companies

- j. opinion of the statutory auditor (1)
- k. detailed information about the last general meeting (1)
- l. direct contact details (dedicated for investors) (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, SII)? (4)
5. Do the investor relations activities of the company utilize the following modern communication channels (6)
  - a. Chat (2)
  - b. blogs, expert fora (Goldenline, Bankier, Money, StockWatch, etc.) or official profiles on social networking websites (Facebook, Blip, Tweeter, etc.) (2)
  - c. mobile version (2)
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. 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 2 November 2011 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. Communication with investors
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
9. Foreign 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 Choryto** – 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
- **Mirosław Kachniowski** – President, Polish Association of Listed Companies (SEG)
- **Dominik Kaznowski** – Board Mandatory, Nasza-Klasa Sp. z o.o.
- **Joanna Kuzdak** – Executive Director Service, Bankier.pl
- **Roman Młodkowski** – Director and Editor In Chief, TVN CNBC
- **Artur Sierant** – Vice-president, Presspublica Sp. z o.o.
- **Lidia Sobańska** – Vice-president, Polish Press Agency
- **Jarosław Sobolewski** – Director General, Interactive Advertising Bureau Poland
- **Beata Stelmach** – Honorary Member, 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

### 1 June 2011

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

### 7-8 June 2011

- Presentation of detailed regulations of the contest at the 3rd Investor Relations Congress of SEG Member Companies

### 8 June- 31 October

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

### 2 November 2011 - 27 January 2012

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

### 1 February 2012

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

### 2 February - 30 March 2012

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

### 4 April 2012

- Announcement of the jury selection

### 5 April - 15 May 2012

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

### 12-13 June 2012

- The Chapter's verdict is announced and the winners are awarded at the 4th Investor Relations Congress of SEG Member Companies

Regulations of The Golden Website V 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)



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### Patron of the Contest

20<sup>lat</sup>  
1991 - 2011

GIEŁDA PAPIERÓW  
WARTOŚCIOWYCH  
W WARSZAWIE

### Media Patrons

