

# How we create value

stc deploys, operates, and maintains telecommunication networks and communication services in addition to several digital innovative products that serve a wide range of customers. We utilize numerous tangible and non-tangible assets to deliver our outstanding products and services. These include both fixed and basic infrastructure, such as cables, ducts, buildings, hardware equipment, and data centers. Furthermore, we also utilize other IT platforms, mainly in the form of software, and industry leading know-how in our operations to provide our customers with products and services while increasing brand value in each market we operate within.

In order to ensure responsible management in all areas of stc's business operations, we seek to align internal behaviors, processes, and objectives with our values and greater purpose – and in doing so we share this vision with our employees, customers, and society at large. We also believe in the value of diversity and an inclusive work environment for fostering a sense of belonging and empowerment. Cultivating a diverse culture that truly values our differences is what allows us to fully understand the needs of our customers and properly grow in the long term.

In addition to our internal operations, stc shares a commitment with suppliers to enhance innovation and sustainability. This is to ensure that we can provide our customers with the best quality products and services. Our supplier code of conduct is a mandatory part of all supplier contractual obligations. We seek to identify risks regarding ethical behavior and corruption and request self-assessments to screen against ESG requirements. We continuously help our suppliers to understand ESG risks and opportunities within the ICT sector, and we also aim to allocate our purchasing power to support SMEs and maximize local content.

Our assets are leveraged, along with responsible procurement and our diverse, highly trained workforce, to provide products and services that are sufficiently adapted to customer needs and requirements. stc's services can be proprietary, such as basic telecommunication services provided over our telecom networks; however, other important professional services are provided to customers as well, including security and consulting based on IoT, AI, and big data. Commercially, we strive to serve a wide range of residential and business customers in the markets that we operate within, providing them with necessary solutions that meet their digital needs.

## How we create value:

### We depend on:



#### Skills and expertise

Our talented team of 22,751 employees



#### Our brand

Recognized as one of the most valuable brands due to major diversification in our offerings.



#### Relationships and partnerships

We rely on constructive relationships with our stakeholders including customers, suppliers, investors, peers and regulatory authorities. [Read more on page 196](#)



#### Natural resources

We rely on natural resources such as fuel and we also operate in water scarce areas. [Read more on page 54](#)



#### Financial capital

Our financial performance is strong with y-o-y break record improvements. [Read more on page 15](#)



#### Our vision:

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



#### Business activities:

We offer variety of ICT solutions and digital services in several categories including telecommunication, IT, financial technology, digital media, cybersecurity, and other advanced digital solutions, with that we are leading the digital transformation nationally and regionally.



**Underpinned by our value:**  
Dynamism, Devotion, Drive

### We create value for:



#### Our customers

We aspire to be a digital enabler, providing connectivity to break digital divides, serving millions of customers. [Read more on page 82](#)



#### Our people

We provide an equal and inclusive work environment that attracts, develops, and retains the best individual talents. [Read more on page 138](#)



#### Our planet

The ICT industry is a contributor to the global greenhouse emissions and we are committed to realizing our goal of net zero by 2050. [Read more on page 54](#)



#### Local communities

Our approach to community investment is rooted in developing the communities around us through unique services, digital innovation, transformative technologies, and meaningful investments that go beyond regular corporate donations. [Read more on page 165](#)



#### Our shareholders

In our journey to being the digital enabler in the region, we continue to grow shareholder value. [Read more on page 14](#)



#### Assets and technology

Tangible assets (such as network infrastructure) and intangible assets such as technologies are key to connecting people. [Read more on page 107](#)