

Charge to Mobile Saudi Arabia Framework

User Acquisition Flow Guides

V3 (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 CTA button label on the MSISDN Entry page can be one of those options :
 - Subscribe / اشترك
 - Continue / تابع
 - Get PIN / احصل على الكود
- The CTA button label on the PIN page must be Subscribe / اشترك only.
- Prescribed on-page terms (STC & Mobily):

	Arabic	English
STC	<p>هذه الخدمة متوفرة لعملاء ر شركة الاتصالات السعودية مقابل 5ريال لعملاء مسبق الدفع تتج دد يوميا و بمقابل 23 ريال (شامل قيمة ال ر ضيية المضافة) لعملاء المفوتر تتجدد شهريا ولإلغاء الاش رتاك الرجاء ارسال غ الى XXXXX</p> <p>*تم تحصيل مبلغ ال ر ضيية المضافة لعملاء مسبق الدفع عند عملية شحن الرصيد*</p>	<p>This Service is available for STC Customers, It costs 5 Riyals renewed daily for prepaid subscribers, and costs 23 Riyals renewed monthly for postpaid subscribers (VAT Included). To unsubscribe send U X to XXXXXX</p> <p>* VAT Tax was already paid with refill card for prepaid subscribers.</p>
Mobily	<p>تتشارك في (service name) مقابل (Price/Frequency). لإلغاء اشترالكك، يُرجى إرسال (Keyword) إلى (Shortcode). لإلغاء الاشتراك من الموقع، يُرجى زيارة [URL] والنقر على إلغاء الاشتراك. لأي استفسارات، يُرجى التواصل عبر (Support Mail)</p>	<p>You will subscribe in (Service name) for (Price per Frequency). To cancel your subscription, please send (Keyword) to (Short Code). To cancel from the site please go to [URL] and click on (unsubscribe). For any inquires please contact (Support Mail)</p>

Note: Support details optional on LP for stc/Mobily, but will be included in Welcome SMS

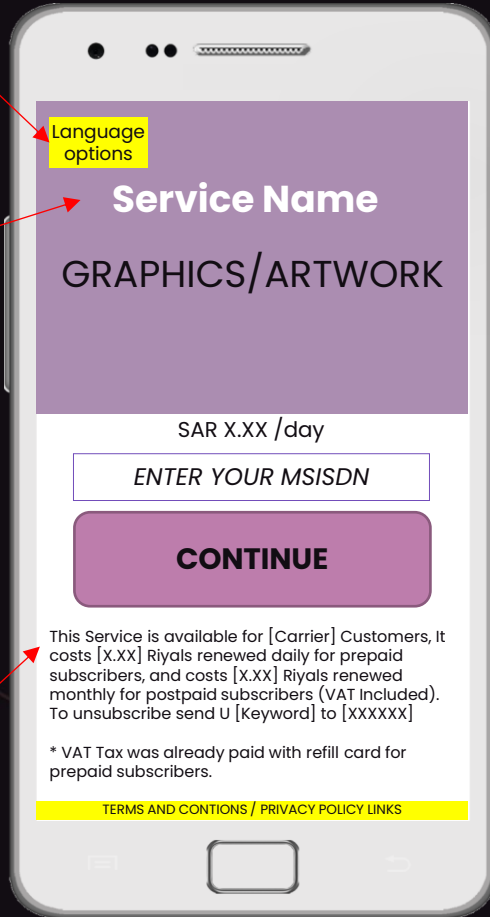


Subscription PIN Flow Guide with success page

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

Service Name &/ Logo must be clearly visible on page

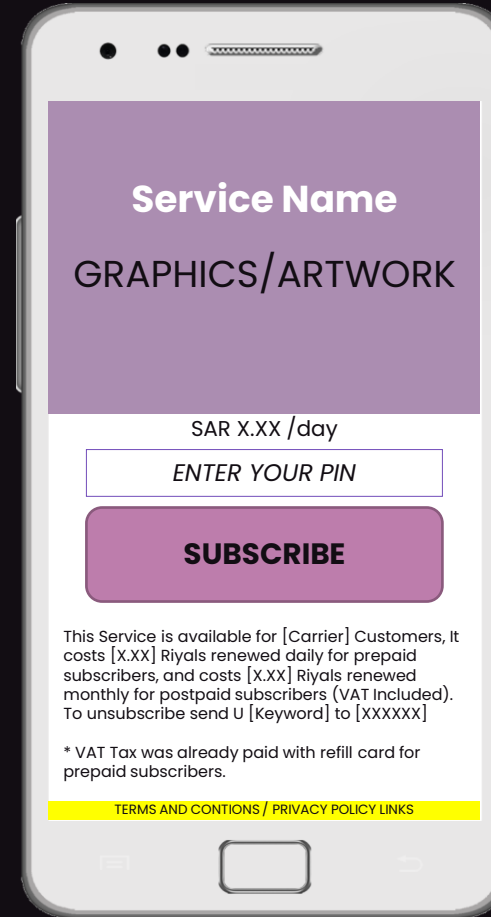
Mandatory on-page T&Cs – different per carrier



