

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.
- The service itself must contain a link to unsubscribe.
- Prescribed on-page terms (STC & Mobily):

	Arabic	English
STC	هذه الخدمة متوفرة لعملاء ر شبكة الاتصالات السعودية مقابل 5ريال لعملاء مسبق الدفع تتج دد يوميا و بمقابل 23 ريال (شامل قيمة ال ر ضريبة المضافة) لإلغاء الاشتراك، أرسل [X] إلى [XXXXXX] أو انتقل إلى https://charge-portal.com *تم تحصيل مبلغ ال ر ضريبة المضافة لعملاء مسبق الدفع عند عملية شحن الرصيد*	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 or go to https://charge-portal.com/ * VAT Tax was already paid with refill card for prepaid subscribers.
Mobily	تشارك في (service name) مقابل (Price/Frequency). لإلغاء اشتراكك، يُرجى إرسال (Keyword) إلى (Shortcode). لإلغاء الاشتراك من الموقع، يُرجى زيارة https://charge-portal.com والنقر على إلغاء الاشتراك. لأي استفسارات، يُرجى التواصل عبر (Support Mail)	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)

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

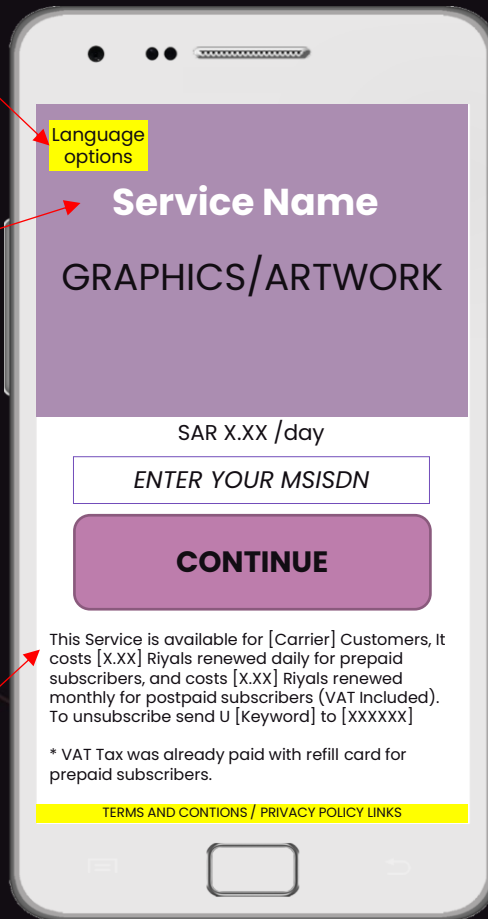
stc Subscription PIN Flow Guide

with success page

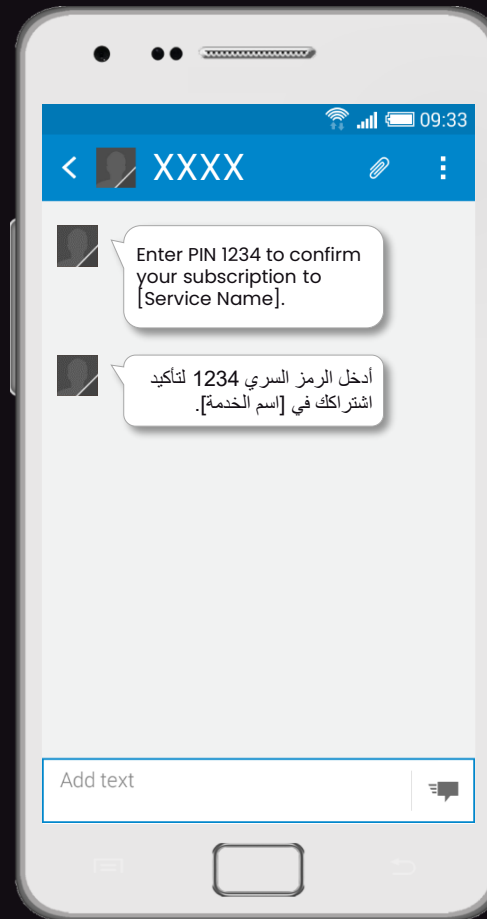
Button to change between languages must be present reasonably prominently on page

