



2024
Sustainability Report

Leading Change
EMPOWERING IMPACT

Leading Change EMPOWERING IMPACT

"Leading Change, Empowering Impact" is more than a statement for Mobily. It is a living journey that intertwines innovation with responsibility. Firmly positioned as a market leader in sustainability, the Company embraces a visionary approach that infuses every facet of its operations with a commitment to safeguarding the planet, meticulously enhancing the marketplace and customer experiences while firmly establishing itself as a responsible employer and an accountable enterprise. Through thoughtful investments in advanced digital solutions that optimize resource efficiencies, Mobily transforms traditional telecommunications into a model of sustainability and progress. Every initiative, whether reducing carbon emissions or pioneering clean technology, reflects a mindful fusion of cutting-edge innovation and heartfelt dedication to environmental stewardship.

Beyond technology, Mobily is devoted to nurturing positive community impacts and fostering a culture where every individual thrives. As a champion of inclusivity and employee growth, the Company cultivates a dynamic environment that empowers its workforce and enriches local communities. By forging strategic partnerships and engaging with diverse Stakeholders, the Company creates a ripple effect that transcends its immediate operations and inspires broader social change. In every strategic decision and deliberate action, Mobily weaves a narrative of transformative progress and responsible leadership that reverberates through every market it serves, nurturing a legacy of lasting impact for future generations.

ABOUT THIS REPORT

Etihad Etisalat Company (“Mobily” or “the Company”) is one of the fastest-growing telecommunications brands in the region, listed on the Saudi stock exchange since its establishment in 2004. The Company offers market-leading mobile, fixed and digital services to individual and business customers in Saudi Arabia.

This Sustainability Report outlines the Company’s environmental, social and governance (ESG) strategy and performance. The Report focuses on Mobily’s impact, both positive and negative, on Stakeholders and the natural environment.

Reporting Scope and Boundary

The Sustainability Report includes the ESG-related impacts of Mobily’s operations across Saudi Arabia for the fiscal year from 1 January to 31 December 2024 in alignment with its annual financial reporting cycle. Unless otherwise stated, financial data is expressed in Saudi Riyals (ﷻ).

Target Audience

This Sustainability Report is intended to inform both current and potential Stakeholders by providing insight into how Mobily creates, sustains and safeguards value for its key Stakeholder groups, including employees, customers, regulators and the broader society

Materiality

As part of the reporting process, Mobily conducted a comprehensive double materiality assessment to identify and prioritize the most important sustainability issues for the Company and its valued Stakeholders. These material issues guided the disclosures in this report.

View Mobily’s materiality assessment process and outcomes here [Materiality assessment]

The Company’s performance is presented according to the following strategic themes from Mobily’s sustainability framework and strategy. Each theme is explored in a dedicated chapter, where the corresponding material topics are addressed in the context of the Company’s operations and Stakeholder expectations:

-  **SAFEGUARDING THE PLANET**
-  **MARKETPLACE AND CUSTOMERS**
-  **RESPONSIBLE EMPLOYER**
-  **POSITIVE COMMUNITY IMPACTS**
-  **ACCOUNTABLE ENTERPRISE**

Reporting Standards

The Company considered both local and international frameworks in the writing of this document, including the priorities of the ambitious Saudi Vision 2030 and Saudi Green Initiative (SGI), the ISO 26000 Guidance on Social Responsibility, the AA1000 Accountability Principles Standard and the Global System for Mobile Communications Association (GSMA) ESG metrics.

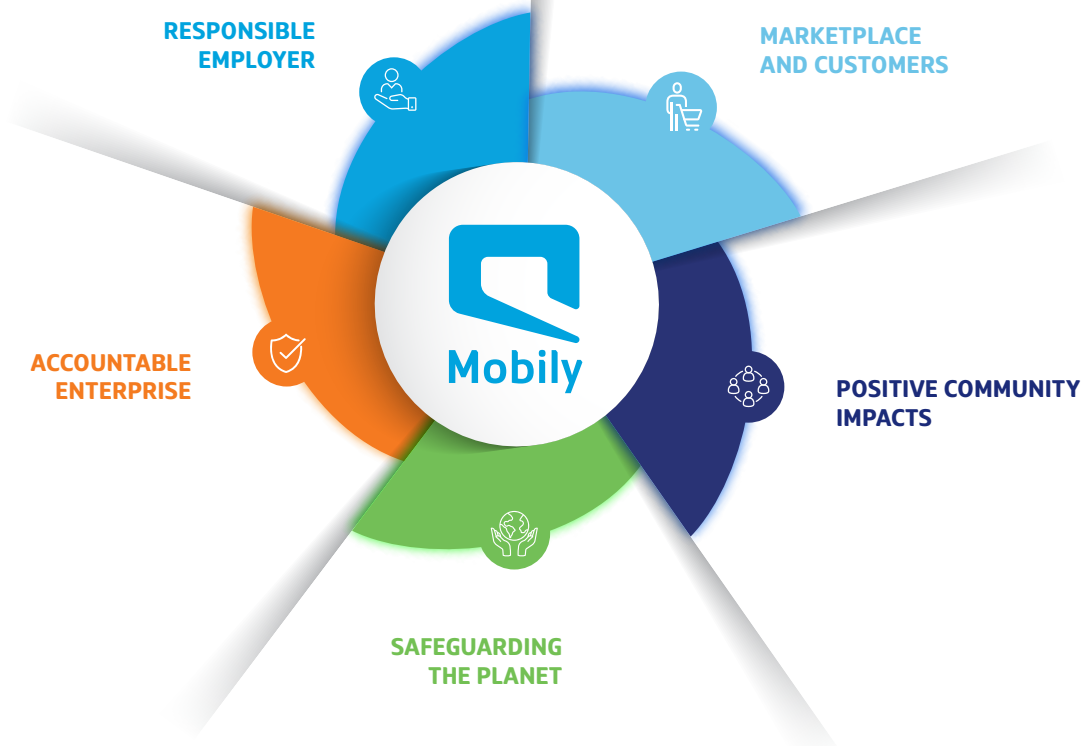
The report is compiled in accordance with the Global Reporting Initiative (GRI) Sustainability Reporting Standards and the Sustainability Accounting Standards Board (SASB) standards. It is also informed by the IFRS S1 and S2 standards, reflecting the Company’s commitment to aligning with these frameworks in the upcoming reporting cycles.

