

Website specifications

ESMYA website

**ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÁÊË
abcdefghijklmno
pqrstuvwxyzàáêë
&øü&
1234567890(\$£.,!?)**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÁÊËÏabcdefghijklm
nopqrstuvwxyzàáêë
&
1234567890(\$£.,!?)**

Fonts



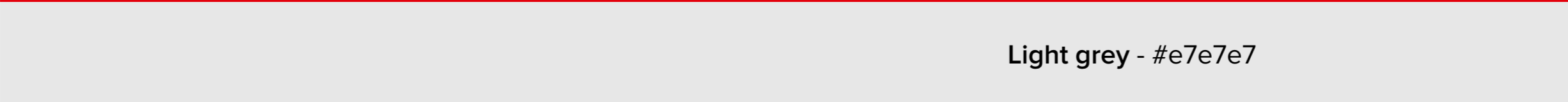


H1 - Helvetica Condensed Bold - 36px uppercase

H2 - Helvetica Condensed Bold - 22px uppercase

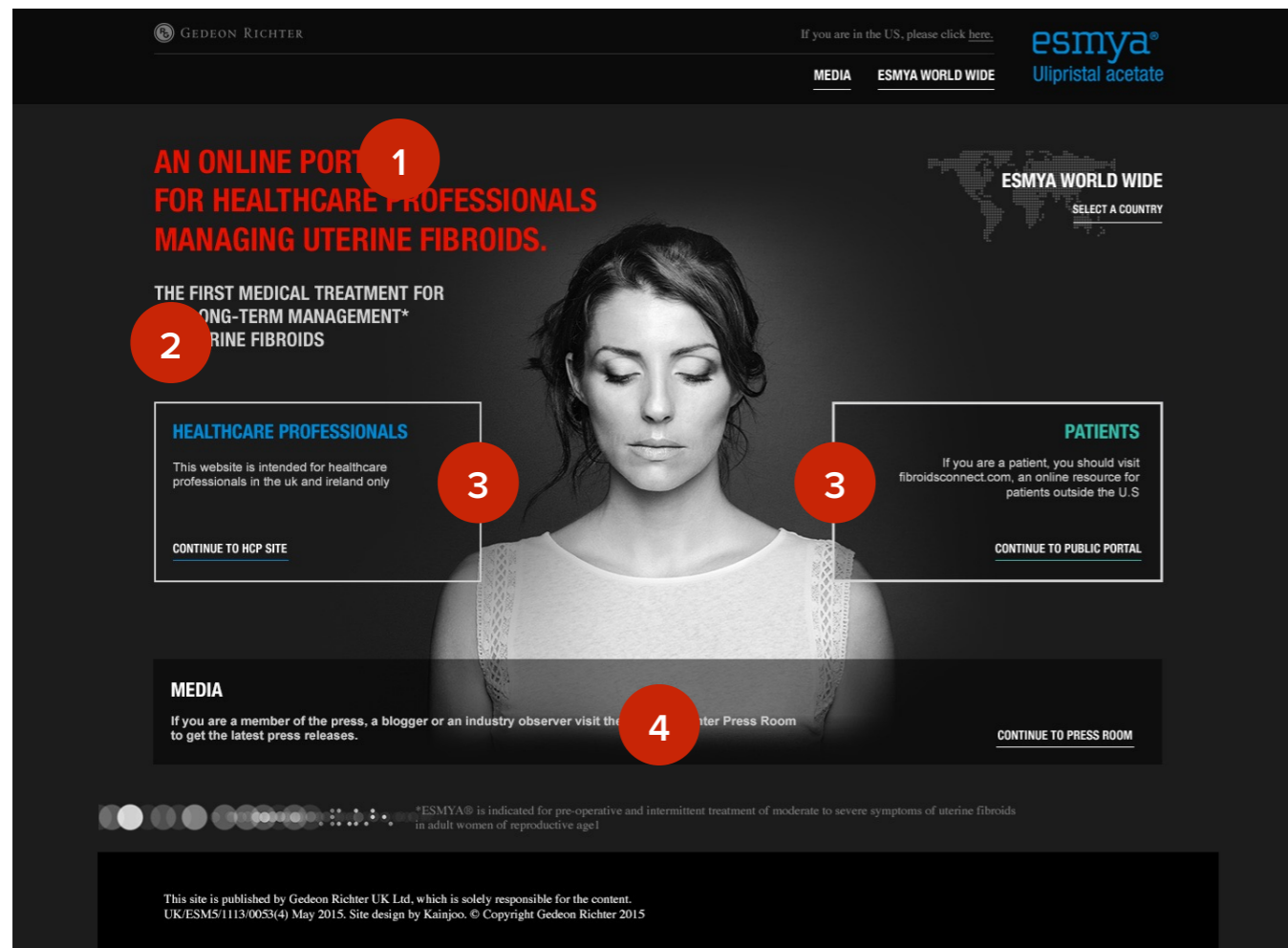
H3 - Helvetica Condensed Bold - 14px uppercase

