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Consumer Unit

In 2022, the Consumer Unit stood up to competition and changing market dynamics to grow core revenues and increase the Mobily customer base compared to 2021. It continued to reduce churn by enhancing customer experience and employing advanced analytics, tapping into and reviving dormant customers.

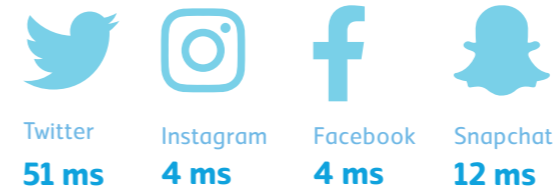
The year started off on a positive note, with Saudi Arabia also easing Hajj restrictions, clocking in 1 million pilgrims in 2022. Similarly, Umrah was opened for nationals of all countries, visa validity for Umrah increased to 90 days and pilgrims were allowed to visit other parts of the Kingdom.

Compared to pre-pandemic levels in 2019, Mobily saw a pickup in pilgrim numbers this year and increased the coverage of 5G areas by 125%, which is expected to help the Company improve its roaming revenues. Mobily also saw an increase in 5G data traffic by 225%, growth of voice calls through the 4G network by 130% and growth in international calls by 75%.

Drive for Digitalization

This year, the Consumer Unit continued its drive for digitalization, in line with the GAIN strategy and in response to evolving consumer preferences. Across the board, the Company worked to digitalize products and services and convert customers from physical to digital services, and kept making strong gains in moving its customer interaction to digital channels. Overall, digitalization efforts provided more convenience to customers.

Latency for Most Used Social Media Platforms in the Kingdom



At the helm of Mobily’s digitalization was the commercial launch of Mobily Pay, a secure e-wallet offering a range of financial services for customers. The Consumer Unit also performed especially well in digital recharge, and successfully placed a range of relevant products and services on the Mobily app and the digital store.

Rolling Out 5G

Mobily 5G rollout activities continued with successful implementation in 2022. The rollout’s focus on the Kingdom’s major cities supported the Consumer Unit’s strategy to target high- and mid-value customers. The 5G growth plan also supported the GAIN strategy by offering consumers better network service and quality.

The availability of more 5G-enabled handsets boosted 5G data usage, leading to better customer satisfaction and average revenue per user (ARPU). Significant growth in 5G fixed wireless access crystallized an increasing base and revenues. Overall, the Unit was able to upgrade its portfolio with competitive pricing, continuing to avoid a price war.

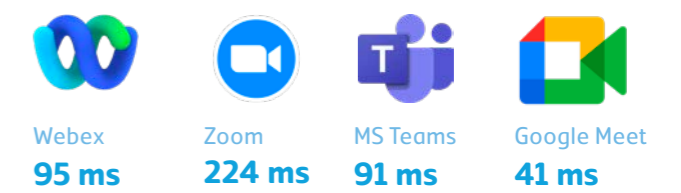
Fiber-to-the-Home

Mobily’s Fiber-to-the-Home (FTTH) services continued to deliver value in 2022. The Company accelerated the rollout of open access FTTH utilization, expanding customer base growth year-on-year, demonstrating sustained high demand for premium home services.

Mobily maintained its broad FTTH footprint across the Kingdom, officially launching its 1G FTTH services across its areas of coverage this year. It also doubled speeds during 2022. By the end of the second quarter of 2022, Mobily’s mobile internet average download speed improved by 36.86% to reach 161.37 Mbps, compared to the same quarter of last year. The mobile 5G average download speed increased by 14.75% to reach 321.98 Mbps and fixed internet average download speed reached 90.24 Mbps, according to the latest CST Report.

Mobily continued to lower latency of its network and achieved the highest download speed percentage for the most popular gaming platforms, resulting in #1 ranking in Saudi Arabia for 3 gaming platforms (Play Station, XBOX

Latency for Most Common Video Conferencing Platforms in the Kingdom



and STEAM) over the FTTH Network and achieved the lowest latency and #1 ranking in 9 out of 13 most popular video games (e.g., FIFA, APEX legends and PUBG). Moreover, Mobily achieved the lowest mobile 5G average latency by reaching 22 ms, and the lowest mobile internet average latency by reaching 30 ms, according to the CST third quarter Game Mode Report.

Mobily achieved the lowest latency for 4 of the most popular social media platforms in Saudi Arabia, with 51 ms for Twitter, 12 ms for Snapchat, 4 ms for Instagram and 4 ms for Facebook. It also excelled at supporting video conferencing platforms, with 95 ms for Webex, 224 ms for Zoom, 91 ms for Microsoft Teams and 41 ms for Google Meet.

New Product Launches

Mobily stayed on top of the market this year with the launch of dozens of consumer products, including the latest technologies and devices from leading providers. Notably, this year the Consumer Unit implemented device installment for FTTH customers. It also diversified customer options with the Premium 5G Air Fiber.

The Unit launched LikeCard service for all mobile voice package customers. The platform offers more than 1,500 options of pre-paid cards, from partners such as iTunes, Google Play, STEAM, Play Station, XBOX and telecommunication companies.

The Consumer Unit continued to focus on the roaming market for travelers and expats, with international discounts and enhanced international calling bundles and vouchers. It launched GCC roaming bundles with unlimited calls and internet. It upgraded the Mobily Hajj and Umrah packages. It also increased roaming data for 400 Postpaid customers from 1 GB to 5 GB and enhanced Mobily Link packages.

The Unit pursued the prepaid market with discounted bundles and value-added services, such as the Prepaid Daily Summary Statement. It also created prepaid and extra data offers for YouTube and STARZPLAY.



Mobily made aggressive moves into the streaming market. Discovery+ and UFC subscriptions are now available through Mobily in STARZPLAY. It also launched a discounted lifetime subscription service to Huawei Video for all Mobily voice package customers.

