

Our sustainability strategy continued

Stakeholder engagement

Engaging with stakeholders remains at the heart of stc's approach to identifying and prioritizing material topics. In 2024, we strengthened our stakeholder engagement practices to ensure that our sustainability strategy is aligned with their evolving expectations and the dynamic needs of our industry.

By fostering open dialogue, providing transparent and timely updates, and actively encouraging feedback, we continue to refine our focus on the areas that matter most to our stakeholders and our business. Below, we provide a breakdown of the key stakeholders who contributed and the topics they identified as critical to stc's success.

Stakeholder Group	Employees	Customers	Suppliers	Community*	Government entities	Shareholders
Stakeholder expectations	<ul style="list-style-type: none"> Career advancement Recognition Preference for local communities Rewards Attractive benefits Health, well-being and safety Empowerment and equal opportunity Open communication with management 	<ul style="list-style-type: none"> Friendly, personalized customer service Clear, open communication Competitive rates and fees Convenient access points Innovative products and services Data and information security 	<ul style="list-style-type: none"> Timely payments Open communication channels Fair and transparent bidding procedures Access information about stc New opportunities for interaction and engagement 	<ul style="list-style-type: none"> Corporate citizenship and contributing to the welfare of communities where we operate Socio-economic upliftment for the region Expectation to play a positive role in the telecommunications industry 	<ul style="list-style-type: none"> Ensure the industry follows ethical practices that improve lives and reduces risk to children and the vulnerable 	<ul style="list-style-type: none"> Strong balance sheet and healthy cash flow History of success and delivering growth in key metrics Solid market positioning Dynamic risk analysis and management Strong brand Good corporate governance
How stc engages	<ul style="list-style-type: none"> Succession planning Performance management and assessment Newsletters Training sessions and workshops stc Academy Website Intranet (stc Hub) Experience Index (EEI) Speak Up 	<ul style="list-style-type: none"> Social media channels, including LinkedIn, X and Facebook Customer feedback form: Your opinion matters Complaints handling unit, customer service offices, mystc app stc live chat through: mystc.com.sa Website 	<ul style="list-style-type: none"> Vendor relationship management system (VRMS) Vendor management team Annual meetings and sessions rawafed program Partners Day LinkedIn 	<ul style="list-style-type: none"> Social media awareness campaigns Donations and sponsorships, including "Donating via SMS" Community outreach programs Empowering entrepreneurs and digital innovation through inspireU Employee volunteering 	<ul style="list-style-type: none"> Partnerships and cooperation, including participation on their platforms Annual reporting 	<ul style="list-style-type: none"> stc Annual Report Roadshows Open transparent channels of communication with shareholders Quarterly presentations Governance, risk and compliance Committee meetings Website Investor relations application
Frequency of engagement	High interaction	High interaction	High and regular interaction	High interaction	High interaction	High interaction
How stc creates value for this stakeholder group	stc provides a fair and inclusive work environment that attracts, develops and retains the best and most appropriate talent.	stc aspires to be a digital enabler, providing connectivity to break digital divides, serving millions of customers.	stc improves its business practices and operations on an ongoing basis, managing risk and increasing productivity and efficiency within the supply chain. We are dedicated to greater supplier engagement, ongoing supplier recognition and better sustainable procurement practices.	stc's approach to community investment is rooted in developing the communities where we operate, through unique services, digital innovation, transformative technologies and meaningful investments that go beyond regular corporate donations.	stc supports government entities by ensuring regulatory compliance and collaborating on innovative e-government services, advancing digital transformation initiatives and advancing infrastructure to enable digitization.	stc continues to grow shareholder value as well as keeping shareholders well informed on the Group's business by participating in various events, including general assemblies, individual meetings, update calls, conferences and official earnings calls.

*Including private sector, international organizations