



# User Guide

A WORDPRESS CMS

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# PART 1

# WordPress CMS

### How does a CMS work?

A CMS (Content Management System) consists of two components:

- Front-Office : the visible public part of the site
- Back-Office : the interface which helps you to manage the contents and the features of the site

This distinction is essential and will be resumed throughout this user guide.

#### Front-Office



#### **Back-Office**

🗥 My Sites 😽 Ipsen Ital	ly 🔁 13 🕂 New 🕅 🚺 SearchWP					Howdy, clavigne
🚳 Dashboard 🔹 🔸	WordPress 5.6 is available! Please update now.				Screen Option	IS ♥ Help ♥
My Sites Search Stats	Dashboard					
News Articles	Are you enjoying using Members? <u>Yes. I love it</u> 😌   <u>Not really</u>					Ø
<ul> <li>Media</li> <li>Press Releases</li> </ul>	Object Cache Pro is out! A <u>business class</u> object cach	ie backend. Truly rel	iable, highly-optimized and fully custom	izable, with a <u>dedicated engineer</u> when y	ou most need it. <u>Learn more ≥</u>	٥
<ul> <li>Forms 1</li> <li>Clinical Trials</li> </ul>	WP Offload Media — Finished downloading media I	iles to local server. S	ome errors were recorded.			0
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Tiny URLs	Redirection's database needs to be updated - <u>cli</u>	<u>:k to update</u> .			٨	
<ul> <li>Appearance</li> <li>Plugins</li> </ul>	There is an update available for Gravity Forms. <u>View</u>	<u>Details</u>				Dismiss
🖁 Users	PHP Update Required	~ ~ *	Quick Draft	~ ¥ . •		
Settings	WordPress has detected that your site is running on a version of PHP.	n insecure	Title			
<ul> <li>Custom Fields</li> <li>Options</li> <li>WP Mail SMTP</li> </ul>	What is PHP and how does it affect my site? PHP is the programming language we use to build an WordPress. Newer versions of PHP are both faster an so updating will have a positive effect on your site's p	d maintain I more secure, erformance.	Content What's on your mind?		Drag boxes here	

# Static and dynamic contents

What is the difference between "dynamic contents" and "static contents"?

- **"Dynamic"** contents are regularly published or modified. For example: news and press releases.
- **"Static contents"** are pages with content which rarely evolves. For example: Ipsen Group, Terms and conditions.

# How to login into your dashboard?

To access the Back-Office of your website, you need to use the dedicated URL, the username and the password which have been communicated to you.

Changes done in the Back-Office are immediately reflected on the website and visible to everybody.

A double authentication has been established to optimize the security of IPSEN websites.

# **First authentication**

To access the Front-Office you simply need to enter this URL:

• <u>https://www.ipsen.com/</u>

This is the website visible to everybody.

About other Ipsen websites, the existing URLs on January 1st 2021 are:

- Brazil: <u>https://www.ipsen.com/brazil/</u>
- Italy: <u>https://www.ipsen.com/italy/</u>

- Korean: <u>https://www.ipsen.com/korea/</u>
- Russia: <u>https://www.ipsen.com/russia/</u>
- Spain: <u>https://www.ipsen.com/spain/</u>

To access to the management interface (Back-Office) enter this URL and add "login":

• <a href="https://www.ipsen.com/wp-admin/">https://www.ipsen.com/wp-admin/</a>

Then type your username and password into the login form:

Username or Email Address	
Password	
Remember Me	Log In
Lost your password?	

# Second authentication: Google authenticator

As soon as the first authentication is successful, this window appears:



To get this code, you have to use the Google authenticator application available on <u>Google Play</u>, <u>iTunes</u> and <u>https://chrome.google.com/webstore/</u>

Here are the steps to follow:

- Install the "Google Authenticator" application on your mobile device
- Open the app
- Click on "Begin setup"
- Select "Enter provided key"
- Then enter the email address of your Google Account in the "Enter account name" field
- Enter the supplied secret key
- Click on "Add"
- This code is limited in duration. The counter on the right shows the remaining time.
- Enter the secret key on your computer screen in the "Enter your key" field.

You are now able to see your WordPress Dashboard.

# **Front-Office**

You are now connected. On the front-office, an "admin bar" appears on the website. It provides access to Back-Office options:



You can see the name of the current site and reach the Dashboard or Menus editor:



You can also modify the current page by clicking on "Edit Page".



And reach your user profile or logout:

Rocket 🔒		Hi, clavigne 🦳 🔍	A.	
eutic areas	Our medicines	<b>Responsible practice</b>	clavigne Cla	
-			Switch Off	



## **Sidebar**

The sidebar offers various features. We will detail the ones listed below :

- Users  $\rightarrow$  Profile
- Media
- News Articles
- Press Releases
- Pages
- Appearance → Menus
- Options

🟯 My Sites 🛛 😤 Ipsen l	K O 16 🕂 New 📢 🗊 WP Rocket SearchWP 🔒	Howdy, clavigne 📃
② Dashboard	Screen	Options 🔻 Help 🔻
Home	<u>WordPress 5.6</u> is available! <u>Please update now</u> .	
My Sites Search Stats	Dashboard	
News Articles	Are you enjoying using Members? Yes. Llove it 🐵   Not really	0
<ul> <li>Media</li> <li>Press Releases</li> </ul>	Object Cache Pro is out! A business class object cache backend. Truly reliable, highly-optimized and fully customizable, with a dedicated engineer when you most need it. Learn more a	0
🖨 Forms 1 🖭 Clinical Trials	WP Offload Media — Finished downloading media files to local server. Some errors were recorded.	٢
📕 Pages	WP Offload Media — Finished offloading Media Library to bucket. Some errors were recorded.	0
₩ Events	Please complete your <u>Redirection setup</u> to activate the plugin.	
✗ Appearance ✗ Plugins	There is an update available for Gravity Forms. <u>View Details</u>	<u>Dismiss</u>
👗 Users 🌮 Tools	PHP Update Required     A V A     Quick Draft     A V A	
Settings	WordPress has detected that your site is running on an insecure Version of PHP.	
Custom Fields	What is PHP and how does it affect my site? Content Drag boxes here	
Options	PHP is the programming language we use to build and maintain WordPress. Newer versions of PHP are both faster and more secure, What's on your mind?	

# Change the language of the Back-Office

To change the Back-Office language, without affecting the site language, reach your account details ("Users"  $\rightarrow$  "Profile") :



On your profil page, scroll down to **Language** in **Personal Options** and switch from "Site Default" to your preferred language, by selecting the option from the dropdown list.

A My Sites 😽 Ipsen Ita 🗩 News Articles	nly 🖸 16 🕂 New 🕅 🚺 Se	earchWP			Howdy, clavigne 🛄
9 Media	Profile				
🐢 Press Releases	Redirection's database nee	to be updated - <u>click to update</u> .			
🖨 Forms 🚺	-				
🖬 Clinical Trials	Personal Options				
Pages	Visual Editor	Disable the visual editor when writing			
Tiny URLs	Syntax Highlighting	Disable syntax highlighting when editing the syntax highlighting when editing the syntax highlighting when editing the syntax highlighting the synt	ng code		
Appearance Plugins	Admin Color Scheme	Site Default	⊖ Light	O Modern	O Blue
Lusers All Users Add New Profile		English (United States) Deutsch English (Australia) English (UK) Español Français de Belgique Français	C Ectoplasm	O Midnight	Ocean
🖋 Tools 🖬 Settings		Italiano Nederlands (België) Nederlands Polski			
📰 Custom Fields	Toolbar	Português do Brasil Русский 简体中文			
🕰 WP Mail SMTP	Language <b>ជ<sub>ិន្ទ</sub></b>	English (United States) 🗸			
📢 SEO 🚺	Redirect	<ul> <li>Do not redirect me to the best matching</li> </ul>	ng language version.		

Scroll to the bottom of the page and click on "**Update User**" to save your changes.

# PART 2

# Media Library

This library contains every media (image, PDF, audio) present on the site. If you insert a media in a content (page, news, etc.), this file will automatically be added to this library.

To add an element click on "Add new", then choose your file.

🗥 My Sites 😽 Ipsen Ru	ussia 😳 16 🕂 New 🕻	y 🚺 SearchWP 🔒				,	Drop files anywhere to upload	×
Dashboard	WordPress 5.6 is ava	ilablel Please undate oc	w					
🖈 News Articles		nuble: ricuse update ne					Select Files	
97 Media	Media Library	Add New					Maximum upload file size: 29 MB.	
Library	Redirection's databa	se needs to be updated	- click to update.			1		
Add New								
Bulk Optimize	All media	items X All dates	Rulk select	٦				
Press Releases		Air dutes	- Durk Science					
🖨 Forms 🚺								
Clinical Trials				EA.	E			
Pages	E	ED	E	Мероприятия_Мар	E			
🛗 Events	мероприятия_Мар т-21_Rare-	т_21_CHC_RUSSIA.p	мероприятия_Мар т_21_Маркетинг-	Marketing_Onco-	Mepon			
🖈 Tiny URLs	disease.pdf	df	CHC.pdf	Capital.pdf	т21_			
🔊 Appearance		5						
🖌 Plugins	Обязательства- Ипсен-в-	Смекта®-Ваш-	Мероприятия_Дек	E				
👗 Users	отношении- препарата-	протяжении-45-	абрь20_Onko- _перенос-	Мероприятия_Дек абрь20_Onko-	16			
🖋 Tools	Смекта®.pdf	лет.pdf	на-23.12.20.pdf	_nepeнoc.pdf	• -			
Settings					E			
📰 Custom Fields	Мероприятия Фев	Мероприятия Фев						
Options	раль_2021_Москва_ МКТ_Эстетика_SC.p	раль21_Onco- Marketing_Onco-	Мероприятия_Фев	Мероприятия_Фев	Mepon			

Your last uploaded media will show at the top left of the library.

