

# At a Glance

Mobily maintained momentum during 2022 to deliver another remarkable operational and financial performance during the final year of executing its GAIN Strategy, continuing to gain trust while laying the groundwork for a new strategy that will accelerate growth and value creation in the years to come.

## Operating Highlights

Expanded 5G network coverage to more than

**80%**  
in 6 main cities  
across Saudi Arabia

Named fastest growing Saudi telecoms brand with

**18%**  
brand value growth<sup>1</sup>

Named the

**4th best workplace**  
in Saudi Arabia

Started the implementation of the ESG strategy to achieve

**ESG performance**  
excellence

Launched the fintech arm,

**Mobily Pay**

Launched the region's largest

**IoT Cloud Platform**  
with Cisco



Awarded as  
**"Top Rated-Mobile Network" & "Top Rated-Fixed Network"**  
in Saudi Arabia<sup>2</sup>



Established a  
**Beneficiaries Experience Committee**



**+36.9%**  
mobile internet average download speed<sup>3</sup>

<sup>1</sup>Brand Finance  
<sup>2</sup>Ookla Speedtest at the Mobile World Congress (MWC) 2022  
<sup>3</sup>CST report Q2 2022 vs Q2 2021

## Financial Highlights

Highest annual revenues in the last  
**9** YEARS

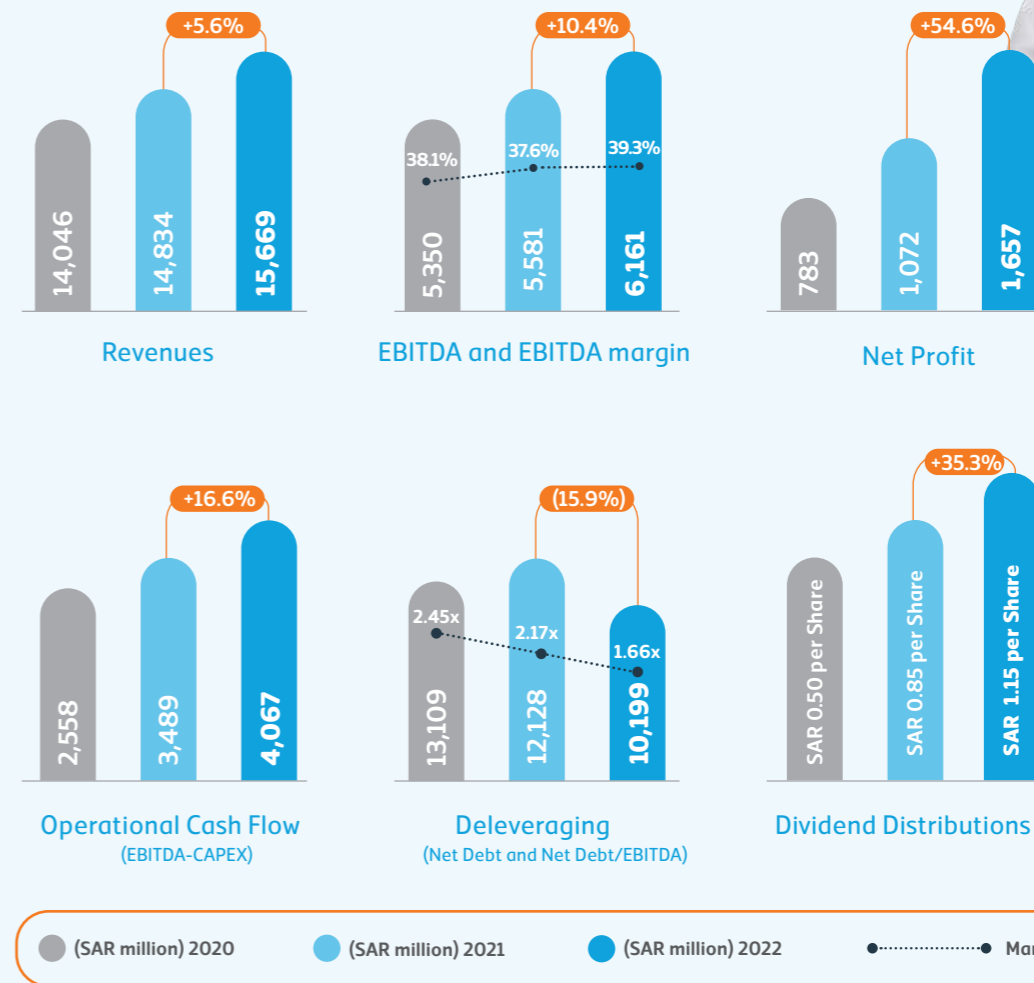
Highest annual EBITDA in the last  
**9** YEARS

Highest annual net profit in the last  
**9** YEARS

Increased net profit by  
**54.6%**

Net debt to EBITDA ratio of  
**1.66x**

Recommended dividend of SAR  
**1.15** per share



● (SAR million) 2020   ● (SAR million) 2021   ● (SAR million) 2022   ●.....● Margin



# 2022 Awards



## Labor Award

Won the Labor Award in the skills and training category for the best training program for students and graduates from the Ministry of Human Resources and Social Development.



## Golden Award (HCM Excellence)

Won the Golden Award (HCM Excellence) 2022 for the Talent Acquisition category as the Best New Hire Onboarding Program from Brandon Hall Group.



## Best Printed Annual Report in the Middle East

First Place in the Middle East for the Best Annual Report 2021, in the Print category, at the Middle East Investor Relations Association (MEIRA) conference.



## "Top Rated-Mobile Network" Ookla Speedtest Award

Recognized for network speed and service in Saudi Arabia with the "Top Rated Mobile Network" Ookla Speedtest award for the second consecutive year at the Mobile World Congress (MWC) 2022.



## "Top Rated-Fixed Network" Ookla Speedtest Award

Recognized for network speed and service in Saudi Arabia with the "Top Rated Fixed Network" Ookla Speedtest award at the Mobile World Congress (MWC) 2022.



## Frost and Sullivan Award

Won the Saudi Arabian Internet of Things Enabling Technology Leadership Award.

# 2022 Certificates



## ISO Certificate for Business Continuity System

Mobily received (ISO 22301: 2019) for its application of business continuity system standards for the 9th consecutive year.



## ISO Certificate for Legal Services

Mobily received (ISO 9001: 2015) for its application of global quality standards in quality management for legal services for the 2nd time.



## ISO Certificate for Risk Management System

Mobily obtained (ISO 31000:2018) for its application of international standards of enterprise risk management practices.



## ISO Certificate for Customer Care Services

Mobily obtained (ISO 10002) for its application of international standards of customer services.



## ISO Certificate for Customer Journey and Satisfaction

Mobily received (ISO 9001:2015) for its application of international standards to improve customers' experience. The scope of work "analyzing customer journey and satisfaction".



## Apple Certified Trainer Certificate

Mobily obtained "Apple Certified Trainer" certification as the 1st telecom operator in the area of India, Mediterranean Sea countries, Middle East, and Africa (IMMEA).



## Local Content Certificate

Mobily obtained the local content certificate for the 3rd consecutive year for supporting local content initiatives to strengthen the local economy.