Gaming remained an important focus. In August, Mobily brought its Gaming Unlimited bundle to the market. This year, it also launched the Garena Free Fire service for all Mobily voice package customers, and it implemented a payment service through the Tencent Games – Midasbuy platform.

Looking Forward to 2023

In 2023, the Consumer Unit will continue its successful strategy of seizing market share in the high-value customer segment. It aims to maintain consistent growth of the postpaid customer base, while reducing the churn rate. Long-term customer engagement will remain a priority, supported by device contracts and content bundling. The Unit will continue to raise customer engagement and penetrate the dormant base, growing market share with digital gross additions. Furthermore, it will keep its focus on prepaid customers with high ARPU.

In the year ahead, content will be king. The Consumer Unit's approach envisions gaming as a lifestyle, not just a service. It will enrich over-the-top (OTT) content offerings, with an emphasis on bundling with wireless services. This will involve partnering with more OTT and content service providers. The Unit will improve device propositions to engage high-value customers for longer durations.

The Consumer Unit's focus will be on improving customer experience and improving value propositions. It will also launch a tailor-made bundle to fulfill expat customer needs.

In terms of FTTH, Mobily has established an ambitious target to evaluate the network expansion in rural areas in the coming years, by participating in government-funded projects to expand the broadband service in rural and underdeveloped areas. It is also planning to introduce a cutting-edge Fiber-to-the-X (FTTX) Network, which will support the introduction of additional services, providing higher speeds, and enhancing the quality of services.



Mobily Pay

In September 2022, Mobily successfully completed the commercial launch of Etihad Fintech Co. "Mobily Pay". Mobily Pay is a digital e-wallet offering a complete set of customizable services, including card payments, wallet-to-wallet transfers, local and international bank transfers, bill payments, and sending gifts.

Leveraging group synergies to provide cutting-edge innovation and customer experience

The Mobily Pay value proposition is based on a cost-efficient operation, innovative product management and leveraging multiple strong partnerships from the financial industry, to provide superior quality customized services, offering customers practical financial services at more competitive rates than traditional banking.

Fully secure, Mobily Pay was quickly issued an Electronic Money Institution License by the Saudi Central Bank (SAMA) to conduct payments, and the e-wallet services also obtained a PCI DSS certificate "Payment Card Industry Data Security Standard".

The execution of Mobily Pay is part of the Company's vision to become the leading provider of mobile financial services in the region. In 2022, Mobily continued its strategy of leveraging group synergies to provide cutting-edge innovation and customer experience. The focus was to provide superior quality and customized offerings, while maintaining cost-efficient operations and innovative product management.

Mobily Pay's strategy is based on a partnership model, Grow Core Revenues, Operational Excellence, Digitalization and Innovation; leveraging strong relationships across the financial industry. Besides other partnership agreements Mobily Pay has announced the signing with VISA to secure the payments network and the peace of mind of worldwide acceptance at its 70 million merchant partner locations, as well as the signing with MoneyGram International offering all its users the ability to transfer money internationally safely and swiftly to over 380,000 locations across more than 200 countries. Furthermore, the Company built awareness and strengthened relationships this year through its participation in the LEAP Technology Conference and diamond sponsorship of Seamless Saudi Arabia 2022.

Mobily Pay aims to provide and activate effective and reliable financial technology solutions to improve the customer experience, and to become an effective part in the digital transformation and financial sector development program to support the development of the Kingdom's digital economy, by understanding the digital market's needs for safe and fast payment solutions.



Business Unit

This was yet another incredible year for the Business Unit, with record-breaking revenue growth and customer experience. In 2022, the Unit booked its highest ever revenue by posting double-digit growth compared to 2021.

As the market recovered from the COVID-19 pandemic, the Business Unit maintained its focus on new customer acquisition across different segments, while also solidifying its existing customer base. The economic activity presented an opportunity for the Unit's various teams to exercise agility and develop improvements across the Unit, which resulted in exceptional performance.

This year, the Business Unit continued to pursue the Company's GAIN strategy, growing core revenues, accelerating digital revenue streams, implementing and optimizing efficient delivery of services, and nurturing a positive experience for all. It enhanced Mobily's coverage footprint by initiating a range of strategic investments directed at both core and digital solutions, which will play a critical role in solidifying its market position over the long-term. In addition, the Unit continued to improve Mobily's capabilities in the digital space and increase capacity to deliver complex digital projects, in line with Saudi Vision 2030 and the ICT Strategy 2023.

A Record-Breaking Year

In 2022, the Business Unit's financials spoke for themselves, with the highest ever annual revenue and highest ever gross margins.

The data center and cloud services boasted an increase in revenue compared to 2021. Security Solutions also saw an increase in revenue, bolstered by increases in new customers compared to 2021.

The Unit continued to improve its customer satisfaction score, earning the highest Trigger Interaction Manager (TRI*M) score for customer satisfaction across the telecommunication industry in Saudi Arabia.

The Business Unit achieved a number of awards, recognitions and certifications this year. The VMware Partner Achievement Awards recognized Mobily for its partnership to provide cloud services in Saudi Arabia. The University of Hafer Al Batin recognized the Company for sponsoring its first student affairs event. The Ministry of Sport also honored Mobily with an award for sponsoring the Saudi Games.

Further, Uptime Institute awarded the data centers Tier III and Tier IV certification, as well as certification for the highest level of sustainability. The National Cybersecurity Authority also officially certified Mobily Cybersecurity Solutions.

Putting Customers First

While the Business Unit takes a multi-dimensional approach to driving growth, its first and foremost focus is to fulfill its promise to customers. In core services, the Unit strategically expanded Mobily coverage, and launched multiple products and services to satisfy customer needs. In the digital space, it further established Mobily Business as a major contender by amplifying the value proposition for customers.