Click on it to access the media details and modify its options. You can for example enter a "**Title**" and an "**Alternative Text**" to describe a picture:

Attachment Details	<	>	×
File name: [psen-Bioscience-0224 File type: image/png Uploaded on: September 28, 201 File size: 9 MB Dimensions: 3500 × 2333	52015-15.png		
URL http://s:	3-eu-west-1.a	mazona	ws.c
Title Ipsen Bi	ioscience-022	62015-1	5
Caption			
Alt Text			
Description			
Uploaded By jenny View attachment page   Edit mor	re details   Dele	ite Permar	nently
Edit Image			



In the sidebar, click on the chosen Post Type (News Articles, Press Releases, Pages) to access all its posts. A post can have from zero to many categories.

Click on an article to edit it or click on "Add New" to create a new one.



Title	Categories	Tags
Information mensuelle relative au nombre total des droits de vote et d'actions composant le capital social — Schedule	ed Informations réglementées	-
Information mensuelle relative au nombre total des droits de vote et d'actions composant le capital social	Informations réglementées	-
Ipsen présente ses nouvelles priorités stratégiques et ses objectifs financiers à moyen terme	Communiqués de presse, Communiqués de presse, Informations réglementées	-
Ipsen reçoit la désignation « Fast Track » de la FDA pour l'utilisation expérimentale de l'irinotécan liposomal sous form d'injection (ONIVYDE®) en monothérapie dans le traitement en seconde ligne du cancer du poumon à petites cellules	ne Communiqués de presse, Communiqués s de presse, Informations réglementées	-

On the page editor, you will see blocks present in different types of pages:

<ul> <li>My Sites Stepsen Rut</li> <li>Dashboard</li> <li>News Articles</li> <li>Media</li> <li>Press Releases</li> <li>Forms ■</li> </ul>	sia O 13 + New View Page O SearchWP a WordPress 5.6 is available! Please update now. Edit Page d Mew Redirection's database needs to be updated - <u>click to update</u> .	Howdy, clavigne 🔳
Clinical Trials	Корпоративная социальная ответственность	Publish ^ 🗸 🔺
Pages  All Pages  Add New Categories      Categories      Tiny URLs      Appearance     Plugins     Livers	Yoast SEO  SEO Readability # Schema Social Focus keyphrase  Get related keyphrases	Preview Changes
Users     Tools     Settings     Custom Fields     Options	Google preview   Preview as:  Mobile result Desktop result Desktop result	Categories     Image: Categories       All Categories     Most Used       Uncategorized     Image: Categorized

## **Title and URL**

You can enter the title in the field above "Permalink":

trategy		
Permalink: <u>http:</u>	//dev.ipsen.com.ipsen.digital/ipsen-group/strategy/	E

This title is used to construct the URL of the page.

If you want to change this title, you have to update the related URL. To update it, click on "Edit" near "Permalink".



Change the bold part of the URL. Delete text and click on "Ok":



When you change the URL, you have to redirect the page. To manage URL redirects, consult IPSEN headquarters who have ability to support it.

#### Content

You have to insert the main content in the field under "Add Media":

Image: Add Media     Image: Add Form	Visual	Text	
File • Edit • Insert • View • Format • Table • Tools •			
B I " ≡ ▼ ≡ ▼ ≡ ± ≠ ℓ ⅔ ⊞ ▼ × ↑ ℓ 📰 ()		$\times$	
Paragraph $\bullet$ $\equiv$ ABE $\notin$ $\Rightarrow$ $\square$ $\checkmark$ $\Omega$ $\equiv$ $\bigcirc$ $\underline{A}$ $\bullet$ $O$ $\times_2$ $\times^2$			Paragraph 🔺 🗮 🗛 🗐
			Paragraph
			Heading 1
A condition in which there is an abnormal increase in muscle tone or stiffness			Heading 2
Spasticity is a condition in which there is an abnormal increase in muscle tone or stiffness in one	e or more muscles, wh	ich	Heading 3
control muscle movement, and may occur in association with cerebral palsy, spinal cord injury	multiple sclerosis, str	nat oke	Heading 4
and brain or head trauma.		,	Heading 5
			Heading 6

#### You can use the editor tools to :

- Hightlight elements by making the text bold / italic -
- Create a list of elements -
- Align the text to the left / center / right \_
- Create a link \_
- Priorize the content : \_
  - **Paragraph**: for the body of the text
  - Heading 1: for the main title of page: do not use •
  - Heading 2 to 6: to prioritize the different titles in content .

#### **Internal pictures**

#### Click on "Add Media":

#### **9** Add Media B I 66 E ▼ E ▼ E ± ± 2 2 2 = × × ↑ / = 5

You can select the picture from the Media Library or upload a new file from your computer.



Click on "Insert into item" to insert the picture inside the content

Preformatted

If you click on the picture, you can manage its position in the page:



If you click on the pencil, you can access the parameters of the picture.

You can adjust the "Size" and fill the "Caption" field. Click on "Update" to save your changes:

Image Details	×
Caption         Alternative Text       Capture BO         DISPLAY SETTINGS         Align       Left       Center       Right       None         Size       Medium - 300 × 142       ‡         Link To       None       ‡         ADVANCED OPTIONS       ▼	
	Update

#### Video

If you want to insert a video, simply paste the Youtube URL in your content:



Video automatically appears inside your page:



#### Internal and external links

To add a link, select the text and click on "Insert/edit link":



Add the URL and text for the link.

#### Check "Open link in a new tab" for external links.

You can search the name of one of your pages in the search field and select it.

Click on "Add Link" to finish:

Insert/edit link		×
Enter the destination URL		
URL		
Link Text Ipsen Group		
Open link in a new tab		
Or link to existing content 🔺		
Search		
Search Search search or use up and down arrow keys to select an item		
Search Search or use up and down arrow keys to select an item Externe	PAGE	
Search Search or use up and down arrow keys to select an item Externe Inauguration du siège canadien d'Ipsen à Mississauga, Ontario	PAGE MÉDIATHEQUE	
Search Search or use up and down arrow keys to select an item Externe Inauguration du siège canadien d'Ipsen à Mississauga, Ontario Jamie Cullum - I'm All Over it	PAGE MÉDIATHEQUE MÉDIATHEQUE	
Search Search or use up and down arrow keys to select an item Externe Inauguration du siège canadien d'Ipsen à Mississauga, Ontario Jamie Cullum - I'm All Over it Présentation d'Ipsen sur Euronews (28 octobre 2015)	PAGE MÉDIATHEQUE MÉDIATHEQUE MÉDIATHEQUE	
Search Search or use up and down arrow keys to select an item Externe Inauguration du siège canadien d'Ipsen à Mississauga, Ontario Jamie Cullum - I'm All Over it Présentation d'Ipsen sur Euronews (28 octobre 2015) Inauguration du siège canadien d'Ipsen	PAGE MÉDIATHEQUE MÉDIATHEQUE MÉDIATHEQUE MÉDIATHEQUE	

To modify an existing link, the process is same.

#### Link to a PDF file

To add a link to a PDF file, the process is same than to add an internal link.

Select the file from the dropdown list, then click on "Add Link":

inserveur	t link	
enter the desti	nation URL	
URL	http://dev.ipsen.com.ipsen.digital/cp	/media/pres
Link Text	Cambridge	
1	Open link in a new tab	
Or link to exist	ing content	
Search		
No search te	erm specified. Showing recent items.	
Incon anno	unces data presentations of caborantial	h por
lpsen annou (Cabometyx telotristat e Oncology (E	unces data presentations of cabozantini ™), lanreotide (Somatuline® Autogel®) thyl* at the European Society for Medic SMO) 2016 congress	b PDF and al
lpsen annou (Cabometyx telotristat e Oncology (E Terms and C	unces data presentations of cabozantini ™), lanreotide (Somatuline® Autogel®) thyl* at the European Society for Medic SMO) 2016 congress conditions	b PDF and al PAGE
Ipsen annou (Cabometyx telotristat e Oncology (E Terms and C Push Interna	unces data presentations of cabozantini <sup>™</sup> ), lanreotide (Somatuline® Autogel®) thyl* at the European Society for Medic SMO) 2016 congress conditions al rules of the board of directors	b PDF and al PAGE CUSTOM BLOCK
Ipsen annou (Cabometyx telotristat e Oncology (E Terms and C Push Interna Heather Wh	unces data presentations of cabozantini (**), lanreotide (Somatuline® Autogel®) thyl* at the European Society for Medic SMOJ 2016 congress conditions al rules of the board of directors ite	b PDF and al PAGE CUSTOM BLOCK CHART
Ipsen annou (Cabometyx telotristat e Oncology (E Terms and C Push Interna Heather Wh	unces data presentations of cabozantini ( <sup>TM</sup> ), lanreotide (Somatuline® Autogel®) thyl* at the European Society for Medic SMOI 2016 congress SMOI 2016 congress and the source of the board of directors te	b PDF and al PAGE CUSTOM BLOCK CHART

# **Publishing options**

Publishing options are reachable in the right sidebar, in the "**Publish**" block.

If you want to preview the changes before publishing, click on "**Preview Changes**" or "**Preview**". The content will open in a new tab.

To save your changes, click on "Update" or "Publish".

If your content is not finished or approved, you can save it as "**Draft**", it will not be visible on Front-Office:

Publish		
	Prev	iew Changes
P Status: Published		
✓ Published	OK	<u>Cancel</u>
Pending Review Draft	lit	
Edit	1, 201	6 @ 11:13
Move to Trash		Update

If you don't want to display your content anymore, we recommend you to save your page as a "**Draft**" instead of deleting the page ("**Move to Trash**").

You can schedule the publication date of a content.

Simply specify in the "**published on**" field when your content should be online (date and time):

Publish	A
	Preview Changes
P Status: Published	
Published 🗘	OK <u>Cancel</u>
Visibility: Public Ec	lit
Published on: Feb	1, 2016 @ 11:13
02-Feb 🗘 01 , 2016	@ 11 :13
OK Cancel	
Move to Trash	Update

#### **SEO**

"Yoast SEO" block allows you to enter SEO informations of your content and preview it.

