

INVESTMENT CASE

A unique investment proposition driven by a record financial performance and stable, continuous and sustainable growth.

01

Comprehensive corporate strategy that delivers results

- Increase in dividend payments in 2021
- Rising revenues trend over last 8 years
- Rising EBITDA trend over last 8 years
- Robust local, regional and international shareholder mix
- Revamped digital channel including highest rated mobile app among the 3 operators

02

Trusted strategic partner of Saudi Government and corporates

- Full strategic alignment with themes of Saudi ICT Strategy 2023
- Supported government initiatives, raised health awareness and provided free or reduced-cost services in response to COVID-19 pandemic
- Comprehensive local content strategy and second consecutive year receiving Local Content Certificate from Local Content and Government Procurement Authority
- Partnered with General Authority for Small and Medium Enterprises (Monsha'at) to provide consulting services to entrepreneurs in IoT, cybersecurity and AI
- MoU with Al Yamamah University to develop Mobily's and the University's Saudi national staff
- Partnered with Ericsson to scale up 5G technology applications in the region

Become part of one of the Middle East's leading telecommunications companies, as we gain trust by delivering consistent and profitable growth while accelerating our transformation into a digital telecommunications company fit for the future.

03

Leading Saudi company and brand

- Seventh most valuable Saudi Arabian brand - brand value reached SAR 4.8 billion¹
- Fastest growing top 10 brand in Saudi Arabia, recording 17% brand value growth¹
- #1 Saudi telecommunications company in customer care by lowest number of complaints²
- Experienced Saudi leadership team
- Maintained ISO certification for Business Continuity Management Systems³
- Winner of 'Best Recruitment and Talent Management Strategy Award'⁴
- Winner of 'Best Customer Experience Award 2021 for the Individual Sector'⁵

04

Technological trailblazer investing in the future

- #1 in Snapchat, Instagram, Facebook, Twitter and video conferencing platforms response time²
- 5G network coverage in 52 cities across Saudi Arabia
- #1 rated mobile network in Saudi Arabia by Ookla⁶
- Achieved the lowest mobile 5G average latency in Saudi Arabia by reaching 23ms²
- Achieved highest throughput with mmWave in its live 5G network with Nokia
- Piloted world's first 4G and 5G Fixed Wireless Access (FWA) network slicing with Nokia

¹Brand Finance

²CITC Q4 2021 Report

³British Standards Institution (BSI)

⁴CIPD - Middle East People Awards 2021

⁵Communications and Information Technology Commission (CITC) Awards

⁶Customer satisfaction data submitted to Speedtest Intelligence Q1-Q2