

BUSINESS UNIT

ACCELERATING ENTERPRISE TRANSFORMATION

2024 was a transformative year for Mobily's Business Unit, as it achieved double-digit growth and spearheaded digital connectivity and innovation across Saudi Arabia. With ambitious data center expansion and the scaling of leading technologies, the Unit continued to drive the Kingdom's economic resilience and growth.

The Business Unit delivered exceptional performance, achieving a remarkable 19.8% increase in revenue and emerging as a key driver of the Company's overall growth. This success is reflected across multiple metrics, including market share, revenue mix, gross margin, customer satisfaction, accounts receivable collection and the acquisition of new customers. These results underline the Business Unit's strength, sustainability and its pivotal role in Mobily's success story.

Revenue growth was fueled by both core and digital services, with significant contributions from government enterprises and small and medium-sized enterprise (SME) segments. The SME market, in particular, has emerged as a key growth area, with Mobily focusing on gaining new customers in this rapidly expanding segment. By leveraging its robust portfolio of services and maintaining a customer-centric approach, the Business Unit continues to position itself as a leader in the Kingdom's technology, media and telecommunications landscape.

Achieved a
19.8% increase
in revenue
compared to 2023

Leading the B2B Market

Mobily boasts the highest growth rates among competitors, driven by efforts to increase market share and diversify its customer base by offering tailored solutions to government entities, SMEs, large domestic businesses and international corporations. As a key enabler of digital transformation, the Business Unit delivers a wide range of services that support connectivity, innovation and operational efficiency for organizations across various sectors. Mobily prioritizes customer retention through innovative and value-added services and continues to lead in emerging technologies, like 5G and the IoT, where it holds the highest market share.

The Unit's competitive edge lies in its ability to execute strategies swiftly. The Company's strength in core domains such as education and infrastructure is further enhanced by strategic partnerships that enable it to respond efficiently

First Hosted Managed Services Provider in the Middle East to attain
Tier IV
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to market demands without reinventing existing solutions. Additionally, Mobily's internal culture of agility and flexibility has been a driving force behind the Business Unit's success, reinforcing its position as a leader in the telecommunications sector.

Mobily has also established its leadership with data centers in Saudi Arabia's key cities of Riyadh, Dammam and Jeddah. Notably, the Company is the first Hosted Managed Services Provider in the Middle East to attain Tier IV Uptime Certification for a Constructed Facility at Malga 2 in Riyadh, making it the sole facility of its kind in Asia, Africa and the Middle East. As one of the earliest investors in data centers, Mobily has achieved impressive utilization rates, further complemented by its robust growth in cloud services, which are Saudi-based and have recorded double-digit growth over recent years.

Another key differentiator is the Mobily Digital Hub, a comprehensive ecosystem designed to enhance digital connectivity and innovation in Saudi Arabia. The full-service hub comprises 3 main components: international connectivity, data centers and an internet exchange. This integrated infrastructure provides a robust platform for local and international clients, including carriers, regional internet service providers, hyperscalers, over-the-top platforms, content providers and global enterprises. The hub offers a range of tailored solutions to support telecommunications, internet services, digital content and cloud computing, fostering digital transformation across various industries.

Driving the Kingdom's Digital Transformation

Mobily's Business Unit continues to be a driving force behind Saudi Arabia's digital transformation, aligning its efforts with Vision 2030 to create a smarter, more connected future. Through strategic initiatives, the Unit has enhanced its operational capabilities and solidified Mobily's position as a key player in the Kingdom's development of giga projects.



BUSINESS UNIT (CONTINUED)

The Company's investment in building and operating sustainable state-of-the-art infrastructure for giga projects, such as NEOM and Red Sea Global among others, reflects its vision for the future. By supporting the development of these smart cities, Mobily is playing a crucial role in shaping a sustainable and technologically advanced environment that aligns with the Kingdom's ambitious goals. A key highlight in 2024 was the successful launch of an expansive IT network featuring seamless connectivity and built-in redundancy. This robust network enhances service reliability and customer satisfaction, demonstrating the Company's dedication to delivering the robust telecommunications infrastructure critical for the Kingdom's transformation.

In 2024, the Unit secured contracts to operate multiple government short number call centers, positioning itself as a key service provider for centralized communication. Mobily will supply voice circuits with high redundancies to ensure that government agencies can maintain 24/7 call center operations, effectively serving citizens and residents across the Kingdom.

One of the year's standout achievements was the digital transformation of the healthcare sector. Mobily's Business Unit successfully modernized 20 regional laboratories across the Kingdom, significantly improving their operational efficiency and diagnostic capabilities. At the Global

Health Exhibition this year, Mobily showcased its role as a key partner in transforming the healthcare sector through innovative services such as smart ambulances, surgery virtual reality labs and 3D printing.

In the education sector, Mobily delivered comprehensive end-to-end digital solutions to all higher education institutions across Saudi Arabia. These solutions have improved educational delivery and streamlined administrative processes, empowering the next generation of leaders and innovators to excel in a digitally enabled future.

Additionally, Mobily delivered advanced connectivity solutions for critical public safety applications, including traffic monitoring and metro railway systems, reaffirming its dedication to enhancing public safety. As part of the Kingdom's Traffic Safety Program, the Company also launched an innovative traffic safety solution hosted within its state-of-the-art data center. This initiative leverages cutting-edge technology to improve road safety across Saudi Arabia while contributing to the advancement of public infrastructure and societal well-being. Mobily's focus on sustainable mobility infrastructure is also evident in the deployment of innovative camouflaged tower types, which align with the environmental and social objectives of Vision 2030.

