

IPO Microsite - PROJECT SPRINTS						
Section name	Page name - L1	Page name - L2	Description of page content			
Geoblocker #1			Country of origin - legal to share content	The IPO site requires a geoblocker pop-up questionnaire to ask country of origin and residency on entry. Restricted countries TBC.		
Geoblocker #2			Residency - legal to share content			
Disclaimer			Legal to share content			
Denied page			For US and other restricted geographies [TBC] - legal to share content			
IPO Tab						
	Overview	Overview (IPO site landing page)	Overview copy about the business and the IPO Menu buttons/links on the page to direct people to the following pages: - Investment highlights - Leadership - How to subscribe - IPO timeline - IPO documents - FAQs			
	Our business	Our leading platform	Introduction copy to Burjeel Holdings, its business and business model Corporate video (if one exists/we can explore creating one) ***Our network (subheader)*** Visual representation/infographic of network - 15 hospitals, 23 medical centers etc. Hospitals (overview copy, hero image, key stats) Clinics (overview copy, hero image, key stats) Pharmacies (overview copy, hero image, key stats) Other assets (overview copy, hero image, key stats) Brands (logos and descriptions) ***Operating highlights (subheader)*** Visual approach - key graphs, charts, performance metrics/headline numbers			
		Leadership	Chairman's message Founder and CEO's message Management team - profiles and images Board of Directors - profiles and images			
		Sustainability	Overview copy on sustainability commitment ***tiles for each of the following 'Healthy' pillars*** Healthy People - overview copy/image Healthy Planet - overview copy/image Healthy Business - overview copy/image Links to/on-page case studies/content on ESG initiatives - will depend on site capability			
		Corporate Governance	Overview copy Downloadable files			
		Investment highlights	Investment highlights	Overview copy of investment case/equity story - to be broken down into subheaders, to separate each point of the investment case ***Performance highlights (subheader)*** key graphs, charts, performance metrics/headline numbers		
	IPO information	Timeline & documents	***IPO timeline (subheader)*** (timeline displayed on page) ***IPO documents (subheader)*** (buttons/list of PDF downloads) 'How to Subscribe' and 'FAQs' button within the page (directs you to the relevant pages)			
		How to subscribe	Step by step copy overview			
		FAQs	Frequently asked questions list (accordion style or similar)			
	Contact us	Contact us	Contact details for the following: - Burjeel Holdings Registered office - Investor advisors and contacts - Receiving bank call center details - Abu Dhabi Securities Exchange (ADX) contact details			