



## Technology and Innovation

# Driving Network Excellence and Digital Leadership

Technology and innovation remained central to Mobily's strategy in 2025 as the Company continued to advance its position as one of the Kingdom's most modern and future-ready digital service providers. Through sustained investment in network modernization, infrastructure expansion and next-generation digital capabilities, Mobily strengthened service reliability, elevated customer experience and reinforced the foundations for long-term growth. Mobily also accelerated its shift toward intelligent, automated and data-driven operations by embedding AI, automation and hybrid cloud architectures across its technology landscape.

### Key Highlights in 2025

**#1**

in median upload speed

**Leader**

in latency performance

**Winner**

of 8 out of 13 Opensignal awards

**#1**

in gaming performance on PS, Xbox and Steam



## Technology and Innovation continued

### IT Transformation and the New Stack Program

Mobily achieved one of the most significant milestones in its technology evolution in 2025 with the completion of the New Stack Program, a comprehensive transformation designed to modernize the Company's entire information technology (IT) and digital infrastructure. The program culminated in the successful migration of all GSM consumer customers to the new digital technology stack, marking a pivotal step in establishing a future-ready foundation capable of supporting next-generation services, 5G Standalone capabilities and advanced digital experiences. This accomplishment represents a major inflection point in Mobily's transformation journey, enabling faster service delivery, superior performance and long-term scalability across all customer segments.

Key initiatives included international capacity expansions, value-added services modernization with a focus on B2B enablement. Efforts were also made towards core network upgrades, enhancements to data roaming setup, regulatory compliance readiness, mobile virtual network enablement (MVNE), international gateway upgrades, enterprise network modernization, Magnolia rollout for Apple devices, targeted broadcast services and the deployment of advanced self-organizing network (SON) capabilities.

The New Stack introduced a next-generation, modular architecture built on application programming interface (API) and microservices principles, significantly enhancing interoperability and enabling rapid integration with partners and ecosystems. Core systems, including billing, charging, customer relationship management and order management, were fully modernized, supported by best-of-suite platforms that improve flexibility, reduce operational complexity and accelerate time-to-market for new products. The adoption of a centralized product catalog ensured standardization and simplified configuration across services, while the deployment of hybrid cloud infrastructure improved resilience, cost efficiency and operational flexibility. To strengthen continuity and disaster recovery, Mobily implemented

Active-Active infrastructure across core systems, ensuring continuous service availability and enhanced redundancy.

Underpinning this transformation was the Company's shift to Agile and DevOps delivery models, enabling more frequent releases, closer collaboration between technology and business teams and faster responsiveness to market needs. The modernization of the IT landscape also delivered substantial improvements in system stability, automation and operational efficiency, reducing manual intervention and streamlining backend processes. These advancements established the foundation for broader AI adoption, enabling predictive analytics, automated decision-making and more intelligent, data-driven operations across the organization.

The completion of the New Stack Program in 2025 repositioned Mobily as a technology-driven digital service provider with the agility, scalability and digital readiness required to support future growth and innovation. This transformative initiative not only enhanced customer experience through unified digital journeys and faster activation but also strengthened the Company's strategic ability to deliver next-generation services that meet the evolving expectations of consumers, businesses and industry partners.

### Strengthening Core Networks and Infrastructure

Mobily continued to elevate the robustness, reliability and capacity of its nationwide infrastructure through extensive modernization of its core network and transport systems. The Company implemented Segment Routing to ensure optimal path management and enhanced core performance to support rising voice-over-LTE (VoLTE) and 5G traffic. Mobily strengthened network resiliency and continuity through the deployment of end-to-end monitoring systems that provide real-time visibility into service performance, enabling proactive issue resolution and ensuring sustainable, cost-efficient operations.

The Mobily International Fiber Network (MIFN) long-distance fiber expansion was completed in 2025, adding more than 9,000 kilometers of fiber routes and significantly enhancing backbone capacity. These investments ensured improved routing, increased bandwidth availability and stronger continuity for government, enterprise and consumer services. Mobily's modernization efforts extended to data centers, technical buildings and power infrastructure.

