# Charge to Mobile Singapore Framework

## User Acquisition Flow Requirements

V1.2 (Oct 2026)

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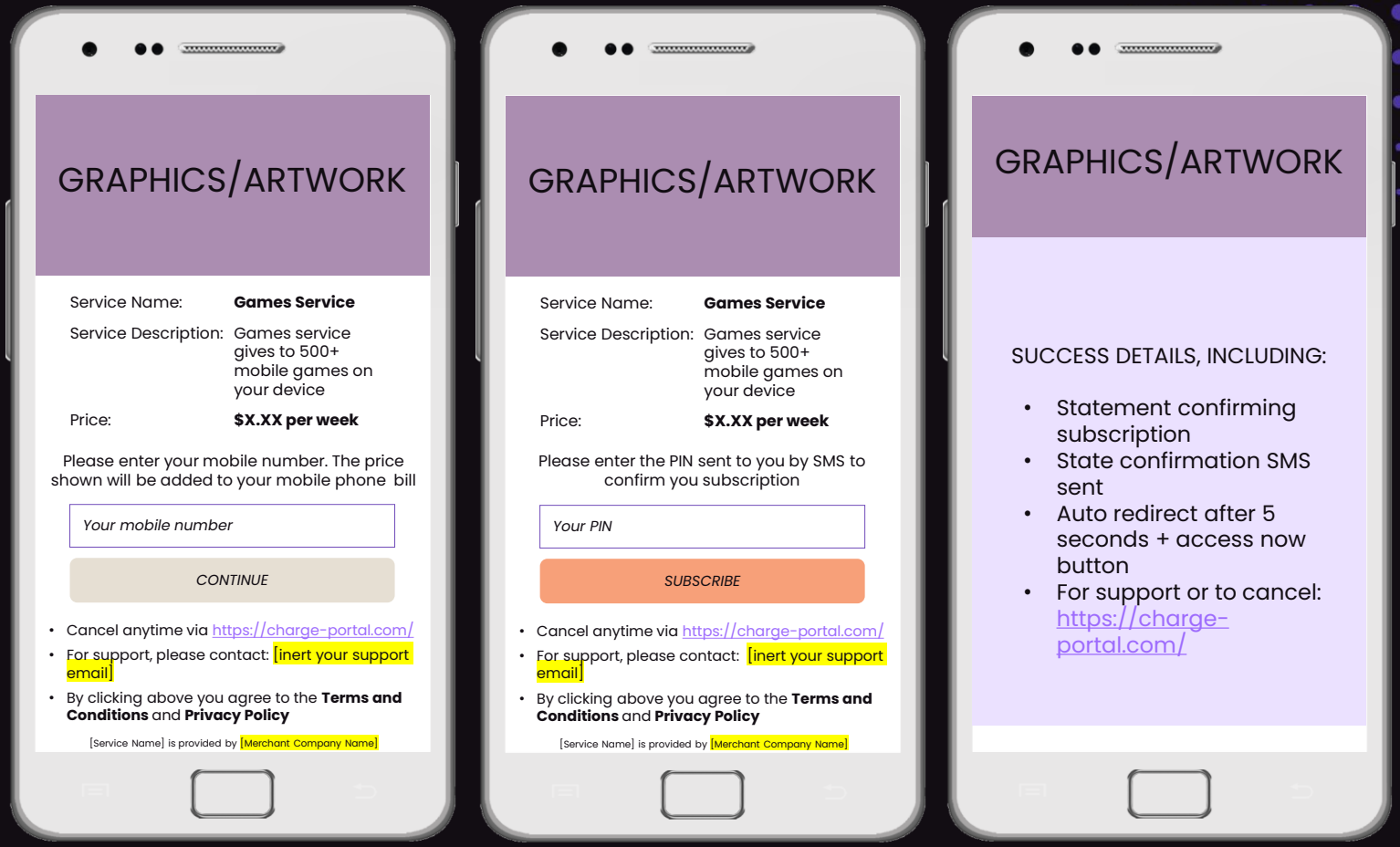
# Key Notes/Regulatory Rules

- Subscription base hosted by Infomedia
- English primary language
- Adverts must state price/frequency of service charges, that it automatically renews unless cancelled, and the cancellation details (e.g. send STOP SERVICE to 1234)
- It is strictly mandatory to retain logs of each time the user uses the service
- The '$' symbol shall be used for pricing, this is SGD (not USD)
- No animation on page
- Misleading advertising is construed very strictly in Singapore

# Subscription PIN Flow Guide
## with success page

Required items to be shown:
- Service Name
- Service Description
- Price/billing frequency
  - These three items above must be highly legible and prominent, clearly separated and prominent from any graphics, promotions and CTA
- Statement price will be added to mobile bill
- How to cancel service via our CS Portal
- Support contact details (email minimum)
- Statement agreeing to Terms and Conditions and Privacy Policy (with links)
- Full merchant company name




Landing Page | PIN Entry Page | Success Page

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