

MOBILY PAY

DELIVERING NEXT GENERATION PAYMENT SOLUTIONS

Mobily Pay solidified its position as a leading player in Saudi Arabia's fintech market by forming strategic partnerships and launching innovative services. These efforts resulted in substantial growth and enhanced customer experience, reinforcing Mobily Pay's commitment to delivering exceptional digital financial solutions.

Financial transactions
increased by
154%

As Mobily's dedicated financial services arm, Mobily Pay offers digital payment and fintech solutions to its customers across Saudi Arabia. Launched as a subsidiary of the Company in 2022, the platform plays an important role in catering to the growing demand for digital financial tools in the Kingdom.

Mobily Pay continued offering comprehensive financial services, enabling customers to manage all their daily financial transactions in one place. The platform provides seamless and secure financial transactions, including local and international money transfers, bill payments, card purchases and an array of other services to enhance customer convenience.

A key differentiator for Mobily Pay is its expanding portfolio of unique cashback programs within the e-wallets market. These programs give the platform a competitive advantage by allowing customers to benefit from their usual daily spending at their convenience. Mobily Pay's strategic focus includes exploring new markets and industries, as well as extending fintech solutions to enterprises and the public sector, fostering a more integrated business-to-business (B2B) and business-to-consumer (B2C) ecosystem.

New Propositions and Partnerships

In 2024, Mobily Pay achieved phenomenal growth, with financial transactions growing by 154%, while the number of active users grew by 73% and the total customers base grew by more than 70%.

The platform continued to innovate and rise to new value propositions this year, developing several new products and services to meet market needs. Mobily Pay launched Marketplace, allowing customers to easily buy digital vouchers at very competitive prices. It also introduced an international recharge service so customers can recharge any phone in any applicable countries through the app.

To reinforce its leading position in Saudi Arabia's fintech market, Mobily Pay established several strategic partnerships to enhance its services and improve customer experience. The platform collaborated with MoEngage to improve customer experience and provide innovative solutions. Additionally, Mobily Pay partnered with Musaned to facilitate salary transfers for domestic workers and Mudad to offer convenient payroll payment options for small and medium-sized enterprises (SMEs). Collaboration with Technology Control Co. aimed to expand Mobily Pay's services for SMEs, while the partnership with Saudia

Airlines introduced the Alfursan loyalty program to Mobily Pay customers. These alliances demonstrate Mobily Pay's commitment to driving innovation and delivering exceptional value to its customers.

➔ Looking Forward to 2025

In the year ahead, Mobily Pay will continue evolving its portfolio of products and services to appeal to a wider customer base, including children,

teenagers and domestic workers. This strategy, coupled with continuous enhancement of the customer experience, will help to ensure Mobily Pay remains the most convenient and user-rewarding digital wallet in the market.

Moreover, Mobily Pay plans to enter new lines of businesses to address unmet customer needs in the market. In addition, Mobily Pay will continue

investing in AI-based fraud detection and prevention systems, as part of its ongoing commitment to protect customers and offer safe and secure payment services with a user-friendly experience.

