

Charge to Mobile UAE Framework

User Acquisition Flow Guides

v5.12 (2023)

Subscription PIN Flow Guide

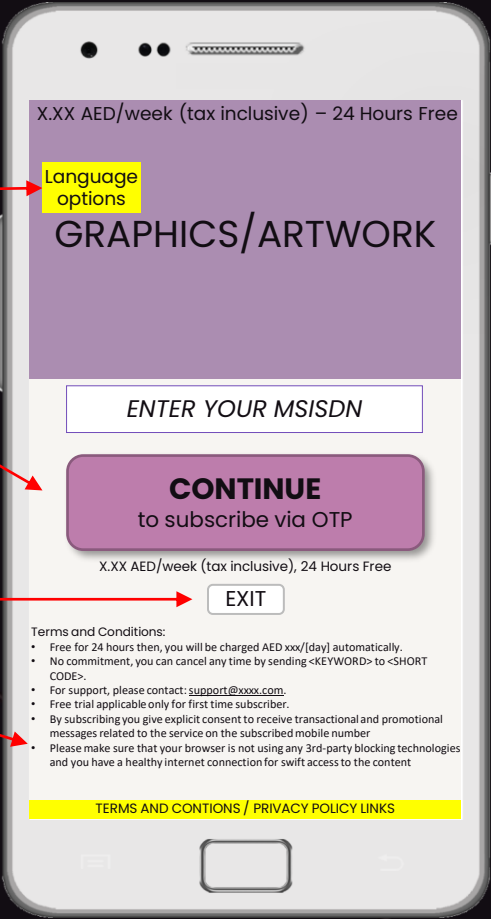
with success page

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

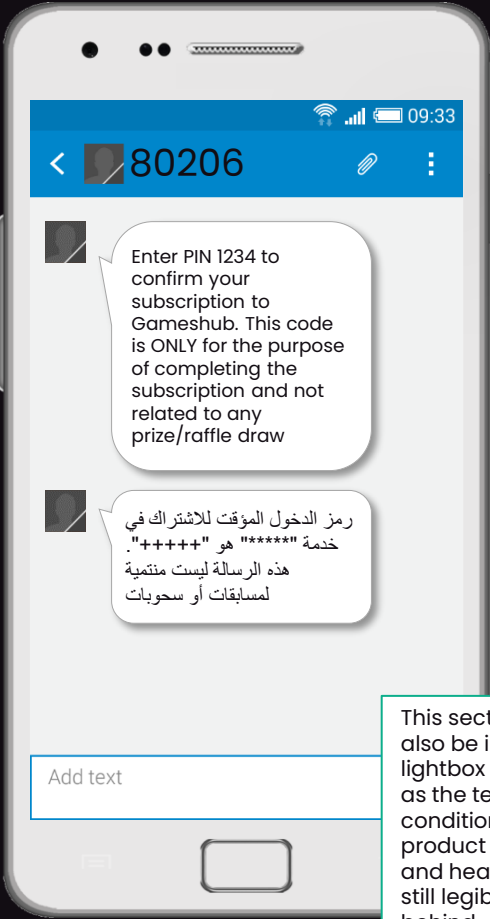
CTA Buttons must contain the word "subscribe" or "subscription" and reference OTP or PIN if not explicit in other adjacent text

