



Consumer Unit


Driving Growth through Digital Leadership

Mobily's Consumer Unit drives mass-market growth through high-performance mobile and home connectivity, digital experiences and differentiated consumer propositions across the Kingdom.

Strategic Focus in 2025

Scale mobile and home subscriber growth through value-led propositions and network leadership 

Accelerate digital customer journeys, automation and AI-enabled care 

Strengthen ecosystem offerings across devices, gaming and loyalty platforms 

Key Highlights in 2025

5G FWA

Rapid expansion of wireless home connectivity customer base

FTTH +7%

Subscriber growth supported by coverage expansion across 25 cities

Customer quality

Achieved **Hayyak Quality Certificate** and **ISO certifications** for Customer Experience and Care

Hajj connectivity

+1,500

Wi-Fi access points deployed, enabling **+122% data traffic** and **+133% site coverage**



Consumer Unit continued

In 2025, Mobily's Consumer Unit delivered solid commercial momentum across both mobile and home segments, demonstrating resilience and execution excellence in a highly competitive market. Performance was underpinned by continued expansion of the 5G Fixed Wireless Access (FWA) customer base, supported by Mobily's enhanced 5G network capacity and coverage in addition to the launch of Flex Plus packages. Together, these developments reinforced Mobily's leadership across mobile and home connectivity while supporting healthier overall subscriber growth.

Strengthening the Consumer Engine

Throughout the year, the Consumer Unit maintained its strategic focus while sharpening execution across key priorities. The Unit continued to emphasize expansion of its customer base, market leadership through competitive offerings and accelerated digital transformation to enhance customer experience and operational efficiency. Investments in 5G deployment enabled faster speeds, lower latency and more reliable connectivity, supporting both mobile usage growth and the expansion of home wireless solutions.

The Consumer Unit continued to prioritize customer experience, supported by key transformation initiatives that automated sales operational systems and upgraded digital customer care tools, including chatbots and live chat. These initiatives improved responsiveness, efficiency and overall customer satisfaction.

The Unit also played a central role in advancing Mobily's broader strategy this year by driving revenue growth, enhancing customer experience and strengthening brand loyalty. Innovative products such as Flex bundles helped address diverse customer needs while supporting value creation in a challenging pricing environment. Network quality improvements and digital service enhancements reinforced Mobily's reputation for reliability and performance, contributing to higher retention and engagement.

Through differentiated propositions and cost-efficient initiatives, the Consumer Unit navigated a challenging market while maintaining momentum and supporting Mobily's transition toward a more digital-first operating model.

Increased Customer Unit revenue by 6.7% in 2025

Delivering Solid Financial Performance

The Consumer Unit revenue increased by 6.7% to reach ₪ 12.4 billion, compared with ₪ 11.6 billion in 2024, driven by an increasing customer base and higher adoption of value-led propositions. Mobile subscribers continued to grow on the back of strong gross additions across prepaid and postpaid segments, while Fiber-to-the-Home (FTTH) subscribers increased by 7.0% following the expansion across 25 cities, supported by expanded coverage, targeted campaigns and enhanced value propositions.

Unlocking Consumer Value through 5G

The rollout of 5G continued to play a central role in Consumer performance during 2025. Enhanced network speeds, lower latency and increased capacity improved customer experience, enabled new services and strengthened operational performance. The 5G FWA customer base witnessed an increase, reflecting rising demand for high-speed wireless home connectivity and reinforcing customer satisfaction and retention.

Customer Excellence and Commercial Momentum

Mobily advanced several customer experience initiatives during the year, including automation of sales operations and digital customer care enhancements through chatbots and live chat. Commercial momentum was supported by successful seasonal campaigns, including summer promotions featuring Flex bundles and competitive roaming offers, as well as Back-to-School and National Day campaigns across FTTH, 5G FWA, prepaid and postpaid segments.

The device portfolio was further strengthened through the launch of Apple's iPhone 17 lineup with a seamless transition from physical SIM to eSIM, alongside new flagship models from Samsung and Huawei. Flexible device installment plans improved affordability, supported retention and enhanced customer lifetime value.