p - Helvetica Regular - 14px

Colors

	Main color - #008ad2
	Heading color - #e3000b
	Light grey - #e7e7e7
	Dark grey - #999999
	Background grey - #1c1c1c

Template 1 - Parking page



1 - Define page title

2 - Define page subtitle

3 - Box left and right

- Define title
- Define subtitle
- Define link title
- Define link

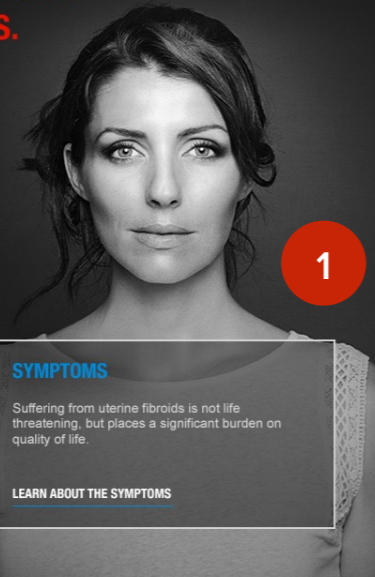
4 - Box overlay media

- Define links

**AN ONLINE PORTAL
FOR HEALTHCARE PROFESSIONALS
MANAGING UTERINE FIBROIDS.**

**THE FIRST MEDICAL TREATMENT FOR
THE LONG-TERM MANAGEMENT*
OF UTERINE FIBROIDS**

ESMYA WORLD WIDE
SELECT A COUNTRY



ABOUT ESMYA®
a first-in-class oral medical therapy for pre-operative treatment of symptomatic uterine fibroids approved within the European Union.
[GET TO NOW ESMYA®](#)

SYMPTOMS
Suffering from uterine fibroids is not life threatening, but places a significant burden on quality of life.
[LEARN ABOUT THE SYMPTOMS](#)

PATIENTS
ESMYA provides fast, reliable and sustained bleeding control.
[DISCOVER PROFILES](#)



ESMYA PROVIDES FAST, RELIABLE AND SUSTAINED BLEEDING CONTROL

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Nullam id dolor id nibh ultricies vehicula ut id elit. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

Ma vitae elit libero, a pharetra augue. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Sed posuere consectetur est at lobortis. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.



UPCOMING EVENTS

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AUGUST, 2015

REPEATING MONTH EVENT
12 AUG 8:00 am - 10:00 am 223 Park Avenue Rutherford, NJ 07070

EVENT WITH FEATURED IMAGE
12 AUG 4:00 pm - 10:00 pm 400 Southwest Kingston Avenue Portland, OR Portland Bridges

POPLUP OPEN EVENT
18-20 AUG 9:00 am - 5:00 pm (20) 400 Southwest Kingston Avenue Portland, OR Kingston Town Dress Code: Formal

EVENT WITH TICKETS ADDON
19 AUG 1:00 am - 2:00 am

EVENT CANCELLED
CANCELLED EVENT
21 AUG 8:00 pm - 7:00 am 4200 Post Canyon Drive Hood River, OR 97031 Cathedral Ridge Winery

[SEE ALL EVENTS](#)

LAST RESSOURCES

Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dapibus, tellus ac cursus commodo, tortor mauris.