This year, more than 90% IoT services were activated compared to 2021. The increase was due to growing demand, coupled with Mobily's strong position as an Internet of Things service provider. Popular activations included Fleet Management, Point of Sales and Machine-to-Machine.

The 5G expansion supported Mobily to target more customers with less direct investment. This led to the Business Unit securing more small and medium-sized businesses (SMBs), and significantly increasing its revenue.

This year, the Unit launched Fixed Wireless Access (FWA) to provide customers with fixed connectivity over the wireless network. This solution enables Mobily coverage and offers higher bandwidth without fixed network expansion.

The Business Unit also relaunched and revamped its portfolio of cloud services. This included providing customers with a self-service portal, as well as other automated and scalable infrastructure.

For SMB customers, the Unit launched the new product Netphone, a landline service offering fixed voice communication over the FiberNet. It also launched the Smart Edge (SD-WAN) service for enterprises to manage their branches and optimize application performance digitally and securely, and expanded the range of roaming add-ons for business customers.

Importantly, the Business Unit enhanced security offerings with Anti-DDoS infrastructure. Anti-DDoS is a cloud computing technology that secures electronic and information services by monitoring, controlling, and analyzing network traffic 24/7. It supports businesses to make their electronic services available permanently with no discontinuity.

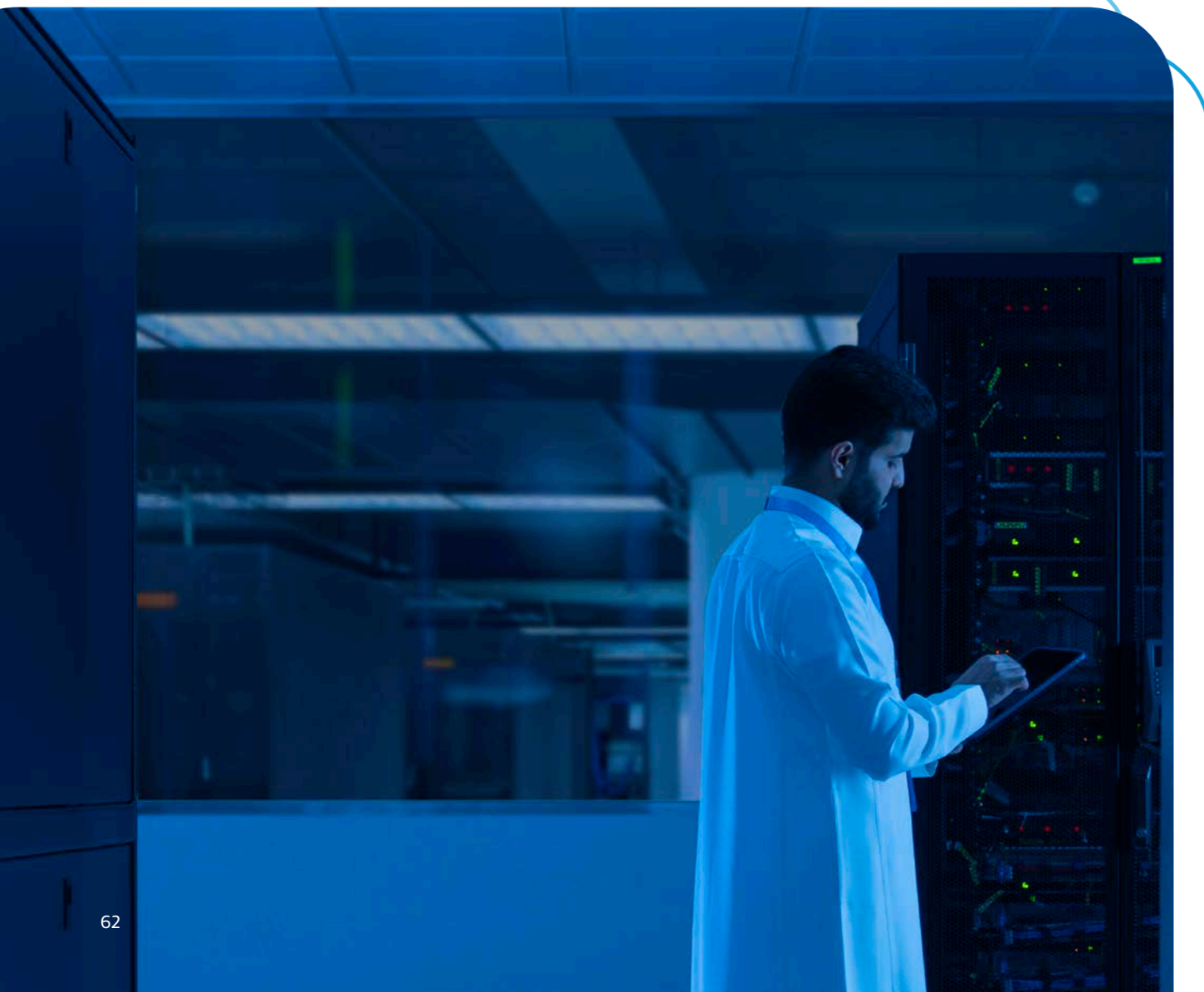
In sales, the Business Unit developed and enhanced its reach by introducing virtual sales channels. It also enabled customer service for SMB customers through Mobily flagship outlets.

The Unit continued to gain trust with government and private clients with Mobily's state-of-the-art data centers. The Company operates 8 data centers across the Kingdom, with multiple tier rankings for design, facilities and operations. In addition to recent sustainability certification from Uptime Institute, Mobily's cloud services have earned the highest security class C from the Communications, Space, and Technology Commission (CST).

Notably, this year the Business Unit brought FastConnect to the Saudi market. The solution connects government and enterprise customers directly to the Oracle Cloud Infrastructure via a dedicated, secure and scalable connection housed in the Mobily Data Center in Jeddah.