In 2024, the Business Unit supported SMEs across the Kingdom by providing tailored digital solutions and services designed to empower business

growth and operational efficiency. Recognizing the vital role SMEs play in economic development, Mobily offered end-to-end connectivity, cloud-based solutions and advanced digital tools that enabled businesses to enhance productivity and competitiveness. Through strategic partnerships and initiatives, Mobily ensured that SMEs could leverage cutting-edge technologies to streamline their operations, access new markets and contribute to Saudi Arabia's Vision 2030 goals of economic diversification and innovation.

As part of its participation in the LEAP 2024 Conference, Mobily signed a Memorandum of Understanding (MoU) with Ericsson, enabling it to expand its network capabilities and end-user experience. The agreement will also allow the Business Unit to enhance enterprise offerings by making its mobile network capabilities more programmable, adding agility and flexibility to Mobily's enterprise ecosystem.

Furthermore, Mobily forged a partnership with SafeRoad, aimed at developing advanced smart IoT solutions across various sectors. This partnership focuses on enhancing fleet services and advancing connected car technologies, ultimately improving efficiency and safety within the transportation industry.

Mobily also participated as a digital partner at the 2024 World Defense Show in Riyadh, showcasing its leadership in integrating telecommunications with innovative



Highest growth rates among competitors in the **B2B MARKET**

HONORED with the prestigious Gartner Eye on Innovation Award

technologies to empower the defense and military sectors. Through strategic partnerships, Mobily leveraged its advanced telecommunications capabilities to explore innovative solutions for surveillance, communications and inspection, including the deployment of unmanned aerial vehicles and autonomous systems. A key focus of Mobily's participation was driving digital transformation through collaborations with leading technology providers. By harnessing robotics, AI and emerging technologies, Mobily is paving the way for innovation across defense and other industries, supporting the Kingdom's Vision 2030 goals.

Expanding Data Center Capacity to Drive Innovation
Mobily's data center expansion strategy reflects its commitment to meeting the growing demand for innovative services, particularly in areas such as AI, GPU computing, cloud services and colocation. This ambitious initiative aligns with the Kingdom's Vision 2030 and aims to support the digital transformation of businesses across both the public and private sectors.

In the first quarter of 2025, Mobily will commission 2 new state-of-the-art, Uptime Certified Tier III data centers. These facilities will be fully operational and ready for commercial use,

catering to the increasing demands of businesses for high-performance and resilient digital infrastructure.

Building on this milestone, Mobily plans to construct additional state-of-the-art data centers designed to support high-density workloads, specifically targeting the computational power required for AI and GPU technologies. These new facilities will be launched for commercial purposes, making them accessible to a wide range of clients, including businesses seeking colocation and cloud services. This strategic expansion not only enhances Mobily's service offerings but also provides clients with increased scalability, resilience and operational efficiency.

BUSINESS UNIT (CONTINUED)**Investing in Smart Technologies**

Mobily is actively investing in AI, cloud computing and IoT to deliver comprehensive smart home and smart city solutions that enhance quality of life, improve operational efficiency and foster sustainable development in urban environments. To meet the growing need of AI applications and GPU computing in the Kingdom, the Business Unit is launching a state-of-the-art Nvidia GPU solution, supporting high density racks of up to 40 kW.

In cloud computing, the Unit is focused on upgrading its information technology infrastructure by partnering with leading cloud providers and hyperscalers to ensure robust security and reliability. Collaborations with partners such as Oracle and SAP provide customers with the latest technological advancements, enabling Mobily to stay competitive in the rapidly changing digital landscape.

In the IoT space, the Business Unit is enabling machine-to-machine (M2M) communication using eSIM technology for various applications, with the aim of growing market share. Mobily's IoT strategy focuses on advancing eSIM capabilities to meet the growing demand for seamless connectivity across diverse applications, including smart homes, smart cities, connected car services and industrial use cases. In 2024, Mobily was honored with the prestigious Gartner Eye on Innovation Award for Communication Service Providers in the Middle East and Africa,

recognizing its groundbreaking IoT solution and leadership in driving innovation across the region.

Enhancing Business Continuity and Security

Mobily has made significant progress in strengthening its business continuity and disaster recovery services to meet the growing demands of its clients. By expanding hosting capacity and integrating advanced technologies, the Business Unit ensures the delivery of robust, reliable services across multiple locations in the Kingdom. The enhanced capacity allows Mobily to accommodate more clients, providing businesses with the resources they need for uninterrupted operations. Advanced technologies, including redundancy measures, data backup systems and real-time monitoring, have been implemented to improve recovery times and minimize downtime.

➔ Looking Forward to 2025

Mobily's Business Unit is poised to play a pivotal role in the growth of Saudi Arabia's telecommunications and technology market in 2025. Despite increased competition, the market is projected to expand significantly, and Mobily is well-positioned to capture a larger share as it continues its journey toward sustaining its leadership position. This progress is underpinned by Mobily's strategic expansion, deep understanding of shifting customer needs and leadership in the introduction and implementation of emerging technologies on a global scale.

In addition to the launch of 2 new data centers, a key focus for 2025 will be advancing Mobily's IoT strategy, fostering innovation and collaboration with partners across industries to remain at the forefront of IoT development. By investing in cutting-edge capabilities, Mobily aims to create a comprehensive ecosystem that supports the deployment of smart solutions. This commitment not only enhances connectivity but also improves the quality of life for both consumers and businesses, further solidifying Mobily's role as a driver of innovation and digital transformation in the Kingdom.

Successfully
modernized
**20 regional
laboratories**
across the
Kingdom

Launching
**2 new data
centers**
in Q1 2025

