Charge to Mobile UAE Framework

User Acquisition Flow Guides

v5.23 (September 2025)

infomedia

Subscription PIN Flow Guide – e&

etisalat and

with success page

Price in this format only, with *'Free for 24 hours'* first

Language Button must be present reasonably prominently on page

Clear and prominent Service Name

Clear and highly prominent service description, not part of the T&Cs and should be in reasonably close proximity to the CTA or MSISDN entry

CTA Buttons must contain as the most prominent word "subscribe" or "subscription" and refence OTP or PIN if not explicit in other adjacent text

Price in this format only, with *'Free for 24 hours'* first

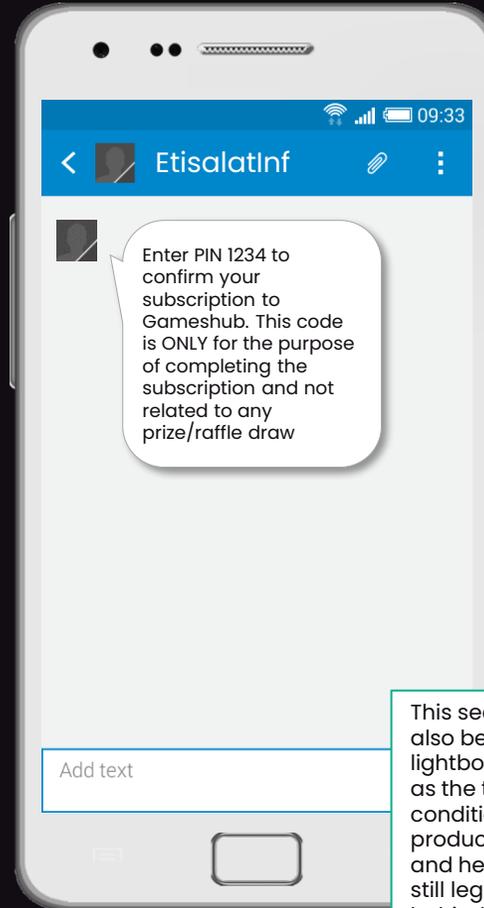Exit button, returning user to homepage or original website