Mobily's data centers are certified by the Uptime Institute for Tier Certification of Operational Sustainability. Mobily's cumulative investment in data centers exceeded ₪ 2 billion, with plans underway to build facilities totaling 39 MW of capacity to meet accelerating demand for AI, graphics processing unit workloads and other advanced digital applications. Of this total, 13 MW represents the combined capacity of the 2 new data centers which was fully commissioned and operational in 2025.

### Expanding 5G Coverage, Capacity and Next-Generation Capabilities

Mobily continued to advance 5G as a strategic enabler of digital transformation in 2025, delivering major expansions in coverage, spectrum utilization and network performance. During the year, the Company carried out 3,628 new 5G expansions across the Kingdom, strengthening population coverage in major cities, regional centers and key WBB areas. These upgrades were supported by a 1,250 Gbps increase in core data network capacity and a 500 Gbps expansion in international network capacity, ensuring greater resilience, higher throughput and enhanced service continuity. Collectively, these enhancements improved customer experience, expanded high-speed access and reinforced Mobily's role in supporting national broadband objectives.

To enhance capacity and performance, Mobily integrated second- and third-layer mid-band carriers and activated Non-Standalone dual and triple carrier sites, enabling New Radio and New Radio Carrier Aggregation. The Company also deployed newly acquired spectrum to expand overall network capacity to support future traffic growth, while also improving indoor 5G coverage and boost service consistency across dense urban environments.

Mobily partnered on a landmark initiative in 2025 to deploy the Kingdom's first shared indoor 5G Standalone deployment using neutral-host spectrum. Working alongside international vendor and local infrastructure partners, the Company helped deliver gigabit-class 5G inside office and public venues from a single in-building system, reducing duplication of equipment, lowering cost and shortening rollout time. This innovative model not only strengthens Mobily's indoor coverage capabilities but also lays the foundation for enterprise-grade 5G, spectrum-efficient deployment and future-ready network expansion.

Enhanced mobile broadband remained the primary 5G use case, supported by a robust increase in fixed wireless subscribers, as fixed wireless access (FWA) continued to complement FTTH in extending high-speed connectivity across the Kingdom. Mobily also expanded its 5G footprint in Hajj areas to address seasonal surges in demand and ensure reliable, high-capacity performance for millions of pilgrims.

In parallel, the Company continued to explore private 5G network opportunities with industry verticals, laying the groundwork for deeper engagements in 2026. These initiatives reflect Mobily's commitment to delivering next-generation connectivity solutions that enable industrial innovation, digitalization and advanced enterprise use cases across the Saudi economy.

Successfully modernized core IT systems to enhance scalability, resilience and time-to-market

Invested more than ₪ 2 billion to increase KSA's data center capacity

Played a key role in the establishment of the Kingdom's first shared indoor 5G Standalone deployment initiative

Achieved 90% faster issue identification and analysis in its O&M

## Technology and Innovation continued

### Expanding High-Speed Connectivity through FTTH Integration

FTTH played a strategic role in Mobily's Technology and Innovation agenda in 2025, supporting widespread high-speed connectivity and enhancing the Company's fixed network capabilities. Mobily delivered FTTH connectivity to households across 451 zip codes in 25 cities, supported by the continued rollout of XGSPON 10G-ready capabilities across 2 data centers.

The Company automated the FTTH customer request workflow using a digital delivery platform, reducing manual effort and improving overall experience. Mobily also extended fiber to strengthen network reach and integrated FTTH within broader network intelligence systems for better operational visibility. Through open access, Mobily expanded into competitor zip codes, reduced civil works costs and increased commercial reach, reinforcing FTTH's role as a critical enabler of digital inclusion.

### Expanding Access and Bridging the Digital Divide

Building on the progress achieved in 2024, when Mobily was awarded 2 major WBB projects to enhance rural coverage, the Company successfully deployed WBB1 in 26 governorates across the Kingdom in 2025. This milestone marked a significant advancement in extending high-speed connectivity beyond urban centers and reinforced Mobily's role in bridging the digital divide and supporting national objectives to strengthen communication infrastructure in underserved regions. The continued rollout of the WBB initiative reflects Mobily's commitment to improving network reach, reliability and service quality for residents and travelers alike, ensuring that communities across Saudi Arabia benefit from modern, resilient digital connectivity.