SEO 🙆 Readability 🎫 Schema	
	< Social
ocus keyphrase 🔞	
Get related keyphrases	
Google preview	
Preview as:	
Preview as: <ul> <li>Mobile result</li> <li>Desktop result</li> </ul>	
Preview as:  Mobile result Desktop result	
Preview as:  Mobile result Desktop result www.ipsen.com / russia Kooppogramming.com/age.lugg.co	
Preview as: Mobile result Desktop result www.ipsen.com ) russia Корпоративная социальная отве Ipsen Russia	тственность -
Preview as: Mobile result Desktop result www.ipsen.com / russia Корпоративная социальная отве Ipsen Russia Jan 11, 2019 - Please provide a meta di	тственность - escription by editing

**SEO title** for your pages has already been set up, we recommend you not to modify this field. You can enter a "**Meta description**." The recommended size is between 135 and 160 characters.

If you don't write any metadescription, the tool will automatically fill this field with first sentences of the main content.

SEO title Title Page Separator Site title	Insert variable
Slug	
Meta description Modify your meta description by editing it right here	Insert variable
SEO analysis	~
+ Add related keyphrase	*
Cornerstone content	~
Advanced	~

# News Articles & Press Releases

In the sidebar, select the corresponding Post (News Articles or Press Releases)

Edit the title and content. You can also add sources and documents in the block "Page". Select the corresponding category-ies.

Publish/Update your article. Click on "View ..." to visualize the published page in front-office.

🗥 My Sites 🏾 👸 Ipsen Ru	sia 📀 15 🕂 Nev View News Articles 🗱 🖲 SearchWP 🔒	How	dy, clavigne 🔲
Dashboard	Edit News Article Add News Article		
🖈 News Articles 🛛 <	Redirection's database needs to be updated - <u>click to update</u> .		
News Articles Add News Article Categories News Tags	Ланреотид компании Ипсен доступен в новых дозировках 60 и 90 мг	Publish	Changes
역 Press Releases	92 Add Meela         ● Add From         [1]         Vesuel         Text           Paragraph         ● B I 日日         日         42 日日         Add	Status: Published <u>Edit</u> Visibility: Public <u>Edit</u>	
<ul> <li>Forms</li> <li>Clinical Trials</li> <li>Pages</li> </ul>	Москва (России), 26 октября 2020 г. – Компания Ипсен заявила о выходе на рынок ланреотида в новых дозировках бо и 90 мг. В России лапреотид одобрен для лечения пациентов с нейрозидокривными опухолями желудочно-кишечного трыхта и поджелудочной железы (НЭО ЖКТ и ПЖ), симптомов, связанных с нейрозидокривными опухолями (в частности, каршиюидным синдромом), и акрометалии. <sup>1</sup>	Revisions: 2 <u>Browse</u> Published on: Oct 26, 2020 a <u>V</u> <u>Readability</u> : Needs improven <u>V</u> <u>SEC</u> : Not available	t 09:50 <u>Edit</u> vent
<ul> <li>Events</li> <li>Tiny URLs</li> <li>Appearance</li> </ul>	Появление новых дозировок ланреотида позволяет индивидуально подобрать дозу в зависимости от тяжести течения заболевания <sup>1</sup> . Согласно данным реальной клинической практики, лаиреотид в дозировках бо и 90 мг был назначен более чем в половине случаев при инициации терапии у пациентов с акрометалией <sup>2</sup> . Наличие трех различных дозировок позволяет, в случае необходимости, корректировать терапию на любом из этапов лечения.	Move to Trash	Update
🕼 Plugins	Обе дозпровки выпускаются в новом предварительно заполненном шприце, готовом к применению и сохраняют все преимущества ланреотида 120 мг:	Format	~ ~ *
Lusers ⊬ Tools Settings Custom Fields ⇔ Ontions	<ul> <li>Шприц снабжен автоматической системой безопасного хранения иглы, которая позволяет предотвратить случайное травмирование иглой пациента или медицинского персонала.<sup>3</sup></li> <li>Способ применении - клубокая подкожная инъекция снижает риск развития нежелательных явлений.<sup>4</sup></li> <li>Способ применении - клубокая подкожная инъекция снижает риск развития пежелательных явлений.<sup>4</sup></li> <li>Форма выпуска – предварительно заполненный шприц – позволяет вводить препарат самостоятельно пациентом или с помощью родственников.<sup>41</sup></li> <li>О пейроэндокринных опухолях (НЭО)<sup>5</sup></li> </ul>	Categories All Categories Most Used	~ ~ .
WP Mail SMTP	Нейроэндокринные опухоли или НЭО представляют собой группу редках опухолей, которые развиваются в клетках нейроэндокринной системы, рассредоточенных по всему организму. НЭО возникают как у мужчин, так и у женщин, обычно в возрасте от 50 до 60 лет, хотя они могут развиться у любого человека в любом возрасте.	+ Add New Category	
월 SEO 🚺 E] GatherContent 않 Members	Чаще всего НЭО встречаются в желудочно-кишечном тракте, поджелудочной железе и легких. • НЭО желудочно-кишечного тракта (НЭО ЖКТ) располагаются в желудочно-кишечном тракте и являются наиболее распространенным типом НЭО. • НЭО мелудочной железы (НЭО ПА) встречаются в островковых клетках поджелудочной железы и нак вкочают в себя несколько редких типов НЭО. • НЭО мелуции встрематся прек ума типси пречиствии опроменульно и себя ИО.	Tags	Add
Compsement	не о технологра поготрану тегарути науч полиник нима составляло число технул 1000 1000. Спитоли 1900 изото изопатиблизота и источно вилять и полезь за сотвида зания аголизтатиоло заскат потаблаяться от вити за дани зат. Спиталеля иго шоло	Choose from the most used tags	

🚓 My Sites 😚 Ipsen (Fra	nçais) 🔿 16 🕂 New View Press Rolease 🗱 🖲 WP Rocket SearchWP 🛱 Forms Feed Them Social	Howdy, clavigne 🧾 🕯
	pourront rejoindre la contérence environ 5 à 10 minutes avant son debut. Aucune réservation n'est requise pour participer à la conterence.	All Categories Most Used
News Articles	Lien pour accéder au replay de la conférence : https://ipsencapitalmarketsday2020.online-event.fr/	Communiqués de presse
C Locations	La rediffusion sera disponible pendant 14 jours sur le site web d'Ipsen.	Informations réglementées
Deere Delessor		Communiqués Make.primary
To Press Releases	Word count 858 Last edited by lucietesquier on December 1, 2020 at 606 pm	de presse <u>Make primary</u> Assemblées générales
All Press Releases	Yoast SEO	Autres informations
Categories		Conférences et Roadshows
Tags	Press Release A v v v	+ Add New Category
🖨 Forms 🚺	Para and a second se	Taos A Y A
Clinical Trials		
📕 Pages	Sources Documents Image Push	Add
m Events	Sources	Separate tags with commas
📌 Tiny URLs	P3         Add Media         W Add Ferm         L1         Visual         Text	Choose from the most used tags
🔊 Appearance	Paragraph 🔻 B I 🖽 🗮 44 🎚 🚊 49 🖾 🗙 📰	
🖆 Plugins		WP Rocket Options ^ V *
🚢 Users		Never cache this page
🖋 Tools	<ul> <li>ipsen est en bonne voie pour atteinare ses precedents objectits a 2022 et s'engage desormais sur de nouveaux objectits innanciers pour 2024</li> <li><sup>2</sup> A taux de chanse et bérimètre constants</li> </ul>	Activate these options on this post:
🖽 Settings	<sup>3</sup> Sur la base d'un ratio Dette Nette sur EBITDA inférieur à 2,0x	LazyLoad for images
📰 Custom Fields		LazyLoad for iframes/videos
Options		Minify/combine CSS
🗠 WP Mail SMTP		Minify/combine JS     CDN
🕼 seo 🕦		Optimize CSS Delivery Defer JS
GatherContent		Note: None of these options will be applied if
and Members		this post has been excluded from cache in the global cache settings.
😂 Feed Them	h.	l
		Ŧ
93 Media	Yoast SEO	Autres informations     Communiqués de presse
Press Releases		Conférences et Roadshows
All Press Releases	Pres Relase	événements     News Articles
Add New	Abstract	Regulated Information
Tags		+ Add New Category
E Forms		
Clinical Trials	Page A V A	Tags ^ V A
Pages	Sources Documents Image Puth	Add
🛗 Events		Separate tags with commas
📌 Tiny URLs	Upcuments	Choose from the most used tars
		shows nom me most used tags

2020-11-30-Ipsen-Droits-de-...

Droits d'accès au contenu

Р

Settings
 Custom Fields
 Options
 WP Mail SMTP

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ied if n the

~ × · .

WP Rocket Options

Note: None of these opti this post has been exclu global cache settings.

