



Business Unit

Driving Enterprise Growth, Digital Transformation and National Enablement

Mobily's Business Unit enables enterprise and government digital transformation through advanced connectivity, cloud, cybersecurity, data centers, IoT and managed services across the Kingdom.

Strategic Focus in 2025

Accelerate growth in high-value B2B digital services beyond core connectivity



Deepen engagement with government, enterprises, SMEs and giga-projects



Scale cloud, data center, cybersecurity and IoT portfolios through strategic partnerships



Key Highlights in 2025

Solid revenue growth

outperforming the broader telecommunication market

2 new data centers

commissioned in Riyadh and Jeddah with **13 MW combined capacity**

Expanded hyperscaler

partnerships enabling multi-cloud and sovereign hosting solutions

Strengthened giga-project

participation across major national developments



Business Unit continued

In 2025, Mobily's Business Unit delivered one of its strongest performances to date, reinforcing its position as a leading partner to government entities, large enterprises, multinational corporations and SMEs across the Kingdom. Growth outpaced the overall telecommunications sector, reflecting Mobily's ability to capture a disproportionate share of industry momentum while simultaneously scaling its presence in the rapidly growing technology market.

As customer expectations continued to evolve toward secure, high-performance and deeply customized digital solutions, Mobily advanced its transformation from a traditional telecommunications operator into a technology-driven solutions provider with an expanding portfolio across cloud, data center hosting, IoT, cybersecurity and managed services. This performance was supported by strong alignment with Vision 2030, as the Business Unit expanded its role as an enabler of national transformation programs and giga-projects. Enhanced commercial reach, specialized sales models, omnichannel capabilities and data-driven Customer Value Management (CVM) strengthened Mobily's ability to deepen partnerships, enhance customer value and enable digital transformation across sectors.

Strategic Progress and Market Drivers

Market conditions in 2025 were shaped by 2 distinct dynamics: the stabilizing telecommunications market and the rapidly expanding technology economy. While telecommunications revenue pools grew modestly, the technology sector experienced robust double-digit growth fueled by increasing adoption of cloud computing, AI-driven services, IoT, advanced security solutions and private networks. Mobily responded to these trends by expanding its digital portfolio, integrating more automation into service delivery and aligning technical roadmaps with anticipated customer demand.

A core component of Mobily's strategic progress was advancing 3 B2B transformation levers: increasing share in core connectivity through specialized channels and CVM; deepening engagement in giga-projects through structured presales (Etimad platform), design and delivery frameworks; and accelerating growth in digital products by positioning Mobily as a central aggregation point for cloud, cybersecurity, hosting, IoT and managed services.

The Company's disciplined approach to customer success, proactive account management and improved service reliability helped improve retention and deepen client relationships. Mobily also improved commercial sustainability by adopting more efficient delivery models, streamlining provisioning processes and reducing time-to-activation across all B2B services.

Expanded Regional Presence and Sector Coverage

Mobily strengthened its regional presence across the Kingdom, expanding support centers and sales coverage to ensure greater proximity to customers and to respond faster to local needs. This expansion helped the Business Unit deliver more tailored solutions across key verticals including government, banking, financial services, insurance, healthcare, education, aviation, utilities, retail and manufacturing.

Corporates and multinationals leveraged Mobily's advanced connectivity and hosting solutions to streamline multi-site operations and enhance data governance. Financial institutions adopted secure data services and bulk messaging platforms to support sensitive transactions and regulatory compliance. Aviation customers adopted integrated connectivity and digital systems that improved operational efficiency and customer experience across airports and logistics facilities.

Government partners benefited from secure and fully compliant digital infrastructure that supports daily operations and citizen-facing systems. In the healthcare sector, Mobily enabled the Ministry of Health to launch an advanced Electronic Medical Records system across the Northern Health Cluster, connecting more than 50 hospitals and 10,000 beds with unified patient data, improved clinical decision-making and enhanced service efficiency.

Mobily also completed the integration of the Managed Services Operation and the Development Project in Central Laboratories and Digital Pathology, as well as signed a strategic agreement with Fakeeh Care Group to enhance digital infrastructure, enable cloud-based solutions and accelerate innovation across clinical, administrative and technology environments.