Supporting the Kingdom

The Business Unit remains committed to establishing a fully connected and innovative Saudi Arabia, in line with Saudi Vision 2030 and the ICT Strategy 2023. Over the years, Mobily's relationship with the Government has evolved from being a service provider to becoming a success partner in multiple areas. The Business Unit plays an active role at the forefront of the Kingdom's efforts to develop the ICT sector, empower SMBs, entrepreneurs and end users, and realize increasing levels of government integration.



The Unit has multiple new and running projects in partnership with different government entities and multiple universities. With these partners, it strives to provide cutting-edge ICT services, and offers reliable and sustainable solutions.

This year, the Business Unit supported the Arriyadh Development Authority bus project to operate and connect all buses in the city of Riyadh. Mobily's role was to design and implement the network infrastructure for the bus stations, including the hosting services for the data center, the bus monitoring system, and the maintenance operations for fiber optics.

With Saudi Post, the Unit implemented multiprotocol label switching (MPLS) for Saudi Post to connect all branches around the Kingdom. It also worked with the General Authority for Zakat and Tax to cover all customs borders with MPLS. In addition, the Unit managed the security center for multiple other government entities.

The Business Unit is also establishing itself as the preferred partner for Saudi Arabia's educational institutions. Mobily completed a revamp of Jeddah University's Student Information System. It also implemented the nationwide Learning Management System for Saudi Electronic University, hosting it in the Mobily data center. Mobily also worked with Imam Abdulrahman University to build their disaster recovery system on the Mobily cloud, guaranteeing students an uninterrupted education process.

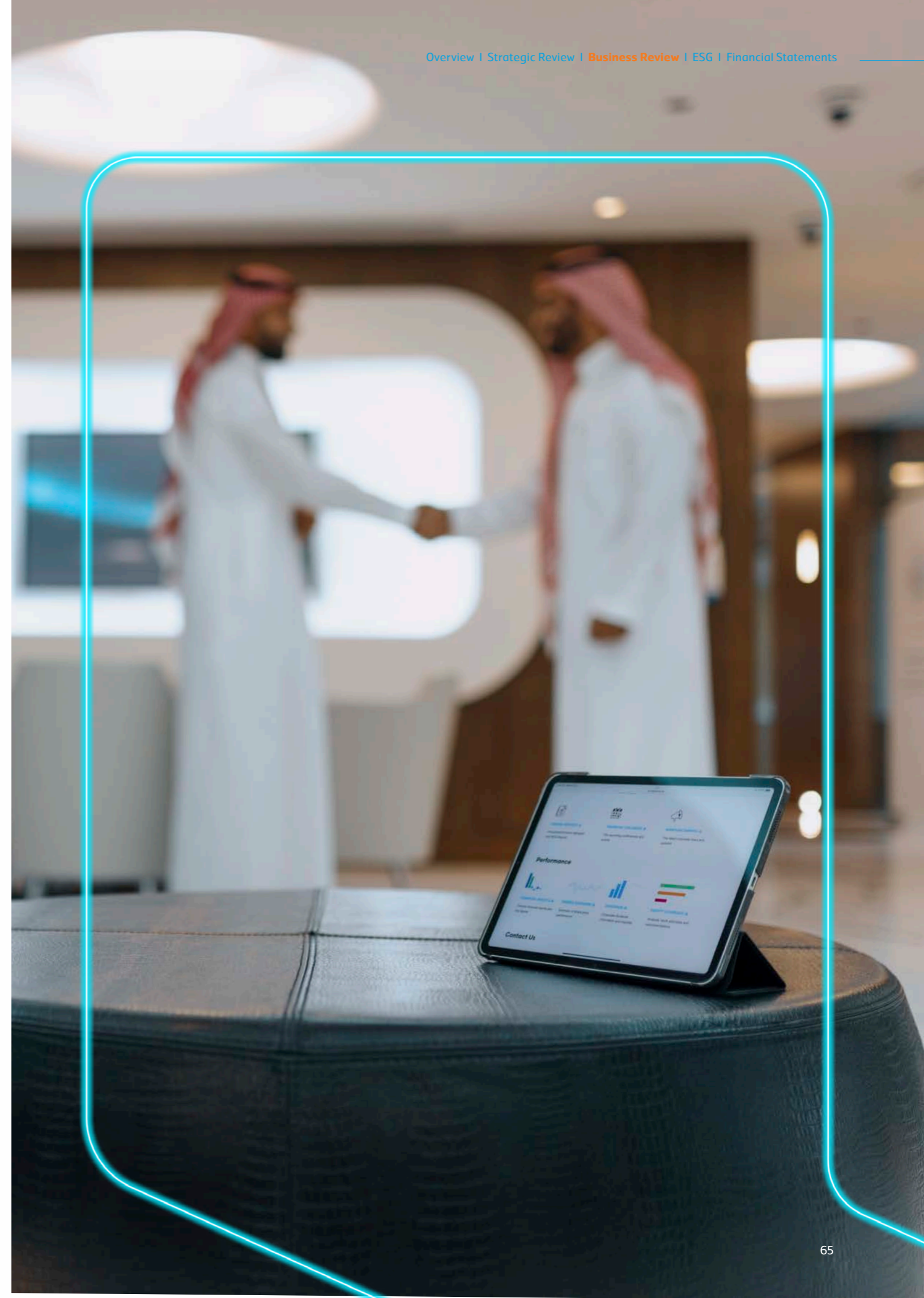
Finally, the Business Unit signed a tri-party agreement to connect the King Abdulaziz City of Science and Technology Maeen network and the King Abdullah University of Science and Technology (KAUST) international research hub with a 10G capacity. The deal is aligned with Mobily's current work with KAUST, where it provides international connectivity with 400G capacity. Not only is the agreement aligned with Saudi Vision 2030, but it supports Mobily's strategy to position itself as a leader in the education vertical.