Bulk actions ~

Press Release Notifications

Never cache this page

Activate these options on this post:



# Pages

# Header

The header is compulsory. However various options are available to personalize it:

- A main title (H1 essential)
- A navigation
- A background image (for mobile/desktop)
- A video background (instead of an image)
- A background color (if you don't add a background image)
- A gradient color over the image
- A small introductory text
- Calls to action (buttons)
- Make the header take the size of the fullscreen
- Show the last articles

Jr News Anticles					
91 Media	Edit Page Add New				
🖗 Press Releases	Please complete your Redirection setup to activate the plugin.				
Forms					
Clinical Trials	Home				Publish ^ Y *
📮 Pages 🖌 🖌					Dreview Changes
All Pages					9 Status Bublished Still
Add New	Yoast SEO			~ ~ *	T Status: Published Edit
Categories					Visibility: Public Edit
🛗 Events	Hero				Revisions: 91 Browse
🖈 Tiny URLs	me nero appears ar me rop or every page.				Published on: Nov 9, 2018 at 12:08 Edit
	Pre-Heading				Readability: Needs improvement
Mappearance					() <u>SEO</u> : Not available
					Clear cache
👗 Users	Heading				Move to Trash Update
Jools 2	Ipsen UK				
Settings	Header Background Image		Mobile Header Background Imag	e	Categories ^ V 🔺
E Custom Fields	1000		No image selected		All Categories Most Used
Options	and the second sec		The mage screeces [state mage		
🕰 WP Mail SMTP	NOR CONTRACTOR				Uncategorized
🕼 SEO 👩					
GatherContent					+ Add New Category
Dathbard					
25 Dashooald	Header Background Video Choices				Page Attributes A V *
Articles 🖈	Choose viceO type				Parent
9 Media	- Select -			Ý	(no parent) V
🐢 Press Releases	Horizontal Desktop Focal Point (L-R)		Horizontal Mobile Focal Point (L-	R)	Template
🖨 Forms 🚺	50		<b></b> 50		Default template V
Clinical Trials					Order
📒 Pages 🔹 🔸	Vertical Desktop Focal Point (T-B)		Vertical Mobile Focal Point (T-B)		0
All Pages	50		<b></b> 50		Need help? Lice the Help tab above the
Add New					screen title.
Categories	Desktop Image Legend		Mobile Image Legend		
🛗 Events					WP Rocket Options
🖈 Tiny URLs	have been a				Never cache this page
<b>.</b>	icon image				
Appearance	No image selected Add image				Activate these options on this post:
Plugins	Introduction				
👗 Users	The UK is one of three global hubs for losen. It forms a vital part of our G	lobal R&D, manufacturing and comm	ercial operations and offers a rich e	nvironment full of heritage, talent and opportunity.	Minify HTML
🔑 Tools					
E Settings					
📰 Custom Fields	Calls to Action Provide any relevant CTAs here. Maximum of two (2) links.				
Options	Former any researchers, maximum or two (2) insta				Note: None of these options will be applied if this post has been excluded from cache in the
🖏 WP Mail SMTP	Label	LINK		style	global coche settings.
🕼 SEO 🕦	1 Learn more	Learn more https://www.ipsen.com	n/uk/about-us/ 🖉 🗙	Primary	
□ GatherContent					Page Options
a Members				Add Row	Hide masthead elements for this name
	Legal Information				the management of the page
C Media					No
Press Releases	L				In-page Navigation
Forms	Settings				Activate in-page navigation for this page?
Clinical Trials	Make this have stratch the full halphs of the of the second		Chaur brandenin t-A		Yes
📮 Pages 🔷 🗸	If true, the hero will take up the whole screen.		Set to true by default		
All Pages	No		Yes		Hide Hero?
Add New					Hide the hero for this page?
Categories	Background style		Gradient style		NO
🛗 Events	Set to light by default. Colors are defined by the brand color scheme.		Set to dark by default. Colors are defined by the brand col	or scheme.	Hide menu navigation elements for this
📌 Tiny URLs	Dark		Dark		page
Annearance					No
fe Dhusing	Include Latest Updates		Has a minimum height of 500px?		
Piligins .	Include the two latest articles in the hero? (Note, this is only recommended for home pages.)		Sets the minimum height of the her	o to 500px	Featured image
Users	No		No		
/ lools					pert reatured image
Settings					



1981. Today, the UK forms a critical and growing part of our Global network and is one of our core operating hubs alongside Boston, USA and Paris,



# **Templates**

Thank to the box on the right, you can give the page a specific template.

Most of the pages are made using the "Default template". If the page is a submenu, you have to indicate its parent name and its order in the menu.

To create a page that will have dynamic content, you have to choose a specific template:

Page Attributes	~ ~	^
Parent		
(no parent)	~	
emplate		
Listing	~	
Order		
0		
Need help? Use the Help t creen title.	ab above the	

A new component will appear in the middle of the page editor with two dropdown menus. They serve to indicate which posts will be added:

<ul> <li>Press Releases</li> <li>Forms ()</li> <li>Clinical Trials</li> <li>Pages</li> </ul>	Include Latest Updates Include the two latest atricles in the hero? (Note, this is only recommended for home pages.)	Has a minimum height of \$00px? Sets the minimum height of the hero to 500px.	Page No
All Pages			Set featured image
Add New	Listing Page	~ ~ *	
Categories	Post Type *		
🛗 Events	Press Release	~	
📌 Tiny URLs			
Appearance	Category *		
🖆 Plugins	Press Releases	Ψ	
👗 Users			
<i>⊁</i> Tools	Page Builder The main content area for the page.		

In this example, each time a Press Release article will be created using the Press Release Category, it will be automatically added to the top of the page:

Go to Global Ipsen site Ipsen UK ▼		•				Contact us 👒
	About us	Therapeutic areas	Our medicines	Responsible practice	Media	Q
		Filter by keyword	Filter by year			- 1
		6 results				
		JANUARY 6, 2020 Dysport® (clostridium botulinum typ the UK for symptomatic treatment of Press Releases	e A toxin-haemagglutinin complex) upper limb spasticity in children with	now approved in a cerebral palsy		
		JULY 30, 2019 Ipsen UK & Ireland Launches New Pre (lanreotide) Press Releases	-filled Syringe for Somatuline® Auto	gel <sup>o</sup> <		
		JUNE 4, 2019 Desport® (clostridium botulinum ten	e a toxin-haemannlutinin complex) h	eromes first		

## **Content**

The content of the pages is made through pre-configured blocks with specific design and purpose.

To add the block of your choice, click on the button "Add Block" and select one from the list:

📌 News Articles						
🗣 Media 🌵 Press Releases	Page Builder The main content area for the page.			Featured image	~ Y /	*
🖨 Forms 🕕				Set featured image		
Clinical Trials		Click the "Add Block" button below to start creating your layout				
📮 Pages 📢		······	Add Block			
All Pages			Accordion			
Add New	Content Permissions		Achievements			
Categories	th Poler	Limit access to the content to users of the selected roles	Anchor Redirect			
m Events	ty totes		Awards			
🖈 Tiny URLs	Paid Memberships	Administrator	Careers Block			
,,	Ø Error Message		Clickable Cards			
Appearance			Meccane			
🖆 Plugins		SEO Editor	Content iFrame			
🚢 Users		SEO Manager	CTA Block			
F Tools		Subscriber	Expanded Carousel			
E Cattings		If no roles are selected, everyone can view the content. The author, any users who can edit the content, and users with the restrict_content capability can view the content	50/50 Content			
Setungs			Link Redirect on Load			
Custom Fields			Mini Carousel			
Options	Ipsen UK • BAM 20.0/4G • SQL 206 • PHPy 7.1	.33   Currently viewing: /uk/	News Centre		Get Version	1 5.6
🕰 WP Mail SMTP			Products List			
-			Sticky CTA			
🕅 SEO 🕕			Tabbed Carousel			
GatherContent			Timeline			
a Members			Timeline (with modal popup			
Collapse menu			Video			
			Editorial Content			
			Widescreen Content			

Blocks have a name and number. They can be opened and closed.

To modify one's order, drag the block up or down.

🚠 My Sites 🏾 😚 Ipsen UK	😌 12 🕂 New 🕅 🔍 WP Rocket SearchWP 🔒	Howa	ty, clavigne 📗	1
Dashboard	Page Builder The main content area for the case.	Featured image	× *	
📌 News Articles		Set featured image		
🙄 Media	- workers			
🖗 Press Releases	Achievements     ·			
🖨 Forms 🚺				
Clinical Trials	3 Anchor Redirect ·			
📮 Pages 🔷 🗸	( Anarda			
All Pages	<ul> <li>Formula</li> </ul>			
Add New	S Careers Block •			
Categories				
Events	6 Clickable Cards ·			
📌 Tiny URLs	2. Coster Carls			
🔊 Appearance				
🖆 Plugins	(i) Message			
🚢 Users	Image			
🖋 Tools	No image selected Add image			1
Settings				
📰 Custom Fields	Content			
Options	B <i>I</i> 및 44 ≪ Ε Ε Ε Ξ Ξ ℃ ♂ <sup>P</sup> ×			
WP Mail SMTP				
🕅 SEO 🚺				
E GatherContent				
🖧 Members				
<ul> <li>Collapse menu</li> </ul>				

Many blocks have options to add a title (H2) and an anchor to the section of the component (in-page navigation):

93 Media	Santas Titla	
🕐 Press Releases		
🖨 Forms 🚺		
Clinical Trials	Section Label	
🛄 Pages 🔸	This label appears in in-page navigation and within the content of some blocks, overriding the title.	
All Pages		
Somes of	them also have mandatory fields (*):	

handatory fields (\*):

Careers at Ipsen UK

Some blocks like *slides, editorial* and *accordions* can be added inside blocks, clicking on a button:

<ul> <li>Media</li> <li>Press Releases</li> </ul>	Expandable Content Place longer pieces of content here.	Click the "Add Block' button below to start creating your layout	Editorial Accordion
Forms			Add Block

It is possible to fastly remove one by clicking on the minus symbol and "Remove".

#### Be carefull to remove the correct content:

2 Dashboard		Orientation	Title on top		
🖈 News Articles	۲			٠	
🗣 Media		Title *	Slide Error		
🐢 Press Releases					
🖨 Forms 🚺		Content *	Slide Error		
II Clinical Trials		maximum character count of 90.			
🖪 Pages 🔸					
All Pages					
Add New					
Categories		Read More			
m Events		Content entered here will be available to	Add Media Add Form		
📌 Tiny URLs		the user in a modal window.	Paragraph * B $I \equiv \exists 44 \equiv \exists d^0 \equiv \times \blacksquare$		
🔊 Appearance			Areyout	ure? <u>Ben</u>	nove Cancel
🖆 Plugins			Slide Error	•	
🚢 Users					
🖋 Tools					
5 Settings					
E Custom Fields					
Options					
R WP Mail SMTP					
🕼 SEO 🚯					
GatherContent			2		
a Members					
Collapse menu		Orientation	Title on top		
		Title *			
https://www.ipeep.com/uk/um-ada	la la art	nho?post=1744Eastion=adit#			
mips//www.psencom/uk/wp-adm	my post	hult bears reader rouged to			

#### Accordion

An Accordion block is composed of various accordions, that can be closed and opened.