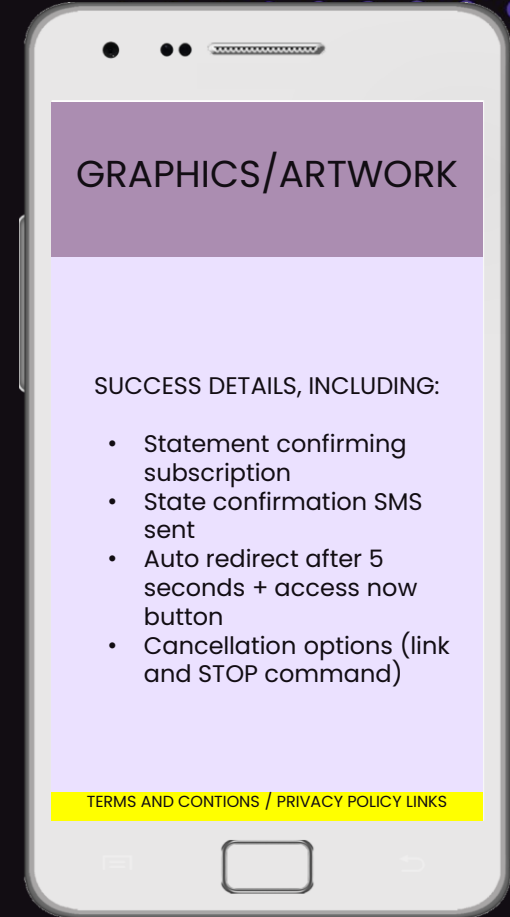
Landing Page



PIN Message



PIN Entry Page



Success Page

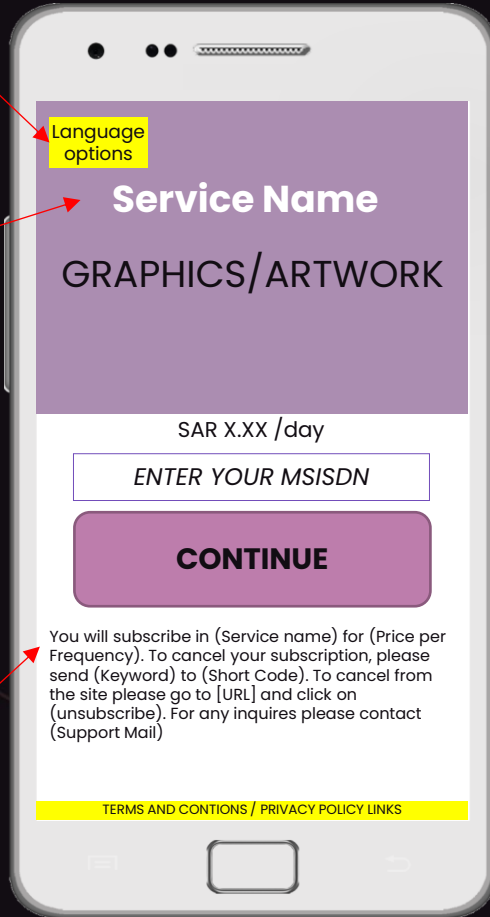


Subscription PIN Flow Guide with success page

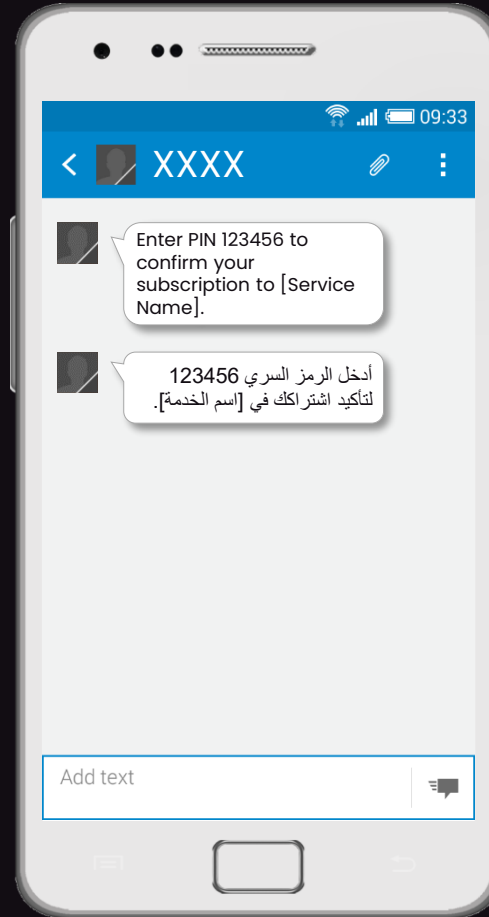
Button to change between languages must be present reasonably prominently on page

