

CONSUMER UNIT

DRIVING INNOVATION TO EMPOWER CONSUMERS

The Consumer Unit played a pivotal role in driving Mobily’s strategic objectives for 2024, capturing a large share of market revenue growth, and repositioning Mobily as a leader in new trends. With a focus on continuous innovation and elevating the customer journey, the Unit continued to achieve total experience leadership, transforming the business for the new technology, media and telecommunications (TMT) reality.

Completed the comprehensive modernization of over **30% of FTTH** infrastructure

2024 was a year of significant progress for the Unit as it focused on achieving strategic growth in high-value segments and enhancing its customer offerings. Key achievements included the successful expansion of 5G Fixed Wireless Access (FWA) and Fiber-To-The-Home (FTTH), coupled with the transformative migration to NewStack technology. These advancements not only drove revenue growth but also solidified Mobily’s reputation for delivering innovative services and achieving new milestones in customer satisfaction.

With a customer-centric approach at its core, the Consumer Unit prioritized expanding and strengthening its customer base while maintaining market leadership through competitive pricing, attractive promotions and superior customer service. By embracing digital technologies, Mobily enhanced both customer experience and operational efficiency, leveraging 5G technology to deliver high-speed connectivity and groundbreaking services.

The Unit maintained a strong geographic focus within Saudi Arabia, serving urban and rural areas through its extensive retail footprint, which included 67 retail flagships and kiosks, 355 franchise outlets and 1,629 resellers. It also catered to the Kingdom’s growing number of visitors by offering tailored plans designed specifically for tourists and business travelers. Digital channels were leveraged to effectively target visitors through marketing campaigns that promoted Mobily’s services, while

sales channels were enhanced at key entry points such as airports, sea and road borders and Holy Sites.

The 2024 Hajj season was a major success with Mobily experiencing exceptional traffic and network performance. The Company proactively increased its 5G coverage areas by 300% to support demand from the growing influx of pilgrims at Makkah, Madinah and the Holy Sites. Compared to the 2023 season, Mobily’s 5G data traffic increased by 400% and voice calls through the 4G network grew by 83%. International calls also grew by 16% and data consumption increased by 46%.

Rising Above the Competition

The Consumer Unit achieved significant subscriber growth in 2024, particularly in the postpaid segment. To navigate challenging market dynamics and support revenue growth, the Consumer Unit employed targeted strategies that proved instrumental in driving success. Targeted marketing and promotional campaigns were launched to attract and retain customers, ensuring Mobily maintained a competitive edge in an evolving market. Alongside these efforts, the Unit prioritized customer satisfaction and loyalty, delivering an exceptional experience that resonated with its growing user base.

Increased **5G coverage** area in the Holy Sites by 300% for Hajj in 2024

Gaming subscriptions increased by **119%** in 2024 compared to 2023

Innovation remained at the heart of the Consumer Unit’s strategy, with the introduction of new and differentiated offerings that set Mobily apart from competitors. Simultaneously, cost optimization initiatives were implemented to enhance operational efficiency and sustain profitability. By combining these focused strategies, Mobily successfully reinforced its market position, achieved sustained growth and delivered outstanding value to its customers.

Leading with Innovative Products and Services

In 2024, Mobily continued to solidify its position as a leader in consumer trends and revenue growth by embracing cutting-edge technologies and forging strategic partnerships with global technology leaders. Initiatives, such as Mobily TV, underscored the Company’s commitment to innovation and its role as a pioneer in the telecommunications industry.

One of the year’s key achievements was the successful transformation to NewStack, a critical step that enabled faster go-to-market delivery and streamlined operations. Through this initiative, customer migrations were executed seamlessly, reinforcing Mobily’s standing as a digital leader in the TMT space and a trailblazer in next-generation telecommunication trends.

In the first half of the year, the introduction of the XStream Postpaid and Prepaid packages set a new benchmark in market differentiation. These packages, featuring an expanded range of content-based offerings, resonated strongly with customers, contributing to the year’s gross additions.



CONSUMER UNIT (CONTINUED)

In the second half of the year, Mobily revamped its Flex portfolio, launching new bundles tailored to diverse customer needs. This strategic update delivered remarkable results, showcasing the effectiveness of the enhancements.

As part of its ongoing digital transformation, Mobily strengthened its digital presence by deploying AI-powered customer support and personalized recommendations. These innovations not only improved operational efficiency but also enhanced the overall customer experience, boosting satisfaction and loyalty.

Mobily also launched a revamped Mobily Gamers platform and tailored gaming packages in 2024. New features include a user-friendly interface, a rewards system, exclusive content and competitions such as daily tournaments, a leaderboard and cash prizes. These enhancements aim to solidify Mobily Gamers as the premier gaming destination for customers and have already led to measurable results. Notably, the Company's gaming subscriptions increased by a staggering 119% in 2024 compared to the previous year.

Forging Ahead with FTTH
Mobily made significant strides in its FTTH, Fiber-to-the-Building (FTTB) and Fiber-to-the-X (FTTX) strategy, marking a transformative year in its telecommunications infrastructure. The Company's efforts were recognized with the Best Infrastructure and Service Innovation in FTTH Award from the

SAMENA Telecommunications Council, underscoring the Company's leadership and innovation in the sector.