No white space between CTAs and Terms

Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background – see next slide for official translations
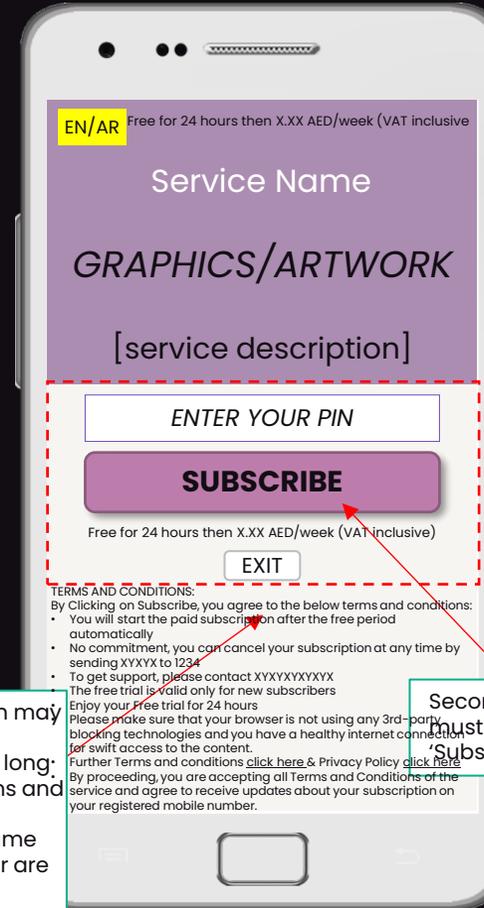
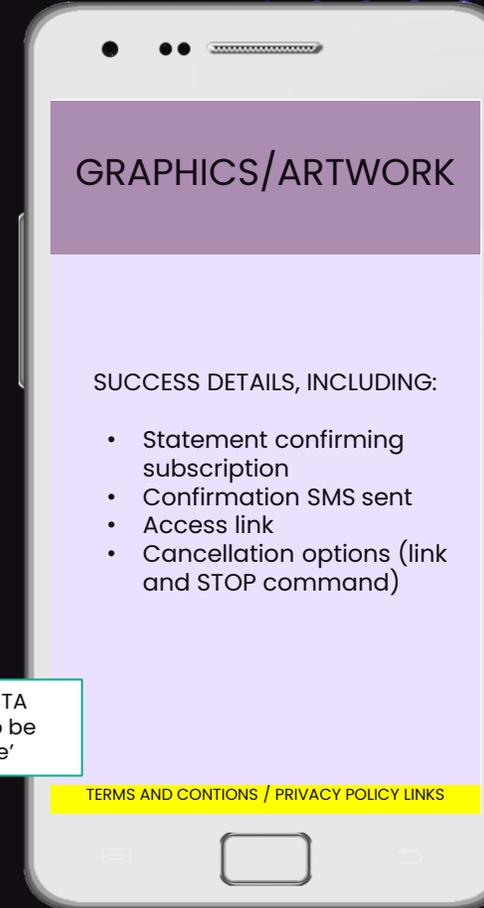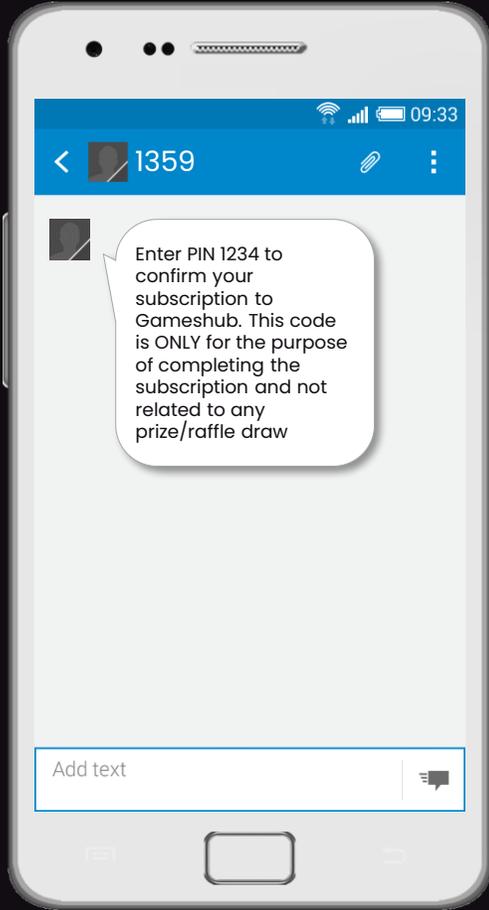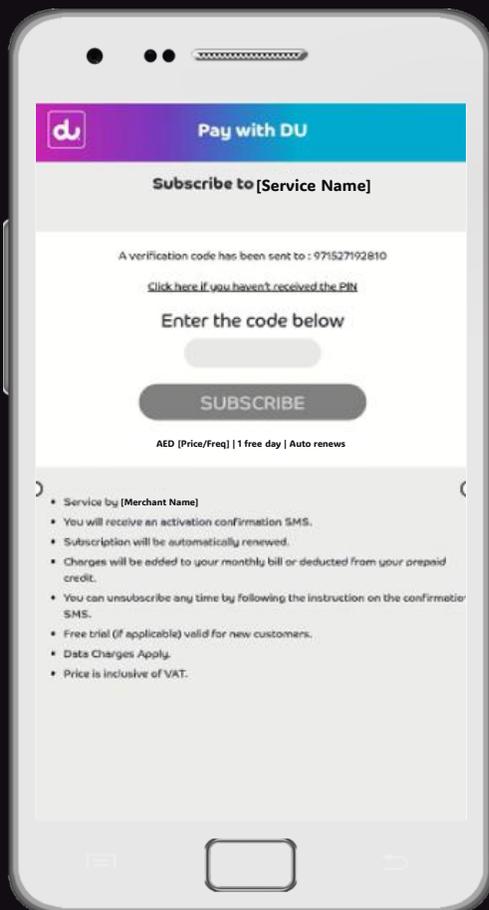Links to full service terms and conditions and privacy policy

Landing Page

EN/AR Free for 24 hours then X.XX AED/week (VAT inclusive)

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR MSISDN

SUBSCRIBE
via OTP

Free for 24 hours then X.XX AED/week (VAT inclusive)

EXIT

TERMS AND CONDITIONS:
By Clicking on Subscribe, you agree to the below terms and conditions:
- You will start the paid subscription after the free period automatically
- No commitment, you can cancel your subscription at any time by sending XYXYX to 1234
- To get support, please contact XYXYXYXYYX
- The free trial is valid only for new subscribers
- Enjoy your Free trial for 24 hours
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
- Further Terms and conditions click here & Privacy Policy click here
- By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.