Exit button, returning user to homepage or original website

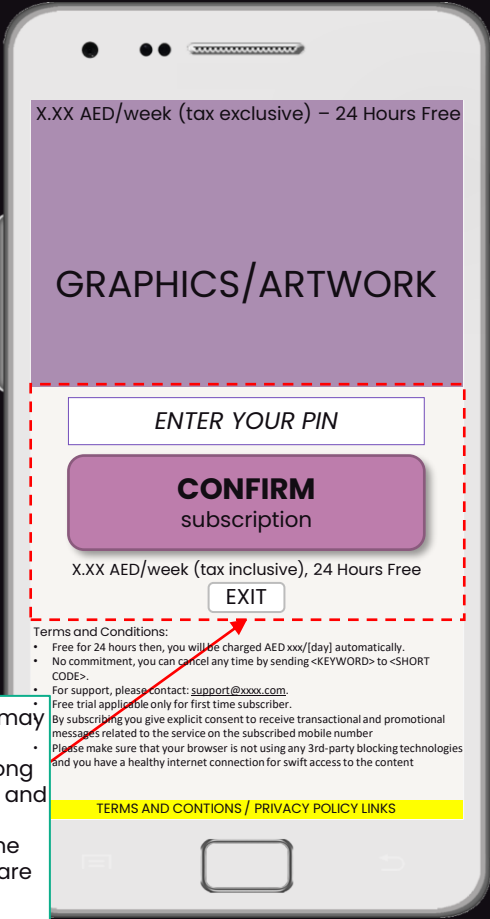
Mandatory T&Cs format



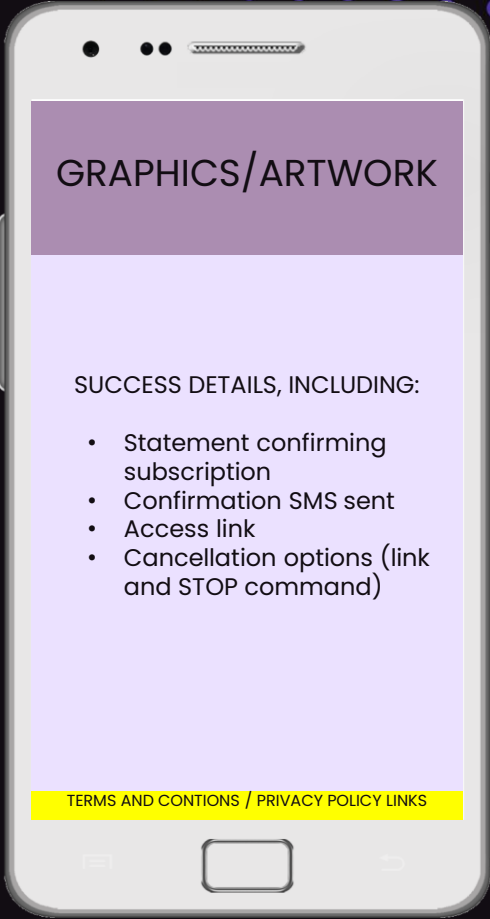
Landing Page



PIN Message



PIN Entry Page



Success Page

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

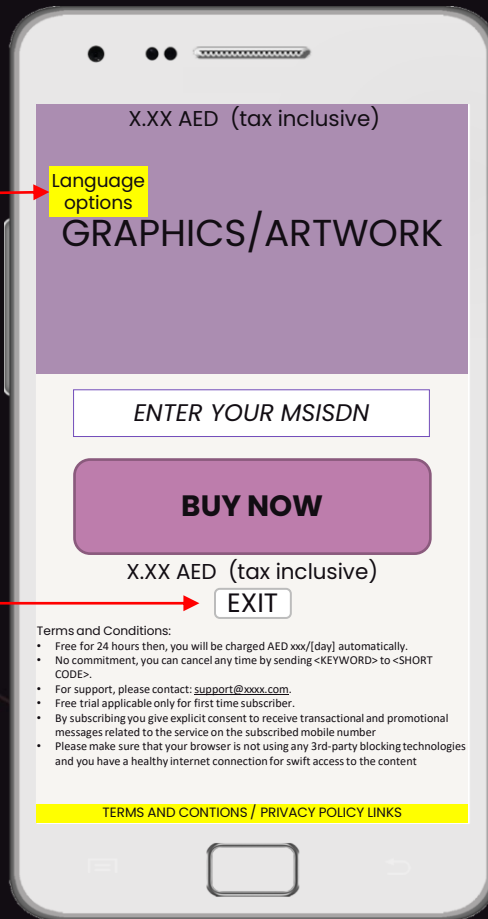
One Time Payment Flow Guide

with success page