Mobily also expanded digital connectivity in public spaces by deploying approximately 12,000 Wi-Fi access points across universities, commercial areas and Hajj zones. This initiative improved customer experience in high-traffic locations while supporting broader national objectives for smart-city readiness and digital inclusion.

**Upgraded point-of-sale systems with the latest security standards**

### AI, Automation and Intelligent Network Operations

Mobily advanced its leadership in intelligent network operations in 2025 by expanding the use of AI, automation and real-time analytics to improve service quality, operational efficiency and customer experience. A key enabler of this progress was the deployment of a comprehensive SON solution across the mobile infrastructure, incorporating cell outage detection, anomaly detection and AI-based energy-saving capabilities. These modules continuously monitor network behavior, identify performance degradations and automatically optimize configurations to maintain service continuity. Cell outage detection pinpoints failures or service deterioration and reconfigures neighboring cells to compensate, while anomaly detection uses machine learning to identify irregular traffic patterns and underlying issues before they escalate.

The AI-based energy-saving feature dynamically adjusts radio resources and powers down underutilized units during low-demand periods, reducing energy consumption without compromising service quality. Collectively, these enhancements delivered higher network availability, improved user experience, reduced manual intervention and measurable sustainability benefits.

Mobily complemented these advancements with a broad automation program that transformed Operations and Maintenance (O&M) and accelerated decision cycles across the organization. The Company expanded automation coverage across its core O&M domains, fully digitized energy and fuel operations with 95% planning accuracy and achieved a significant reduction in human error. AI-driven anomaly detection delivered approximately 90% faster issue identification and analysis, while Vision AI strengthened field asset verification and improved preventive maintenance through automated visual inspections. The Mobily Moen platform provided instant, self-service access to network insight and analytics, reducing unnecessary site visits, lowering maintenance costs and supporting more agile, data-driven decision-making.

Automation also enhanced service delivery and customer-facing processes. Mobily automated Multiprotocol Label Switching service fulfillment for Business customers and digitized the full FTTH request workflow to improve efficiency and customer experience. The Company also advanced its fully automated customer complaint-handling solution and expanded machine learning algorithms that support energy optimization, root cause detection and direct customer experience enhancement.

These efforts were reinforced by the modernization of the Core Business Support systems and the establishment of foundations for AI-driven decision-making and future monetization models. By exposing services through standardized APIs, Mobily enriched its digital ecosystem and enabled more unified customer journeys. Together, these initiatives delivered measurable improvements in operational reliability, achieving up to a 10% reduction in average time-to-repair. They also created a scalable foundation for expanding AI workloads, ensuring Mobily is well positioned to drive further automation, predictive intelligence and digital innovation in the years ahead.

### Digital Transformation and Data-Driven Innovation

The Company accelerated its digital transformation in 2025 by strengthening unified customer experiences, enhancing system agility and advancing data and AI capabilities. Through the adoption of agile delivery models, improved system responsiveness and the modernization of Core Business Support systems, Mobily enhanced product flexibility, increased operational scalability and enabled faster, more seamless customer interactions across digital channels. These upgrades formed a stronger foundation for data-driven decision-making, predictive insights and future monetization opportunities.

Mobily also introduced several innovative digital services and platforms that enhanced both customer experience and enterprise enablement. Magnolia, a new capability for Apple devices, enabled seamless SIM-to-eSIM transfers without manual intervention or QR codes, improving convenience and setup times for customers. Mobily expanded its enterprise offering by launching targeted broadcast messaging services, allowing business customers to reach subscribers using advanced segmentation and filtering. In addition,

Mobily achieved certification for the SGP.32 eSIM IoT Management standard, reinforcing its readiness for next-generation connected-device ecosystems.

To support growth in the digital wholesale and partner ecosystem, Mobily onboarded a new MVNE and activated additional capabilities including anti-spam protections, Wholesale Resource Management system enhancements and expanded Location-Based Services. The Company also upgraded its point-of-sale systems to comply with the latest PCI-DSS payment security standards, ensuring safer and more resilient digital transactions. Collectively, these initiatives advanced Mobily's digital maturity and established a more agile, secure and innovative platform for future services.