PIN Message

09:33

< EtisalatInf

Enter PIN 1234 to confirm your subscription to Gameshub. This code is ONLY for the purpose of completing the subscription and not related to any prize/raffle draw

Add text

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

PIN Entry Page

EN/AR Free for 24 hours then X.XX AED/week (VAT inclusive)

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR PIN

SUBSCRIBE

Free for 24 hours then X.XX AED/week (VAT inclusive)

EXIT

TERMS AND CONDITIONS:
By Clicking on Subscribe, you agree to the below terms and conditions:
- You will start the paid subscription after the free period automatically
- No commitment, you can cancel your subscription at any time by sending XYXYX to 1234
- To get support, please contact XYXYXYXYYX
- The free trial is valid only for new subscribers
- Enjoy your Free trial for 24 hours
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
- Further Terms and conditions click here & Privacy Policy click here
- By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.

Second CTA must also be 'Subscribe'

Success Page

GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming subscription
- Confirmation SMS sent
- Access link
- Cancellation options (link and STOP command)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Terms at least down to CS details here must be designed to be visible on a single page without scrolling on the majority of handset types

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Subscription PIN Flow Guide – du
with success page

Price in this format only, with *'Free for 24 hours'* first

Language Button must be present reasonably prominently on page

Clear and prominent Service Name

Clear and highly prominent service description, not part of the T&Cs and should be in reasonably close proximity to the CTA or MSISDN entry

CTA Buttons must contain as the most prominent word "subscribe" or "subscription" and refence OTP or PIN if not explicit in other adjacent text

Price in this format only, with *'Free for 24 hours'* first

Exit button, returning user to homepage or original website

No white space between CTAs and Terms

Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background – see next slide for official translations

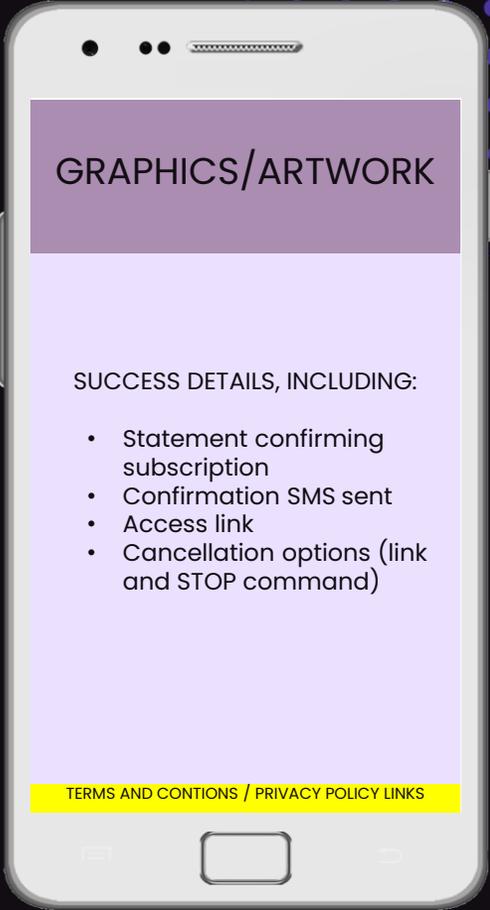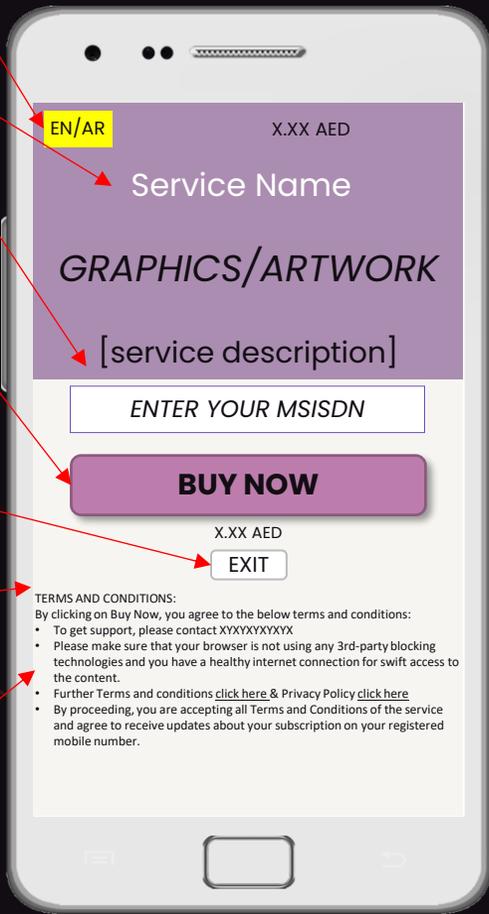Links to full service terms and conditions and privacy policy

