

# YEAR IN REVIEW

# 21

In a landmark year for Mobily, we accelerated our performance and achieved a range of momentous milestones, overcoming challenges to come together and achieve great success.

JANUARY 20

## World's first 4G and 5G Fixed Wireless Access network slicing with Nokia

First-ever network slicing trial on a live commercial network showcases Fixed Wireless Access (FWA) slicing use case for the first time, paving the way to new services and enhanced customer experience.

MARCH 23

## Partnership with Ericsson to enhance subscriber upload speeds

Mobily has partnered with Ericsson to deploy a new software package on its 5G network in Saudi Arabia to boost upload speeds and enhance the user experience.

MARCH 31

## Expanded partnership with Nokia for enterprise IoT network

As part of its strategic partnership with Mobily, Nokia announced the completion of a narrowband 'Internet of Things' (NB-IoT) network deployment in L800 band.

APRIL 21

## Cooperation agreement with Monsha'at

Mobily signed an agreement with the General Authority for Small and Medium Enterprises (Monsha'at) to enable entrepreneurs and owners of Small and Medium Enterprises (SMEs) to adopt innovations in technologies to achieve sustainability, efficiency and growth in the Saudi market, depending on advanced 5G technologies.

FEBRUARY 23

## Fastest growing telecommunication brand in the Middle East

Mobily claimed the title of the fastest growing telecommunication company in the Middle East for 2021, with 17% growth in brand value, according to Brand Finance report, to reach SAR 4.8 billion, and attained an AA+ rating, the highest Brand Strength Index score in Mobily's history.

MARCH 26

## Earth Hour Event

Mobily participated in Earth Hour by reducing its advertising LED display boards' electricity consumption by 90% and displaying a billboard message in Riyadh encouraging individuals and communities to rationalize electricity consumption by turning off non-essential electric lights.

APRIL 18

## Highest throughput with mmWave

A mmWave technology trial was successfully completed in Mobily's live 5G commercial network by Nokia, which achieved the highest throughput at a site in Riyadh.

APRIL 28

## "Mobily is Immune" campaign

Mobily launched a successful internal campaign to ensure a safe and healthy environment by increasing vaccinations amongst employees to achieve collective immunity.





MAY 4

## Mobily Digital Partnership Program

Mobily launched its Digital Partnership Program to create innovative digital products and services that enrich the digital community and the digital economy through partnerships with promising local, regional and global companies in the digital fields such as Artificial Intelligence (AI) and Internet of Things (IoT).

JUNE 10

## Cooperation agreement with Tech Mahindra

Mobily and Tech Mahindra have signed an agreement to implement an advanced e-commerce platform (Blue Marble), which will contribute to increasing the revenue from digital channels and help Mobily increase its customer satisfaction for e-commerce services.

AUGUST 31

## Top-Rated Mobile Network in Saudi Arabia

Mobily was named the Top-Rated Mobile Network in Saudi Arabia by Ookla, based on customer satisfaction data submitted to Speedtest Intelligence.

SEPTEMBER 29

## Local Content Certificate

For the second consecutive year, Mobily has obtained the local content certificate from the Local Content and Government Procurement Authority, in line with its objectives to support the local content initiative and contribute to strengthening the Kingdom's economy.

NOVEMBER 11

## MoU with Al Yamamah University

Mobily signed a Memorandum of Understanding with Al Yamamah University to strengthen cooperation between the 2 parties and to contribute to the development of Mobily's and the University's national staff, including through training, studies and joint research projects.



JUNE 1

## Mobily TV Service

Mobily's postpaid and prepaid customers enjoy a free subscription of Mobily TV, a new video-on-demand viewing service that provides a large number of the greatest and most recent films, series, documentaries and other entertainment for children.

JULY 14

## First in Regulatory Compliance Index

Mobily has ranked first in the Regulatory Compliance Index of the Communications and Information Technology Commission (CITC) in the second quarter of 2021, which measures the compliance of Telecommunication Providers with Unified License to the CITC's regulations.

SEPTEMBER 16

## Agreement with Ericsson to scale up 5G technology applications

Mobily has signed an agreement with Ericsson to avail its global program for partnerships in 5G applications that will help it to enhance its position in 5G services and accelerate the use of 5G applications by all sectors and consumers in Saudi Arabia.

OCTOBER 25

## Best Annual Report in the Middle East

Mobily won first place for the Best Annual Report Award – Digital Category and first place for the Best Annual Report – Print Category in the Middle East in the event organized by the Middle East Investor Relations Association (MEIRA). Moreover, Mobily's Head of Investor Relations was among the top 6 Best Investor Relations Professionals in Saudi Arabia.

DECEMBER 12

## Mobily Gamers Portal

Mobily launched the 'Mobily Gamers Portal' to connect subscribers to their favorite games and other players, while supporting the Kingdom's E-sports sector by improving user experience and allowing players to participate in tournaments to win prizes and points that can be redeemed in the portal.