FERTILITY AND STERILITY
22.06.14

NEW ENGLAND - JOURNAL OF MEDECINE
18.04.14

DOSING & MANAGEMENT
14.01.14

[SEE ALL RESSOURCES](#)

Template 2 - Homepage

1 - Define banner image

2 - 3 boxes top

- Define title
- Define text
- Define link + link title

3 - Patient slider (img patient left + text right)

- Define Custom post type
 - Choose title
 - Choose text
 - Define link + link title

4 - Upcoming events

- Define title
- Define text
- Define link + link title
- Add shortcode of « EventON » plugin

5 - Last restructures

- Define title
- Define text

*ESMYA® is indicated for pre-operative and intermittent treatment of moderate to severe symptoms of uterine fibroids in adult women of reproductive age!

The screenshot shows the ESMYA website details page. At the top, there is a navigation bar with links for 'ABOUT ESMYA', 'SYMPTOMS', 'FOR WOMAN', 'EDUCATIONAL RESOURCES', 'EVENTS', and 'CONTACT US'. The main header features the ESMYA logo and the text 'ESMYA® CAUSES FOR WOMAN' (annotated with a red circle '1'). Below this, a large banner image of a woman is displayed (annotated with a red circle '3'). To the left of the banner, the text 'ESMYA PROVIDES FAST, RELIABLE AND SUSTAINED BLEEDING CONTROL' is shown (annotated with a red circle '2'). To the right of the banner, there is an 'ANNEXE CONTENT TITRE' section with a placeholder image and a link 'LIENS CUSTOM URL' (annotated with a red circle '4').

The main content area is titled 'BLEEDING CONTROL SUSTAINED'. It includes a sub-section 'BLEEDING CONTROL RAPID' and a list of topics: 'EFFECT ON UF VOLUME (PROGRESSIVE SHRINKAGE)', 'EFFECT ON QOL', and 'PAEC'. The main heading is 'ESMYA® maintains bleeding control over successive treatment courses'. Below this, a bullet point states: 'More than 90% of women had controlled bleeding* at the end of each treatment course¹'. A bar chart titled 'Percentage of patients with controlled bleeding at the end of each treatment course' shows the following data:

Treatment Course	Percentage of Patients (%)
Course 1 (N=150)	92.5
Course 2 (N=154)	98.1
Course 3 (N=150)	98.0
Course 4 (N=151)	95.4

The chart is annotated with a red circle '5'. Below the chart, there is a text block with the following information:

Adapted from Donnez 2015, in press
Per protocol population 4**

N, number of patients with non-missing controlled bleeding assessments

*Controlled bleeding was defined as no episodes of heavy bleeding and a maximum of 8 days of bleeding (not including days of spotting) during the last 56 days of a treatment course

**All patients that had not withdrawn prior to receiving at least 56 days of study medication during treatment course 4 and had not reported any major protocol deviations