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Landing Page

EN/AR Free for 24 hours then X.XX AED/week (VAT inclusive)

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR MSISDN

SUBSCRIBE
via OTP

Free for 24 hours then X.XX AED/week (VAT inclusive)

EXIT

TERMS AND CONDITIONS:
By Clicking on Subscribe, you agree to the below terms and conditions:
- You will start the paid subscription after the free period automatically
- No commitment, you can cancel your subscription at any time by sending XYXYX to 1234
- To get support, please contact XYXYXYXYXYX
- The free trial is valid only for new subscribers
- Enjoy your Free trial for 24 hours
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
- Further Terms and conditions click here & Privacy Policy click here
- By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.

PIN Message

09:33

< 1359

Enter PIN 1234 to confirm your subscription to Gameshub. This code is ONLY for the purpose of completing the subscription and not related to any prize/raffle draw

Add text

PIN Entry Page
(Carrier Hosted)

du   **Pay with DU**

Subscribe to [Service Name]

A verification code has been sent to : 971527192810

Click here if you haven't received the PIN

Enter the code below

SUBSCRIBE

AED [Price/Freq] | 1 free day | Auto renews

- Service by [Merchant Name]
- You will receive an activation confirmation SMS.
- Subscription will be automatically renewed.
- Charges will be added to your monthly bill or deducted from your prepaid credit.
- You can unsubscribe any time by following the instruction on the confirmation SMS.
- Free trial (if applicable) valid for new customers.
- Data Charges Apply.
- Price is inclusive of VAT.

Success Page

GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming subscription
- Confirmation SMS sent
- Access link
- Cancellation options (link and STOP command)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Terms at least down to CS details here must be designed to be visible on a single page without scrolling on the majority of handset types

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Approved English and Arabic translations for key items and prescribed terms and conditions

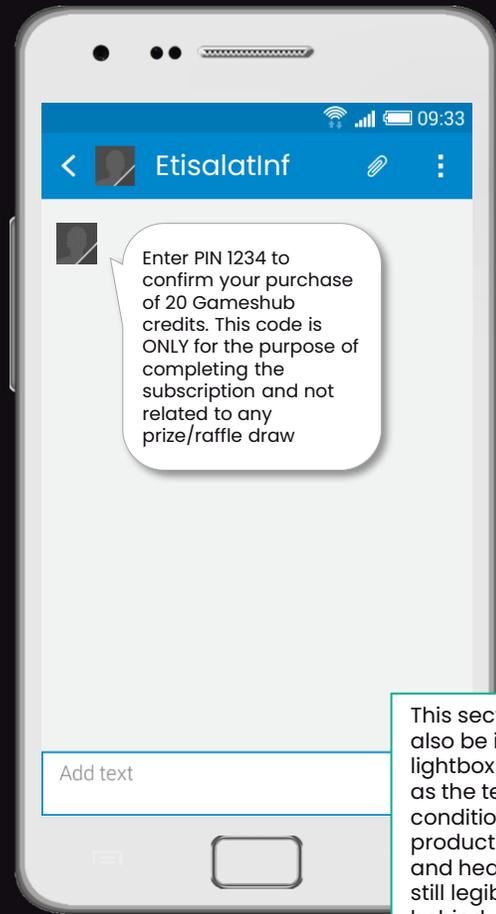| English	Arabic
Free for 24 hours then AED ***/day (VAT Inclusive)	مجانًا لمدة 24 ساعة ! ثم ستُفرض على الخدمة ****درهمًا إماراتياً في اليوم شاملاً ضريبة القيمة المضافة.
SUBSCRIBE	اشترك
Exit	خروج
After clicking 'Subscribe' you will receive PIN message to Confirm your subscription.	بالضغط على 'اشترك'، سوف تتلقى رسالة تحتوي علي رمز PIN لتأكيد اشتراكك.
Free for 24 hours then AED *****/day (VAT Inclusive)	مجانًا لمدة 24 ساعة ! ثم ستُفرض على الخدمة ***** درهمًا إماراتياً في اليوم شاملاً ضريبة القيمة المضافة.
TERMS AND CONDITIONS:	الشروط والأحكام:
By Clicking on Subscribe, you agree to the below terms and conditions:	بالضغط على زر اشترك أعلاه، فأنت توافق على الشروط والأحكام التالية:
You will start the paid subscription after the free period automatically	سوف يبدأ الاشتراك المدفوع تلقائياً بعد فترة التجربة المجانية
No commitment, you can cancel your subscription at any time by sending XYXYX to 1234	بدون أي التزامات، يمكنك إلغاء اشتراكك في أي وقت عن طريق إرسال XYXYX إلى 1234 (e&) أو 1234 (e&)
To get support, please contact XYXYXYXYXYX	للحصول على الدعم ، يرجى الاتصال علي XYXYXYXYXYX
The free trial is valid only for new subscribers	التجربة المجانية صالحة فقط للمشتركين لأول مرة
Enjoy your Free trial for 24 hours	استمتع بفترة التجربة المجانية لمدة 24 ساعة
Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.	يرجى التأكد من عدم استخدام أي تقنيات حجب من الطرف الثالث على متصفحك والتأكد من وجود اتصال إنترنت جيد لضمان الوصول السريع للمحتوى.
Further Terms and conditions click here & Privacy Policy click here	للشروط والأحكام الإضافية برجاء الضغط هنا وسياسة الخصوصية برجاء الضغط هنا
By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.	بالمتابعة، أنت توافق على جميع الشروط والأحكام الخاصة بالخدمة وتوافق على استلام تحديثات حول اشتراكك على رقم الجوال المسجل.

