

CEO's Message

# A Year of Strong Momentum and Record Results

**We delivered strong operational performance across all revenue streams, strengthening Mobily's market position.**



**Eng. Nezar Hussain Banabeela**  
Chief Executive Officer

**2025 marked one of the strongest years in Mobily's history, building on a two-decade legacy of innovation and achievements. It was a year defined by exceptional financial performance, disciplined execution and deepened trust with all our stakeholders. We continued to scale our impact across the Kingdom, enriching customer experiences and strengthening our position as a national digital leader, guided by our Ever Closer commitment to customers and stakeholders.**

Throughout the year, we remained deeply committed to creating value for our shareholders and all stakeholders, while laying the foundations for our next phase of growth with our newly launched SHINE corporate strategy for 2026-2030. We enriched the experience of our customers, enhanced the lives of millions across the Kingdom and continued to build an organization that is trusted, future-ready and positioned to scale. With strong contributions from the Consumer, Business and Wholesale Units, Mobily delivered growth that exceeded market expectations across the board and strengthened our investment appeal for the long term.

**Record-Breaking Financial Performance**

Mobily recorded its strongest financial performance in more than a decade, underscoring the success of our disciplined execution and balanced growth across all business lines. Revenue reached  $\text{SAR } 19.6$  billion, reflecting 7.9% year-on-year growth compared with  $\text{SAR } 18.2$  billion in 2024.

EBITDA increased to  $\text{SAR } 7.6$  billion, delivering a 6.0% improvement from  $\text{SAR } 7.2$  billion last year. These gains translated into record net profit of  $\text{SAR } 3.5$  billion, up 11.6% from  $\text{SAR } 3.1$  billion in 2024.

**Delivering Growth Across the Board**

Across 2025, we delivered strong operational performance across all revenue streams, strengthening Mobily's market position and expanding our role in enabling the Kingdom's digital economy.

Our Consumer Unit demonstrated remarkable market resilience, expanding both our subscriber base and market share amidst a highly competitive landscape. This growth was propelled by the acceleration of digital-first initiatives and the introduction of dynamic, value-driven bundles that significantly elevated the customer experience.

Our Business Unit further solidified its position as a preferred strategic partner across enterprises, small and medium-sized enterprises (SMEs) and government sectors through accelerating our participation in national giga projects and deploying specialized digital solutions for the SME segment.

The Wholesale Unit delivered solid growth, supported by rising international traffic and

increased demand for high-capacity services. This growth was facilitated by our strategic capital allocation into international subsea and terrestrial infrastructure, further cementing Mobily's position as a premier regional digital hub.

Mobily Pay continued its growth trajectory, expanding its customer base through continuous innovation, enhanced loyalty benefits and an improved user experience that supports wider adoption of digital payments.

**Powering Saudi Arabia's Digital Future**

2025 marked a major step forward in our technology roadmap. We announced more than  $\text{SAR } 3.4$  billion in digital infrastructure investments, commissioned 2 new data centers and strengthened cloud and hyperscaler partnerships. A new 15-year spectrum license added 120 MHz to our portfolio, bringing total spectrum assets to 440 MHz.

Our network performance continued to set national benchmarks, solidifying Mobily's recognition as Saudi Arabia's Leading Network. We have achieved

a 96% 5G population coverage across 7 major cities, while simultaneously accelerating the nationwide expansion of our FTTH footprint to support the Kingdom's digital future.

Our commitment to AI-driven innovation continues to yield significant gains in performance and reliability. Through the integration of autonomous systems and digital-twin modeling, we have fortified our ability to optimize complex operations and maintain peak-performance benchmarks during the Kingdom's most critical high-traffic events, including Hajj and Ramadan seasons.

**Enhancing Experience, Expanding Value**

Customer satisfaction improved across all channels through the deployment of AI-powered capabilities across care, service delivery and journey management. We achieved the fastest response time nationally for online gaming, video calls and livestreaming and earned ISO certification for Customer Experience, reflecting alignment with world-class standards.



## CEO's Message continued

### Building an Inclusive and Responsible Future

Our people remained the cornerstone of our success. We continued to invest in talent development through executive and specialist programs, launched a High-Potential Development track and strengthened engagement, with Mobily certified as a Great Place to Work once again. This underscores our commitment to an elite organizational culture. In parallel, we advanced our sustainability agenda by optimizing operational energy efficiency and aligning our growth strategies with the Kingdom's national environmental and social objectives.

### Recognition of Excellence

In 2025, Mobily's performance and leadership were recognized through prestigious regional awards, including being honored for innovative Wholesale infrastructure and Investor Relations excellence. We also sustained our AA MSCI ESG rating, reinforcing our commitment to disciplined execution and long-term value creation.

### Accelerating Our Next Chapter

The success of our 2023+ strategy has generated significant momentum, establishing a high-performance foundation for Mobily's next evolution. In an era of rapid digital convergence and shifting market dynamics, we recognize that agility, speed and industrial scale are now the primary determinants of leadership and success.

As we transition into 2026, we enter a new strategic phase guided by SHINE (2026-2030) - a refreshed corporate strategy designed to amplify our impact across all fronts and sharpen our execution. SHINE leverages our current strengths to accelerate infrastructure modernization, digital innovation and organizational excellence, ensuring we remain at the forefront of the industry.

Our focus remains clear on delivering superior, sustainable value to our shareholders while serving as a cornerstone of Saudi Vision 2030. By aligning our core competencies with the Kingdom's national digital agenda, we are committed to driving the long-term growth and innovation required of a premier digital champion.

### Acknowledgments

I extend my sincere appreciation to our Board of Directors for their guidance and support, and to our executive management team for their dedication and leadership.

I also thank our shareholders for their continued confidence, our employees for their commitment and teamwork and our customers for their trust. With clarity of purpose and the strength of our people, Mobily is truly built to lead and positioned to scale as we shape the Kingdom's digital future.