For the Ministry of Municipal and Rural Affairs and Housing (MOMRAH), Mobily supported the rollout of the Body CAM and Vision Pollution strategy, integrating AI-driven analytics and smart monitoring tools to strengthen field transparency, modernize municipal governance and elevate the quality of urban environments.

The Company also worked with the Ministry of Education and public universities to accelerate digital transformation across the education sector. Mobily helped to deploy secure connectivity, next-generation networking, cybersecurity and digital collaboration platforms that modernize classrooms, strengthen administrative operations and expand digital learning opportunities for schools and universities nationwide.

SMEs, a rapidly growing segment, benefited from simplified digital onboarding, new cloud bundles, mobile business packages and expanded coverage across regional cities and towns. Mobily improved accessibility for SMEs through redesigned journeys, expanded digital channels, remote onboarding and more flexible payment models. This strengthened Mobily's support for the national SME ecosystem, helping smaller enterprises transition to digital operations with greater ease.



SME Solutions

Smart, scalable services that help small businesses grow.



Secure and efficient data management

Data center hosting, cloud services and Session Initiation Protocol with managed routers give SMEs enterprise-grade resilience, flexibility and communication quality without heavy investment.



Connectivity that powers daily operations

Reliable fixed internet, mobile broadband and mobile voice plans keep SMEs connected, productive and ready to serve customers anytime.



Protection against cyber risks

Built-in cybersecurity safeguards sensitive information, enabling SMEs to operate confidently in a digital environment.



IoT that simplifies operations

Smart IoT solutions help businesses monitor assets, improve logistics and reduce costs through automation and real-time visibility.



Digital tools for growth

Simple, scalable digital solutions help SMEs enhance their online presence, reach more customers and drive sales.



Business Unit continued

Leadership in Giga-Projects and National Transformation

Mobily deepened its role as a strategic enabler of national giga-projects, supporting developments such as NEOM, the expanding Red Sea region, Qiddiya, Diriyah and infrastructure associated with the 2034 FIFA World Cup and 2030 Riyadh Expo. In 2025, Mobily delivered secure fiber infrastructure, advanced data solutions, managed services and high-availability networks designed for mission-critical operations. The Company advised on telecommunication architectures, created designs for smart-city platforms and deployed intelligent connectivity for large-scale construction and development phases.

Mobily also expanded infrastructure in remote and developing regions, ensuring that high-speed connectivity, cloud integration and secure data transport were accessible even in the earliest stages of project development. This strengthened Mobily's position as a long-term partner capable of supporting the Kingdom's most ambitious projects.

Strengthening Digital Infrastructure and Data Centers

Data center expansion remained central to Mobily's long-term ICT strategy in 2025 as the Company continued to scale its footprint across the Kingdom to meet the rising national demand for cloud, AI and hyperscaler-ready hosting. During the year, Mobily commissioned 2 new data centers – one in Riyadh and one in Jeddah – with a combined capacity of 13 MW, positioning the Company to reach its target of doubling data center capacity by 2026/27.

The Riyadh facility is now Mobily's largest site in terms of hosting space and power allocation, with an expandable architecture designed to support future demand. Both new data centers are built to deliver Uptime Certified Tier III reliability and incorporate environmentally friendly design principles to reduce energy use and operational impact.

Mobily also maintained its position as the first Hosted Managed Services Provider in the Middle East to earn a Tier IV Uptime Certification for a Constructed Facility at its Malga 2 data center. Investments during the year focused on enhancing hosting capabilities, strengthening backup and replication technologies and improving multi-site redundancy to ensure uninterrupted operations for mission-critical workloads.

Developed the Traffic Safety Solution platform in support of Vision 2030

The introduction of Nvidia-powered AI/GPU solutions supporting high-density racks of up to 40 kW marked a significant step forward in high-performance computing. Alongside these upgrades, Mobily expanded its portfolio across carrier-neutral colocation, sovereign cloud integration, cross-connect infrastructure, hybrid-cloud enablement and advanced security services.