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One Time Payment PIN Flow Guide – e&
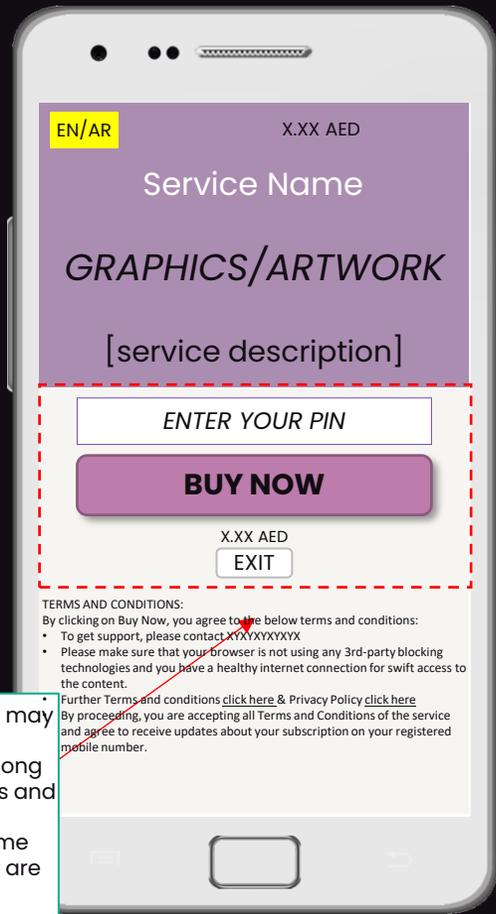## with success page

Language Button must be present reasonably prominently on page
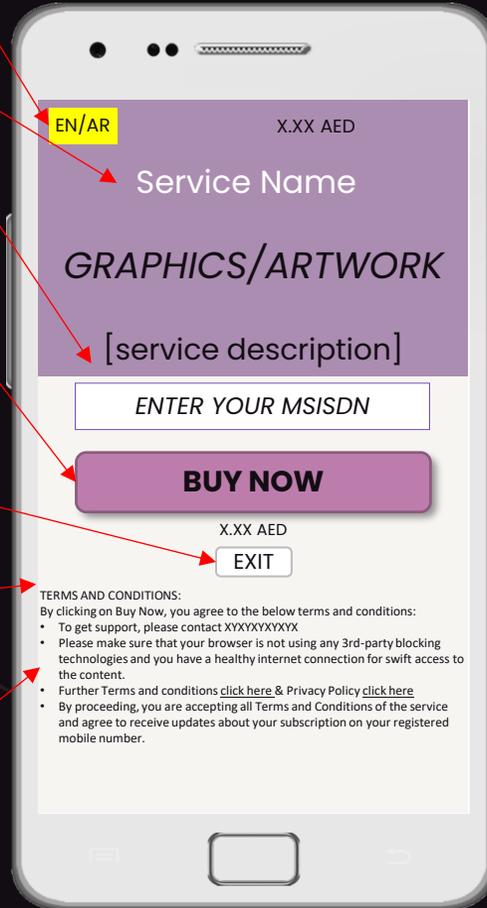
Clear and prominent Service Name

Clear and highly prominent service description, not part of the T&Cs and should be in reasonably close proximity to the CTA or MSISDN entry