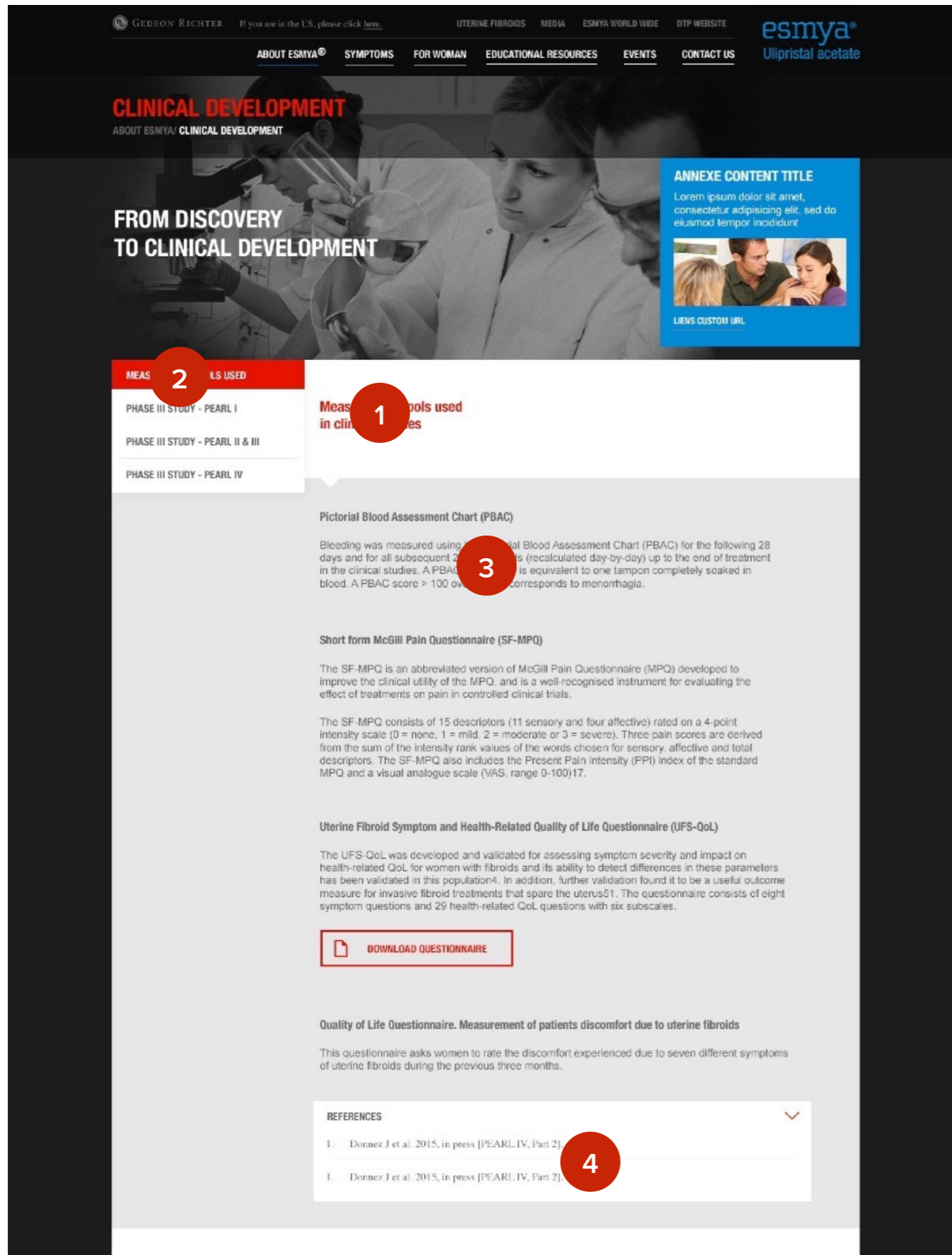
At the bottom of the page, there is a 'REFERENCES' section with a list of references:

1. Donnez J et al. 2015, in press [PEARL IV, Part 2].
1. Donnez J et al. 2015, in press [PEARL IV, Part 2].

At the very bottom, there is a red text box that reads: 'Esmya® rapidly controls heavy bleeding in the majority of women'.

Template 3 - Details page

- 1 - Define page title
- 2 - Define page subtitle
- 3 - Define banner image
- 4 - Define annexe content
 - Background color (3)
 - Title
 - Link
- 5 - Load different post in page
 - Define order of each post in page
 - Define a different title that will display in left navigation panel



Template 4 - Post

1 - Define post title

2 - Define navigation title

3 - Define text

4 - References to load for each group

Study objectives

PEARL IV is designed to investigate the efficacy and safety of ulipristal acetate 5 and 10mg* for repeated course of 3 months treatment. The study is ongoing. For further details, please visit [ClinicalTrials.gov Identifier: NCT01629563](https://clinicaltrials.gov/ct2/show/study/NCT01629563).