Service Name &/ Logo must be clearly visible on page

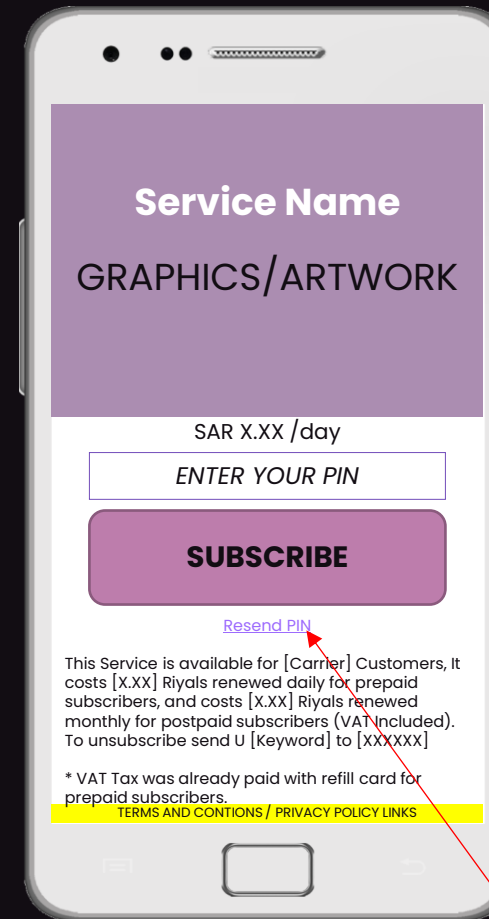
Mandatory on-page T&Cs – different per carrier