CTA Buttons must contain as the most prominent word "Buy Now" or "Buy" and refence OTP or PIN if not explicit in other adjacent text
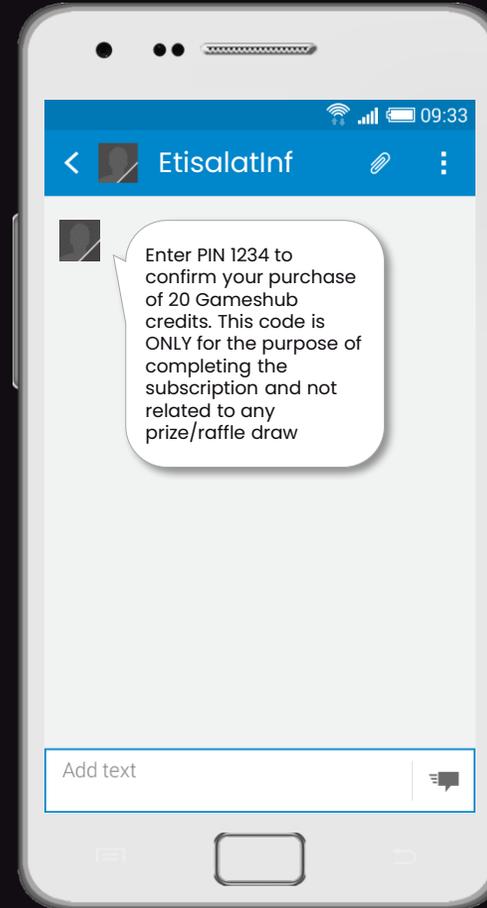
Exit button, returning user to homepage or original website
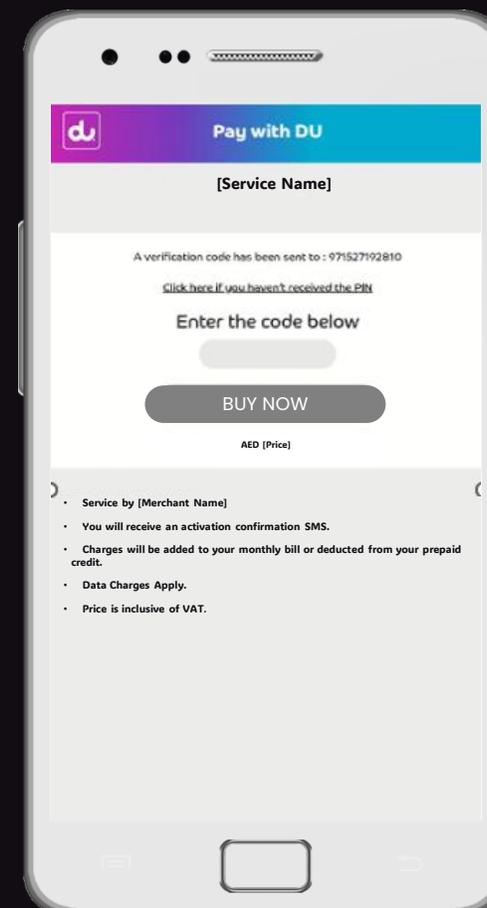
No white space between CTAs and Terms

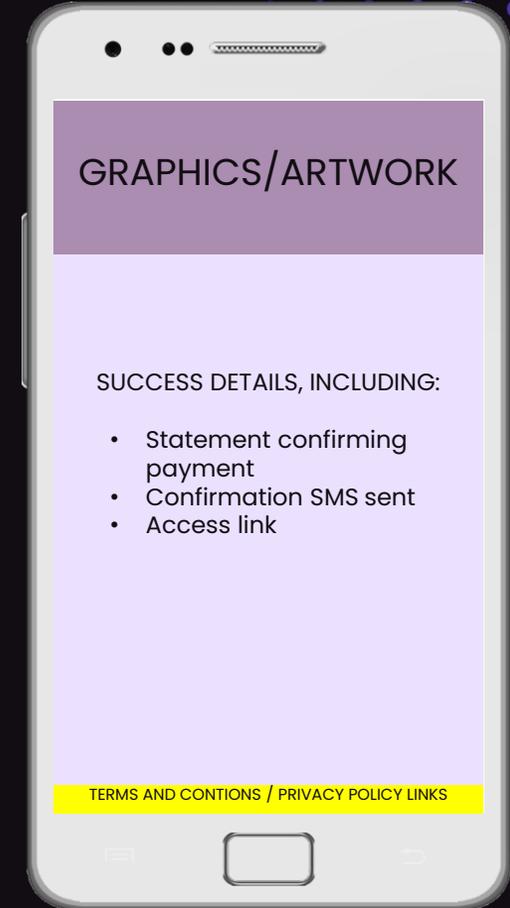**Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background**

Landing Page

EN/AR   X.XX AED

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR MSISDN

BUY NOW

X.XX AED

EXIT

TERMS AND CONDITIONS:
By clicking on Buy Now, you agree to the below terms and conditions:
- To get support, please contact XYXYXYXYXYX
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
- Further Terms and conditions click here & Privacy Policy click here
- By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.

