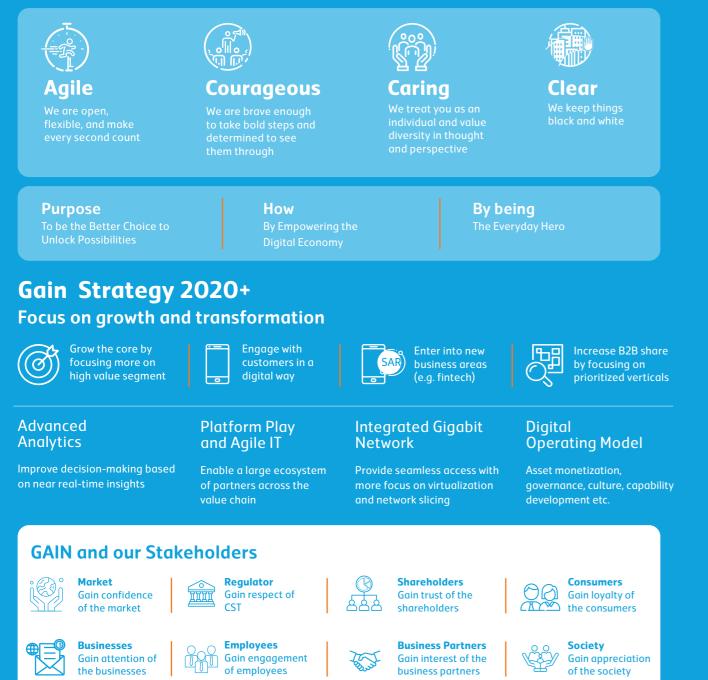
Strategy and KPIs

Mobily's GAIN strategy has succeeded in delivering exceptional growth and outstanding achievements across all areas of the business. During 2022, Mobily maintained focus on its strategic pillars to post excellent financial performance and strategic progress, while continuing its digital transformation and engaging its dedicated workforce, to gain lasting trust and create sustainable value for all its stakeholders.

Empowering the Digital Economy to Unlock Possibilities.

Mobily is focused and determined to achieve significant and sustainable progress in executing its GAIN strategy, energized by its commitment to 'Being the Everyday Hero' for its customers and employees, which is brought to life across its organization each day through its dynamic corporate culture and shared core values:



| Our Strategic Pillars | | Mobily's GAIN Strategy is built on are designed and executed to de final year of the strategy, the stra convergence, new models, chann key strategic enablers. | |
|--------------------------|--|--|--|
| | Grow Core Revenues | Accelerate Digital Revenue Streams | |
| KPIs | Revenues 2022 SAR 15.67 billion 2021 SAR 14.83 billion 2020 SAR 14.05 billion + 5.6% YoY | Grow digital B2B revenue and develop associated capabilities Grow digital consumer revenue Streams and develop associated capabilities | |
| 2022 Achievements | Consumer Revenues +1.0% YoY Business Revenues +14.5% YoY Wholesale Revenues +20.2% YoY Outsourcing Revenue +46.3% YoY | Launch of Mobily Pay Signed strategic partnerships with hyperscalers, such as AWS and Tencent, and with leading local digital players, such as Abunayyan Group and Taqnia. These partnerships will empower Mobily to create innovative digital product and services that enrich the digital community and economy Partnered with Cisco to build region's largest IoT Cloud Platform to boost Saudi Arabia's digitization Signed a Memorandum of Understanding (MoU) with Ericsson to expand the cutting-edge 5G use cases | |

on the foundation of 4 strategic pillars, which collectively deliver profitable and sustainable growth. During the strategic focus remained on maximizing value through innels, customer journeys, and propositions, supported by



and Optimize Efficient Delivery



Nurture a Positive Experience for All

EBITDA

2022 SAR **6.16** billion 2021 SAR **5.58** billion 2020 SAR **5.35** billion

+10.4% YoY

Brand Value

2022

SAR **5.7** billion (USD 1.5 billion) 2021

SAR **4.8** billion (USD 1.3 billion) 2020

SAR **4.1** billion (USD 1.1 billion)

+**18.0**% YoY

- Awarded "Top Rated-Mobile Network" and "Top Rated-Fixed Network" by Ookla
- IT Transformation Program Completion: +88%
- Exceeded CST Mobile average speed requirements, reaching 13 Mbps in roads and highways and 65 Mbps in administrative regions
- Mobily mobile internet average download speed increased by 36.86%¹
- Achieved the lowest latency average for mobile 5G and mobile internet in Saudi Arabia by reaching 22 ms and 30 ms, respectively²

- 7th most valuable brand in Saudi Arabia
- 4th best workplace in Saudi Arabia
- 4.8/5 mobile app rating
- Earned ISO certifications for Customer Journey and Satisfaction and for Customer Care Services

Mobily's strategic direction in 2023 and beyond

With strong momentum entering 2023, Mobily is well positioned to accelerate growth moving forward and solidify its position as a leading technology, media, and telecom (TMT) player in Saudi Arabia. Its strategic focus is on continuing to diversify and expand its portfolio of services, products and solutions to address customers' evolving needs, while striving to deliver stakeholders with the best service and experience.

Mobily will increase shareholder value by capturing growth in Saudi Arabia's thriving market, solidifying its position as a leader in new trends and driving innovation in the TMT sector. To achieve this ambition, it will transform to align with the new TMT reality, investing in continuous innovation to remain at the forefront of this rapidly changing industry.

Vision for the Future





48

5G

network coverage