Complete your block options and click on "add accordion" for each accordion that will be added.

News Articles	Accordion	
Media	Curation Table	
ress Releases	JACONI THE	
Forms 🕕		
Clinical Trials	Section Label	
Pages 🗸	This label appears in in-page navigation and within the content of some blocks, overriding the title.	
Zanos		
New		
egories		
Events	97 Add Media ⊜ Add Form [1]	
Tiny LIPLe	Heading 3 v B I E E 44 E ± ± Ø = × =	
Tilly OKES		
ppearance		
Plugins	Find out more	
Users		
Tools		
Settings		
Custom Fields		
Options		
WP Mail SMTP		
_		
SEO 🕕		
SatherContent	H3 = STRONG	
atherContent		-
Members	Accordions	
Collapse menu	Add Accordion	

Complete the heading and content of each accordion.

Each block created inside another block, like in this example, will have a number at the left, to help recognize it.

ฎ Media	Acco	rdions	
🕐 Press Releases		Heading	
🖨 Forms 🚺			
Clinical Trials			
🛄 Pages 🔍		Content	
All Pages		91         Add Media         Image: Add Form         Image: Add Form	
Add New		Paragraph ▼ B I ⊟ E 44 E Ξ Ξ Ø Ξ ×	
Categories		(※一 ▲ * 章 ② Ω 徑 甲 囲 * つ ご ❷ × 兆	
🛗 Events			
📌 Tiny URLs	1		
Annearance	K	✓	—
Plugins			
A lisers			
F Tools			
E Sattinge			
Custom Fields			
A Ontions			
WP Mail SMTP		4	
	-		
📢 SEO 🚺		Add Accordion	

#### Achievements

Choose this component to list key achievements:

7	1	
New regulatory	New laboratory	
£22	1 <sup>st</sup>	
Million	Recombinant toxin ever to enter	
investment at our compus at Wrexham, U.K	clinical development	

🚳 Dashboard	14 A	chievements				+ 8
📌 News Articles	Sectio	on title				
Locations	Ach	ievements				
]] Media						
Press Releases	Sectio	on introduction				
🛢 Forms 🕕	In 2	017. we achieved:				
Clinical Trials						
Pages 🔸						
All Pages						
dd New						
ategories	Sectio	on title				
Events	Insert	short section title				
* Tiny URLs						
Appearance	Butto	on label				
Plugins	Late	est news				
Users						]
Tools	Selec	t page to link to				
Settings	http	s://www.ipsen.com/blog/press-releases/				*
Custom Fields						
Options	Facts	-				
WP Mail SMTP		Fact title *	New regulatory approvals			
🕯 SEO 🚺	1					
GatherContent		Fact number *	7			
& Members		Fact title *	Neuraleanse ender a Denue	_		
Feed Them	2		new iaporatory building in prédx			
Collapse menu	-	Fact number *	1			

#### Anchor Redirect

If you want to use an anchor Redirect, please asks our teams, as it require code knowledge.

#### Awards

This component is great to display small logos with link:

Oncology groups



Neuroscience groups



Dashboard	5	Awards + Ø = -
📌 News Articles	Aw	ands Title
Locations	0	ncology groups
g Media		
Press Releases	Thi	tion Label label appears in in-page naxigation and within the content of some blocks, overniding the title.
Forms 🕕	0	ncology groups
Clinical Trials		
Pages 🔸	Aw	rd's Logos
All Pages		Lego Link
Add New		https://ikcorg/ 🤣 🗙
Categories		
Events		Logo Image Alternative Text
Tiny URLs		
Appearance	1	Logo Image
🖆 Plugins		
Users		
🖗 Tools		ikcc
Settings		n weeking format
Custom Fields		
Options		LopoLink
		http://www.europa-uomo.org/ @ x
🕯 SEO 🚺		
GatherContent		Logo Image Alternative Text
Members		
÷		840.000
i seo 🕕		

#### **Carrers Block**

This component is a highlight section leading to another important internal or external page.



# It is recommended to complete all fields:

🗥 My Sites 🏾 🛞 Ipsen UK	👁 12 🕂 New View Page 🕅 🖲 WP Rocket SearchWP 🔒	
Dashboard	3 Careers Block	
News Articles	Title *	
g Media	Careers at Ipsen UK	
Press Releases		
🕽 Forms 🕦	Content	
Clinical Trials	Hiring and retaining talented individuals are key to Ipsen's success. Joining Ipsen means being part of a dynam	mic and innovation-driven Group which offers motivating challenges and a wealth of opportunities.
Pages 🔹	Background Image	
All Pages Add New Categories Categories Categories Tiny URLs Appearance Plugins		
Users	CTA •	
' Tools	Button label	Link
Settings	See Ipsen UK jobs	https://www.linkedin.com/company/ipsen/jobs/
Custom Fields		
Ontions		

#### **Clickable Cards**

This component works as a single, stacking or carousel cards:

Stacked



Solo card only (with or without picture)

#### Improving the lives of patients is what drives us

Search was first exclutabilities as a UK business in 1991. Today, the UK torins a critical and graving paint of nur Gabiat network and nu one for un care aperiantly Julias analysisk balaux, UKA and Pain, Trance. Our these UK also are as impainting part and cult interestination operations. Nations and other the layeax vision of howerables for particle area of a constraint and the search of the constraints. Nations and the Search of the search of the search of the search of the UK or the search of directed as an understanding and addited different fields (Constrainty employing operations) and the search and directed as a mounterturing and distribution, plus commercial aperations. The UK constraints and the search and directed as a search of the constraints, while search exceeding the temp particular baland (Constrainty et al. ). The constraints was then the search of the search of the search of the constraints and the search of the constraints. The UK of the search of the particular search and directed as a temp of the constraints and const

#### Carousel



#### Complete the introductive fields and options:

Dashboard	5 Clicitable Cards	
📌 News Articles	Section Title	
9 Media		
Press Releases	Section Label	
Forms 1	This label appears in in-page navigation and within the content of some blocks, overriding the title.	
All Darres	Hide this block from anchor links	
Add New Categories	<u> </u>	
m Events	Center Title and text?	
📌 Tiny URLs	No	
🔊 Appearance	Match height	
🖌 Plugins	Select height match	
👗 Users	O Matched	
Settings	Theme Called buildings of a large	
Custom Fields	Themed      White	
S WP Mail SMTP	Introduction	
🕅 SEO 🚺	This is optional	
E GatherContent	B <i>I</i> ⊻ " <sup>™</sup> E E E E E E D C ∂ X	
and Members		
Collapse menu		

Choose how to display the cards and add one or more cards:

44		
🖗 Press Releases	Clickable Cards Display Type	
🖨 Forms 🅕	Would you like the Clickable Cards to display as Stacked, as a Carousel, or do you need a Solo card?	
Clinical Trials	Carcusel ~	
🛄 Pages 🔷 🗸	Cards	
All Pages	Add Card	◀───
Add New		
Categories	Footnotes	
🛗 Events	Any footnotes for these cards should go here.	
📌 Tiny URLs	Paragraph ▼ B I ⊟ ⊨ 44 昰 査 ₫ 6 <sup>0</sup> ☲ ×	
🔊 Appearance	<u>A</u> × <u>箇</u> ϕ Ω 埋 Ψ 囲 × つ ⊂ Θ × ×,	
🖆 Plugins		
🚢 Users		
🖋 Tools		
Settings		
Custom Fields		
Options		
🕰 WP Mail SMTP		
🕅 SEO 🚯		
GatherContent	h.	
🚓 Members		

A Darbhoard	Clickal	vle Cards Display Type	
	Would	you like the Clickable Cards to display as Stacked, as a Carousel, or do you need a Solo card?	
📌 News Articles	Stack	ed ~	
명] Media	Cards		
Press Releases			1
Forms		Select fick behaviour	
		● Link ↓ Modal	
All Pager		Link	
Add New		https://www.ipsen.com/our-science/td-2/ Ø ×	
Categories			
🛗 Events		CTA label	
🖈 Tiny URLs		Learn more	
Appearance		Center title and link?	
Plugins		No	
🚢 Users			
🖉 Tools		Heading	
🖬 Settings		R&D	
Custom Fields		Text	
Options			
🕰 WP Mail SMTP			
🕼 seo 🕥			
GatherContent		Ipsen's commitment to research & development is our bold promise to patients to launch at least one new drug or meaningful new indication every year.	
್ಷ ಕ್ಷೇಂ Members			
Collapse menu			
			1st card
Dashboard		inaye -	
📌 News Articles			
🕄 Media			
🖗 Press Releases			
🖨 Forms 🚺			
Clinical Trials		mobile image	
🛄 Pages 🧹		No image selected Add Image	
All Pages			
Add New Categories		is this image an icon?	
All Francis		No	
Time LIDLe		Is this image a thumbrall?	
, miny ones		No	
Appearance	-		
Jur Plugins		Select click behaviour	
E Tools		ink     Modal	
Settings		Link	
E Custom Fields		Learn more https://www.josen.com/our-science/rd-2/clinical-trials/ 🤌 🗙	
Options			
🕰, WP Mail SMTP		CTA label	
🕅 SEO 🕦		Learn more	2nd card
GatherContent		Center title and link?	
		No	
Collapse menu			
		Heading	
		Clinical trials	
			<b>.</b>