The objective is to compare and assess the sustained efficacy of repeated 12 week treatment courses of daily administration of 5mg and 10mg* doses of ulipristal acetate on uterine bleeding.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante.

7

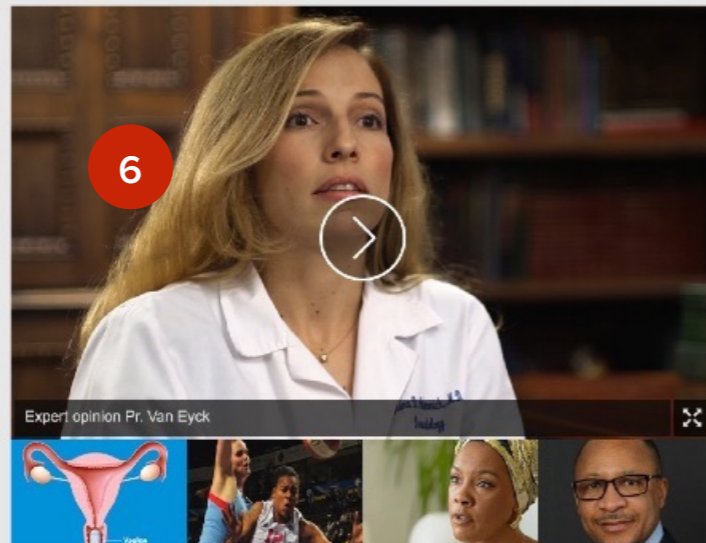
Design of the study



REFERENCES

1. Dornez J et al. 2015, in press [PEARL IV, Part 2].
1. Dornez J et al. 2015, in press [PEARL IV, Part 2].

Titre Galerie
Subtitle gallery



Template 4 - Post

5 - Define chart between custom post type

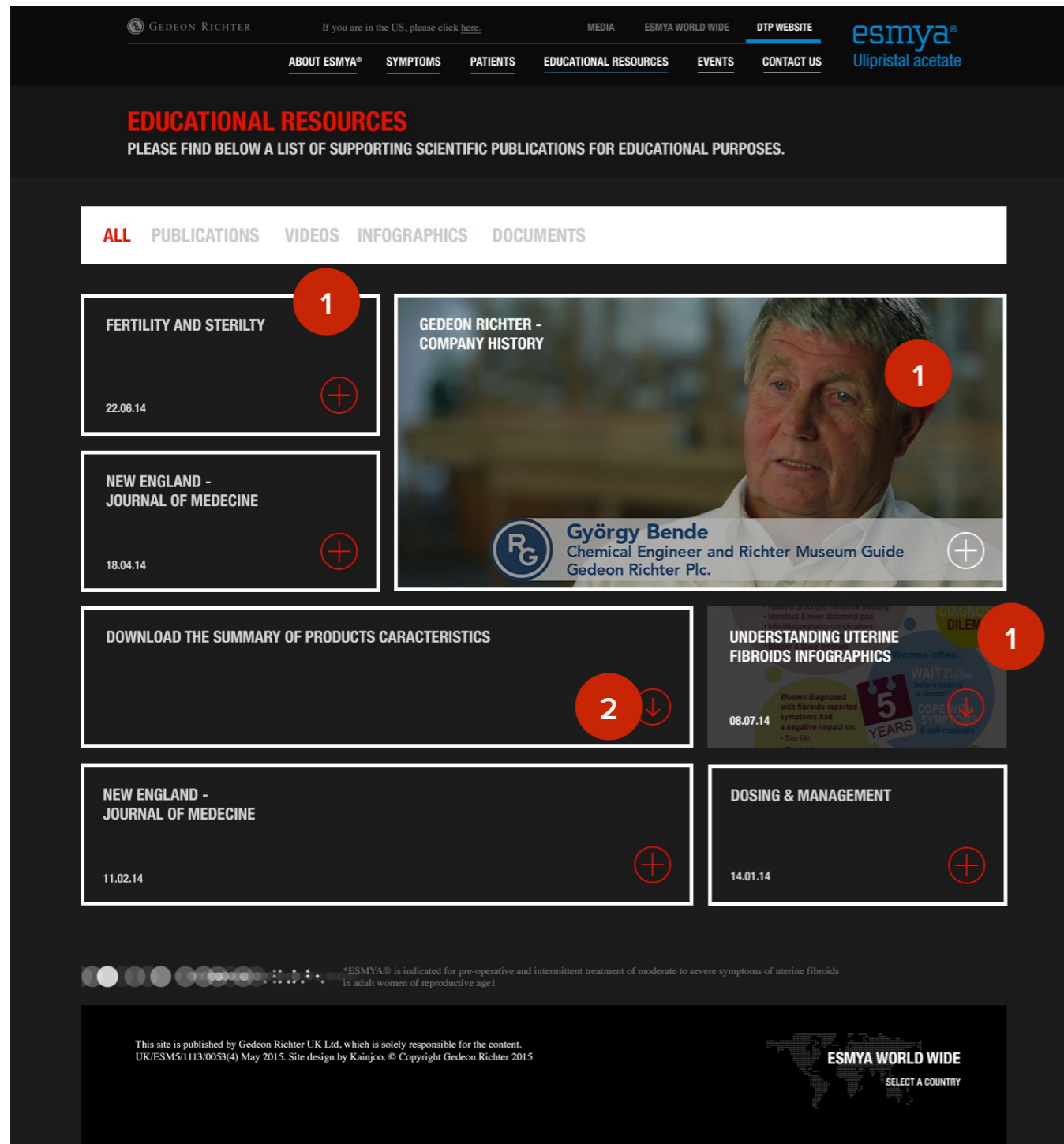
6 - Define gallery with possibility to add videos and subtitle

