

Investment Case

Record financial performance, operational excellence, and superior customer experience are key differentiators for Mobily, providing a strong foundation for continued growth, strategic progress, and value creation for shareholders.

01

Achieving strategic progress

- Completion of the 3-year GAIN Strategy and introduction of a new strategy that aims to enrich the digital world
- Track record of outstanding financial performance across several fronts; continued growth momentum, consistent efficiency in managing operations, strong deleveraging strategy outcomes, and increased dividend payout
- Significant increase in share price with robust local, regional, and international shareholder mix
- Upgraded analysts share recommendations and target price

02

Building strong partnerships

- Strategic partner to the Saudi government, fully aligned with Saudi ICT Strategy 2023 and Vision 2030
- Partner of choice for national and international blue-chip corporations
- Investor and supporter in innovative Saudi fintechns and SMEs

03

Strong brand foundation

- 7th most valuable Saudi Arabian brand - brand value reached SAR 5.7 billion¹
- Fastest growing Saudi telecoms brand, recording 18% brand value growth¹
- Certified operator aligning with international best-practice standards
- Experienced Saudi leadership team

¹Brand Finance

04

Investing in market-leading technologies

- Extended 5G coverage to more than 80% in 6 main cities across the Kingdom
- Solidified position as a service provider for Internet of Things (IoT), cloud computing, and data centers
- Entry into fintech world
- Award winning network recognized as #1 for social media and gaming
- Highest rated mobile app among the 3 operators

05

Accelerating sustainability journey

- 3-year ESG Strategy implemented in 2022
- Upgraded ratings across renowned ESG indices
- Alignment with Saudi Vision 2030, ICT Strategy 2023, Saudi Green initiative (SGI), UN Sustainable Development Goals (SDGs), and Global Reporting Initiative (GRI)