

Charge to Mobile Oman Framework

User Acquisition Flow Guides

v2.3 (Sep 2025)

Key Notes/Carrier Rules

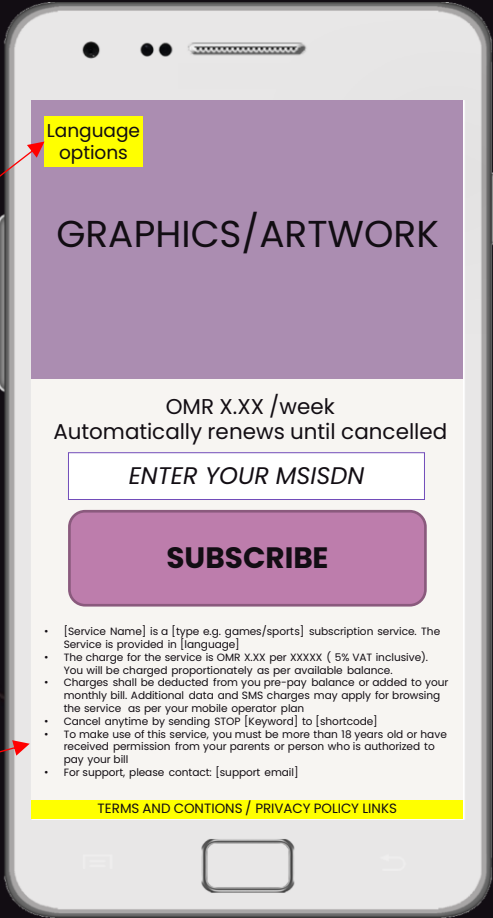
- Arabic primary language, English secondary
- If the service is English-only, this must be clearly stated on the Landing Pages
- All landing pages and creative (including banners) should be straightforward and no deceiving techniques should be employed on landing pages. These includes Download content / Download images or any other kind of misleading pages.
- The landing page should clearly mention the service name & no other deceptive titles such as love meter, IQ test or any other topic other than the content being sold
- Pricing must be in 'OMR' not 'Bz'
- Banner ads must contain service name and description
- If a free period is offered, SMS must be sent 1 day in advance of ending
- All prescribed T&Cs & Price must be visible on the landing page without the need for scrolling
- Within the service itself the following functions must be available:
 - Unsubscription button – by pressing this customer should be deactivated from service.
 - Terms & Conditions mentioning all details
 - Next Charging date and amount

Subscription PIN Flow Guide

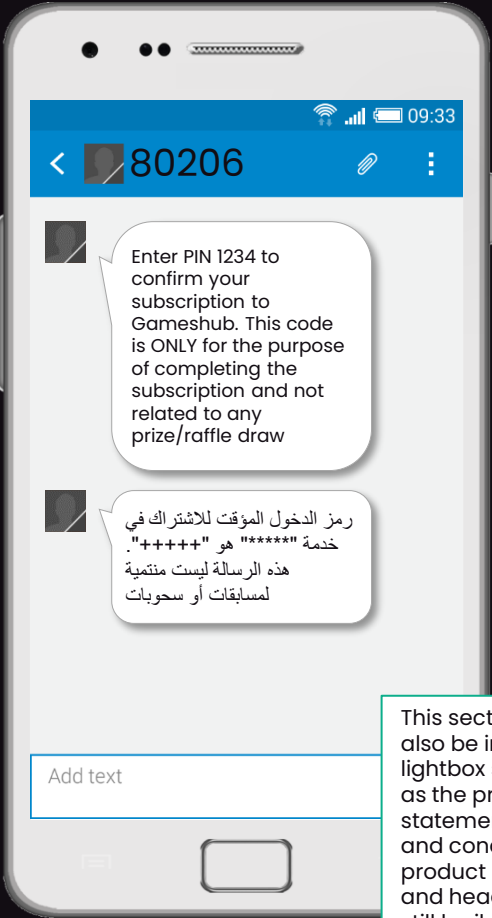
with success page

Button to change between languages must be present reasonably prominently on page

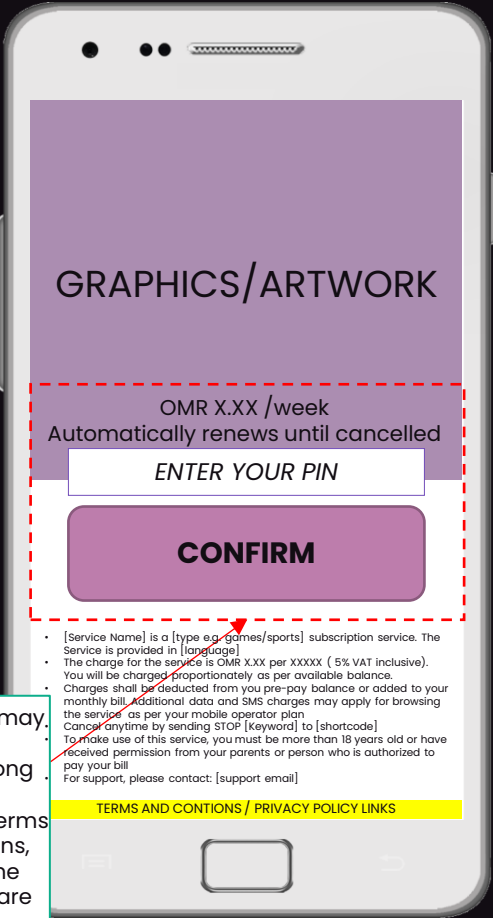
Mandatory on-page T&Cs
Minimum font size 12pt



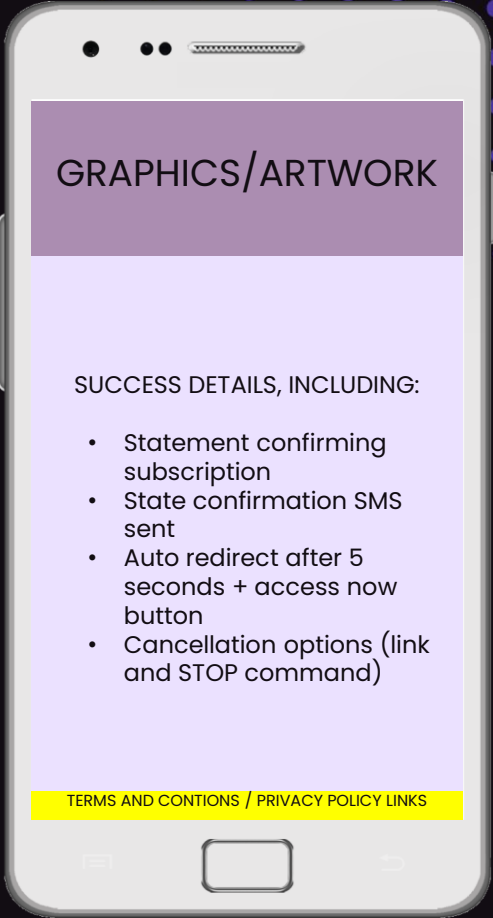
Landing Page



PIN Message



PIN Entry Page



Success Page

This section may also be in lightbox so long as the price statement, terms and conditions, product name and header are still legible behind

Omantel – Flow Process Map with Anti-fraud

