



Business Model

Mobily is one of the leading telecommunications companies in Saudi Arabia, providing best-in-class services and solutions to consumers, mobile operators, businesses, small-to-medium enterprises (SMEs), and households across the Kingdom.

With customer-focused touchpoints and market-leading customer experience, it sells, serves, and supports customers. It provides a portfolio of attractive and competitive products and services built on a robust foundation of world-class infrastructure, which includes its telecommunications network, IT infrastructure, and data centers.

Key revenue streams include interconnection charges and income from ventures, device and accessory sales, and usage and subscription fees, as well as revenues from digital products and services that are tailored to the needs of business customers and consumers.

By delivering trusted connectivity, innovative offerings, valued services and solutions, and exceptional experiences to customers across Saudi Arabia, Mobily creates value for all Stakeholders.