### Network Quality Leadership and Enhanced User Experience

Mobily reinforced its position as a national leader in network quality in 2025, achieving top rankings across key national and international benchmarks. The Company ranked first in Median Upload Speed, maintained its leadership in latency performance and won 8 out of 13 Mobile Performance Awards from Opensignal. Mobily also received the Best Network Award, recognizing operators that deliver outstanding nationwide performance across critical Opensignal metrics. In gaming, Mobily ranked first in download speed across major platforms including PlayStation, Xbox and Steam and achieved the top latency score for 17 out of 19 games in Q3 2025 Game Mode report issued by the CST. The Company also led both Consistent Quality and Reliability across nearly all major cities in Saudi Arabia. These results underscore Mobily's sustained investment in capacity, coverage and intelligent optimization, as well as its commitment to delivering a superior, dependable and high-performance digital experience for customers across the Kingdom.



## Technology and Innovation continued

### Overall Experience



Video Experience  
in 0-100 points

**Mobily 64.4**



Games Experience  
in 0-100 points

**Mobily 69.2**



Download Speed  
Experience  
in Mbps

**Mobily 56.9**

### 5G Experience



5G Video Experience  
in 0-100 points

**Mobily 74.5**



5G Games Experience  
in 0-100 points

**Mobily 81.1**



5G Download Speed  
in Mbps

**Mobily 214.2**

### Coverage



Coverage Experience  
in 0-10 points

**Mobily 5.6**



Availability  
% of time

**Mobily 98.0**

### Consistency



Consistent Quality  
% of tests

**Mobily 63.9**



Reliability Experience  
100-1,000 points

**Mobily 849**

Mobily enhanced FWA location accuracy, improved VoLTE performance, maximized carrier aggregation to increase data speeds and validated 5G anchoring strategies to ensure seamless session continuity. The development of a National Roaming evaluation dashboard further enabled real-time monitoring and optimization across partner networks, boosting reliability and elevating the overall user experience.



## Technology and Innovation continued

### Cloud Platforms, Hyperscalers and Submarine Cable Capabilities

Mobily continued to strengthen its global connectivity and cloud enablement capabilities in 2025 through major advancements across virtualization, hyperscaler integration and international network infrastructure. The Company achieved 100% virtualization of its Domain Name System platforms, enhancing scalability, performance and operational resilience across digital services. Mobily also deepened its connectivity to major global hyperscalers, expanding direct links with ByteDance and Amazon in Riyadh and maintaining extensive connections to Google, AWS, Meta and Microsoft Azure across the region and globally. These integrations ensured faster content delivery, lower latency and more consistent performance for customers and enterprises accessing cloud-based applications and digital platforms.

To reinforce international resiliency, Mobily distributed its global capacity across a diverse portfolio of submarine cables. This diversified approach ensured service continuity even in the event of dual-cable cuts, while ongoing enhancements to transmission path management and traffic optimization enabled the Company to offload high-latency routes and improve end-to-end customer experience.

By owning critical international gateway capacity and maintaining a robust subsea footprint, Mobily is able to securely carry global internet and international voice traffic, supporting both the Company's customers and the Kingdom's broader digital ecosystem with a resilient, high-performance international network. As part of this long-term strategy, Mobily has invested approximately \$ 3.40 billion in data centers and submarine cable infrastructure, reinforcing Saudi Arabia's position as a regional digital hub and strengthening the Company's ability to meet growing connectivity and capacity demands.

**Achieved 100% virtualization of its Domain Name System platforms**

### Innovation Partnerships and Sector Enablement

Mobily continued to enable digital advancement across all customer-facing units in 2025 by delivering a comprehensive suite of technology solutions that support consumer, business and wholesale segments. For consumers, the Company provided high-quality mobile, data and FTTH services, ensuring reliable connectivity and seamless digital experiences.

Business customers benefited from an expanded portfolio that included IoT solutions, point-to-point connectivity, Internet Protocol Virtual Private Network, Layer 2 Virtual Private Network, Software-Defined Wide Area Network, FTTB, Dense Wavelength Division Multiplexing and Dedicated Internet Access services. These capabilities supported enterprises of all sizes with secure, high-performance connectivity tailored to diverse operational needs.