As a proud signatory to the United Nations Global Compact (UNGC), Mobily is committed to upholding its Ten Principles. This document also serves as a Communication on Progress (CoP) for the UNGC.

Forward-Looking Statements

This report contains forward-looking statements pertaining to Mobily’s sustainability goals and targets in the short, medium and long-term. While every effort was made to ensure the accuracy of these statements, the future is inherently unpredictable. Changing markets, environmental or regulatory factors may affect the actual outcomes and performance of the Company. The forward-looking statements in this report have not been audited and Stakeholders are urged to exercise caution when relying on these statements as indicators of future performance.

Strategic Themes



Feedback

Mobily always appreciates feedback from its valued Stakeholders. Should you have any comments or questions about the information contained in this report, please email IRD@mobily.com.sa or phone +966560314099.



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01

INTRODUCTION

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MOBILY AT A GLANCE

About Mobily

Mobily, established as Etihad Etisalat Company in 2004, is a foremost integrated telecommunications service in Saudi Arabia. The Company's wireless network, which is one of the largest by coverage in Saudi Arabia and the Middle East, as well as its extensive fiber network and major data center system, services both individual, corporate and carrier customers.

The Company's comprehensive information and communication technology (ICT) offering includes:

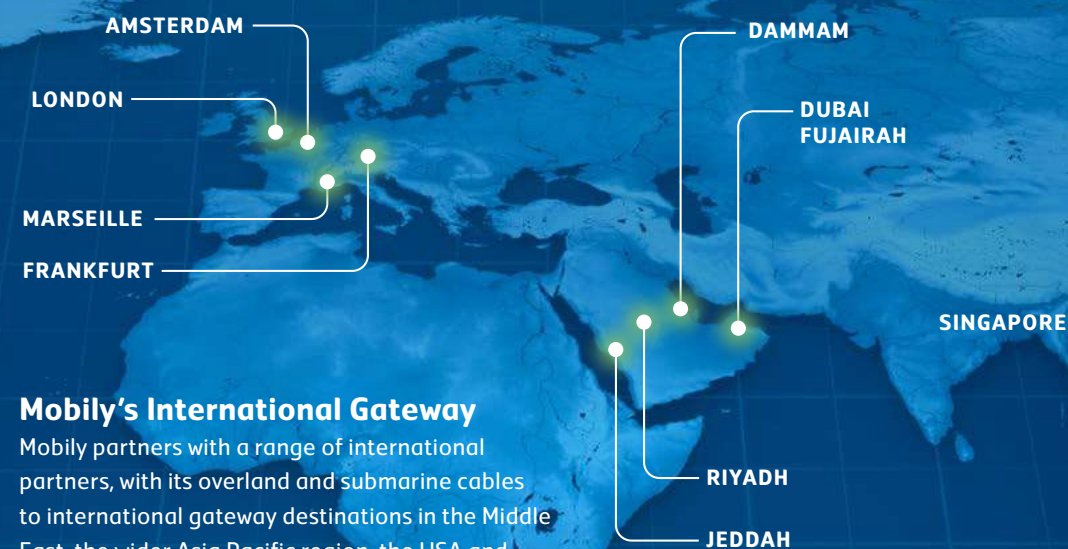
- Communications services
- IT services
- Managed services
- Cloud services
- Marketing, development, design, installation, management and distribution of content
- Data center services
- Big data
- Digital services
- E-commerce

- Devices
- Software
- Applications
- Cybersecurity
- Information security
- Artificial intelligence (AI)
- Internet of Things (IoT)

Mobily listed on Tadawul in October 2004. The Company's share capital has amassed a ٢٧,٧٠٠ million as at financial year-end, with Emirates Telecommunication Corporation (e&) as the major shareholder owning 27.99% of the Company's shares.

