

# Stakeholder Engagement

Mobily's outstanding performance and results during 2022 was an outcome of its commitment to support, engage, and collaborate with all its key Stakeholders, in order to ensure alignment and provide a solid foundation for sustainable growth in the future.

## Customers

- Double data for the 110, 150, and 180 bundles for prepaid customers
- 20% discount on prepaid 75 bundle
- Increased roaming data for postpaid 400 bundle from 1GB to 5GB
- Customers with special needs were offered a 50% ongoing permanent discount on their monthly fee for postpaid package subscriptions
- Transparent and frequent communications
- Continuous efforts to enhance the customer experience
- Established the Beneficiaries Experience Committee and created an Experiences Policy to enhance customer experience

## People

- Provided valuable courses that fit the employees' needs and aspirations
- Conducted interactive team-building activities for new employees to raise their awareness of the Company's values
- Launched "iCare" campaign which aims to build a relationship with the employees on a more personal level by celebrating their personal occasions
- Activated a new morning segment on Mobily's internal social media platform that focuses on spreading positivity and health awareness
- Conducted an internal assessment of the engagement satisfaction survey
- Launched corporate engagement activities that aim to raise employee awareness through organizing multiple in-house events and initiatives
- Introduced new initiatives aimed at continuously enhancing the employees' onboarding process
- Launched "Your Health is Our Wealth" initiative that provides tips and raises employee awareness on various health and safety subjects

## Communities

- Cooperated with the Communications, Space, and Technology Commission (CST) on the "Recycle Your Device" initiative
- Posted several environmental issues on social media platforms with the aim of increasing community awareness to protect the planet
- Sponsored the Saudi Games 2022 as part of its efforts to inspire Saudi youth through sports
- Sponsored Formula E to encourage technological and electronic sports as well as supporting environmental excellence
- Sponsored and participated in LEAP 2022 to showcase the future of technology toward society
- Shared several awareness posts of official government charities on social media platforms to encourage the community to donate online using secure payment methods
- Provided a live stream of FIFA World Cup 2022 matches on "Mobily Grandstand"

## Shareholders

- Held a virtual General Assembly Meeting
- Participated in 11 international and local conferences and met with more than 250 participants
- Conducted more than 100 meetings with investors and analysts
- Revamped the Investor Relations and Sustainability pages on Mobily's website and on the Investor Relations App
- More frequent engagement with investor community
- Increased depth and scope of information delivered through more engaging visually-driven channels
- Upgraded ESG rating across renowned ESG indices