Data Center Expansion

- **2 new data centers** launched in Riyadh and Jeddah with a combined capacity of 13 MW
- Positioned to **double capacity by 2026/27** through continued nationwide expansion
- **Uptime Tier III and Tier IV certified facilities** ensuring high availability, reliability and sustainability
- **High-density AI/GPU racks** up to 40 kW, supporting advanced computing workloads and AI adoption



Collaboration with Hyperscalers and Technology Providers

Partnerships with global hyperscalers grew in 2025, strengthening Mobily's ability to provide seamless multi-cloud solutions. The interconnection model used by Mobily's data centers allowed hyperscalers to offer their services directly from within the Kingdom, improving latency, supporting data residency requirements and enhancing the performance of enterprise cloud deployments. This ecosystem enabled customers to scale workloads securely, accelerate cloud migration and achieve stronger business continuity.

Hyperscaler partnerships also expanded Mobily's cybersecurity offering by integrating global threat-intelligence feeds, advanced analytics and next-generation cloud security controls. These collaborations strengthened Mobily's strategic position, reinforcing hyperscalers as accelerators of value who enable Mobily to offer broader, deeper and more mature ICT solutions to the market.

Cybersecurity, Business Continuity and Disaster Recovery

Mobily continued to strengthen its cybersecurity portfolio in 2025, offering a comprehensive suite of solutions designed to safeguard organizations against an increasingly complex threat landscape. Its services span network security, which protects the integrity and usability of enterprise networks by securing data as it travels across different points; endpoint security, which defends devices such as laptops, tablets and mobile phones from malware and unauthorized access; and advanced data protection, which applies encryption, access controls and other sophisticated safeguards to prevent data breaches. The Business Unit's strategy is centered on positioning Mobily as a one-stop shop for enterprise cybersecurity, working closely with a trusted ecosystem of global vendors and technology partners to integrate advanced tools and best-in-class capabilities.

The Company also advanced disaster recovery and business continuity solutions with enhanced hosting capacity, multi-location redundancy and real-time monitoring tools that improve resilience and reduce recovery times. Financial services, healthcare providers, public-sector institutions and major corporates increasingly relied on these solutions to safeguard sensitive data, meet regulatory obligations and protect critical operations. Mobily's multi-site hosting, sovereign cloud partnerships and enhanced recovery frameworks reinforced its role as a trusted provider of business continuity in the Kingdom.

IoT, Smart Cities and Connected Solutions

Mobily continued to expand its IoT and smart solutions portfolio in 2025, strengthening its position as a national enabler of digital transformation. The Company advanced its IoT connectivity footprint through enhancements to the Narrowband IoT network, expanded device lifecycle management capabilities and improved analytics dashboards that give customers real-time visibility into asset performance. These capabilities supported the growing adoption of machine-to-machine (M2M) integrations in industrial environments, secure GSM-based point-of-sale connectivity in retail and advanced fleet-management services across logistics operators, enabling businesses to automate processes and improve operational efficiency.

Mobily deepened its work with global technology providers to deliver IoT solutions across utilities, transportation and healthcare. Smart city deployments continued to scale, including intelligent transportation monitoring, environmental tracking systems, smart street-lighting, automated meter readers and other municipal applications that support the Kingdom's national digital infrastructure objectives.

Within mobility and automotive services, Mobily collaborated with international automobile manufacturers to support connected-car platforms in Saudi Arabia, ensuring vehicles benefit from secure, high-quality network connectivity that complies with local regulatory requirements. The Company also continued its longstanding work on smart-metering initiatives that enhance grid efficiency and accuracy.

A key initiative in 2025 was Mobily's development of a Traffic Safety Solution as part of the national Traffic Safety Program. This innovative platform leverages IoT sensors and real-time analytics to improve road safety, underscoring Mobily's commitment to societal impact through digital innovation. The Company also advanced sustainable mobility and smart-infrastructure objectives through the deployment of innovative camouflaged tower types that blend seamlessly into urban environments and align with national ESG priorities under Vision 2030.

