

WHOLESALE UNIT

ENHANCING GLOBAL CONNECTIVITY

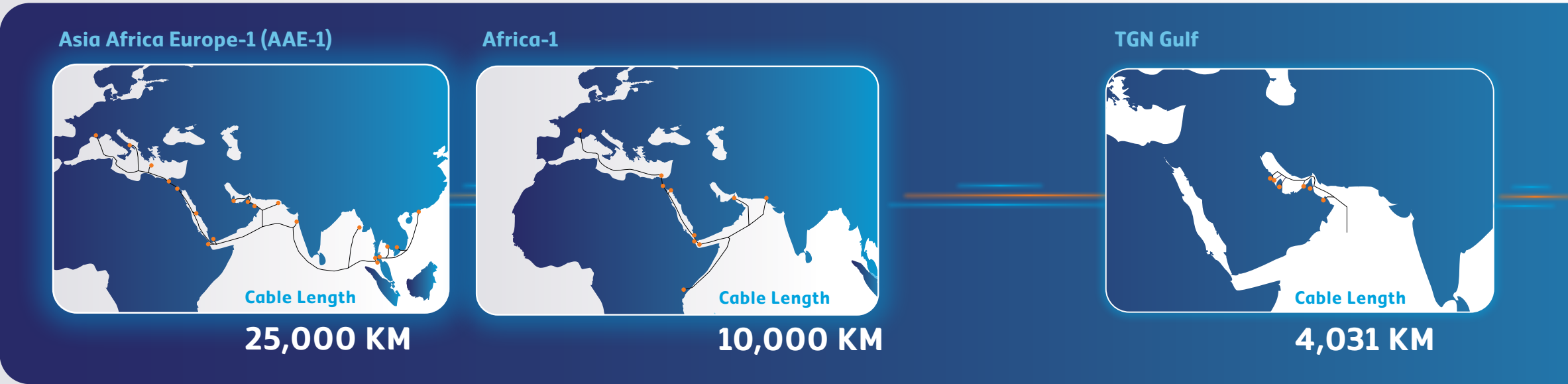
In 2024, Mobily's Wholesale Unit delivered strong double-digit year-over-year growth, solidifying its role as an important contributor to the Company's overall revenue, margin and collection performance. This growth reflects the Wholesale Unit's commitment to enhancing connectivity, forging strategic partnerships and supporting the digital ecosystem through infrastructure expansion.

In 2024, Mobily continued to invest in cutting-edge infrastructure to enhance capacity, diversity and global connectivity. Notably, the Wholesale Unit prioritized advanced submarine cables such as SMW-6 and Africa-1, further solidifying Mobily's position as a leader in international telecommunications.

Extending Market Reach through MVNO Partnerships

Mobily's mobile virtual network operator (MVNO) business model enables the Company to broaden its market reach, tap into new customer segments, and appeal to wider demographics, solidifying its position as a leading telecommunications

provider in Saudi Arabia. Mobily's reputation as a preferred partner for MVNOs is underpinned by its high-quality services, exceptional customer experience and continuous investments in infrastructure.



The Wholesale Unit's strategic focus in 2024 centered on global connectivity and partnerships. By collaborating with industry leaders such as Equinix and Google and signing agreements with major Content Delivery Network providers, Mobily reinforced its position as a hub for international connectivity and digital innovation. Through these initiatives, Mobily's Wholesale Unit continues to play a vital role in advancing the Company's growth strategy while enabling cutting-edge digital solutions for customers and partners across the globe.

Key achievements included improved regional connectivity and stronger collaborations with regional players following the successful completion of the Border Expansion Project. Additionally, the Wholesale Unit significantly expanded 5G roaming coverage, delivering faster, more reliable connections and enhancing the customer experience.

Supporting Mobily's Connectivity and Infrastructure

The Wholesale Unit is a cornerstone of Mobily's operations, managing international connectivity and roaming

services through an extensive and robust infrastructure network. This network includes 60,993 kilometers of fiber cables, 15 tier-certified data centers with a combined capacity of 122 MW, and 12 Points of Presence strategically located to enhance global reach. Mobily's connectivity is further strengthened by 6 advanced submarine cables: AAE1, TGN Euro Asia, TGN Gulf, Africa-1, SMW-6 and the Red Sea Crossing. Additionally, the Wholesale Unit operates 4 strategic landing stations, ensuring seamless connectivity across critical regions.

In 2024, the Wholesale Unit signed an agreement to onboard Red Bull Mobile as an MVNO partner. The 6-year contract provides Mobily with opportunities to expand its market reach and boost productivity, with measurable impact projected for Q4 2025. This partnership expands Mobily's service offerings and reinforces its role as a trusted enabler for innovative telecommunications solutions.

Expanding Capabilities with Cutting-Edge Services

This year, Mobily launched 2 major services to further enhance its offerings and operational capabilities. The introduction of Application-to-Person Services aimed to improve customer experience, automate communication processes and boost operational efficiency across the board. Additionally, Mobily unveiled the International Direct Dialing Hub and Carrier Hub services, strengthening its leadership in international direct dialing while reinforcing its robust network infrastructure. These developments reflect Mobily's commitment to innovation and its continued focus on delivering value-driven solutions to customers and partners globally.



