

Webranking

Nobel Biocare's website breaks top 5

According to the annual Hallvarsson & Hallvarsson (H&H) study, Nobel Biocare's corporate website ranks 5th among 48 Swiss companies, moving up one position from last year's sixth place.

Nobel Biocare's corporate website has been ranked the fifth best website in Switzerland by Hallvarsson & Hallvarsson. It is thus hot on the heels of the top 4 websites of Swisscom, UBS, CS, and Georg Fischer. Nobel Biocare was able to improve its position from last year's sixth place.

The H&H Webranking survey represents the most in-depth analysis of online financial and corporate communication in Europe. It represents a useful instrument not only for measuring the effectiveness of a company's online communication but also to compare it with competitors on a national and international level. H&H conducts an analysis of corporate websites in English through an evaluation protocol composed of 127 criteria. The results are based on questionnaire feedback from 571 analysts, journalists and investors throughout Europe.

The Nobel Biocare corporate website recently also ranked fourth best website in the webranking carried out by Bilanz, a leading Swiss business magazine.

The corporate website was launched in January 2009 and has been continuously enhanced since, as part of a series of initiatives to improve Nobel Biocare's online presence. ■

More information

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