

# Business model

Mobily creates value by providing our customers a one-stop-shop of best-in-class telecom and ICT services, driven by innovative product development and supported by effective sales and optimal customer care.

Our customers fall into six distinct groups – prepaid (mobile), postpaid (mobile), mobile operators, businesses, small-to-medium enterprises (SMEs), and households – and we tailor a variety of bundled services to meet each group’s unique requirements, including partnering with selected suppliers to complement and support the delivery of our services.

Our revenue streams come primarily from interconnection charges, as well as returns from ventures, device and accessory sales, and usage and subscription fees. We also generate revenue from a number of digital services, tailored to our business customers and consumers.

Meanwhile, our costs are comprised of sales and distribution costs, service delivery and network development, and operational expenditures.



Costs

Services

Sales

Network



Marketing

Channels

Customer relationship



Network



Services

Mobile

Connectivity



Digital



Revenue

Sales

Fees

Returns from ventures



## Value

Customer support

Network

Services

Products and Sales



Customers

Consumers

Mobile operators

Businesses

Households



People



Partners