Looking Forward to 2023

In the year ahead, the Business Unit aims to keep breaking records with an aggressive pursuit of the corporate strategy. For 2023, it is prioritizing game-changing business initiatives.

The Unit will spearhead strategic and tactical investments to enhance its core and digital infrastructure, reinforcing its strong market presence. It will also enhance efficiencies by automating more business processes and developing state-of-the-art solutions to digitize internal operations.

Customers will continue to come first for Mobily Business. The Unit will maintain its position as the Kingdom's leading digital services provider by extending its system integration services offerings. It will proactively enhance the customer experience by digitizing customer lifecycle management. Overall, the Business Unit will build and strengthen relationships with government, corporate and SMB customers, further penetrating these segments with customized offerings and marketing communications.



Wholesale Unit

The Wholesale Unit is key for Mobyly's international connectivity and roaming services, supporting all other units and significantly contributing to Company revenue growth. This year was one of expansion, with enhanced 5G roaming coverage, along with major deals and partnerships fostering internet connectivity and quality for customers.

Mobyly accelerated national and international infrastructure expansion efforts across submarine, terrestrial networks, and data centers' capacity, as well as new partnerships to enable a carrier-neutral internet ecosystem that is vital for the sustainable growth of the information and communications technology sector, and contributes to the Kingdom's digital hub vision.

The infrastructure expansion spans several areas, including submarine cables, terrestrial networks, data centers, and landing stations. Mobyly has also joined 2 new submarine cables, SEA-ME-WE-6 and Africa-1 landing in Yanbu station and Duba, which will contribute to strengthening the new digital infrastructure in Saudi Arabia and serve the needs of Mobyly customers from both the private and the public sector.

Serving Customers

In 2022, Mobyly expanded national roaming coverage in unified service fund areas. It also improved coverage efficiency and secured savings for Mobyly International Direct traffic to top customer destinations.

This year, the Unit focused on infrastructure to support growing demand for content, hosting major content delivery network players in Mobyly Data Centers. The impact of over-the-top content providers on voice services remained a challenge.

The Wholesale Unit also generated additional revenue by sweating existing assets by sharing the network with other operators.

Furthermore, Mobyly's border expansion project will extend connectivity with countries neighboring Saudi Arabia, while the Wholesale Unit also upgraded AAE-1 cable capacity to offer better service to customers.

Connecting to Africa-1

In 2022, Mobyly joined the new cable system consortium, Africa-1, to contribute to boosting the Kingdom's digital economy. The new system will reinforce Saudi Arabia's connectivity with the Middle East, Africa and Europe. The system offers advanced connection capacities, new routes integrated with Mobyly's national networks across the Kingdom and border link points with telecommunication networks in neighboring countries. The new consortium includes Mobyly, the only telecommunication company from Saudi Arabia, in addition to other regional and global service providers.

The new sub-sea cable system will feature advanced technologies accelerating Saudi Arabia's

telecommunication network level to improve service quality and user satisfaction. In addition, the new cable system, which is expected to be launched by the end of 2024, will also be linked to a new strategic landing station in Duba, northwest of Saudi Arabia.

The 10,000 kilometer sub-sea cable will initially have landing stations in Saudi Arabia, UAE, Egypt, Sudan, Algeria, France, Pakistan, Kenya and Djibouti. The following phase will include additional landings in Yemen, Somalia, Tanzania and Mozambique. Furthermore, the system will be equipped with ASN 1620 Soft Nodetrans mission equipment, featuring high-performance 200/300/400 Gb/s advanced coherent XWAV line cards.



Africa-1

**Cable Length
10,000 km**

SEA-ME-WE-6

This year, Mobyly also joined the Southeast Asia - Middle East - Western Europe 6 (SEA-ME-WE-6) consortium to build a new submarine cable system connecting Southeast Asia, the Middle East and Western Europe. The consortium will build a 19,200 kilometer long new undersea cable system connecting Saudi Arabia with 10 other countries.

The SEA-ME-WE-6 will enhance Mobyly's global network connectivity and offer one of the lowest latencies available between Southeast Asia, the Middle East, and Western Europe, transferring more than 100 terabits per second. Furthermore, the system will create an additional layer of network diversity and resiliency for the heavily loaded traffic from the Middle East toward Europe and Asia.

This announcement comes in line with Mobyly's effort to enable the digital transformation journey of the Kingdom's

Vision 2030 by empowering businesses with reliable infrastructure and stronger, far-reaching connectivity to provide digital services that are on par with international standards.

In addition to Mobyly, the SEA-ME-WE-6 consortium includes Singtel (Singapore), Telekom Malaysia, Telin (Indonesia), Bangladesh Submarine Cable Company, Bharti Airtel Ltd. (India), Sri Lanka Telecom, Dhiraagu (Maldives), Trans World Associates (Pakistan), Djibouti Telecom, Telecom Egypt and Orange (France).

The SEA-ME-WE-6 submarine cable will land at Mobyly's new international cable landing station in the city of Yanbu. Its strategic Red Sea location, nearby data centers and Saudi Vision 2030 projects, positions it as one of the key cable landing sites for Saudi Arabia and the region.



Asia Africa Europe-1 (AAE-1)

**Cable Length
25,000 km**



SEA-ME-WE-6

Cable Length
19,200 km

Telecom Egypt

In 2022, Mobyly signed a strategic Memorandum of Understanding with Telecom Egypt to build the first direct bilateral submarine cable system connecting Saudi Arabia to Egypt. The agreement explores various new ways to connect international capacity to Europe in the West, through Telecom Egypt's network, and to the GCC in the East, through Mobyly's network. This is made possible by expanding the 2 companies' networks and connecting them to neighboring countries.