Mobily's ability to integrate IoT with fiber-to-the-building (FTTB) connectivity, cloud services, private networks and cybersecurity has positioned the Company as a holistic provider of next-generation digital infrastructure. Looking ahead, Mobily is piloting 5G edge-computing solutions designed to deliver ultra-low latency for real-time, citywide applications, further reinforcing its ambition to lead Saudi Arabia's IoT market with scalable, secure and sustainable solutions.

Business Unit continued

AI Integration Across Customer Solutions and Internal Operations

AI integration deepened across both Mobily's customer-facing solutions and its internal operating model. Enterprise AI solutions expanded across sectors such as healthcare, where AI tools supported medical imaging, automated reporting, IoT sensor monitoring and predictive analysis for equipment, oxygen levels and energy consumption.

Internally, AI strengthened Mobily's enterprise engagement by improving churn prediction, enhancing sales pipeline management, identifying behavioral patterns, reducing operational errors and helping frontline teams deliver more informed customer interactions. Mobily also applied AI to improve customer journeys, personalize communication and optimize retention campaigns. These applications collectively strengthened efficiency, improved customer outcomes and reinforced Mobily's technological leadership.

The Company signed a memorandum of understanding (MOU) with SenseTime to strengthen national AI infrastructure and deliver cutting-edge, sector-specific applications designed to enhance operational efficiency and support large-scale digital

transformation. Mobily also entered into a collaboration with ServiceNow during LEAP25 to provide integrated digital solutions, improve workflow automation and deliver low-code AI capabilities tailored to the needs of healthcare, finance, smart cities and other priority industries.

Outlook for 2026

In 2026, Mobily's Business Unit will continue expanding high-growth digital domains while focusing on value realization from existing transformation programs. Key priorities include deepening its role in giga-projects, accelerating data center expansion, scaling cloud and cybersecurity offerings, strengthening private network solutions and enriching digital platforms that enhance the B2B customer journey.

Mobily will also enhance enterprise orchestration capabilities through AI-driven automation, expand SME digital bundles, introduce more integrated sector solutions and refine omnichannel engagement models for improved service visibility and faster delivery. With strong market fundamentals, expanding digital demand and an increasingly diversified portfolio, Mobily Business is well positioned to sustain momentum and drive national digital transformation in the years ahead.



Mobily Business Solutions

Enabling enterprise innovation through advanced networks, digital platforms and intelligent automation.



Cloud and data center services

Mobily delivers secure, high-availability cloud and colocation hosting across 3 strategic cities. Businesses benefit from Infrastructure-as-a-Service, advanced security layers and Remote Hands support, ensuring seamless scalability, strong data protection and reliable continuity while freeing internal teams from infrastructure management.



Government call center enablement

Mobily powers multiple government short-number call centers through highly effective fixed-voice circuits. These platforms ensure uninterrupted public-service access, enabling citizens and residents to reach government agencies quickly, efficiently and securely.



Mobility solutions for business

Mobily's mobility portfolio strengthens enterprise connectivity through business-grade voice, data and roaming plans, high-speed 4G/5G mobile broadband and bundled devices including smartphones, tablets and IoT hardware. Businesses stay connected across locations with simplified procurement and reliable, always-on communication.



Bulk SMS and digital engagement

Enterprises can reach customers instantly through Mobily's Bulk SMS platform, enabling mass notifications, promotional campaigns and service alerts. A user-friendly interface allows scheduling and automation, while Mobily's AI-powered chatbot enhances service quality through 24/7 conversational support and faster issue resolution.



IoT connectivity and smart operations

Mobily enables smart operations through secure M2M connectivity delivered via a powerful IoT platform with flexible data plans. Dedicated APN connectivity for point-of-sale terminals ensures reliable and secure payment transactions, supporting retailers and financial institutions with uninterrupted service.



Fleet management and real-time tracking

Mobily's Fleet Management system provides real-time vehicle tracking, performance analytics and proactive maintenance insights through GPS and IoT technology. Businesses gain improved operational control, enhanced route efficiency and reduced costs through smarter fleet utilization.