

Caring for our Community and Country

In view of the challenging environment imposed across the world by COVID-19, Mobily redoubled its efforts to support the Kingdom and its people in 2020. Our newly created Corporate Citizenship Department took the lead in putting our CSR strategy and program into action through numerous activities to ensure significant and sustainable positive impact for our communities and country.

The Mobily Corporate Citizenship, CSR and Sustainability Program aims to develop, deliver and sustain a number of initiatives and a portfolio of effective and impactful partnerships between Mobily and the community in a way that benefits all stakeholders.

To this end, and in a process hastened by the onset of the global pandemic and its significant impacts on society, we initiated talks with a number of leading public, semi-government and non-profit organizations, establishing the basis for more formal cooperative partnerships. These potential collaborations span a variety of areas in which we feel we can make a positive contribution to the development of the Kingdom and its people, in alignment with Saudi Arabia's 2030 Vision.

Responding to COVID-19

During these uncertain times, Mobily has sought to proactively and effectively support our communities. In cooperation with the Saudi Ministry of Health, we launched multiple COVID-19 awareness campaigns, both internally for our employees and across the Kingdom. By utilizing the full extent and reach of the Company's social media presence, we ensured these important campaigns reached the most people possible across the country.

This allowed us to circulate consumer support, advice, safety instructions and other messages and information to address all sections of society, from the victims of the virus and their families through to the front-line heroes working to stem the spread of the virus and treat the sick.

One ground-breaking initiative that set Mobily apart was the heartfelt message we displayed on the King Fahad Road billboard, thanking our frontline workers publicly upon their return to work at the office. This high-profile campaign was seen by millions of people, and the exceptional impact of this simple act was felt nationwide.

Personal Wellbeing and Professional Development

We established a virtual training program to allow employees to focus on their professional development during the COVID-19 lockdown, delivered through partnerships with well-known electronic training providers. This program was complemented by numerous communications, announcements and recognition programs for the top learners, further motivating our people to participate.

We partnered with the Sports for All (SFA) foundation, which is committed to achieving the Ministry of Sports' goals for physical health and wellbeing in the Kingdom, in line with Saudi Vision 2030, to increase physical activity of Mobily employees. It also served to empower our employees to have an impact in their own communities by endorsing, enabling, activating and promoting sports and healthy living.

Supporting the Kingdom's Diverse Communities

Throughout 2020, we maintained our social impact partnership with the Ministry of Housing's Jood Eskan platform, which aims to involve the broader Saudi community in Kingdom-wide efforts to provide housing support to those in need.

We also launched a partnership with the Ministry of Human Resources and Social Development (MHRSD) to design customized initiatives that contribute to society by utilizing Mobily's telecommunications network, and came together with the Ministry of Municipal and Rural Affairs (MOMRA) to explore how to encourage physical activities in government-owned parks by promoting a broad range of sports.

Since the outbreak of the pandemic, Mobily has redoubled its efforts to support a range of national educational initiatives, such as the Saudi Human Resources Development Fund's (HRDF) Tamheer on-the-job training initiative and the College Cooperative Programs and Internships, helping to provide Saudi graduates from local and international universities with the expertise and skills to contribute meaningfully to the labor market. We consequently hired more than 132 trainees to become full-time Mobily employees in 2020, all of whom have contributed to the Company's success and will continue to do so in the years ahead.

Enhancing our Social Responsibility in 2021

In the year ahead, we will continue to grow our commitments and programs with the community, building on the early momentum of the Mobily Corporate Citizenship, CSR and

Sustainability Program to further develop and launch key initiatives for lasting social impact, including:



ORGANIZE AND ENCOURAGE CHARITY, DONATIONS, AND PHILANTHROPY IN MOBILY AND THE TELECOMMUNICATION INDUSTRY AS A WHOLE.



ENCOURAGE AND INFLUENCE INDIVIDUAL SOCIAL RESPONSIBILITY IN THE TELECOMMUNICATION SECTOR.



DEVELOP A VOLUNTEERING SYSTEM FOR MOBILY EMPLOYEES.



BUILD, ELEVATE AND SUPPORT THE CAPABILITIES OF THE PUBLIC, PRIVATE AND NON-PROFIT SECTORS AND ENCOURAGE THEIR GROWTH THROUGH:

- Injecting Mobily talents in these entities as trainers, or as beneficiaries
- Support and enable business incubator