A major highlight was the comprehensive modernization of over 30% of the FTTH infrastructure, enabling support for 10 Gigabit Symmetric Passive Optical Network (XGSPON) and achieving 10 Gbps speeds. Mobily also initiated the modernization of 2 new data centers, demonstrating its commitment to expanding and updating its network capabilities. The upgrade provided 10G XGSPON capabilities to all users connected through these centers and supported the Company to introduce a new 1G package, catering to evolving customer demands.

In addition to infrastructure improvements, Mobily launched a new product, Fiber-to-the-Room (FTTR), as part of its initiative to enhance the customer experience. This product aims to extend high-speed connectivity within individual rooms, further elevating service delivery standards. The Company also revised its FTTH service delivery process and developed a portal to efficiently handle new FTTH requests to align with new regulatory requirements from the CST for acquired zip codes and to support real estate developers' requests through the Etmam platform.

The open access agreement has been a pivotal opportunity for Mobily, allowing the Company to reach customers in other operators' zip codes. This strategic move is not only a cost-saving measure but also expands Mobily's

customer base across the Kingdom, showcasing the superior capabilities of its services compared to competitors.

Strategic Partnerships for Innovation and Customer Experience
Mobily reinforced its position as a leader in delivering advanced solutions by forming strategic partnerships that align with its mission to enhance customer experiences and expand its service offerings. A notable agreement with Arabsat focused on leveraging satellite technology to improve service quality and deliver advanced communication solutions to businesses, addressing the growing demand for seamless connectivity. Additionally, Mobily collaborated with Meshkati Solutions to develop innovative smart home products and services, providing customers with cutting-edge solutions to enhance their daily lives. These partnerships reflect Mobily's commitment to integrating technology and innovation into its services to meet the evolving needs of its customers and businesses.

The Company also expanded its customer-focused initiatives through agreements designed to offer unique experiences and exclusive benefits. A strategic partnership with Xcinex and Gaming Legends introduced the Mobily Cinema service, delivering an innovative and user-friendly cinematic experience directly to customers' homes.

Aiming to enhance its customer service with a comprehensive set of features and capabilities, Mobily signed an agreement to bolster its wireless

communication services. Enhancing its loyalty program, Mobily partnered with Saudi Airlines, Flynas and Nahdi Medical Company, allowing each of their customers to redeem Neqaty points, strengthening customer engagement and satisfaction. These partnerships not only underscore Mobily's dedication to delivering value but also reinforce its role as a key enabler of digital transformation and customer-centric innovation in Saudi Arabia.

Award-Winning Consumer Services
In 2024, the Consumer Unit achieved outstanding recognition, reflecting Mobily's leadership in the telecommunications industry, its relentless pursuit of excellence and its dedication to creating meaningful and impactful customer experiences.

For the third consecutive year, Mobily was honored with the Saudi Arabia Best Customer Experience Award from the CST, underscoring its excellence in customer service. Additionally, the Unit received the prestigious Hayyak Quality Certificate from the Saudi Standards, Metrology and Quality Authority (SASO) for the second year in a row, reaffirming its dedication to service quality.

Mobily's innovation and marketing efforts were also recognized on a

global scale. The Platinum Award for Best Filmmaking celebrated the exceptional production of the XStream Video, while the Platinum Award for Best Social Media Marketing Campaign acknowledged the success of the "Be Limitless" Postpaid Marketing Campaign. Furthermore, Mobily's ability to leverage customer insights earned the Best Use of Customer Insights 2024 Award from XEBO.ai, showcasing its strategic focus on using data to drive innovation and enhance service offerings.

Looking Forward to 2025
The Consumer Unit's objectives for 2025 reflect Mobily's continued drive to innovate, lead and deliver outstanding service in the evolving telecommunications landscape. Mobily has outlined a series of ambitious objectives and plans for the year ahead, reflecting its commitment to innovation, growth and sustainability. Key priorities include expanding home services such as FTTH and 5G FWA, driving growth in mobility offerings, and introducing innovative services to stay ahead in the market.

The Company's efforts in FTTH have laid a strong foundation for its future objectives, which include expanding connection coverage to 451 zip codes by 2025, continuing the modernization

plan to offer speeds up to 10 Gbps for all FTTH and FTTB connections, and broadening its FTTX network footprint to enhance coverage across the Kingdom. These initiatives reflect Mobily's commitment to bridging the digital divide and advancing telecommunications infrastructure.

The Unit is set to build on its success by focusing on seamless transitions and effective management of projects within the newly implemented NewStack system. Efforts will be prioritized to ensure that comprehensive communication materials and online training sessions are readily available to support this transformation. Additionally, physical activities will be accelerated to enhance customer handling and further improve the overall customer experience.

Strengthening customer experience will remain a core focus, with strategic initiatives aimed at enhancing sales processes, reducing churn in fixed services and driving digital transformation. Moreover, Mobily is dedicated to fostering sustainability across its operations, aligning with broader ESG goals while delivering exceptional value to customers.