Landing Page

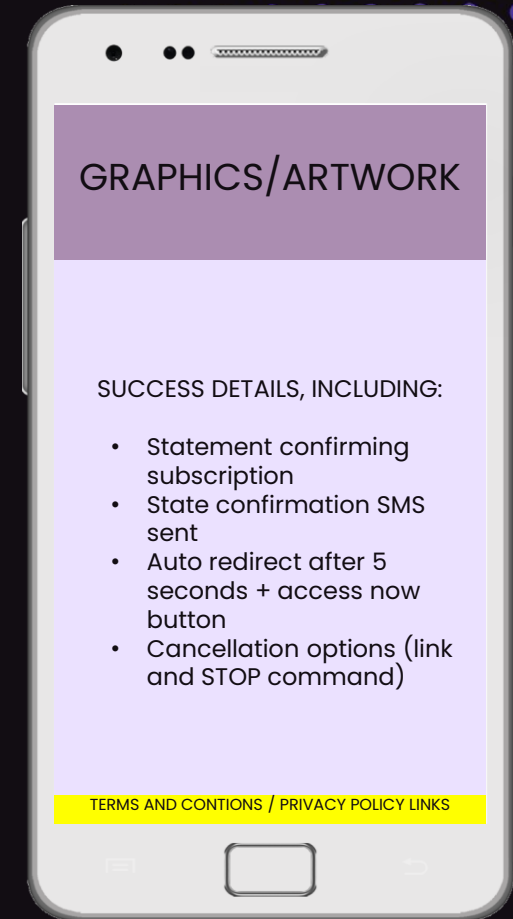


PIN Message



PIN Entry Page

Mandatory 'Resend PIN' link



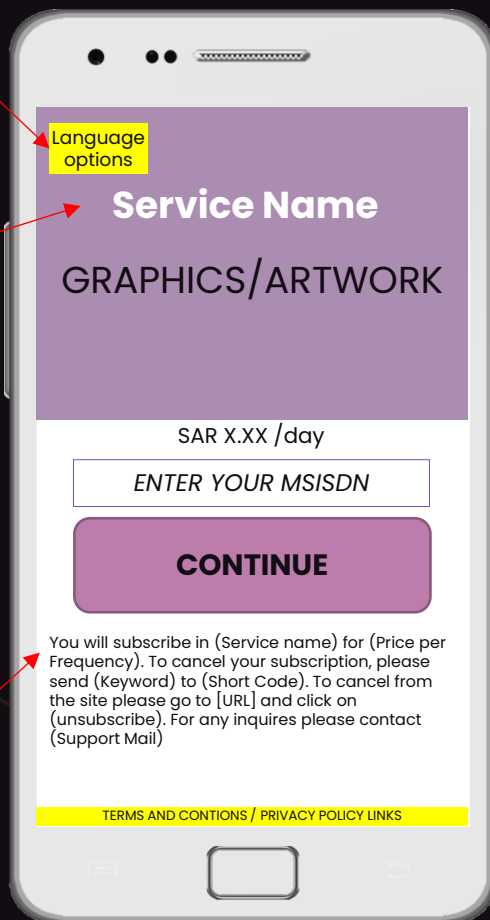
Success Page

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



Language options

Service Name
GRAPHICS/ARTWORK

SAR X.XX /day

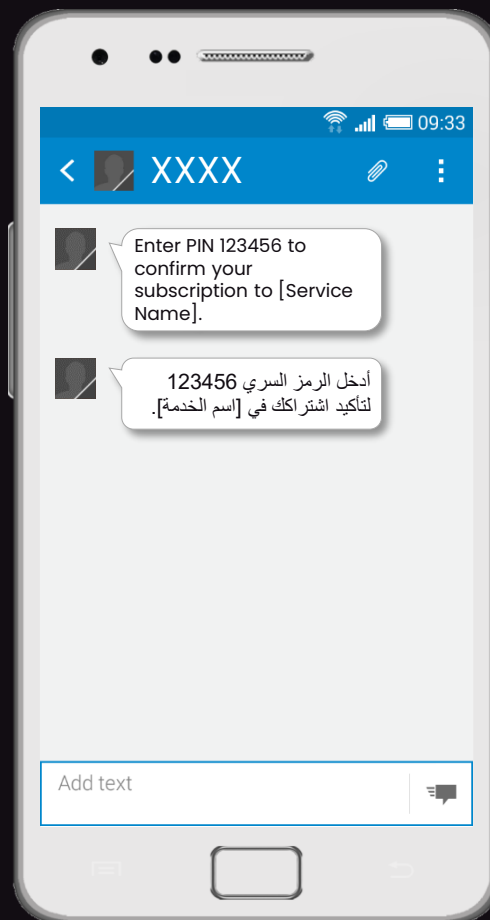
ENTER YOUR MSISDN

CONTINUE

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 inquiries please contact (Support Mail)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

Landing Page



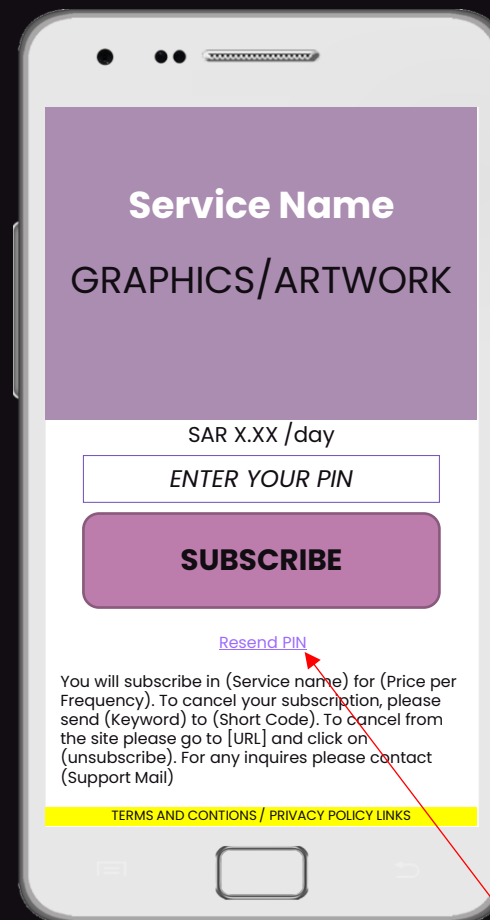
XXXX

Enter PIN 123456 to confirm your subscription to [Service Name].

أدخل الرمز السري 123456 لتأكيد اشتراكك في [اسم الخدمة].

