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



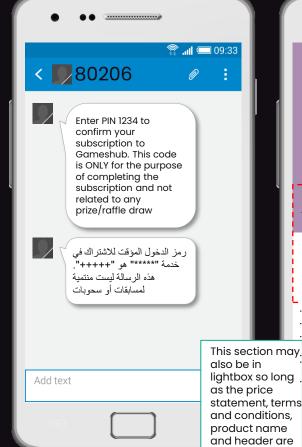
Subscription PIN Flow Guide with success page

Button to change between languages must be present reasonably prominently on page options GRAPHICS/ARTWORK OMR X.XX /week Automatically renews until cancelled ENTER YOUR MSISDN **SUBSCRIBE** [Service Name] is a [type e.g. games/sports] subscription service. The Service is provided in [language]
The charge for the service is OMR X.XX per XXXXX (5% VAT inclusive). You will be charged proportionately as per available balance. Charges shall be deducted from you pre-pay balance or added to your monthly bill. Additional data and SMS charges may apply for browsing the service as per your mobile operator plan Cancel anytime by sending STOP [Keyword] to [shortcode To make use of this service, you must be more than 18 years old or have received permission from your parents or person who is authorized to For support, please contact: [support email]

Mandatory on-page T&Cs

Minimum font size 12pt

Landing Page



PIN Message

still legible

behind

GRAPHICS/ARTWORK OMR X.XX /week Automatically renews until cancelled ENTER YOUR PIN **CONFIRM** [Service Name] is a [type e.a. agmes/sports] subscription service. The Service is provided in [language]
The charge for the service is OMR XXX per XXXXX (5% VAT inclusive).
You will be charged proportionately as per available balance. Charges shall be deducted from you pre-pay balance or added to your monthly bill. Additional data and SMS charges may apply for browsing the service as per your mobile operator plan Cancel anytime by sending STOP [Keyword] to [shortcode] To make use of this service, you must be more than 18 years old or have eceived permission from your parents or person who is authorized to For support, please contact: [support email]

PIN Entry Page

GRAPHICS/ARTWORK SUCCESS DETAILS, INCLUDING: · Statement confirming subscription State confirmation SMS sent Auto redirect after 5 seconds + access now button • Cancellation options (link and STOP command)

Success Page

Omantel – Flow Process Map with Anti-fraud