#### Complete the fields for each card. The cards can work as link or modal:

Dashboard	Clickal	ble Cards Display Type	
Mour Articlos	Would	you like the Clickable Cards to display as Stacked, as a Carousel, or do you need a Solo card?	
D Modia	Caro	usi v	
Reces Deleases	Cards		
Ecome Co			
Clinical Trials		Satest dick behaviour	
		Unix © Moda	
All Deserve		Modal trigget text	-
All Pages Add New		O padore a Ipsen	
Categories			
🛱 Events		Modal content	
Tiny URIs		Add Media               Add Form            Visual              Text	
,,		Peragraph ▼ B I ≔ ≔ 44 ≟ ≟ ∄ d <sup>0</sup> ☱ 💥	
Appearance			
J Plugins		«Для меня Грееп - значительная часть моей жизни на протяжении более 10 лет. Жизнь разнообразна, и я люблю её во всех проявлениях, так же, как и Грееп. Здесь мы	
👗 Users		делаем нужное для многих людей дело. Это приносит огромное удовлетворение».	
F Tools			
Settings			
Custom Fields			
Options			
SMTP Mail SMTP			
🕅 SEO 🚺			
E GatherContent			
and the set to the set of the se		Å	
Collapse menu		Center title and link?	
		NO	
Network Admin +		Heading	
S Ipsen 🔹		Buranyi Techobak	
On Media			
Press Releases		Text	
Forms 1		Paragraph ▼ B I ⊟ ⊟ 44 ⊞ Ξ Ξ ∂ <sup>0</sup> Ξ X IIII	
Clinical Trials			
Pages		Полита в контрытис в 2010 году на политира Таплиториа в мого целетокара в В изголотира влани Росскотирата. Навло политериой фозицити и контрыти	
All Pages		пришел в колшанны в 2010 году на познцию терригорналавия о веледжера в настоящее время суководителя невроля ической правлавая колшании.	
Add New			
Categories			
m Events			
📌 Tiny URLs			
Plugins			
🙏 Users			
F Tools			
E Settings		image	
E Custom Fields			
Options		as	
R WP Mail SMTP			
🖬 SEO 🚺			
CatherContent		mobile image	
Age Members		No image selected Add image	
Collapse menu			
		Is this image an icon?	
		No	*
🛐 Ipsen 🕨		Is this image a thumbnail?	
Je recessioned			
On Madia		Vec.	
Media     Press Releases			

#### **Content Cards**

This component is displayed as a single card or two-columns:

Each card has optional image/icon, title and text:



In the editor, it is composed of two parts: Intro and Cards.

m Events	6 Content Cards	•
📌 Tiny URLs	Intro	
🔊 Appearance	Cards	
🖆 Plugins		

The Intro part is optional. You can add a section title (h2), label (anchor) and choose more options:

Dashboard	Intro T
🖈 News Articles	Section Title
🙄 Media	
🖗 Press Releases	Section Label
Forms	This label appears in in-page navigation and within the content of some blocks, overriding the title.
Clinical Trials	
All Pages Add New Categories	Hide this block from anchor links
<ul> <li>Events</li> <li> <i>★</i> Tiny URLs     </li> </ul>	Center Title?
<ul> <li>Appearance</li> <li>Plugins</li> <li>Users</li> </ul>	Block style Select an alternative for this block if necessary @ DefaultThemed
√ Tools	Introduction This is optional
Custom Fields	Paragraph ▼ B I E E 46 臣 玉 6 0 四 米 開 ≪ - <u>A</u> × 幽 ◇ Ω 得 芋 囲 * つ ご ⊕ × ×,
🖏 WP Mail SMTP	
GatherContent	
<sup>2</sup> an Members	
Collapse menu	

Choose the way to display cards and add one or more cards:

Forms	6 Content Cards +	ø - •
Clinical Trials	Intro	+
All Pages	Cards	*
Add New	Display	
Categories	Default     O     Two Columns	
Time LIDLe	Cards	
		Add Card
Plugins	Hide this block from anchor links	
🚢 Users	NO	
fe Teste		

#### Complete the fields:

🗥 My Sites 🥳 Ipsen UK 🔿 12	+ New View Page 🕅 🐠 WP Rocket SearchWP 🔒	Howdy, clavigne 🔲 🕯
Dashboard	S	
News Articles	Card Image	
9 Media		
Press Releases		
🖨 Forms 📵		
Clinical Trials		
📮 Pages 🛛 🔸		
All Pages		
Add New	Card Mobile Image	
categories	No image selected Add Image	
Time LIDLe	Is this image a thumbnail?	
pr my ords	No	
Appearance		
j⊈r Plugins	Card Pre-Heading	
Sers Sers		
C Settings	Card Title	
Custom Fields		
Options	Card Content	
WP Mail SMTP		
🖬 seo 🐽		
GatherContent		
alla Members	Learn more about our medicines and the policies we have in place to continuously evaluate their efficacy and safety.	
Collapse menu	[cta link="https://www.ipsen.com/uk/pharmacovigilance/our-medicines/" style= "primary" label="Read more"]	
Collapse menu	[cta link="https://www.ipsen.com/uk/pharmacovigilance/our-medicines/" style="primary" label="Read more"]	

#### **Content** iFrame

The content iFrame is used to insert a Youtube Video inside your page, using the embed url:



#### **CTA Block**

These blocks are useful to create an important interruption in the page and make a call for action:

	Find out lotest developments at Ipsen UK or get in touch with our medio team.	
🙈 My Sites 🥳 Ipsen UK 🗠	👁 12 🕂 New View Page 🕅 🕸 👐 MP Rocket SearchWP 🔒	Howdy, clavigne 🔲 📍
Dashboard	CTA Button position Where would you like the CTA button to display?	
📌 News Articles	right	~
🕄 Media		
🕐 Press Releases	Theme	
😑 Forms 🚺	Default     White	
Clinical Trials	CTA Block Heading	
📮 Pages 🔸	Media enquiries	
All Pages		
Add New	CTA Block Text	
Categories	Find out about latest developments at lpsen UK or get in touch with our media team.	
Events		
📌 Tiny URLs		
Appearance		
🖆 Plugins		
🚢 Users	CTA Block Image	
🖋 Tools	de la companya de la	
5 Settings		
Custom Fields		
Options		
₩4 WP Mail SMTP	CTA Block Button Link *	
🕅 SEO 🚺	Image: White the second sec	
E GatherContent	CTA Block Button Text	
a Members	Read more	
<ul> <li>Collapse menu</li> </ul>		
	Make all CTA buttons on this page the same width	
	No	

#### **Editorial Content**

This component serves to display your content the way you edit it:

R SITES	
THE UK	
	ES IN THE UK

It will be displayed within light blue borders:

Audience: General public
ALL-UK-000825
Date of preparation: April 2019

C Media	7 Editorial Content		+ # - •
🐢 Press Releases	Section Title	Center Title?	
🖨 Forms 🚺		No	
Clinical Trials			
📮 Pages 🔷 🔸	Section Label This label appears in in-page navigation and within the content of some blocks, overriding the title.		
All Pages			
Add New			
Categories	Content		
🛗 Events	92 Add Media Add Form		Visual Text
📌 Tiny URLs	Paragraph 🔹 B I 🗄 🗄 44 🗄 🗄 🗐 🖾 💥 🧱		
🔊 Appearance	≪ — <u>A</u> ▼ 幽 ∅ Ω 坪 耶 Ⅲ ▼ つ ご ⊕ ×' ×₂		
🖆 Plugins	testioner Consel ashlin		
🚢 Users	ALL-UK-000825		
🖋 Tools	Date of preparation: April 2019		
E Settings			
E Custom Fields			
Options			
🕰 WP Mail SMTP			
51 SCO 🙃			
🕅 SEO 🚺			
□ GatherContent			A
18 Member			

This component can be found inside many other components, to edit your content.

#### **Expanded Carousel**

The expanded carousel is a component that enables additional hidden/expandable content.

In the editor, click on the button to add more slides.

🐢 Press Releases		
🖨 Forms 🚺	Expanded Carousel	- B
Clinical Trials	Section Label	
🚺 Pages 🔷 🔸	This label appears in in-page navigation and within the content of some blocks, overriding the titls.	
All Pages		
Add New	Slides	
Categories		Add Slide
m Events		

The first slide is an introductive card with index links to other cards. Those cards has the option to expand to show more.

Complete the fields and choose the layout of the expandable content:

🖳 Media	Slide	15			
🕐 Press Releases					
🜐 Forms 🕦		Slide Title *		J	
G Clinical Trials		Item Content *			
📙 Pages 🔹			Visual Text		
All Pages			Paragraph 🔻 B I 🔚 🗄 ፋ 🖹 🖆 🖉 🚍 💥 🧱		
Add New					
Categories					
🛗 Events					
📌 Tiny URLs					
🔊 Appearance					
🖉 Plugins					
👗 Users					
🖋 Tools					
5 Settings					
📰 Custom Fields					
Options					
🕰 WP Mail SMTP		Card Image	No image selected Add Image		
🙄 Media		Expandable Content	Editorial		
🐢 Press Releases		Place longer pieces of content here.	Click the "Add Block" button below to start creating your layout Accordion		
🖨 Forms 🕦			Add Block		
and the second se				9	

#### An example for the first slide:

Dashboard	4 Expanded Carousel		
> News Articles	Section Label This label appears in in-page navigation	on and within the content of some block, overriding the title.	
Press Pelesson			
Come Co			
Clinical Trials	Slides		
	Slide Title *		
Pages			
All Pages	Item Content *	P1 Add Media         Image: Add Form         Image: Add Fo	
Add New		Paragraph * B J = = 44 = = = # B	
Categories		A + 肉 ク Q 住 野 田 + 5 ご O メ ス	
Events			
📌 Tiny URLs		Areas we work in within oncology	
Appearance		Tosen's work in oncolory currently focuses on a number of cancer types. Jooking at where we can add	
Plugins		appendix store in strongly called a store in sto	
A Users		high unmet needs.	
# Tools			
III Comingen		Automation and a second and a se	
Seconds			
E Custom Helds		North Course	
Options		Charlen and Charle	
WP Mail SMTP			
🕅 SEO 🍈	Card Image		
GatherContent	caro mage	No image selected Add image	