PIN Message

09:33

< EtisalatInf

Enter PIN 1234 to confirm your purchase of 20 Gameshub credits. This code is ONLY for the purpose of completing the subscription and not related to any prize/raffle draw

Add text

PIN Entry Page

EN/AR   X.XX AED

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR PIN

BUY NOW

X.XX AED

EXIT

TERMS AND CONDITIONS:
By clicking on Buy Now, you agree to the below terms and conditions:
- To get support, please contact XYXYXYXYX
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
- Further Terms and conditions click here & Privacy Policy click here
By proceeding, you are accepting all Terms and Conditions of the service and agree to receive updates about your subscription on your registered mobile number.

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

Success Page

GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming payment
- Confirmation SMS sent
- Access link

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Terms at least down to CS details here must be designed to be visible on a single page without scrolling on the majority of handset types

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One Time Payment PIN Flow Guide – du
with success page

Language Button must be present reasonably prominently on page

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Exit button, returning user to homepage or original website

No white space between CTAs and Terms

Mandatory T&Cs text and formatted as shown in bullet points with high contrast between text and background

Landing Page

EN/AR

X.XX AED

Service Name

GRAPHICS/ARTWORK

[service description]

ENTER YOUR MSISDN

BUY NOW

X.XX AED

EXIT

TERMS AND CONDITIONS:
By clicking on Buy Now, you agree to the below terms and conditions:
- To get support, please contact XYXYXYXYXYX
- Please make sure that your browser is not using any 3rd-party blocking technologies and you have a healthy internet connection for swift access to the content.
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PIN Message

09:33

EtisalatInf

Enter PIN 1234 to confirm your purchase of 20 Gameshub credits. This code is ONLY for the purpose of completing the subscription and not related to any prize/raffle draw

Add text

PIN Entry Page (Carrier Hosted)

Pay with DU

[Service Name]

A verification code has been sent to : 971527192810

Click here if you haven't received the PIN

Enter the code below

BUY NOW

AED [Price]

- Service by [Merchant Name]
- You will receive an activation confirmation SMS.
- Charges will be added to your monthly bill or deducted from your prepaid credit.
- Data Charges Apply.
- Price is inclusive of VAT.

Success Page

GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming payment
- Confirmation SMS sent
- Access link

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Terms at least down to CS details here must be designed to be visible on a single page without scrolling on the majority of handset types

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Advertising Rules

Ads must not use any sort of styles that could be misinterpreted as a functional part of a webpage or app (e.g. 'download' 'start now' button appearance and similar).

To comply with Etisalat's policy on advertising, all adverts for services must:

1. clearly identify the service they are advertising by name;

2. be relevant to the service content; and

3. include a statement of the cost of the service to the end user and free period

4. be designed to ensure the advert is clearly distinct from placement locations, for example by using a border and unambiguous wording, and not use the word 'download' or associated download imagery; and

5. make all reasonable efforts to exclude the display of Ads in educational or children's apps and websites, unless with Infomedia's consent where the service being advertised is itself primarily educational or aimed at children.

Affiliate marketing networks, where individuals promote services for third-party companies in exchange for commissions, must not be used. All service advertising must be via direct media buying from Google, Social Media services or similar direct owners of inventory.

All other 'Content and Ad Rules' on our compliance framework at https://www.infomedia.co.uk/compliance must also be followed.

Examples of compliant banner ads:

BW Max
Over 200 Bollywood films
Activate your account to start watching videos - Free for 24 hours then AED 3.25/day
Subscribe

ELVES HIGH GROUND
Fantasy RPG Mobile Adventure, 1 day free then 3AED/day

BetaFIT
3AED/week, 1 day free
Weekly workout plans and videos

infomedia
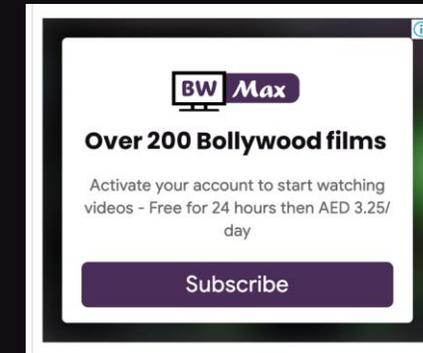
Web Security Checks -

All Landing Pages and Service website must pass checks from both Virus Total and Immuniweb

https://www.virustotal.com/gui/home/url

https://www.immuniweb.com/websec/

Pass = 0 risks found

Pass = at least 'A' rated

Additional Notes/Common Issues

- **Full Terms and Conditions** must not be drafted as a form of legal contract – must be limited to basic terms of use and references to laws or jurisdiction must be for the UAE.

