

# BUSINESS MODEL

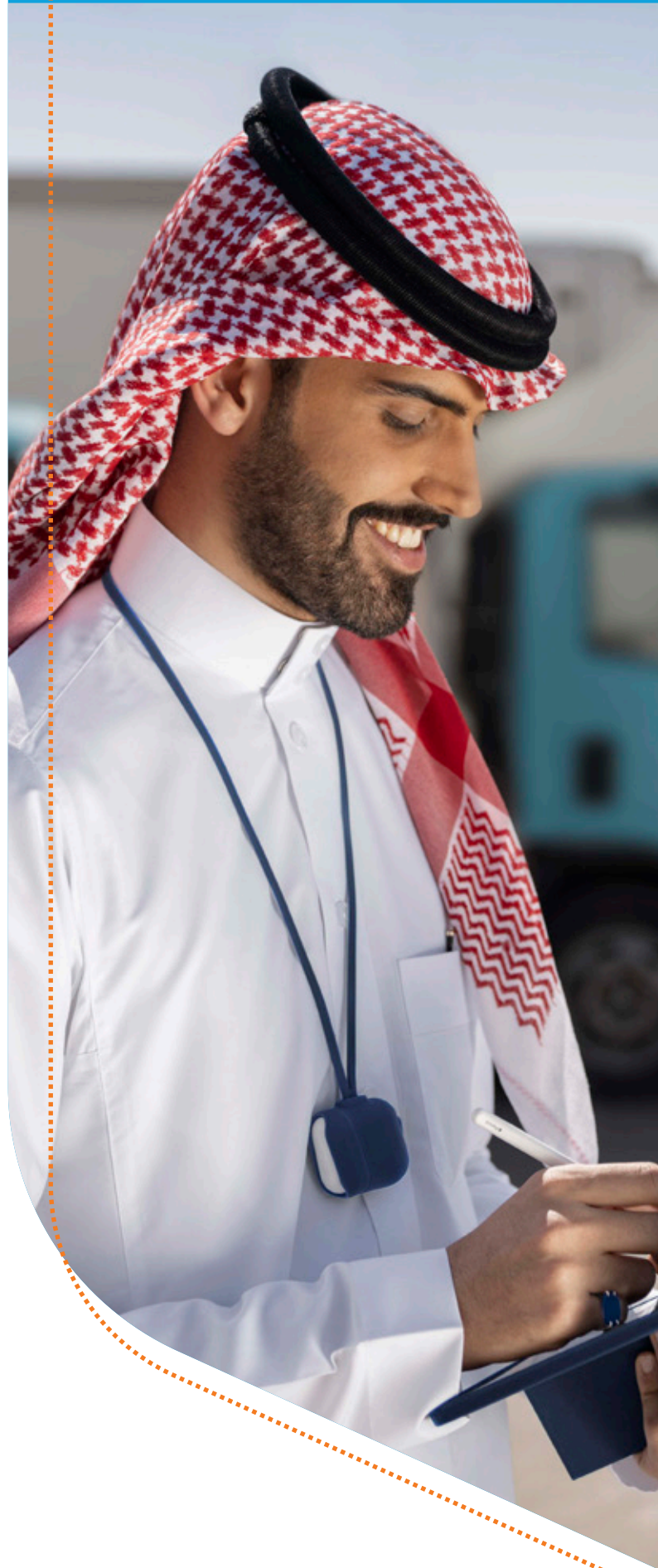
**Mobily is a one-stop-shop of best-in-class telecommunication services, serving 5 distinct categories of customers – consumers, mobile operators, businesses, small-to-medium enterprises (SMEs), and households.**

We support them through effective sales and optimal customer care, including personal, automated and self-services delivered across a range of customer relationship touchpoints, including digital, physical and call centers.

