

2019 at a glance

A snapshot of Mobily's financial and operating highlights for a year of transformation and accelerating growth.

Vision

Empower the Digital Economy to Unlock Possibilities

Empower: our winning role in the envisioned future

The Digital Economy: The long-term future that we envision

To Unlock Possibilities: the value we add to this envisioned future

Values



Agile

We are open, flexible, and make every second count.



Courageous

We are brave enough to take bold steps and determined to see them through.



Clear

We keep things black and white.

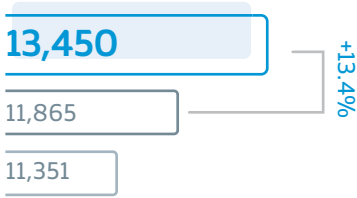


Caring

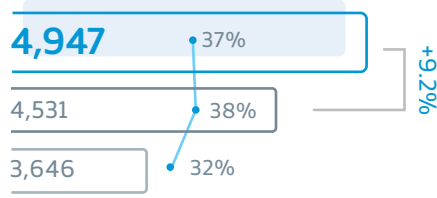
We treat you as an individual and value diversity in thought and perspective.

Financial highlights

Revenues



EBITDA and EBITDA margin



Highest annual revenues in the last

4 years

Highest annual EBITDA in the last

6 years

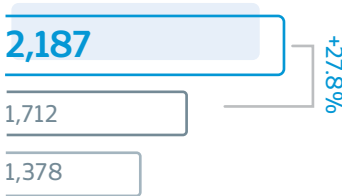
First net profit in the last

5 years

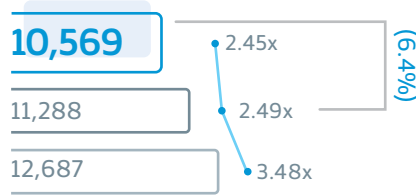
Net debt to EBITDA ratio at under

2.45x

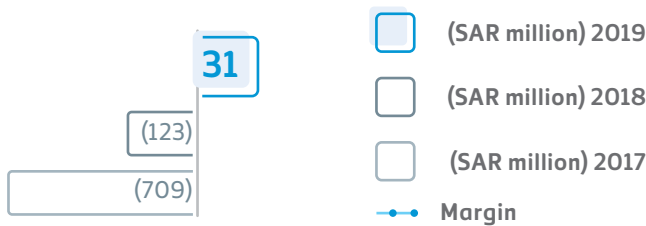
Operational Cash Flow (EBITDA-CAPEX)



Deleveraging (Net Debt and Net Debt/EBITDA)



Net profit/ (Loss)



- (SAR million) 2019
- (SAR million) 2018
- (SAR million) 2017
- Margin

Operating highlights

Appointment of new Saudi national

CEO & CFO

+70%

Mobile Download Speeds for Hajj

SAR 7.6 billion

Murabaha Facility Refinancing

5G Network

Rollout Began

+ 17pt.

Employee Engagement Score

#1

in Social Media Response Time*

#1

Customer Care Ranking*

New Vision, Strategy and Corporate Values

*Source: CITC reports