



Eni wins for the fourth time in a row the award for best corporate website in the world.

The six-legged dog was confirmed at the first place both in KWD WEBRANKING GLOBAL EUROPE 100 and 500.

San Donato Milanese (Milan), 23 January 2014 - For the fourth time Eni has won gold once more in the [Global 100 KWD Webranking survey](#) which evaluates some of the world's best companies, for digital corporate communications.

Moreover, with 88.8 points (up 5.3), Eni is the best European company in the Europe 500 KWD Webranking for digital corporate communications, thus moving up a position compared to 2012.

These two awards are a continuation of Eni's successes where the Company has also recently been awarded first place in the [KWD Webranking Italy 2013 survey](#) and a top position in the [FT Bowen & Craggs](#) 2013 ranking.

The Eni website stands out for its in-depth content on the Company's strategy, its presence in the world, and the relationship between its business model and sustainability. Compared to 2012, Eni has increased its social media presence and integration with the corporate website. Innovation is a hallmark of Eni's on-line communication, as demonstrated by the Eni Gas & Power app, the [Enjoy](#) car sharing service and the [Green Data Centre](#).

About KWD Webranking

The KWD Webranking survey is conducted annually by the international consulting firm KW Digital (digital division of Hallvarsson & Halvarsson) in collaboration with Lundquist. The European survey takes into account the 500 most important companies in Europe (included in the FT Europe 500 index) in terms of market capitalisation, and includes 26 Italian companies. The Global 100 ranking considers the 100 most important companies of the FT Global 500 index.

To reflect changing needs, the criteria of the KWD Webranking survey are updated each year based on the results of a questionnaire aimed at the financial market and at job seekers. The 2013 protocol includes 102 criteria split into 10 sections, for a total of 100 points.

The average score of the European ranking was 37.6 points, down 1.7 points compared to the previous edition. The average score of the global ranking also dropped, from 38.7 to 37.2 points. The best improver in the European ranking was the English mining company Antofagasta, which improved by 13 points.

The average score of the 26 Italian companies exceeded the European average (37.6 points) by 10 points. However, the score dropped by almost three points compared to last year, and only 7 companies, instead of 9 in 2012, featured in the top 30 positions: Eni, Telecom Italia, Snam, Pirelli & C., Terna, UniCredit and Generali. Many Italian companies, moreover, ranked in the second half of the survey, revealing a large gap within the Italian sample between companies of excellence and those "at the bottom of the class", even among larger companies.

Taking into consideration the top 20 companies in terms of market capitalisation from the main countries covered by the research, Italy scores among the highest, behind Nordic countries such as Sweden, Finland and Germany, and a long way ahead of Switzerland and Great Britain.

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