

The FT/Bowen Craggs corporate website index, 2009												
Rank 2009	Rank 2008	Company	Construction	Message	Contact	Serving society	Serving investors	Serving the media	Serving job seekers	Serving customers	Total 2009	Total 2008
		Maximum score	60	48	12	32	32	32	32	32	280	
1	29	Roche	42	42	8	24	22	26	21	25	210	172
2	2	BP	41	37	10	26	28	19	24	24	209	212
2	4	Nokia	46	36	8	25	25	24	21	24	209	210
4	1	Siemens	40	42	10	24	20	25	20	21	202	221
5		Schlumberger	49	37	10	16	21	17	21	27	198	
6	12	ENI	42	33	10	26	24	23	18	21	197	192
6	6	Unilever	43	37	8	25	24	17	21	22	197	203
8	18	General Electric	42	33	8	24	21	23	20	24	195	186
8	5	IBM	40	36	7	21	21	24	24	22	195	209
8	2	Royal Dutch Shell	31	40	6	27	26	21	22	22	195	212
11	23	Intel	37	30	9	25	27	16	28	22	194	180
11	14	Nestlé	43	35	8	24	21	23	18	22	194	189
11	23	Novartis	48	38	11	21	25	22	12	17	194	180
11	22	Wal - Mart	42	33	9	25	24	24	15	22	194	182
15	25	Cisco Systems	35	27	6	20	27	27	23	28	193	179
16	18	GlaxoSmithKline	45	36	8	24	24	19	19	17	192	186
16		Rio Tinto	39	35	7	23	24	19	22	23	192	
18	11	Google	35	36	9	19	23	21	24	24	191	193
19	13	Microsoft	32	31	7	19	25	23	27	26	190	190
20	7	E.on	42	31	8	23	20	23	19	23	189	198
20	14	Unicredito Italiano	45	38	8	21	22	24	19	12	189	189
22	10	Coca - Cola	42	41	8	24	22	19	14	17	187	194
22	29	Hewlett - Packard	30	34	9	26	23	22	18	25	187	172
22	18	Total	43	33	7	21	24	21	17	21	187	186
22	21	Vodafone	41	35	5	19	26	22	15	24	187	185
25	16	Chevron	40	34	8	25	24	16	22	17	186	187
27	16	Arcelor Mittal	39	39	5	17	24	22	14	24	184	187
27	41	Sanofi - Aventis	47	31	6	25	24	21	10	20	184	154
29	26	HSBC	42	33	4	23	21	17	19	24	183	177
30	28	BHP Billiton	42	32	8	25	20	14	21	20	182	173
31	38	Johnson & Johnson	31	38	5	24	22	16	20	25	181	159
32		Statoil Hydro	43	35	4	22	21	19	19	17	180	
33		Philip Morris International	38	33	9	18	22	20	15	19	174	
34	45	Citigroup	35	33	7	22	23	14	20	17	171	151
34		Volkswagen	35	38	7	21	19	15	14	22	171	
36	29	ExxonMobil	43	31	7	21	16	16	12	22	168	172
37		Apple	32	28	7	19	17	20	17	26	166	
38	34	Conoco Phillips	40	31	6	19	18	15	15	19	163	165
38	40	Pfizer	34	34	6	24	16	18	15	16	163	156
40		Allianz	35	34	9	20	23	17	12	12	162	
41	37	Procter & Gamble	36	22	6	21	17	17	21	19	159	161
41	43	Toyota Motor	41	26	5	20	17	15	15	20	159	153
43	44	Verizon Communications	15	26	9	19	27	26	17	19	158	152
44	54	JP Morgan Chase	35	20	9	18	19	7	24	22	154	144
45	61	Samsung	40	34	4	15	18	14	8	20	153	133
46	57	NTT DoCoMo	35	28	4	12	22	20	11	20	152	137
46	51	Santander Central Hispano	35	26	4	18	20	15	13	21	152	146
48	42	Bank of America	18	21	10	15	19	22	22	24	151	153
48	48	Vale	33	27	5	13	23	24	12	14	151	147
50	48	Telefonica	25	28	5	22	21	22	6	21	150	144
51	46	BNP Paribas	36	32	5	15	22	9	14	16	149	149
51	47	Petrobras	22	33	6	24	20	21	8	15	149	148
53	69	PepsiCo	36	31	9	21	15	11	12	13	148	112
54	59	Intesa Sanpaolo	34	30	6	17	18	15	8	18	146	134
55	57	EDF	19	30	4	18	21	20	13	19	144	137
56	48	Industrial & Commercial Bank of China	42	28	6	14	16	9	7	21	143	147
57	54	AT&T	18	28	5	12	19	19	18	23	142	144
58	66	American International Group	40	25	3	9	10	15	10	25	137	117
59	62	NTT	31	18	4	21	23	9	16	14	136	132
60	74	Sberbank	35	29	5	9	14	12	8	22	134	94
61	56	China Construction Bank	36	25	6	12	14	8	15	16	132	140
62		Reliance Industries	33	24	5	17	19	10	6	15	129	
63		American Movil	28	31	5	2	18	16	4	24	128	
63	63	Mitsubishi UFJ Financial	35	18	5	15	14	8	17	16	128	126
63		Nintendo	34	21	5	13	14	8	14	19	128	
66	65	Lukoil	28	26	4	15	19	17	2	16	127	118
66	70	Rosneft	34	26	4	16	19	16	4	8	127	109
68	67	Saudi Basic Industries	34	26	6	6	10	14	12	18	126	116
69		PetroChina	26	31	4	14	16	12	8	10	121	
70	71	Gazprom	31	24	5	13	18	13	0	14	118	107
70	63	Bank of China	25	22	6	9	16	9	12	19	118	126
72	73	Sinopec	24	31	3	13	17	8	3	13	112	98
73	72	China Life Insurance	28	24	4	8	16	5	9	17	111	105
74		China Shenhua Energy	33	27	4	10	15	7	0	9	105	
75	74	China Mobile	26	22	4	14	17	11	0	6	100	94