7 - Define white box (WISIWIG)

ESMYA® is indicated for pre-operative and intermittent treatment of moderate to severe symptoms of uterine fibroids in adult women of reproductive age.

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ESMYA WORLD WIDE
SELECT A COUNTRY



Template 5 - Custom Post type : Educ. res.

1 - Define media type to feature

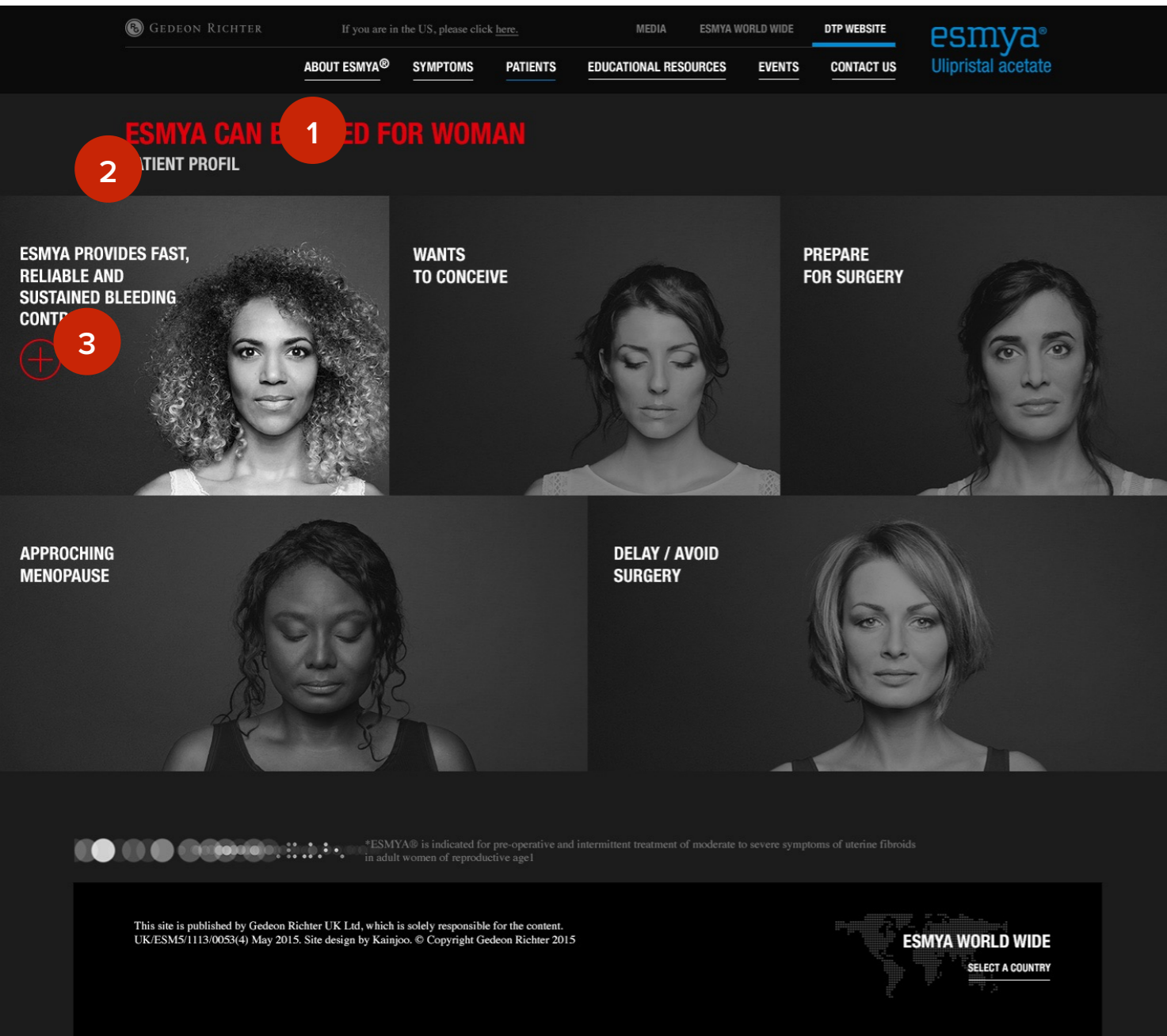
- If nothing -> simple white box with title + date + button
- Otherwise define a featured image