The establishment of the new cable system aims to meet the rising communication traffic and the high demand for such services between Saudi Arabia and Egypt. It further cements Mobyly's reliability, agility and competitiveness. It also contributes to the Company's efforts to bolster the growth of the communication sector and digital economy in Saudi Arabia. Telecom Egypt is the preferred partner for subsea cable owners worldwide, offering advanced infrastructure both locally and globally, with more than 140 landing stations across more than 60 countries.

Sponsoring Connectivity

In line with the Company's strategy to empower the digital economy in Saudi Arabia, Mobyly participated as a gold sponsor of Capacity Europe 2022. The conference brought the carrier community together under one roof to discuss current and future partnerships, collaborative projects, and the transformation of the wholesale telecommunication ecosystem fueled by rapid digital transformation.

Mobyly's participation enhanced the Wholesale Unit's strategy and the Company's leadership role in the regional and international telecommunications sector by building strategic partnerships, seeking opportunities for international expansion and entering new markets. It also offered an outlet to feature Mobyly's advanced local and international network infrastructure, and its diverse recent investments in submarine cables, data centers, and landing stations. At the event, Mobyly emphasized its role in enabling the digital economy to meet Saudi Vision 2030 goals by enhancing the Company's infrastructure capabilities and improving customer experience.

Looking Forward to 2023

The Wholesale Unit has achieved strong positioning in submarine cables and national roaming. For Mobyly, the Unit is an important growth area, and the Company continues to explore different models for monetizing the business and optimizing capital.

In 2023, the goal of the Wholesale Unit is to continue to grow revenue streams. It will generate and nurture partnerships locally, regionally, and internationally to expand the network and better serve customers. It will also pursue pathways for optimizing existing infrastructure.

In the year ahead, the Unit plans to employ the Communications, Space and Technology Commission's open access platform. It will also capitalize on government initiatives to transform the Kingdom into a hub for international data centers.



Technology and Innovation

Mobily has been pushing the boundaries for a sustainable and vibrant digital economy, moving the Kingdom towards Saudi Vision 2030. As a leading digital service provider in Saudi Arabia, Mobily unlocks the potential for customers, individuals, and corporates, through cutting-edge products and services that enhance the way people connect and communicate.

By delivering systems-oriented projects in areas such as sales capabilities, revenue management, and credit and collection, Mobily employed technology and innovation to achieve the roadmap put forward by the GAIN strategy and created value for all Stakeholders.

At the end of 2022, the Company's IT transformation program continued to outperform, closing the year with more than 88% progress due to strong mobilization and tight governance.

This year, 11 projects were delivered successfully, with 6 projects exceeding their progress target. A total of 26 projects have been delivered since 2020.

Digitalizing Sales Capabilities

In 2022, Mobily digitalized the entire sales lifecycle, widening the horizon for Sales and Marketing. The new technologies empower the Mobily team with smart lead and order management systems. The system now provides a centralized wallet, unified with partners and integrated to Mobily's commission and ERP system. Inventory

management has also been centralized, including order integration and digital and shop sales. Commissioning has been integrated with the partner hierarchy, consolidated with order sources, and auto reflected to the wallet.

Smart Care

Mobily's Smart Care project was game-changing for the Business Unit, offering users a 360-degree view of customer profiles. By integrating the application process into one interface, the number of applications agents use was reduced significantly. This improved efficiency and quality, while complementing Mobily's vision to improve customer experience.

Expanding the Cloud

Mobily partnered with Cisco to build the region's largest Internet of Things (IoT) cloud platform. The new platform, powered by Cisco and hosted in Saudi Arabia, enables fully automated management for IoT devices, with artificial intelligence and machine learning capabilities. The new capabilities will support new IoT use cases, including payments, smart cities and industrial applications. The move is a significant step towards accelerating digitalization in the Kingdom, in support of the Saudi's Vision 2030.

Accelerating 5G

Mobily succeeded this year in integrating 5G frequencies to achieve the fastest connection in the Middle East and North Africa (MENA) region. Through an experiment in cooperation with Nokia, Mobily reached a maximum download speed of 3.8 Gbps. As a result of the experiment, Mobily will be capable of adding 100 MHz to its network. This will improve the experience for its 5G customers and pave the way for merging more frequencies in the future.

The Company also partnered with Ericsson to explore 5G industry use cases in Saudi Arabia. The collaboration will showcase the importance and capabilities of private networks in a variety of industries. Being an easy-to-install and flexible network, supporting a range of deployment sizes, Ericsson Private 5G will allow for innovative use

cases across a range of industrial sectors, including manufacturing, mining, ports, and airports, as well as oil and gas and power utilities.

