

Charge to Mobile Oman Framework

User Acquisition Flow Guides

V2.4 (Mar 2026)

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, price and description or clear relevant graphics
- 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

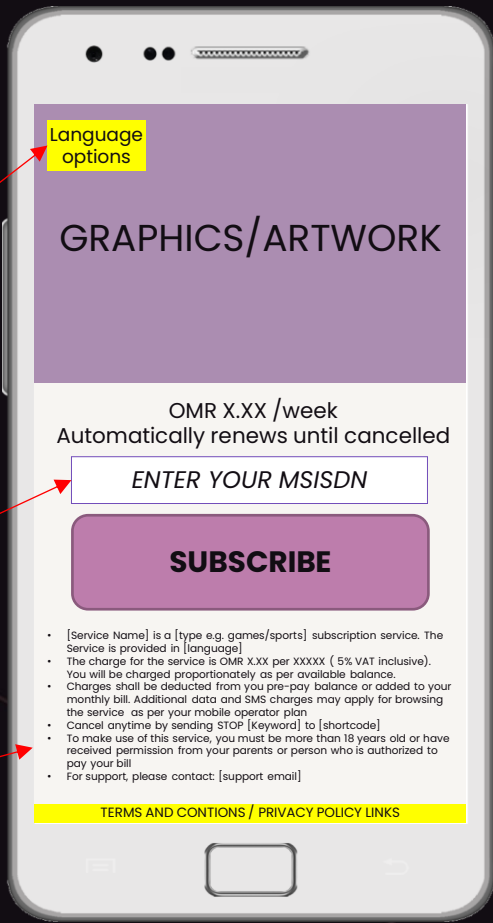
Subscription PIN Flow Guide

with success page

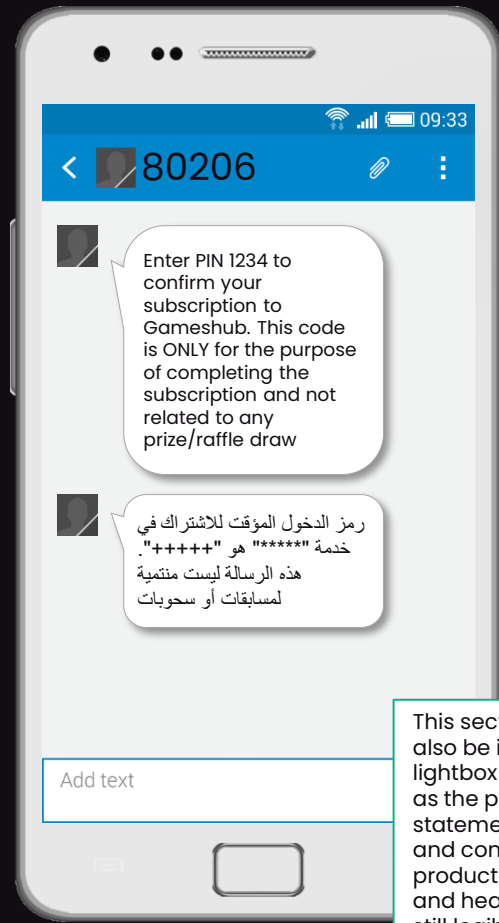
Button to change between languages must be present reasonably prominently on page

MSISDN Entry box must be present even where MSISDN is detected vi HE

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

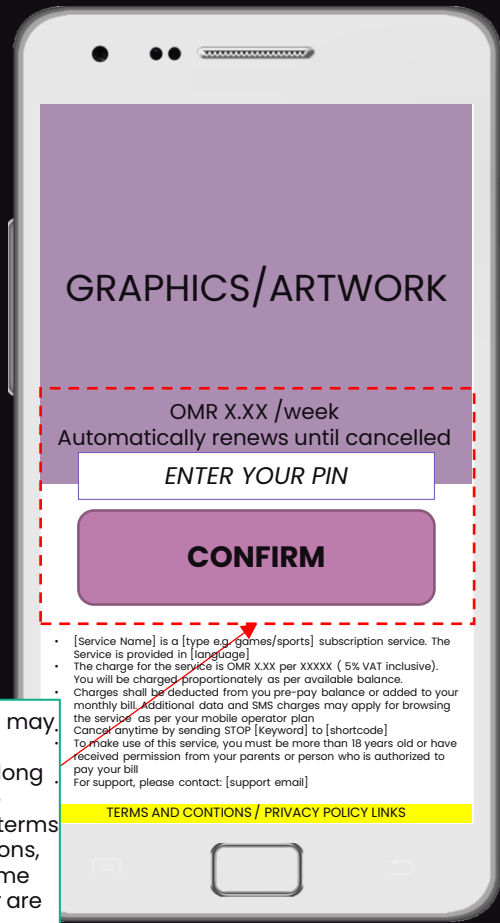


Landing Page

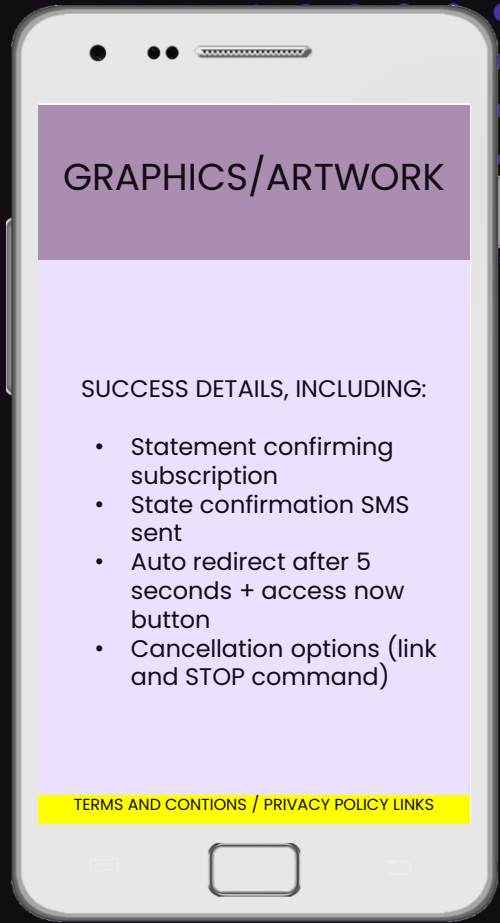


PIN Message

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



PIN Entry Page



Success Page

Omantel – Flow Process Map with Anti-fraud