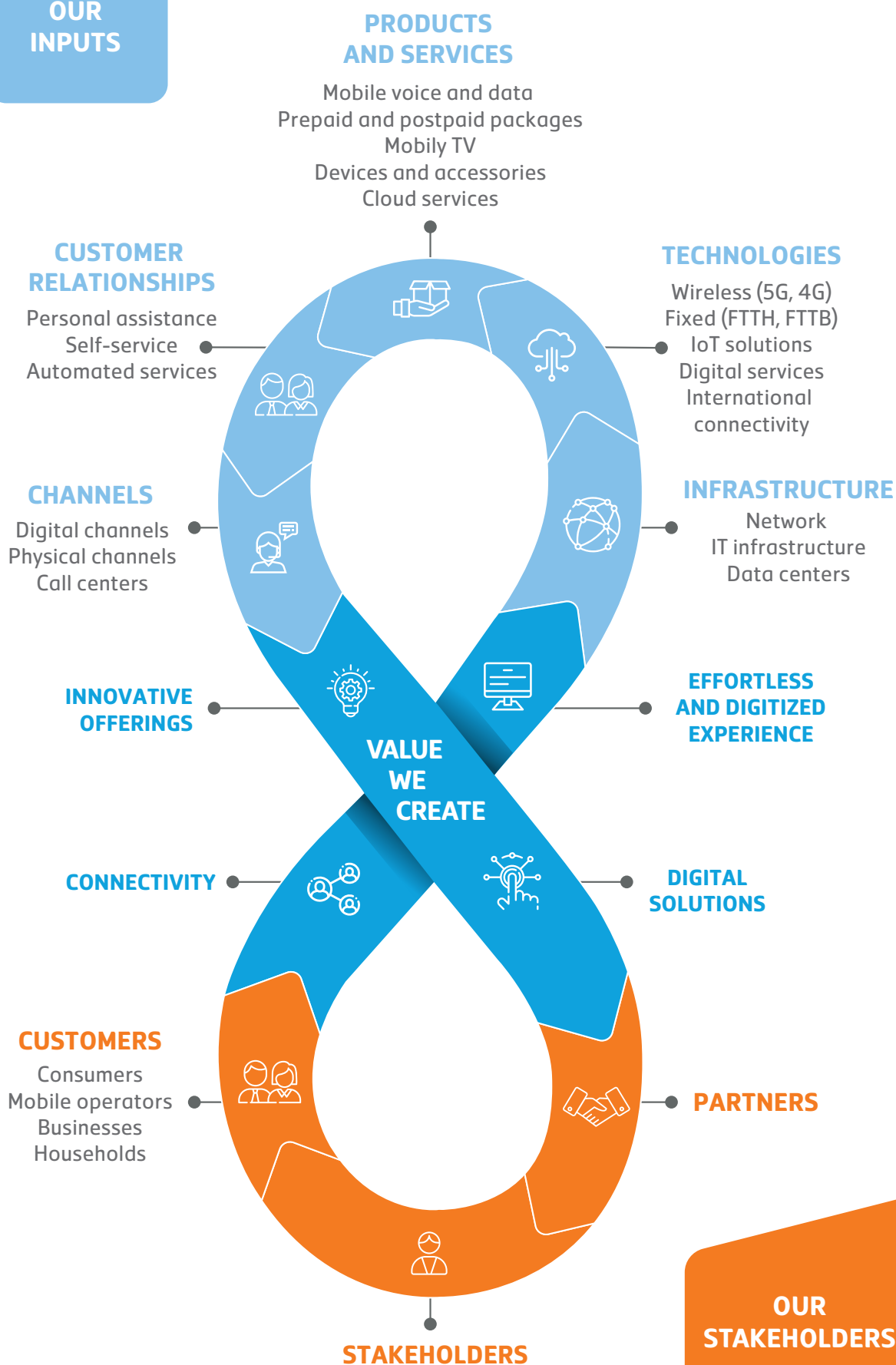
Our portfolio of products and services, which we tailor and bundle to meet the unique needs of our customers, is built on a robust foundation of world-class infrastructure, which includes our telecommunications network, IT infrastructure and data centers.

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 products and services, tailored to our business customers and consumers.

In this way, we create value by delivering trusted connectivity, innovative offerings, valued services and solutions, and exceptional experiences to our customers across Saudi Arabia.



## OUR INPUTS



## OUR STAKEHOLDERS