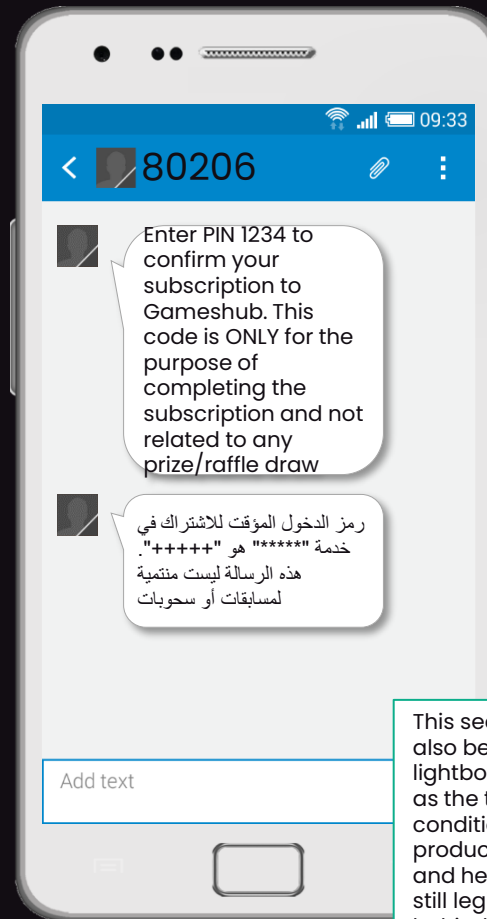
Button to change between languages must be present reasonably prominently on page

Language options

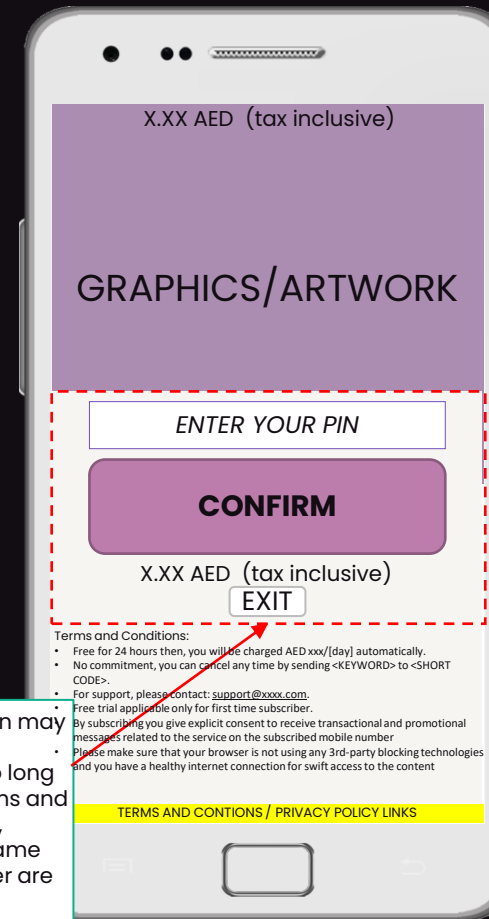
Exit button, returning user to homepage or original website



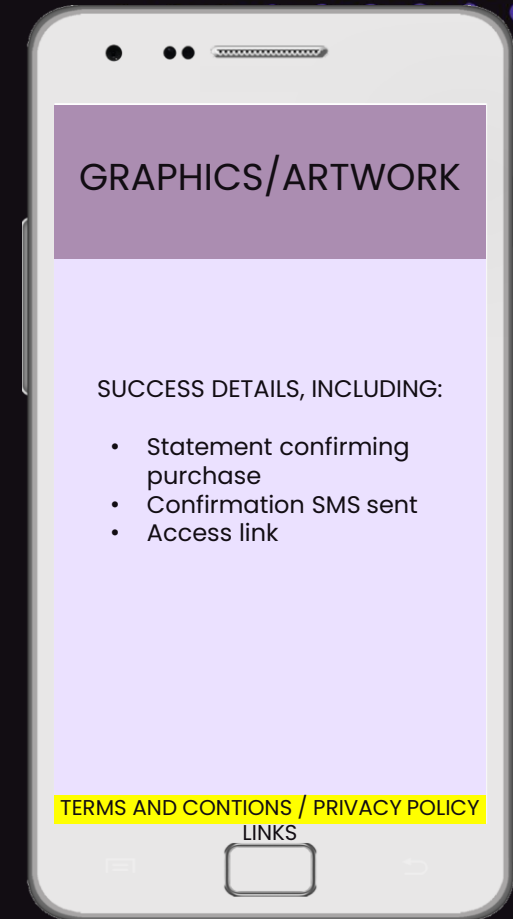
Landing Page



PIN Message



PIN Entry Page



Success Page

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