#### The first indexed slide (second slide):

📮 Pages 🔷 🗸	Slide Title *	Breast cancer	]
All Pages Add New Categories	Item Content *	Pg Add Meda        ⊕ Add Form            Paragraph         ▼           B         I           E         44           E         Ξ           B         I	
<ul> <li>Events</li> <li>Tiny URLs</li> </ul>		≪ - ▲・ 翰 ◇ Ω 禄 野 囲・ つ ご ● × ×	
Appearance		Breast cancer is a major health issue across the UK. It is the 4th most common cause of cancer death in the UK and 55,122 new cases of invasive breast cancer were reported in the UK in 2015. <sup>III</sup>	
🖆 Plugins		The treatment of breast cancer depends on where the cancer is, how big it is, whether it has spread anywhere else in the body, and a patient's general health. Typical treatment options may include surgery, radiotherapy, chemotherapy, hormone therapy and targeted cancer	
→		medicines. <sup>19</sup>	
Custom Fields		speen works to provide energies treatment options for women with oreast cancer, including mose looking to nep prevent the return of their cancer once it is in remission.	
<ul> <li>Options</li> <li>WP Mail SMTP</li> </ul>			
🕅 SEO 📵	Card Image	A No image selected Add Image	6
Pages	Expandable Content Place longer pieces of content here.	1 Editorial	
All Pages Add New Categories		Content       P1 Add Media     Add form       L1	
Events		ベーム・協 2 Ω 準 取 用・ つ C Ø ズ ベ,	
Appearance     Appearance		<sup>iii</sup> Cancer Research UK: Broast Cancer Statistics. Key fact available at <u>https://www.cancerseaarchuk.org/health-professional/cancer-statistics/statistics-br-cancer- rypelh-https://cancer-statistics/statistics-br-cancer- ite/</u>	
👗 Users		Cancer Research UK - Breast cancer treatment, Key lacts available at <u>https://www.cancerresearchad.org/about-cancer/breast-cancer/treatment</u> Accessed March 2019.	
Custom Fields			
Options			
WP Mail SMTP		h.	
The org			

#### Result of the first slide:

1010101010000	IN WITTIN ONCOLOUT	Areas we work in within oncorogy	Breast cancer	*	
		Ipsen's work in ancology currently focuses on a number of cancer	Prostate cancer		
		types, looking at where we can add benefit along every step of the	Renal cell		
1		treatment pathway and use targeted therapies to address	carcinoma	•	
8. 1		conditions with high unmet needs.	Bladder cancer	-	
			Neuroendocrine Tumours (NETs)		
	MEDIALARY Invition Cources		Medullary thyroid cancer	-	
ar	CARCINEDAN		Hepatocellular carcinoma	+	

Result of the first indexed slide with hidden content (editorial):



After clicking on "Read more":

Breast cancer is a major health issue across the UK. It is the 4th most common cause of cancer death in the UK and 55,122 new cases of invasive breast cancer were reported in the UK in 2015. <sup>10</sup> The treatment of breast cancer depends on where the concer is, how big It is, whether it has spread anywhere else in the bady, and a patientr's general health. Typical treatment options may include surgery, radiotherapy, chemotherapy, hormone therapy and targeted cancer medicines. <sup>10</sup> Issue works to provide effective treatment options for women with breast cancer, including those looking to help prevent the return of their cancer once it is in remission.	× *	Prostate cancer
<sup>III</sup> Concer Research UK: Breast Concer Statistics. Key fact available at https://www.concerresearchuk.org/health-professional/concer-statistics/statistics.bp: concer-type/breast-concertheadthp-2are Accessed Haach 2019. <sup>IV</sup> Concer Research UK - Breast concer treatment. Key facts available at https://www.concerresearchuk.org/about-concer/breast-concer/treatment Accessed March 2019.		
<	v	

#### Another example of a slide with accordions expable content:

Jr News Articles		
🖓 Media	Expandable Content	1 Accordion
🔮 Press Releases	Place longer pieces of content here.	
🖨 Forms 🕦		Accordions
Clinical Trials		Heading
📮 Pages		Erkrankung
All Pages Add New Categories fff Events		Content P2 Add Media ◎ Add Form [1] Pursgraph ▼ B I ⊞ ⊟ 44 E ± ± ∂ <sup>0</sup> ≅ ×
📌 Tiny URLs		- <u>A</u> · <b>国</b> ◇ Ω 埠 単 曲 · つ ご ❷ × ネ
Appearance		Definition
🖆 Plugins		Endokrine Zellen sind überall im Körper vorhanden und können in zahlreichen Organen neuroendokrine Tumoren (NET)
🚢 Users		verursachen. In etwa 60 % der Fälle treten NET im Verdauungsapparat auf. Dementsprechend können sie im gesamten Verdauungstrakt von der Speierzibre über den Enddarm bis bis zu Dieledarm und Bankrese lekaliziet sein. Diese
🖌 Tools		Primärtumoren können sich anschließend in allen Organen verbreiten, speziell in der Leber.
5 Settings		Die NET-Tumorzellen besitzen die den Nervenzellen und endokrinen Zellen semeinsamen Eisenschaften (wie die
Custom Fields		Fähigkeit, Hormone auszuschütten), daher ihr Name "neuroendokrine Tumoren".
Options		Symptome und Folgen für die Gesundheit
WP Mail SMTP		Viele neuroendokrine Tumoren zeisen keine klinischen Symptome. Dies kann verschiedene Gründe haben, zum Beispiel.
🕅 SEO 🕕		A

Go to Global Ipsen site     Ipsen Germany	•					Kontakt 🛥
	Über uns	Therapeutische Bereiche	Produkte	Arbeiten bei Ipsen	Medien	Q
aenschaften		Zervikale Dystonie Der Begriff Dystonie setzt sich zusammen aus "dys", "Spannung". Eine Dystonie kännte also als "fehlregulic	was so viel bedeutet wie "falsch" vrte Spannung" der Muskulatur bi	X und "tonus", dem Begriff für zzeichnet werden.		Antik
Neurowi		Erkrankung		+		5
		Die Auswirkungen im Alltag		+		•
	¢	Behandlungsmöglichkeiten		+		



Auch wenn es sich so anfühlen maa ist eine zervikale Dustanie keine Erkrankuna der Muskulatur sondern

> 1

#### 50/50 Content

This component is similar to a single content card. It is possible to switch the image and text:

#### Living with liver cancer

#### Josep –

"I've been married for 56 years. My wife has always been my biggest support in the fight against this disease."





#### Link Redirect on Load

With this component, the page created is automatically redirected to the URL indicated (i.e.: <u>https://www.ipsen.com/uk/</u>).



The redirection is executed immediately after the page has been loaded.

There is no need to add any other component to the page if you add this one.

#### Message

This component is usefull to add a quote:



#### Mini Carousel

This component can be used as a slide show for key facts:

олкты об IPSEN В России и снг Дата открытия в России – 1993 год

2 Dashboard				
Articles	3 N	fini Carousel	+ 0 -	• •
91 Media	Mini	Carousel Title *		
Press Releases	ΦA	сты об IPSEN В РОССИИ И СНГ		
Forms	Miel	Council Home		
Clinical Trials	mini	Larouser reems		
🚺 Pages 🛛 🖌		rem Inte	item Content	
All Pages		Дата открытия в России – 1993 год		
Add New				
Categories				
m Events				
📌 Tiny URLs				
Appearance		Дата открытия в Казахстане – 1994 год		
# Plugins				
👗 Users				
& Tools				
🖬 Settings				
📰 Custom Fields		Количество сотрудников в России и Казахстане – около 300		
Options				
🖏 WP Mail SMTP				
El sto				
GatherContent				
25 Members				
		Штаб-квартира в Москве, 2 региональных офиса		
	-4			

#### **News Center**

This component will display the last News Center articles:



All Pages	
and them	8 News Centre
Add New	
Categories	Section Label
	This label appears in in-page navigation and within the content of some blocks, overriding the title.
Events	A second s
🖈 Tiny URLs	News Center
,,	
Appearance	News section title
Appearance	News section title
Appearance Plugins	News section tite News Center
<ul> <li>Appearance</li> <li>Plugins</li> <li>Users</li> </ul>	News section the News Center
<ul> <li>Appearance</li> <li>Plugins</li> <li>Users</li> </ul>	News section title News Center This Nock has an controls
<ul> <li>Appearance</li> <li>Plugins</li> <li>Users</li> <li>Tools</li> </ul>	News section tite News Center This block has no controls.

#### **Products List**

This component can be used to list all products including their varieties of dosage, important informations and images of packaging.

Endokrinologie Endokrinologie	Neurologie	Onkologie	Gastroenterologie	Pharmakovoplanz
Somatuline Autoge	Lenreotid	Verfögbar in Somatuline Autogelt Kömg, 90mg, 120mg	Informationen zu Akronnegeli Neureendokrine Tumere Fachinformatior Gebrauchsinformatior	r → n → n →
Xernelo	Telotristat etiprote		Informationen zu Karainoid-Syndrom Dedingten Diarhi Fachinformation Gebrauchsinformation	m

#### A single block can be used to list all products.

Multiple blocks can be used to group products according to therapeutic areas.