2 - Define if the post is a downloadable PDF

Define post title

Define text (WISIWIG)

Template 6 - Landing page patient



1 - Define page title

2 - Define page subtitle

3 - Define text in « hover » mode
and define link

PRIVACY POLICY
LEGALS / [PRIVACY POLICY](#)



2 The privacy of your personal information is important to Gedeon Richter.

Data protection and right of access

When you are browsing the Gedeon Richter Portal, you are providing information about yourself, too. Some of such data transfer is automatic, while other personal data are revealed when completing forms or subscribing to newsletters.

3 of our services do not require registration, allowing you access without telling us you are.

However, certain parts of the Portal require that you submit personal data and, at the same time, agree that such data be kept by Gedeon Richter Plc. for identification purposes. In case you choose to withhold any personal data requested by us, you accept that it may not be possible for you to gain access to certain parts of the site.

- Restricted areas only available for registered users:
- Menu for health professional subsite (not available in English)
 - Menu for journalists

Gedeon Richter Plc. keeps submitted personal data in accordance with applicable laws and regulations.

Non-personal information you send to our customer service department with the help of the Contact link is used only to help resolve your problem and is otherwise stored as defined by data protection requirements.

Gedeon Richter Plc. protects, manages and retains your data only for as long as is in accordance with any applicable legal or ethical requirements.

Applicable laws

Information collected is managed according to The Swiss and Hungarian Law of Data protection, service-specific data management laws, the relevant recommendations of the Parliamentary Commissioner for Data Protection and Freedom of Information and the Code of Ethics for Pharmaceutical Communication (published by the Hungarian Pharmaceutical Manufacturers Association and the Association of Innovative Pharmaceutical Manufacturers).