In the wholesale segment, Mobily delivered a full range of carrier-grade services, including international and domestic voice, data, passive infrastructure sharing, International Private Leased Circuit, Inter-Autonomous System connectivity and dark fiber offerings. These solutions strengthened the Company's role as a trusted partner for regional and global operators, enabling scalable, secure and resilient communication pathways.

To further enhance enterprise connectivity, Mobily introduced ZTE as a new solution provider for point-to-point network services. This addition expanded the range of advanced connectivity options available to business customers and reinforced Mobily's commitment to delivering robust, future-ready infrastructure that supports digital transformation across industries.

During LEAP25, Mobily signed a cooperation agreement with Nokia to accelerate its digital evolution and strengthen innovation across the Company's technology ecosystem. The partnership focuses on enhancing Mobily's digital journey, exploring new opportunities for next-generation services and driving co-creation with the developer community. As part of the collaboration, the 2 companies will organize a hackathon to empower Saudi developers to build new applications and use cases, supporting local talent, expanding digital capabilities and unlocking fresh avenues for growth and service differentiation.

### Advancing Energy Efficiency and Sustainable Infrastructure

Mobily continued to advance its sustainability agenda in 2025 by enhancing energy efficiency across its network infrastructure and accelerating the deployment of environmentally friendly technologies. The Company expanded its use of zero-emission power sources by deploying solar-powered systems at low-consumption sites and rolling out hybrid generators across WBB projects. These hybrid systems reduced carbon emissions by approximately 40% compared to conventional generators, marking a significant step forward in lowering the environmental footprint of Mobily's radio access network.

Energy optimization remained a key priority across data centers and technical facilities, where Mobily focused on intelligent cooling, efficient power distribution and strict control of non-essential loads such as lighting and cooling in inactive areas. The Company strengthened its monitoring framework through monthly tracking of Power Usage Effectiveness, enabling more accurate analysis, data-driven decision-making and timely corrective actions that improved efficiency across critical infrastructure. These measures enhanced operational resilience, reduced overall energy consumption and reinforced Mobily's commitment to embedding environmental responsibility within its technology operations.

### Outlook for 2026

In 2026, Mobily will build on the successful completion of the New Stack transformation by focusing on value realization, deeper automation and the continued modernization of its digital and network capabilities. The Company will expand AI across operational domains, strengthen data governance and accelerate the modernization of B2B systems through the next phase of the New Stack Program. These initiatives will provide a more integrated, agile and scalable digital experience for enterprise customers while supporting the introduction of new 5G and advanced digital services across all segments.

**Enhanced data center energy performance through intelligent cooling and PUE monitoring**

Network evolution will remain a core priority. Mobily plans to advance the launch of 5G Standalone, expand 5G coverage nationwide, deploy private 5G networks with industry verticals and complete additional spectrum refarming from 4G to 5G. The Company will also extend fiber infrastructure through new border-crossing routes under the MIFN Program and continue the rollout of WBB 2 to improve high-speed access in underserved areas. In parallel, Mobily will expand FTTH and Fiber-to-the-X coverage by advancing deployment across its assigned zip codes in various cities, further strengthening national fixed broadband infrastructure.

Operational excellence will be supported by broader automation initiatives, including the extension of automated service fulfillment over Gigabit Passive Optical Network and FWA for Business customers, as well as expanded automation and troubleshooting for GSM and FWA services.

Mobily will also enhance network orchestration by building a unified IP Multimedia Subsystem core and improving end-to-end automation across the network. Additional priorities include accelerating data-traffic capacity upgrades to meet rising demand, deploying the enhanced eSIM ecosystem with eSIM capabilities to support IoT devices and connected vehicles and fully implementing the automated customer-complaint handling system to deliver faster, more intelligent service recovery.

Collectively, these initiatives will advance Mobily's transition toward converged, intelligent and highly automated digital infrastructure, enabling stronger performance, more personalized experiences and greater innovation across Consumer, Business and Wholesale markets.