

TECHNOLOGY AND INNOVATION

ENABLING MOBILY'S TRANSFORMATION

Mobily's technology strategy is aligned with its corporate vision of building future-proof technology while optimizing its network rollout to improve customer satisfaction and returns on investment. Its 4 pillars of digital infrastructure, digital operations, digital customer engagement and digital services enable Mobily to be more agile, to improve customer experience and to generate new revenue streams.

Mobily has launched important technological initiatives under this strategy, such as expanding its 5G network, cloudifying and virtualizing its systems, using artificial intelligence (AI) and automation for intelligent operations and maintenance, engaging customers with data-driven insights and upscaling its digital services. Moreover, it continues to transform its business from a predominantly telecommunications focus to a telecom-media-technology (TMT) focus.

Accelerating Network Expansion

This year, Mobily expanded its overall network by 360 new sites and implemented fiberization at 250 sites. Importantly, it accelerated its 5G rollout with the addition of more than 850 5G sites across the Kingdom. Its 5G network coverage now serves 52 cities with more than 5,900 sites, achieving more than 84% coverage in 7 main cities. Mobily also increased its 4G footprint with more than 770 new sites this year.

Employing New Technologies

Mobily's Technology Development and Innovation is continuously exploring and scouting for new technologies and use cases to monetize infrastructure and improve customer experience. These technologies include open application programming interfaces, digital content, non-terrestrial networks, AI and machine learning, 5G use cases for diverse verticals, infrastructure as a service, platform as a service and cloud computing.



This year, Mobily implemented its new customer experience management platform in partnership with Huawei. The intelligent platform will help Mobily shift from network-centric customer management to a customer-centric focus. It will enhance the customer experience along multiple dimensions, including technology, purchasing and marketing.

Mobily also employed a cognitive platform that uses AI and automation to conduct network analysis and optimization, with advanced options such as digital twins. The Company has developed a digital twin for Hajj, using it to forecast, simulate and predict Hajj performance ahead of the season to proactively resolve and enhance customer experience.

The Company's Internet of Things offerings expanded in 2023 to include device management and application management, with more use cases related to fleet and building management. It also introduced internet protocol interconnection, which included collocating its transmission equipment. This resulted in significant savings of operational expenses, along with additional revenue streams from selling connectivity to customers including hyperscalers and large enterprises.

Cloud and edge computing remained a priority with continuous efforts to transform Mobily's cloud infrastructure and build a future roadmap for excelling in cloudification. Mobily also launched its zero-touch autonomous network in 2023, with the target to reach 70% zero-touch operations powered by AI and machine learning by 2028.

A proof of concept is ongoing for smart city technology. Mobily is testing a smart pole that will integrate multiple technologies in one mast, including 5G, Wi-Fi, sensors, a digital billboard, system of systems, a charging panel and a smart light. The test product will serve as a base to scale smart city projects in the future.

Improving Reliability and Efficiency

Technological advancements served as an important driver for increasing Mobily's operational effectiveness and efficiencies throughout 2023. The Company enabled automated resiliency in its fiber networks across different cities in the Kingdom to improve reliability. It also improved network reliability by modernizing end-of-life equipment, reducing the number of single points of failure in the network, fiberizing more radio sites and adding more electricity connections.

Mobily leveraged synergies across its business to optimize costs. This reduced the sites' space and power requirements, enhancing operational efficiency. The Company also used national roaming,

passive and neutral host sharing techniques to lower its costs.

Promoting Sustainable Solutions

Mobily employed new and leading technologies to help achieve its environmental goals. The Company is actively evaluating new energy solutions to replace diesel-fueled generators at remote wireless sites wherever possible. It is currently testing and evaluating a hybrid solution of solar panels and a wind turbine, as well as other solutions such as power cubes and smart controllers. The Company's target is to reduce its carbon emissions with more innovative energy solutions in the coming years.

Mobily also deployed aesthetically and environmentally friendly towers with designs such as palm trees and mosaics to blend into their surroundings and to preserve natural views, particularly in historic and recreational locations.

In addition, Mobily continued to modernize its infrastructure and end-of-life hardware with more efficient small-form factor solutions to enable reduced power consumption and dependency on non-renewable resources. It employed new features and capabilities to reduce power consumption from telecommunications equipment, for example, reducing radio transmission time during low-traffic situations.

Improving Speed and Experience

Mobily led the Opensignal rankings of video experience in 2023. The Company took first place for 3 awards, including Video Experience, Live Video Experience and Availability. It also tied for the categories of 5G Video Experience and 5G Live Video Experience. Overall, Mobily users saw an improvement in their experience across the board compared to the previous year.

Technological Development in 2024

In the year ahead, Mobily will move forward with its strategy to future proof its technology. Building on its previous strategy, Mobily's new approach prioritizes core services and system integration, contributing to Saudi Vision 2030's goal of transforming the Kingdom into a digital hub.

In 2024, Mobily will continue to extend its national network, including the rapid acceleration of its 5G network and expansion of 4G. It will increase its data core by expanding mobile broadband, fixed broadband and Voice over Long-term Evolution. It will also implement spectrum re-farming, and enable new capabilities such as international gateway modernization, 5G standalone deployment and 5G private network and slicing proof of concept and testing. Finally, Mobily will increase the use of AI and automation across its network to stay ahead of global and regional technology trends.

Overall Experience

Video Experience in 0-100 Points
Mobily 60.0
Live Video Experience in 0-100 Points
Mobily 56.5
Games Experience in 0-100 Points
Mobily 53.2

5G Video Experience in 0-100 Points
Mobily 71.5
5G Live Video Experience in 0-100 Points
Mobily 67.5
5G Games Experience in 0-100 Points
Mobily 66.5

5G Experience

Coverage

Coverage Experience in 0-10 Points
Mobily 5.5
Availability % of Time
Mobily 97.8

Consistent Quality % of Tests
Mobily 56.4

Consistency