- **Privacy Policy** may reference other jurisdiction's laws, but must make it clear the applicable law for UAE consumers is UAE data protection law

- **Service access links** must not link the user back to the subscription page – the subscription flow cannot be used as a service login function – a sperate login function/page must be provided. A raw MSISDN must not appear in the service access link url. Best practice is to provide a unique access url or send an auto-created username and password for service access.

- **Account Creation:** Services that require the user to create an account / login credentials for access must either:

  - Automatically generate a username and password and send to the user via SMS (whether or not the user can then change these credentials afterwards); or

  - Automatically churn any subscribed user who has not created an account after 1 month.

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Appendix: Prohibited Page/Ad Designs

It is prohibited to design pages and/or adverts that focus on 'download now', 'download is ready' ' 'Start to Continue' or similar designs that may mislead customers into believing the payment experience is related to the functionality of the location of advertising placements, examples of prohibited styles are below

Examples: Prohibited Landing Page Designs
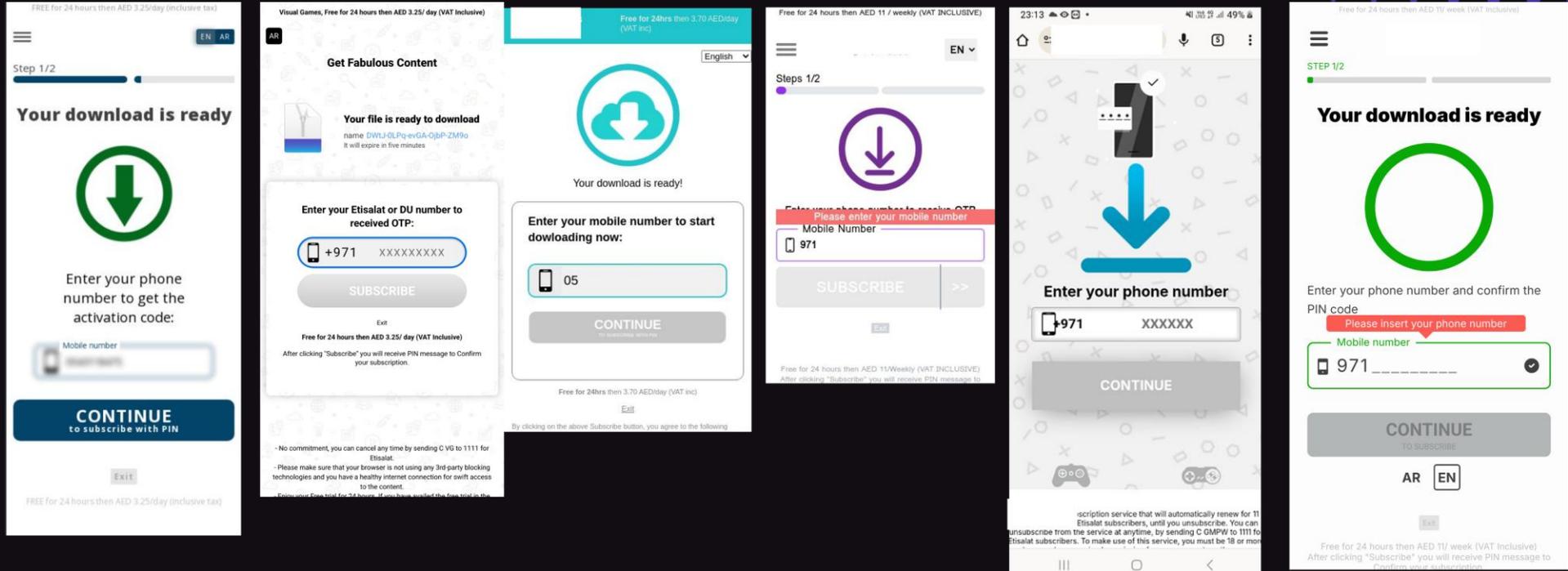
Examples: Prohibited Ad Designs