Improving Speed and Experience

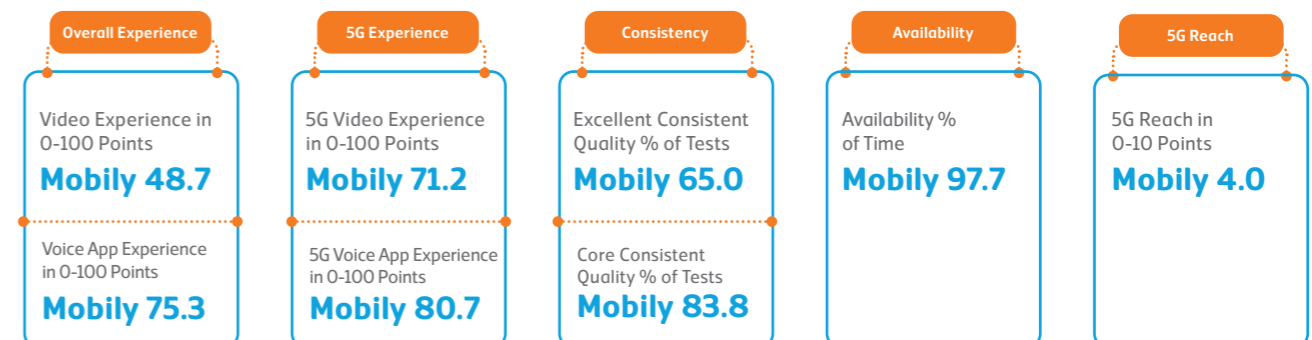
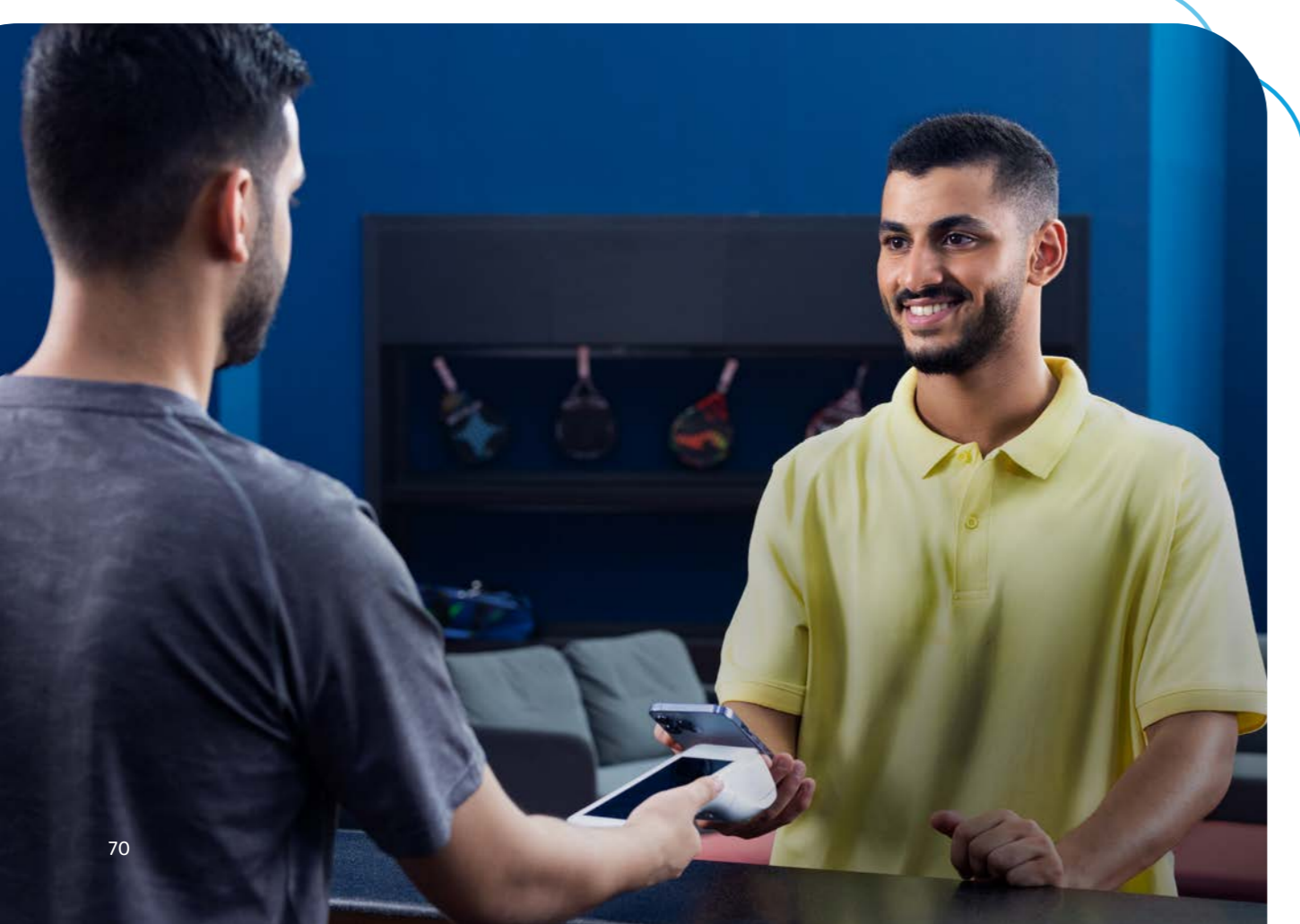
Mobily was once again recognized this year for its network speed and service. It earned 2 Ookla Speedtest awards at the Mobile World Congress 2022. This included the "Top-Rated Mobile Network" in Saudi Arabia award for the second consecutive year, as well as "Top-Rated Fixed Network". The awards are a recognition of Mobily's position as a leading telecommunications operator that is constantly innovating to deliver the best customer experience.

In the Opensignal report, Mobily once again won both the Excellent Consistent Quality and Core Consistent Quality awards. This indicates that a greater proportion of tests, of the Mobily system, met the minimum thresholds for both regular and more demanding mobile applications, compared to the competitors.

Notably, Mobily improved in the Opensignal rankings of video experience in 2022. The Company tied for first place for the 5G Video Experience and Overall Video Experience Awards. While the competitor's scores were little changes, Mobily users saw an improvement in their experience compared to the previous year.

Technological Development in 2023

In the year ahead, Mobily will empower the business with advanced platforms for customer loyalty and relationship management. New projects will be completed in areas such as loyalty, new stack, wholesale, and data. Plans for an upgraded loyalty system will deliver enhanced functionality and unify business-to-consumer and business-to-business cases under a single portal. Overall, new technology and innovation projects in 2023 will lead to improvements in agility and customer experience, ultimately increasing Company revenues.



Customer Care and Experience

In 2022, Customer Experience and Customer Care successfully implemented the GAIN strategy by growing core revenues, improving operational efficiency and delivering quality, and creating positive customer experiences by improving customer care and satisfaction. Mobily achieved its ambitious goal of transforming Care to a revenue-generating center, creating new revenue streams for the Company.

