

Charge to Mobile Singapore Framework

User Acquisition Flow Requirements

V1.1 (Jan 2024)

Key Notes/Regulatory Rules

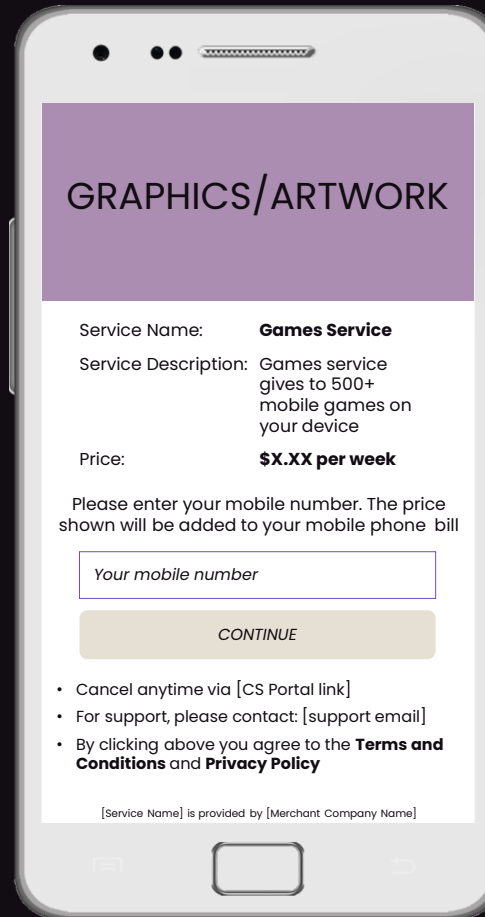
- Subscription base hosted by Infomedia
- English primary language
- Adverts must state price/frequency of service charges, that it automatically renews unless cancelled, and the cancellation details (e.g. send STOP SERVICE to 1234)
- It is strictly mandatory to retain logs of each time the user uses 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



GRAPHICS/ARTWORK

Service Name: **Games Service**

Service Description: Games service gives to 500+ mobile games on your device

Price: **\$X.XX per week**

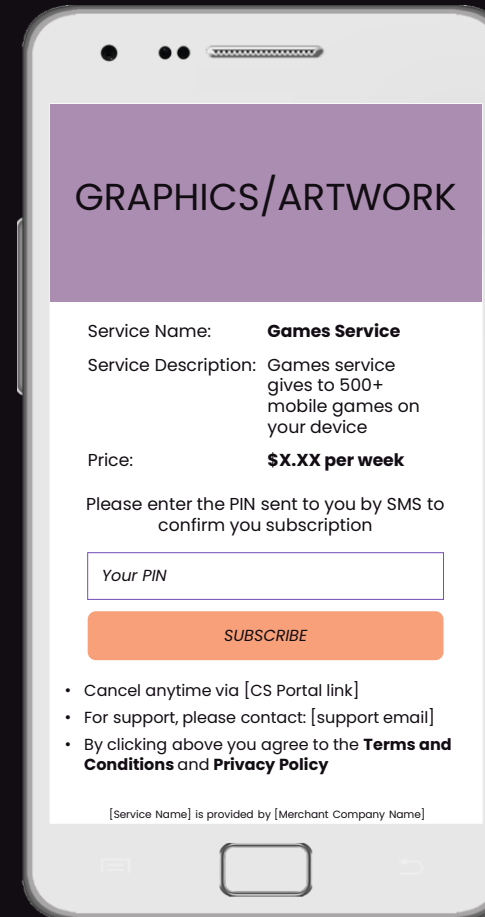
Please enter your mobile number. The price shown will be added to your mobile phone bill

CONTINUE

- Cancel anytime via [CS Portal link]
- For support, please contact: [support email]
- By clicking above you agree to the **Terms and Conditions** and **Privacy Policy**

[Service Name] is provided by [Merchant Company Name]

Landing Page



GRAPHICS/ARTWORK

Service Name: **Games Service**

Service Description: Games service gives to 500+ mobile games on your device

Price: **\$X.XX per week**

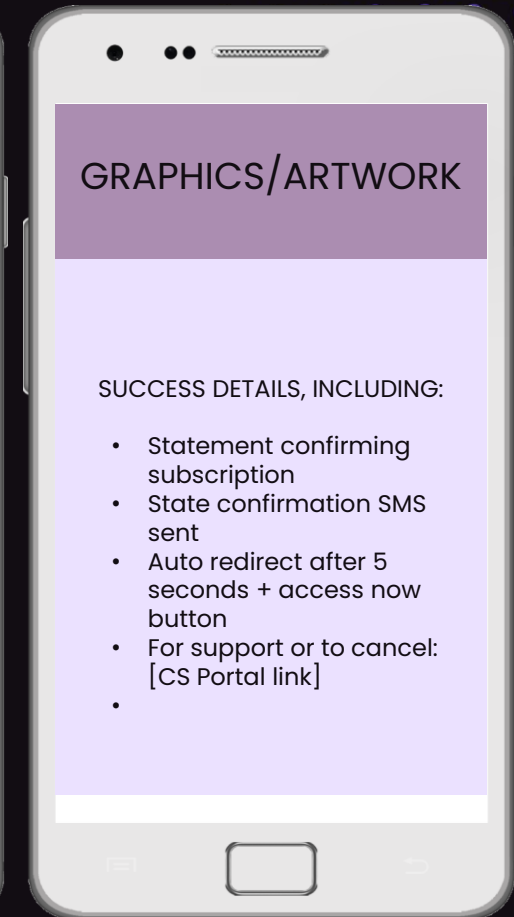
Please enter the PIN sent to you by SMS to confirm you subscription

SUBSCRIBE

- Cancel anytime via [CS Portal link]
- For support, please contact: [support email]
- By clicking above you agree to the **Terms and Conditions** and **Privacy Policy**

[Service Name] is provided by [Merchant Company Name]

PIN Entry Page



GRAPHICS/ARTWORK

SUCCESS DETAILS, INCLUDING:

- Statement confirming subscription
- State confirmation SMS sent
- Auto redirect after 5 seconds + access now button
- For support or to cancel: [CS Portal link]
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Success Page