Service Name &/ Logo must be clearly visible on page

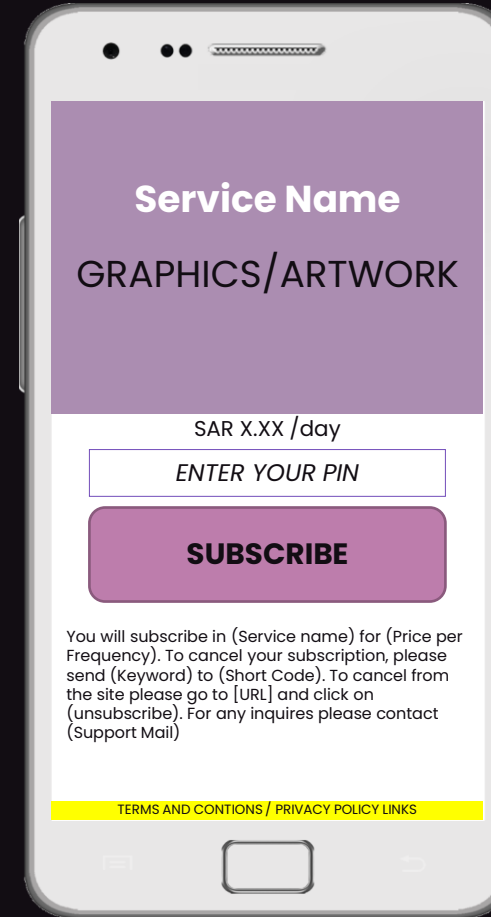
Mandatory on-page T&Cs – different per carrier



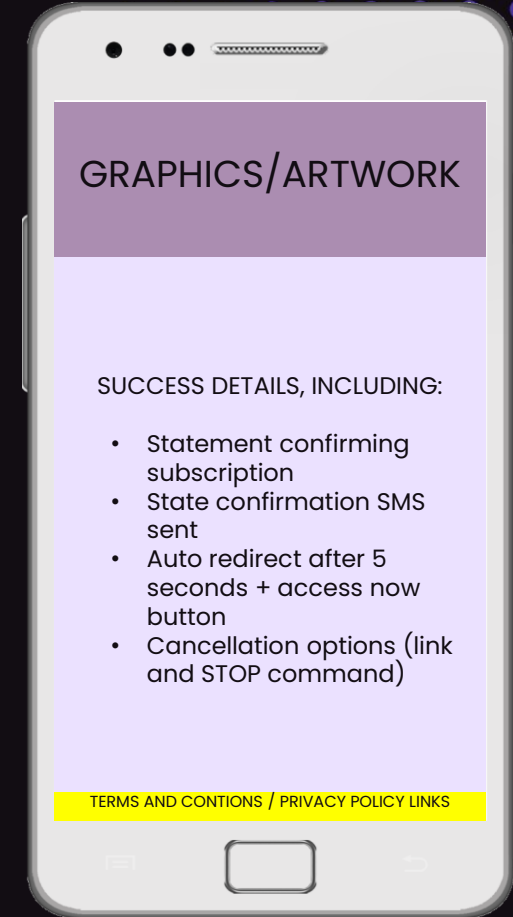
Landing Page



PIN Message
(6 digits)



PIN Entry Page
(6 digits)