Add text

PIN Message
(6 digits)



Service Name
GRAPHICS/ARTWORK

SAR X.XX /day

ENTER YOUR PIN

SUBSCRIBE

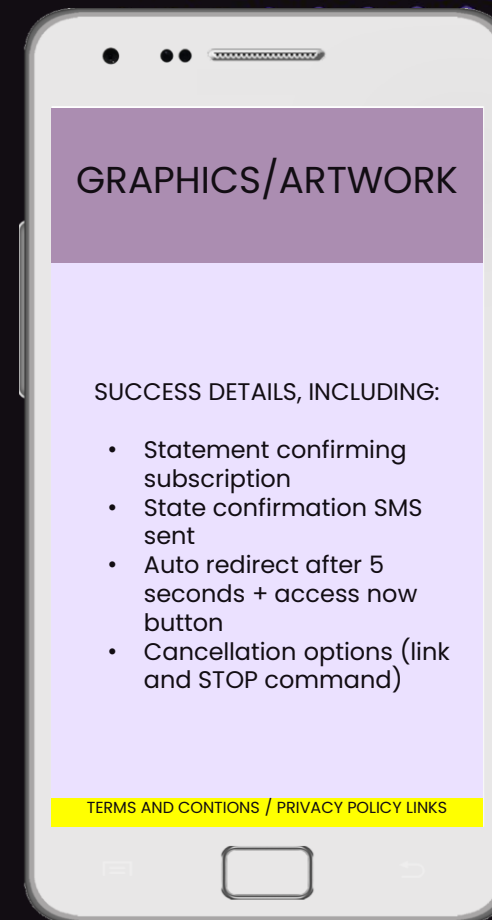
[Resend PIN](#)

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 inquiries please contact (Support Mail)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

PIN Entry Page
(6 digits)

Mandatory 'Resend PIN' link



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)