News Articles	Produ	cts						
<b>Q</b> Media		Product name *						
🖗 Press Releases		Production of the second						
Forms 1		Product Image	No im	hage selected Add Image				
Clinical Trials		Product Variants *		Main Active Drug	_			
All Pages								
Add New				Description				
Categories								
Events							A	
📌 Tiny URLs				Links			Select Link	
Appearance								
Users								
J Tools				Files Video or PDF download		File label *		
Settings								
Custom Fields						file url *	No file selected Add File	
Options						Туре	Video	
WP Mail SMTP								
🕅 SEO 🚺							Add File	
CatherContent							Add variant	
<ul> <li>Collapse menu</li> </ul>							Add Product	
Dashboard	1 Pr	oducis List					•	
A News Articles	Sectio This la	n Label bel appears in in-page navigation and within th	he cont	tent of some blocks, overriding the	title.			
🗐 Media	Ende	okrinologie						
Forms	Count	ry name or Category						
Clinical Trials	Ende	okrinologie						
📮 Pages 🔸								
All Pages	Produ	cts	_					
Add New Categories		Product name *	Som	natuline Autogel®				
Events		Product Image						
Tiny URLs								
Appearance			-	_				
😰 Plugins				Trace may and the same				
👗 Users								
F Tools		Product Variants *		Main Active Drug	Lan	reotid		
Settings				Description	_			
Options				Description	Vert	fügbar in Somatuline A	utogel® 60mg, 90mg, 120mg	
WP Mail SMTP								
🕅 SEO 🚺				Links				
E GatherContent					1	Informationen zur	https://www.ipsen.com/germany/behandlung-von-akromegalie/	
a <sup>®</sup> α Members						Informationen zu	https://www.ipsen.com/germany/somatuline-autogel-zur-therapie-von-neuroendokr	
Collapse menu					2		inen-tumoren/ Ø ×	
							Add Link	•
2 Dashboard				Files				
★ News Articles				Video or PDF download		File label *	Fachinformation	
Media     Proce Poloscor						file url *		
Forms (1)							Fachinformation_Somatuline 60_90_120 mg Filmtabletten_Stand Okt 20 19 19 19 19 19 10 10 10 10 10 10 10 10 10 10 10 10 10	
Clinical Trials							nie name, radminatori somatumeroo so, izoring-rimatoletten sta nd-Okt-2019.pdf	
📮 Pages 🔍								
All Pages						Туре	Download	
Add New Categories						File label *		
🛗 Events							Gebrauchsinformation	
📌 Tiny URLs						file url *	Gebrauchsinformation_Somatuline=60_90_120-mg-Stand-Feb 2020	
🔊 Appearance							File name: Gebrauchsinformation_Somatuline-60_90_120-mg-Stand-Feb- 2020.pdf	
🖆 Plugins							FIRE SLOP 300 ND	
👗 Users						Туре	Download ~	
Settings								
Custom Fields							Add He	
Options							Add variant	
₩ WP Mail SMTP		Product name *	Xerr	melo				
🕅 SEO 🕕								
GatherContent		Product Image		and the other second				
Collarse menu			1	IXTANELO COLOR				
Conspise menu			1	North Carlos				
								-

#### Resources

The resources block is recommended if you have a number of PDFs to present. It's ideal for press releases, legacy documents, meeting minutes and agendas.

🔸 Go to Global Ipsen site 🛛 Ipsen Germany 👻							Kontakt +
PSEN Innovation for patient care	Über uns	Therepeutische Bereiche		Produkte Arbeiten bei Ipsen		Medien	۹
		14/12/2020 - Pressemitteilung - Fortgeschrittenes Leberzeilkarzinom: Aktuelle MAIC-Analyse bestätigt signifikante Überlegenheit des progressionsfreien Überlebens von Cabozantinib vs. Ramucirumab Format: pat	æ	21/09/2020 - Pressemitteilung - Nivolumab in Kombination mit Cabozantinib zeigt signifikante Überlebensvorteile bei Patienten mit fortgeschrittenem Nierenzelikarzinom in der zulaszungsreievanten Phase-ill-Studie CheckHate • SER Format pat	ٹ		
		14/09/2020 - Pressemitteilung - Swissmedic erteilt Zulassung für Cabozantinib zur Zweitlinientherapie <sup>4</sup> des Leberzeltkarzinoms ( <sup>*</sup> nach Sorafenib- Vortherapie) Format: pdt	Ŧ	92/09/2020 - Positives Wirkprofil von Triptorelin mehrfach bestätigt. Format: pdf	Ŧ		
		01/07/2020 - Ivo Sulovsky ist neuer General Manager bei Ipsen Pharma Format: pdf	±	94/06/2010 - Dysport PUL AT Format: pdf	±		
		03/06/2020 - Neuer Finance Director Ipsen Pharma Exemption	Ł	25/05/2020 - Akromegalie - Neues Online- Informationsangebot für Akromegalie- Patienten	٠		

Complete the fields and add a ressource:

Dashboard	10 Resources	+ a - ·
* News Articles	Section Title Center T	Title?
9 Media		No
Press Releases	Section Label	
🖨 Forms 🕦	This label appears in in-page navigation and within the content of some blocks, overriding the title.	
Clinical Trials		
📮 Pages 🔷	Introduction	
All Pages	91 Add Media Add Form	
Add New Categories	Paragraph B I H H 44 E E E # 69 E X E	
m Events		
🖈 Tiny URLs		
Plugins		
🚢 Users		
🖉 Tools		
Settings		
E Custom Fields		
Options		
🕰 WP Mail SMTP		Å
🕼 seo 🕦	Resources	
GatherContent		
20 Members	Click the "Add Resource" button below to sta	tart creating your layout
<ul> <li>Collapse menu</li> </ul>		Add Resource

The most recent ressource should always be added at the top:

	Resources
es	() PDF + Ø - •
	Title
Trials	14/12/2020 - Pressemitteilung - Fortgeschrittenes Leberzellkarzinom: Attuelle MAIC-Analyse bestatigt significante Überlegenheit des progressionsfreien Überlebens von Cabozantinib vs. Ramucirumab
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	21/09/2020 - Pressemitteilung - Nivolumab in Kombination mit Cabozantinib zeigt signifikante Überlebensvorteile bei Patienten mit fortgeschrittenem Nierenzellkarzinom in der zulassungsrelevanten Phase-III-Studie C
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#### Sticky CTA

On desktop, this call to action stays sticky to the right and follows as you scroll.

On mobile, it is located under the main nav and stays sticky to the top as you scroll.

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#### Tabbed Carousel

The tabbed carousel is very much like the expanded carousel but offers an alternative navigation:

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#### Timeline

The timeline component works like a carousel. You can travel through it using the arrows or swipe. When the highlighted card comes into focus, it changes state to white background.

w	/hy	lpsen					
			Collaborative	Competitive	Decisive	Succes:	
		•	We believe in teamwork and leveraging each other's expertise is critical to maximizing success	We have achieved leadership in competitive global morkets	We are a team of experienced professionals that are nimble, creative, responsive and ready to be declsive in executing transactions	We have a record of f ambitious growth	
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# Timeline (with modal popups)

This timeline is very similar. However, when clicking on **Read more**, the content shows in a modal:



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#### Video

Include a video from Vimeo in your page:



Select the Vimeo Option and insert the video ID from Vimeo :

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Custom Freids Video URL or ID *	_
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#### The video ID can be found from the URL:



#### Widescreen Content

The widescreen component is divided in 2 (image/content):

#### Widescreen Title

Widescreen Content



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# Appearance <del>-></del> Menus

In "Appearance", go to "Menus". Here you can edit or create a menu.

To edit a menu, select the corresponding menu from the dropdown and click on "Select".



To create a menu, click on "Create a new menu". Choose a name for your menu and click on "Create Menu"

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★ Tiny URLs	Add menu items	Menu structure	
Themes	Pages 🔺	Menu Name Footer Germany	Create Menu
Customize Widgets Menus	Most Recent View All Search	Give your menu a name, then click Create Menu.	
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Collapse menu	admin/nav-menus.php?action=edit8umenu=0	Currently viewing. /taly/	Get Version 5.6

Check the menu name before editing.

To add items to your menu, select existing posts/pages or create a custom link, using the box on the left, and click on "Add to menu".

The new items are added at the bottom of the menu.

You can modify the order of the items in your menu. And set the display location if you already know it.

When your menu is ready, click on "Save Menu".

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🙄 Media	Add menu items	Menu structure	
🐢 Press Releases			
🖨 Forms 🚺	Pages 🔺	Menu Name Italy Menu	Save Menu
Clinical Trials	Most Recent View All Search	Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.	
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m Events	Contattaci	Chi Siamo Page *	
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You can also delete a created menu if needed.

Network Admin	Edit Menus Manage Locations		
Ipsen ► ↓ Locations	Select a menu to edit: Masthead Navigation (H	eader Menu) V Select or <u>create a new menu</u> Don't forget to save your changes!	
<ul> <li>Press Releases</li> <li>Forms ()</li> </ul>	Add menu items	Menu structure	
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🚢 Users 🎤 Tools	News Articles *	Pare Disease subitem Page •	
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· · · ·	Neuroscience Ipsen is one of the global leaders in Neuroscience. Explore our activities	Rare Disease (gaser is active in the rare disease field Explore our activities
Discover our therapeutic oreas, where we continuously invest to innovate	Consumer HealthCare	Research and Development Discover how we write to founch at least one new drug or meaningful indication every year
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Switch to "Manage Locations" tab, to edit the location of your menus.

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93 Media	Menus Manage with Live Preview	
Press Releases	Redirection's database needs to be updated - <u>click to r</u>	update.
🖨 Forms 🕕	·	
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Menus		— Select a Menu —
🖆 Plugins	Save Changes	Choose your location: Footer Italy
📥 Users		Footer Italy (G1)
🖋 Tools		Italy Menu
FI Settings		

The predefined locations will appear in the header of your website:



If you create a menu that will have a different location than the ones listed (ex : footer menu), please contact our team to add it to your website on the desired location:





Go to "Options". Scroll down the page to the "Footer options" block to set the URLs for the different social media and add the legal text. The legal text appears in the footer of every page of your website.

Dashboard	Entry Modal	~ ~ `
🖈 News Articles	Footer Options	~ ~ 4
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	in f y D	Therapeutic areas Our medicines Responsible practice Media		Cookie policy Privacy policy Adverse events			
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Scroll down again to the "Leaving Modal" block to set a personalized message to your visitors. It will be shown when leaving the site through links.

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🖋 Tools			
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Scroll back to the top of the page Options, to update your modifications.

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Dashboard	WordPress 5.6 is available! Please update now.		Screen Options 🔻	
🖈 News Articles				
🗣 Media	Options			
🖗 Press Releases	Are you enjoying using Members?		0	
🖨 Forms 🕕	Yes_I love it 🤩   Not really			
🖸 Clinical Trials				
📕 Pages	Redirection's database needs to be updated - <u>dick to update</u> .			
🛗 Events				
📌 Tiny URLs	Hero		Publish ^ 🗸 🔺	
Annearance	The hero appears at the top of every page.		Update	-
Plugins	Pre-Heading			
Likers				
Tools الم				
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Custom Fields				
Options	Header Background Image	Mobile Header Background Image		
WP Mail SMTP	No image selected Add Image	No image selected Add Image		
🕅 SEO 🕕	Header Background Video Choices			
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