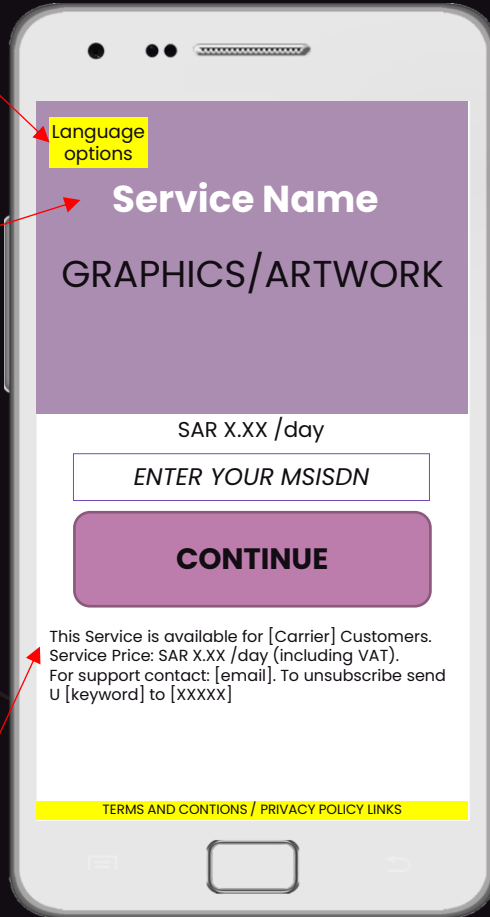
Optional Success Page

zain Subscription PIN Flow Guide with success page

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

Service Name &/ Logo must be clearly visible on page

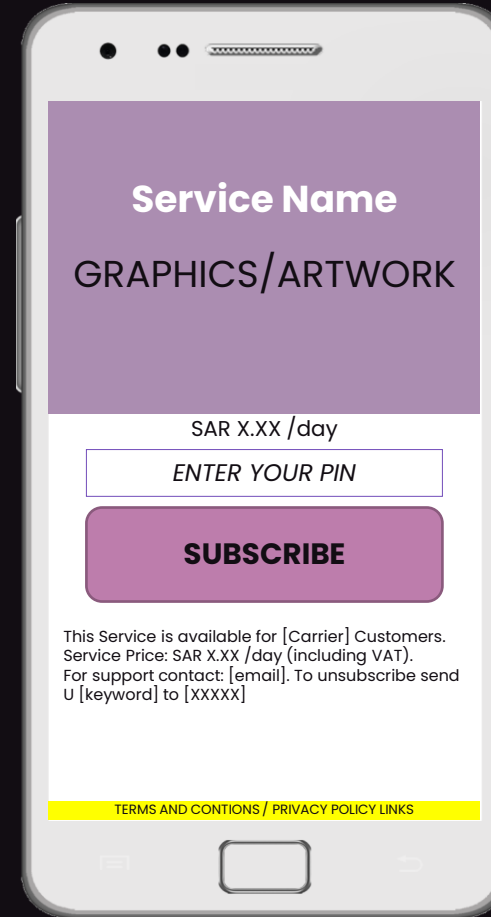
Mandatory on-page T&Cs – different per carrier. Note Zain wording is not prescribed but must include carrier name, price, support details and unsub instruction.



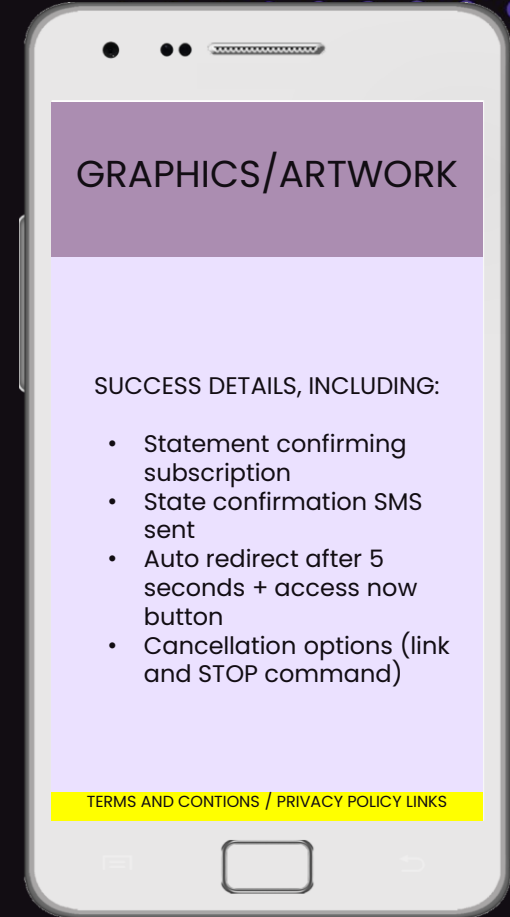
Landing Page



PIN Message



PIN Entry Page



Success Page