Data Management registry keys

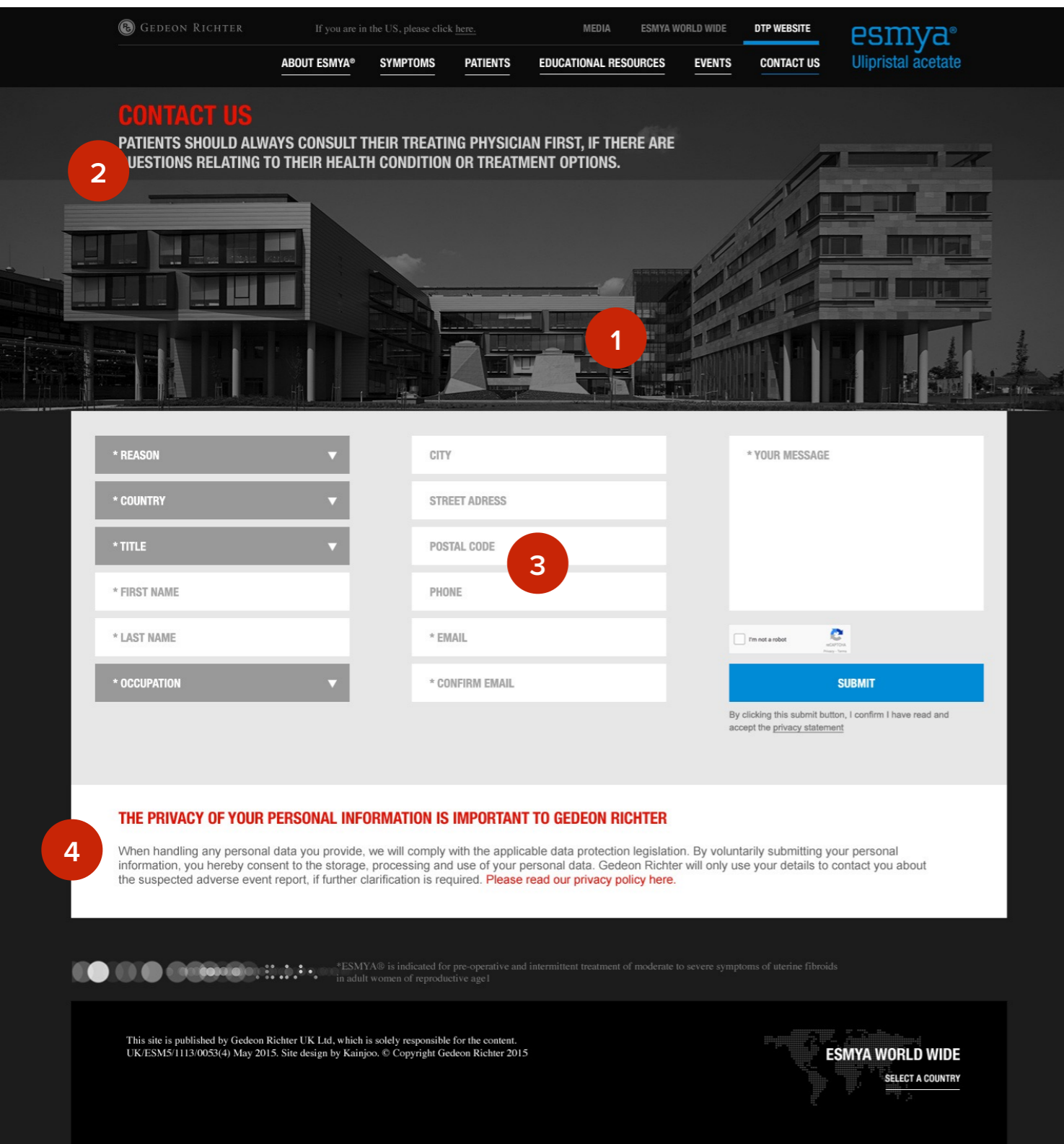
We have enlisted the data controlling system of the portal with the Hungarian Data Protection Register, registration is under way.

Template 7 - Legal page

1 - Define banner image

2 - Define page subtitle (white box)

3 - Define text (WISIWIG)



Template 8 - Contact page

1 - Define banner image

2 - Define page subtitle

3 - Define location for Contact Form 7 shortcode

4 - Define text (WISIWIG) in bottom page white box