Mobily further strengthened its presence in the gaming ecosystem through the launch of an enhanced version of the Mobily Gamers platform, introducing richer subscription benefits, cloud-based gaming, daily tournaments, with valuable prizes and new interactive features, to deliver a more immersive and differentiated gaming experience. These enhancements reinforce Mobily's commitment to high-performance connectivity and position the Company as a key enabler of Saudi Arabia's rapidly growing gaming community.

Supported a 122% increase in data traffic in the 2025 Hajj season

Capturing Visitor Growth and Delivering World-Class Connectivity

Mobily continued to benefit from the sustained influx of visitors to Saudi Arabia in 2025 by leveraging its strong market position and tailored consumer offerings. Visitor-specific plans designed for tourists and business travelers, supported by targeted digital marketing and an expanded sales presence at airports, sea and road borders and holy sites, enabled incremental subscriber growth and broader market reach.

During the 2025 Hajj season, Mobily delivered an exceptional connectivity experience at scale. More than 1,500 Wi-Fi access points were deployed across key locations, supporting a 122% increase in data traffic and a 133% increase in site coverage compared to the previous year. This performance reflects both the growing demand placed on the network during peak national events and Mobily's ability to deliver reliable, world-class connectivity, reinforcing its role as a trusted digital partner during the Kingdom's most important seasons.

Loyalty, Partnerships and Innovation

Neqaty remained a cornerstone of Mobily's customer engagement strategy in 2025. The loyalty program expanded its ecosystem by onboarding new partners across retail, electronics, dining, healthcare, services and charitable organizations, increasing relevance and frequency of customer interaction. Optimization efforts focused on simplifying journeys and enhancing digital touchpoints, while future ambitions center on personalization and deeper ecosystem integration.

Mobily also expanded partnerships to enhance customer value, including its role as an Authorized Service Provider for Apple and collaboration with leading brands. New product development initiatives spanned e-wallet services, e-sports ecosystems and smart home solutions, reinforcing Mobily's innovation agenda.

Recognition for Quality and Customer Excellence

The Consumer Unit received a broad range of recognitions in 2025, reflecting Mobily's continued commitment to quality, customer trust and service excellence. These included the Hayyak Quality Certificate from the Saudi Standards, Metrology and Quality Organization, ISO 9001:2015 certification for Customer Experience and ISO 10002:2018 certification for Mobily Customer Care Services.

In parallel, Mobily's consumer marketing and digital engagement initiatives were recognized through multiple regional and international awards, including AVA Platinum Awards for both Long Form Video and Commercials for the Xstream campaign, an Effie's Silver Award for Youth Marketing and a Bronze Award in the Internet and Telco category, as well as a Bronze Award at the MENA Digital Awards for the "A Leading Network" integrated campaign. Together, these achievements underscore the strength of Mobily's customer experience, brand storytelling and digital execution across the Consumer portfolio.

Looking Ahead to 2026

The Consumer Unit will focus on accelerating growth across mobile, home connectivity and digital channels, building on the momentum achieved in 2025. The priority will be to deepen digital engagement, enhance value propositions and deliver a more seamless, intuitive customer experience across every touchpoint. Mobile offerings will be refreshed through a comprehensive revamp of both prepaid and postpaid portfolios, supported by expanded end-to-end digital journeys and the introduction of new value-added services designed to strengthen customer acquisition, retention and lifetime value.

Momentum across Mobile and Home Connectivity

- Continued growth in overall subscriber base despite a competitive market
- Strong commercial momentum across mobile and home segments
- 5G FWA customer base expanded on the back of stronger network performance

Powered by 5G

- New services enabled through expanded 5G capacity
- 5G FWA customer base growth
- Higher satisfaction and retention driven by network quality



Certified for Customer Excellence

- Hayyak Quality Certificate from SASO
- ISO 9001:2015 for Customer Experience
- ISO 10002:2018 for Customer Care Services