

BUSINESS UNIT

# ACHIEVEING THE HIGHEST PERFORMANCE EVER

**Mobily's Business Unit serves the Kingdom's business-to-business (B2B) market with competitive and innovative mobile, fixed and digital services. The Unit achieved a record performance in 2023, surpassing all previous years.**

The Unit's revenue grew by 21% this year compared to 2022. This remarkable result was driven by demand for Mobily's wide range of service offerings, with significant growth coming from the digital services, customized offerings and core services. The Business Unit also improved its collections, reaching the highest level ever in 2023, and reducing account receivables. Moreover, it expanded its market share across all segments, including government, private sector and small- and medium-sized business (SMB).

**Delivering Strategic Growth**

Mobily adopted a new strategy in 2023 to amplify its historical growth in revenues, customer experience and market share. The strategy aims to establish Mobily as a leader in the B2B market through its differentiated services. It is guided by 3 main programs covering information and communications technology (ICT), SMB growth and giga projects.

The strategy includes expanding Mobily's digital portfolio and introducing systems integration to establish Mobily as a one-stop-shop for business customers. The Business Unit remained dedicated to improving customer experience

this year by implementing digital solutions throughout the customer lifecycle. It continued to grow Mobily's digital service offerings while ensuring a steady performance in its core services.

In line with the strategy, the Business Unit also actively cultivated and reinforced relationships with government, corporate and SMB customers. Mobily deepened its presence within these segments by tailoring offerings and employing targeted marketing and communications. Furthermore, it invested in multiple strategic projects to improve connectivity for its customers and expand its data centers to position the Company for future growth.

**Investing in Infrastructure**

Mobily has established itself as a trusted partner for both public and private sectors, delivering high-quality services across the Kingdom through its advanced data centers. Its 8 data centers are strategically located and certified by various tiers of design, facilities and operations. Mobily has also shown its commitment to sustainability by achieving the Uptime Institute certification for its data centers.

Moreover, its cloud services have been awarded the highest security class C by the Communications, Space and Technology Commission.

In 2023, the Business Unit made 2 significant announcements that demonstrates its growth strategy and leadership in the telecommunications industry. First, it announced the construction of 2 new, state-of-the-art data centers in Riyadh and Jeddah, which will expand its colocation capacity by more than 13 MW and reach beyond Tier III standards. Second, the Unit introduced new products that use artificial intelligence, automation and cutting-edge technology to enhance its cybersecurity portfolio for the Saudi market, such as Next Generation Managed SoC and Automated GRC.

By establishing innovative Enterprise Data Centers, Mobily offers a wide range of enterprise-class solutions, from colocation and managed services to connectivity and cloud computing. These strategic upgrades ensure reliability as well as an unprecedented level of uptime, highlighting the Company's dedication to providing an unmatched digital environment for its customers.

## EXPANDING INNOVATIVE PRODUCT OFFERINGS

Mobily's Business Unit was at the forefront of innovation in 2023, launching a number of game-changing products for its business customers to help them manage, communicate, protect and grow their operations in the digital era. Highlights of the Unit's product portfolio include:

**SD-WAN**

This service allows businesses to manage their branches smartly with visibility and control of their network, enabling them to improve efficiency and performance across multiple locations.

**SIP Trunk**

This service enables businesses to integrate their phone system with their internet connection, reducing the need for multiple lines and devices.

**Email Security**

This service protects businesses against email attacks, such as spam, viruses, malware and other email threats.

**Anti-DDoS**

This cloud-based service monitors traffic patterns and provides remote management, auto-detection and risk mitigation against distributed denial-of-service (DDoS) attacks.

**Cloud Solutions**

The Business Unit offers a range of advanced cloud solutions that provide businesses with efficient performance and safe infrastructure.

**Vulnerability Management Detecting and Response**

These services help businesses identify and respond to vulnerabilities in their information technology systems and networks.

**DIA Zone Connect**

This is a new product that provides fully scalable direct internet access (DIA) to enterprises and SMBs.

**Digital Sales Channels**

The Business Unit also launched an improved version of its digital sales channels to serve the SMB and corporate market.



## BUSINESS UNIT (CONTINUED)

### Supporting the Kingdom

The Business Unit continues to demonstrate its unwavering dedication to building a technologically advanced and interconnected Saudi Arabia, aligning with the goals outlined in Saudi Vision 2030 and the ICT Strategy 2023. The Unit actively participates in the Kingdom's endeavors to foster the growth of the ICT sector, empower SMBs and entrepreneurs and drive enhanced government integration. Throughout the years, Mobily has transformed its relationship with the Government, transitioning from a service provider to a trusted partner contributing to various domains of success. This commitment is highlighted in the new strategy, which aims to make Mobily the Government's preferred ICT partner.

In 2023, the Unit solidified its partnerships with strategic government customers and initiatives. Mobily is working with NEOM to provide connectivity and other services, as well as on major projects with the Ministry of Health and the Ministry of Municipal Rural Affairs and Housing to enable digital infrastructure. It has multiple other projects with key government customers, such as the Red Sea Project, which demonstrates its commitment to the Kingdom's progress. Mobily's 2 new data centers will enable it to further support the Kingdom's giga projects, providing new digital infrastructure and services for the future.

### Growing Partnerships

Mobily's Business Unit actively pursued strategic partnerships and sponsorship opportunities in 2023, with the aim of enhancing its capabilities and reputation in the ICT sector. At the Black Hat Middle East 2023 (#BHMEA23) event, it signed 4 memorandums of understanding (MoUs) with AppSec, Alinma Bank, Saudi Paramount Computer Systems (SPCS) and Trend Micro. The MoUs with these leading companies covered collaboration in the fields of Internet of Things security, cybersecurity and managed security services.

This year, Mobily also signed an MoU with Tencent Cloud. Mobily will lead and manage the data center hosting, network links and ICT infrastructure, while Tencent Cloud will provide cloud solutions and services, from infrastructure-as-a-service products such as cloud virtual machine, storage and network solutions, to platform-as-a service products such as database and media solutions.

In addition, the Business Unit participated in several major events as a strategic sponsor, such as LEAP 2023, BIBAN 2023 and multiple ICT workshops. These events provided valuable platforms to showcase Mobily's products and services, network with potential partners and clients and learn from the best practices and trends in the industry.

### Looking Forward to 2024

Mobily has positioned itself as a leader in the telecommunications sector, contributing to the development of a robust digital ecosystem in Saudi Arabia. Moving forward, the Business Unit is well aligned with major government initiatives that will support the economy and play a vital role in the development of the ICT sector. Its strategy for 2024 and beyond focuses on 3 major programs: providing integrated ICT solutions for selected verticals, developing targeted enterprise offerings for SMBs and adopting a proactive approach to giga projects.

The Unit's business initiatives for 2024 include enhancing its partnership portfolio in the digital space, as well as developing specific solutions to address the needs of the SMB segment. The Business Unit also aims to enhance the digital sales channel experience and simplify onboarding and customer care through digitalization. Finally, it plans to develop more partnership agreements with targeted giga projects and mega projects.

