

Strategy and KPIs

Our vision

Digital and telco leader, enabling the society and economy to thrive, in KSA and beyond.

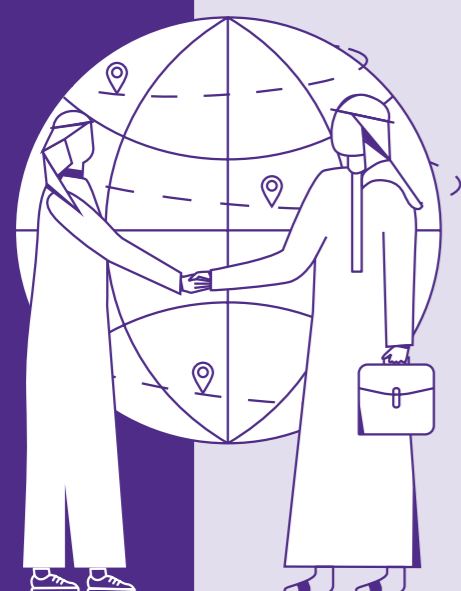
Our values

- **Dynamism** - How we become a company that is continuously looking to improve and adopt new and better ways of doing things, with a fresh and ingenious view.
- **Devotion** - The desire to become a customer-centric company for our clients and our employees.
- **Drive** - We are "restless", looking for the best possible solutions for our clients and our employees.

Our DARE 2.0 strategy

Strategic pillars

Digitize stc	Accelerate performance	Reinvent experience	Expand scale and scope
<p>Description</p> <ul style="list-style-type: none"> Developing advanced in-house digital and analytical capabilities and improving our cybersecurity readiness and flexibility. 	<p>Description</p> <ul style="list-style-type: none"> Developing new digital services, monetizing assets, enhancing business efficiency, maintaining our leadership in technology, improving our sustainability maturity, and fostering a healthy and conducive culture and work environment for our employees. 	<p>Description</p> <ul style="list-style-type: none"> Providing an exceptional experience for our customers, partners, and employees by improving and digitizing their end-to-end journeys and touchpoints. 	<p>Description</p> <ul style="list-style-type: none"> Growth engine of our strategy focuses on exploring and expanding to new geographies and in new and emerging adjacencies, such as the cloud, IT services, cybersecurity, IoT-enabled industry verticals and consumer solutions, fintech and the creation of a regional data hub.
<p>Objectives</p> <ul style="list-style-type: none"> Instill digital mindset and unlock the potential of digital and analytics capabilities. Transform into an agile technology company and embrace new ways of working. 	<p>Objectives</p> <ul style="list-style-type: none"> Maximize shareholder returns by transforming costs and monetizing assets. Connect our market through leading next-gen technology and digital offerings. Be a role model for sustainability and corporate governance. Lead Group-wide culture change and be the employer of choice for top digital talent. 	<p>Objectives</p> <ul style="list-style-type: none"> Excite customers with a seamless, personalized and secure experience. Be the trusted partner-of-choice for business in the region. 	<p>Objectives</p> <ul style="list-style-type: none"> Multiply by expanding into selected pillars within digital services and core.
<p>Achievements</p> <ul style="list-style-type: none"> Accelerated digital capabilities with development of +120 advanced analytics use cases. Enabled new ways of working and agility across the Group with further digitized business and organizational journeys. 	<p>Achievements</p> <ul style="list-style-type: none"> Achieved highest-ever revenues of SAR 72.34 billion for 2023 with an increase of 7.3% compared to 2022, with improved business efficiency to realize a net profit of SAR 13.30 billion, an increase of 9.2% compared to 2022. Maintained technology leadership in Saudi by reaching 47.5% 5G coverage of KSA population and announcing massive expansion of 5G network across the Kingdom. Connected +3.2 million households with fiber and 4 Gbps FTTH traffic increase. Launched first global operations for Tawal in Pakistan. TAWAL acquired towers in 3 European markets to increase towers portfolio to +21,000 towers across 5 countries. stc won the Forbes Middle East Sustainability Leaders Award in recognition of efforts to reduce carbon emissions and promote sustainable practices. Transformed organizational cultural with top quartile Organizational Health Index (OHI) score. Provided +250,000 learning hours through stc Academy and +919 employees enrolled in special talent programs. Became a leading digital services provider with stc tv having 3.6 million (authorized subscribers)*, in which 945,000 are (active views)**. In addition, stc play reached 3 million registered users. Continuing to enable Saudi startups with InspireU (+110 startups incubated since launch) with a total valuation of SAR +12 billion and launch of Corporate Investment Fund to invest in early-stage startups in various domains including fintech, cybersecurity, AI and other fields Further advanced in technology and digital services by development of 19 emerging technologies POCs. 	<p>Achievements</p> <ul style="list-style-type: none"> Modernized infrastructure, to enable further innovation and create a better customer experience by migrating ~300k copper lines. Continued strategic partnerships to enable advanced connectivity services and drive the digital success of major projects in the Kingdom, including Red Sea Global, NEOM, Diriyah Gate and the Royal Commission of Al Ula. Strengthened Qitaf loyalty program reached 15.7 million users (fixed and mobile lines). Won multiple awards showcasing stc's commitment to offering the best customer experience, including winning Best 5G Experience Award during the SAMENA Lead 2023 event and winning the Computing - Telecommunications category at the Middle East Technology Excellence Awards for stc's initiatives in enterprise and business connectivity. 	<p>Achievements</p> <ul style="list-style-type: none"> stc Bank continues to grow with a 23.2% growth in active users (180 days) in 2023. Expanding stc Bank services with the launch of beta version and launching the operations of stc pay in Bahrain successfully. Further reinforcing Saudi Arabia as a digital hub, by developing new data traffic routes and by linking Saudi Arabia to Europe through building the EMC West subsea and terrestrial data cables (reaching a total of 16 subsea cables by center3). sirar being ranked first across MENA in Alert's Top 250 Managed Security Service Providers for 2023 list, showcasing stc's commitment to cybersecurity excellence. center3 reached a total of 25 data centers (operational and under construction). Enhancing the ICT bundle through solutions acquisition of Devoteam. Accelerated iot squared growth by acquiring Machinestalk, and through strategic partnerships with Huawei to progress in 5G and IoT innovations and with Hitachi to enrich the smart city landscape. Telco expansion through minority stake acquisition of Telefonica.



* Authorized subscribers: Customers who have generated their login credentials and logged into stc tv or Jawwy TV at least once in their lifetime.
 **Active viewers: Customers who accessed the platform (stc tv or Jawwy TV) within the last 30 days.