WHOLESALE UNIT (CONTINUED)

Driving Collaborative Innovation and Market Expansion

Mobily's Wholesale Unit continued to expand its market reach in 2024 by securing key connectivity service agreements with both national and international clients. Further strengthening its international capabilities, Mobily forged new partnerships with Telecom Egypt and other regional telecommunication players, enhancing its global footprint and connectivity infrastructure.

Mobily also signed multiple MoUs to enhance international connectivity and digital solutions at the Connected World KSA Conference. These included a collaboration with IQNET in Iraq to expand global connectivity, develop data centers and deliver innovative digital solutions to meet growing demand, as well as Supercell Iraq to develop next-generation digital

solutions and address connectivity needs between Asia and Europe. Mobily also signed an MoU with China Telecom Middle East to partner in offering integrated communication services, aligning with Mobily's strategy to enhance customer experience and introduce advanced solutions to the Saudi market.

At the conference Mobily also showcased its investments in submarine cables, local networks and data centers to expand its global presence. These initiatives align with Saudi Arabia's Vision 2030 to position the Kingdom as a global digital hub by advancing digital infrastructure and connectivity.

Another significant milestone this year was the strategic partnership with the national payment network, Mada. This partnership aims to deliver innovative and advanced digital solutions for

international SMS services. Additionally, Mobily collaborated with Equinix to establish a carrier-neutral internet exchange at the JED1 Data Center. The initiative not only reduces latency but also improves peering ecosystems, solidifying Mobily's position as a leader in delivering high-quality connectivity solutions.

Recognized Excellence in Global Connectivity

Mobily continued to earn global recognition for its leadership in connectivity and innovation. The Company won "Best Subsea Innovation" from the prestigious Global Connectivity Awards, the largest platform for recognizing excellence in the global connectivity industry. The award recognized Mobily's innovative cable landing and hybrid connectivity solutions, which link Saudi Arabia to Asia, Africa and Europe. Telecom Review also recognized Mobily as

the "Best Wholesale Company in the Middle East". These accolades reflect Mobily's commitment to delivering value and strengthening its position as a leader in the telecommunications sector.

Mobily also played a prominent role in the global connectivity ecosystem by sponsoring 4 major industry events: Capacity Middle East, Capacity Europe, Connected KSA and the Submarine Network World Conference. These events provided valuable opportunities for Mobily to foster strategic partnerships, explore new business avenues and showcase its advancements in connectivity and digital infrastructure. Through these achievements, Mobily reaffirms its dedication to driving innovation, building industry collaborations and maintaining its leadership in the global connectivity market.

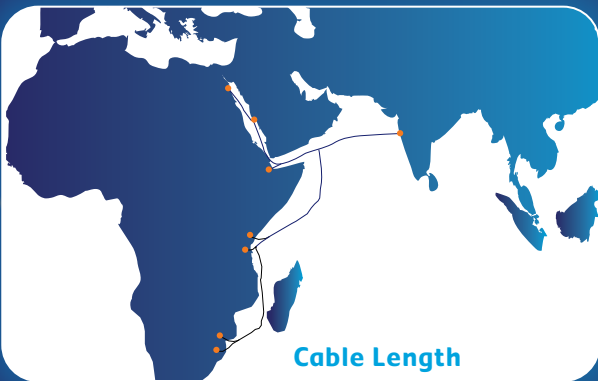
Looking Forward to 2025

In the year ahead, Mobily's Wholesale Unit is poised for significant expansion. Key plans for 2025 include forging valuable strategic partnerships and diversifying revenue streams to support the Company's growth trajectory. Mobily's commitment to providing trusted connectivity, innovative offerings, valued services and exceptional experiences will remain at the forefront of the Unit's operations.

The Company will continue to invest in and upgrade its infrastructure to support advanced services and meet the increasing demands of its customers. This includes expanding data center capacity to enhance service reliability and support the growing needs of clients. The Wholesale Unit will also continuously improve the customer experience through exceptional service and support. Importantly, the Unit will maintain its alignment with and support of the broader goals of Saudi Vision 2030, contributing to the nation's economic and technological development.



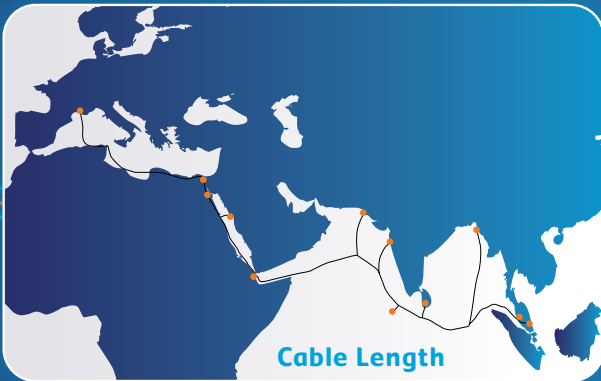
TGN Euro Asia



Cable Length

15,000 KM

SEA-ME-WE-6



Cable Length

21,700 KM

Operating a robust infrastructure network including

60,993 KM
of fiber cables

Established the first Saudi-owned submarine cable connecting

2 nations
across the Red Sea