The year's performance was exceptional, largely due to new efficiencies and innovative strategies for achieving head-and-tail-of-month service levels. Customer Care exceeded its collection target for 2022. It also achieved its targets for the After-Call Surveys on Agent's Performance and Attitude (APA), Customer Efforts (CE) and First Call Resolution (FCR).

Global System for Mobile Communications (GSM) first bill defaults dropped by 40% after implementing procedures for precautionary action. Fiber-to-the-Home (FTTH) first bill defaults also decreased by 35%. Customer Satisfaction (CSAT) and Communications, Space and Technology Commission (CST) Service Level (SL) enhancement experienced growth compared to 2021.

Industry-Leading Standards

In February, Mobily won the 'Best Customer Experience Award 2021 for the Individual Sector' from the CST. Mobily was the first company to win this award, which aims to stimulate and develop the telecommunications sector, raise competitiveness, increase transparency and improve user experience in the Kingdom. Criteria for winning the award included high user satisfaction, high user desire to promote Mobily to relatives and friends, low customer effort in obtaining and dealing with Mobily services, and minimal complaints escalated to the CST.

Notably, this year Mobily earned several ISO certifications attesting to its quality Customer Experience and Customer Care. The Company obtained ISO 10002 certification for Customer Care Services, for following the highest standards contributing to customer service and addressing complaints on various platforms effectively and professionally. Mobily also earned ISO 9001:2015 certification for Customer Journey and Satisfaction, for analyzing customer journey and satisfaction. This was achieved by completing an evaluation and audit of the quality of services and work provided to customers.

Redesigning the Customer Journey

In 2022, Customer Experience contributed to the execution of Mobily's GAIN strategy in a variety of ways. First of all, it completed a full redesign of the delivery journey, and commenced redesign of the customer support journey. Secondly, it revamped the customer journey for high-value customers and improved the Raqi customer welcome package. Thirdly, it enhanced the digital payment and digital complaints journeys.

Furthermore, Customer Experience pushed the bar by ensuring customer rights and enhancing service management. It updated terms and conditions to offer flexibility for customers transferring their lines. New international bundles and vouchers offered enhanced benefits and durations to better match customer needs. Customer Experience also improved the bill payment experience, with multiple options available through digital channels.

Putting Customers First

Positive results for 2022 reflected efforts to make processes more dynamic and services more customer centric. Customer Experience established a Beneficiaries Experience Committee, created an Experiences Policy and developed an Experience Processes and Procedures Manual. The Customer Feedback Loop (CFL) was also enhanced.

An increased focus on proactive and reactivation retention resulted in better retention rates. Customer Care decreased abandonment calls and improved CST Service Level (SL), as well as accessibility to call centers.

Outbound calls were initiated after service-requests closure, which improved customer feedback on service quality and reduced time consumed. Customer Care enhanced the FTTH grace rules and provided 'full bar' customers, with 30 days extra to receive an SMS.

Interactive Voice Response (IVR) witnessed several enhancements, which supported better service to customers. Mobily also offered more self-service options through IVR and other channels.

Customer Care communicated an apology to customers impacted by the Western Region demolition project through SMS that helped reduce call volumes. Furthermore, Customer Experience took proactive actions to compensate customers in the case of service disruption, for example with the cancellation of the TOD streaming app.

Digitalization for the Future

In 2022, Customer Experience worked to deliver a digital experience that delights customers by enhancing the user experience and user interface. It made the customer journey faster, easier, more secure, simpler and visually sleeker. This included enabling more services to be handled by chatbot. New app clip technology also allowed for a faster, more convenient service.

In February this year, Mobily launched Mobily Fast, a new service to provide a cutting-edge digital experience to customers. The launch introduced smart links for quick and seamless bill payments, with more services to come soon. Customers can use Mobily Fast without the need to download the Mobily app or to login to the Mobily website. The service leverages the technologies of App Clips by Apple and Google Instant, positioning Mobily as a pioneering telecommunications provider in Saudi Arabia, adopting advanced innovative technologies.

Mobily also enhanced the customer shop delivery journey, support help journey, and lines management journey. A new, improved search process was implemented to help customers search for devices and accessories with better results. Customer Experience simplified the complaints process, so that the customer can initiate it by entering their phone number. The redesign of Mobile Number Portability (MNP) improved the customer journey and made it easier for customers to switch their eSIM to Mobily through digital channels.

40%
reduction in GSM
first bill defaults

35%
reduction in FTTH
first bill defaults



Digitalization further supported the payment process. The Company incorporated new payment channels through its chatbot and website. In 2022, the Mobily app saw an increase in payments. Mobily also enhanced its website to increase transparency for customers around overdue bills.

On the back end, Customer Care achieved full visibility of stock at each store. This created readiness for new high-demand product launches.

Notably, Customer Experience developed the Experiences Command Center to serve as a single source of up-to-date information and customer-level insights. The center supports better decision-making, faster reaction time, and higher customer centricity. It also offers alarms, signals action and creates predictability for proactive customer service.

Customer Care and Customer Experience in 2023

In the year ahead, Customer Experience will transform to focus on total experiences, covering all beneficiaries. These include customers, Shareholders, suppliers, partners, employees, regulators and other Company departments. On the other hand, Customer Care will continue to assert itself as a revenue-generating center, contributing to the overall revenues of the Consumer Unit, as well as enhancing CSAT at all channels of interactions with customers.

A number of initiatives are underway for 2023. The aim is to enhance customer experience and satisfaction. Customer Care and Customer Experience will further enhance customer accessibility to contact centers through digital channels. It will work with technical teams to minimize the duration of outages. It also plans to implement WhatsApp notifications to improve communication with customers.