TERMS AND CONTIONS / PRIVACY POLICY LINKS

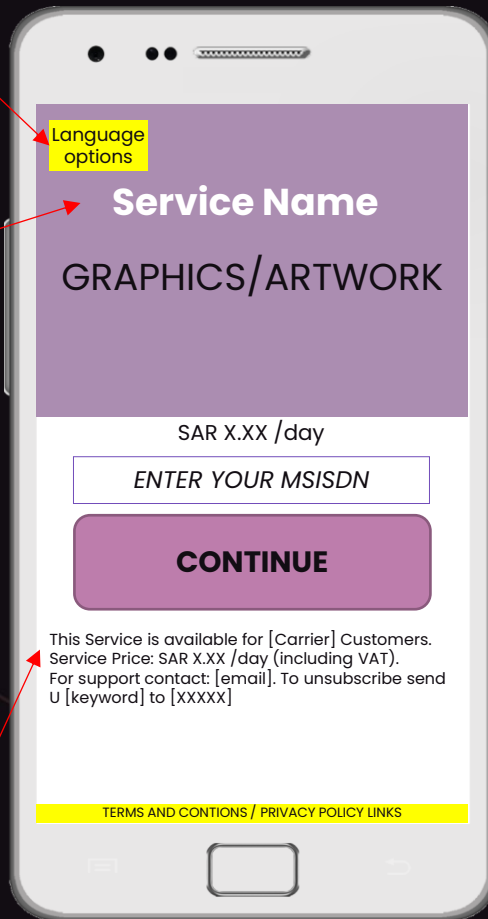
Optional Success
Page

Subscription PIN Flow Guide with success page

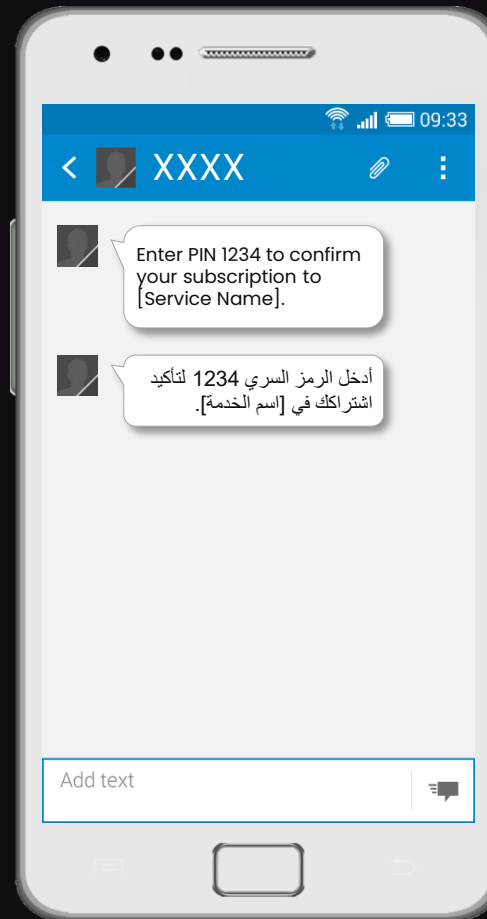
Button to change between languages must be present reasonably prominently on page

Service Name &/ Logo must be clearly visible on page

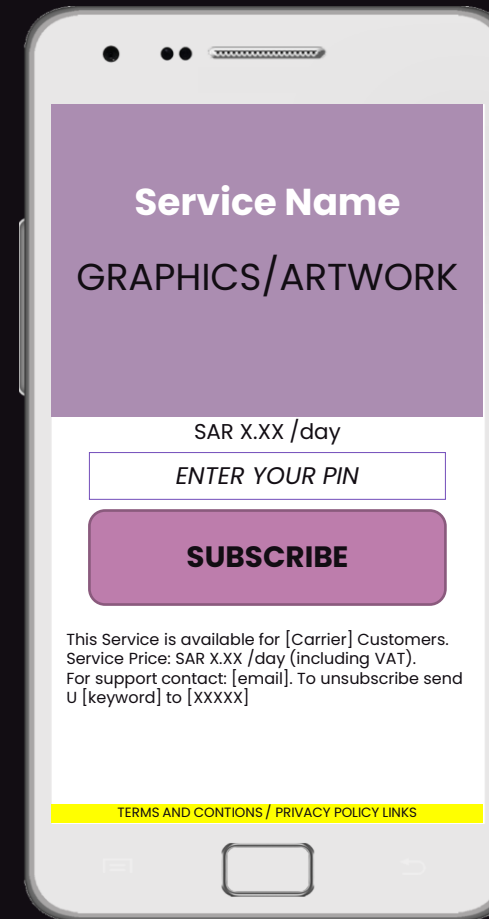
Mandatory on-page T&Cs – different per carrier. Note Zain wording is not prescribed but must include carrier name, price, support details and unsub instruction.



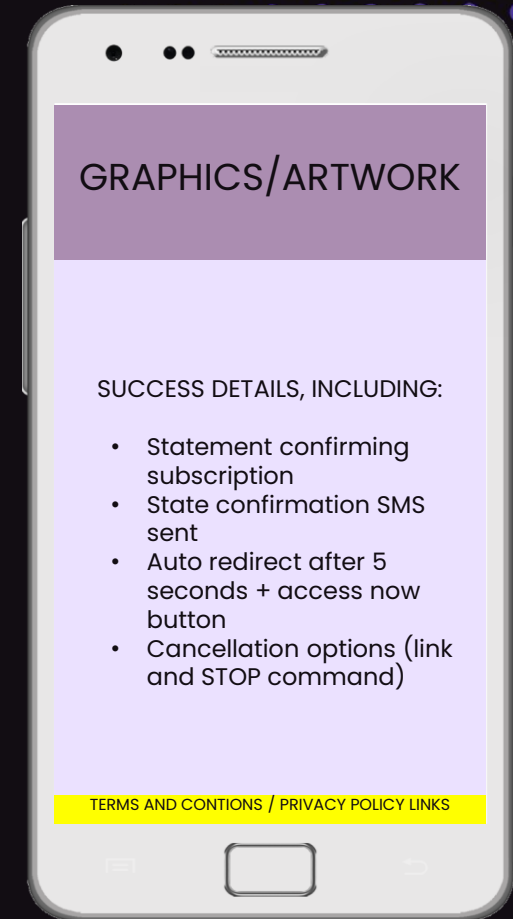
Landing Page



PIN Message



PIN Entry Page



Success Page