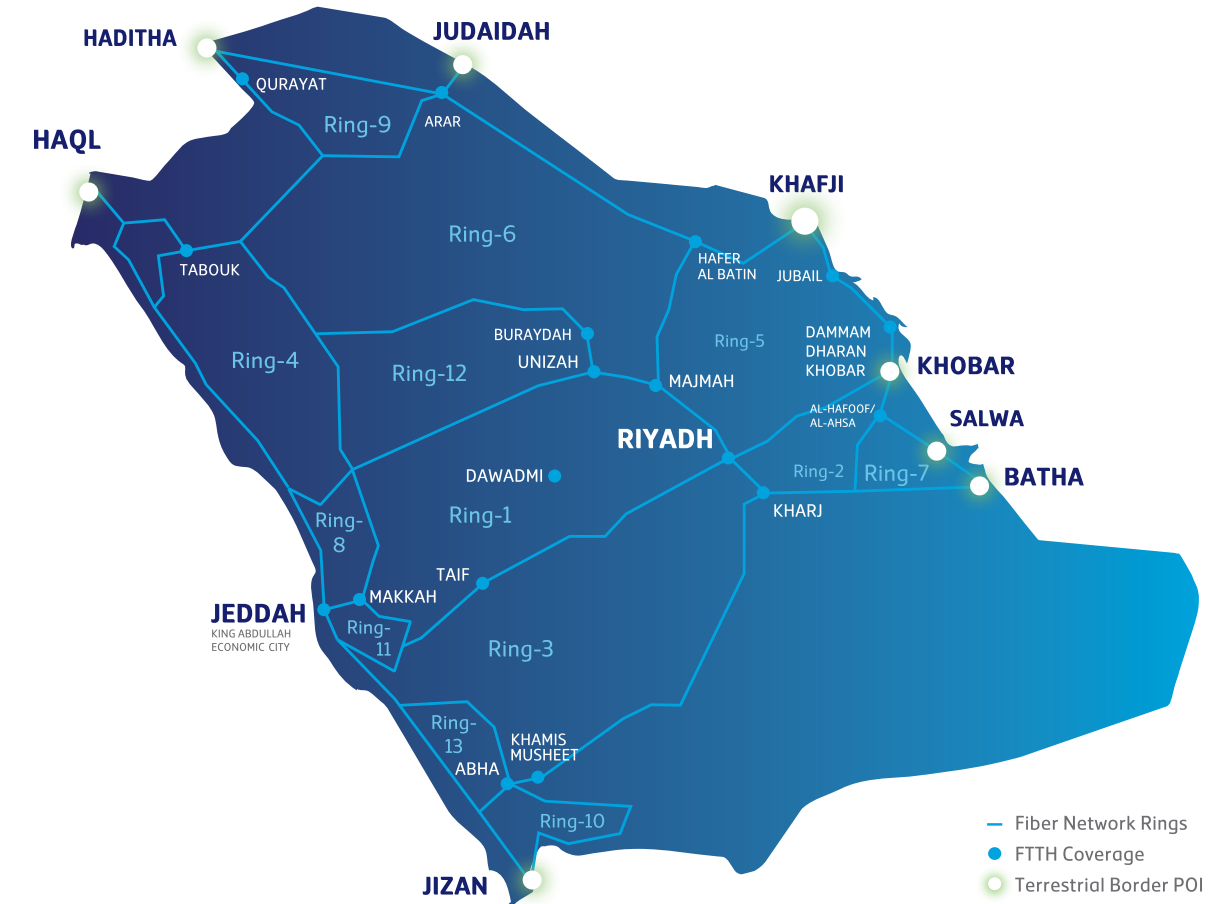
Geographic Footprint

The Company's network footprint is one of the most extensive in the region, servicing both metropolitan and rural areas. As Mobily expands its services and geographic reach, customers have greater access to both local and international services.



Mobily's International Gateway

Mobily partners with a range of international partners, with its overland and submarine cables to international gateway destinations in the Middle East, the wider Asia Pacific region, the USA and Europe. In 2024, Mobily signed a cooperation agreement with Telecom Egypt to land the first Saudi submarine cable linking Saudi Arabia and Egypt. This Mobily-owned cable enables expansion into Europe.



Mobily's Saudi Fiber Network

Mobily reaches customers through a total of 422 exclusive channels (67 flagship stores and 355 fully branded outlets), along with 1,629 non-exclusive channels (third-party retailers POS).

60,993 km

of network – including long-distance, metropolitan and fiber infrastructure



61

cities covered with 5G

+6,600

5G network sites

422

exclusive stores and outlets



807

new 5G sites

816

new 4G sites

1,629

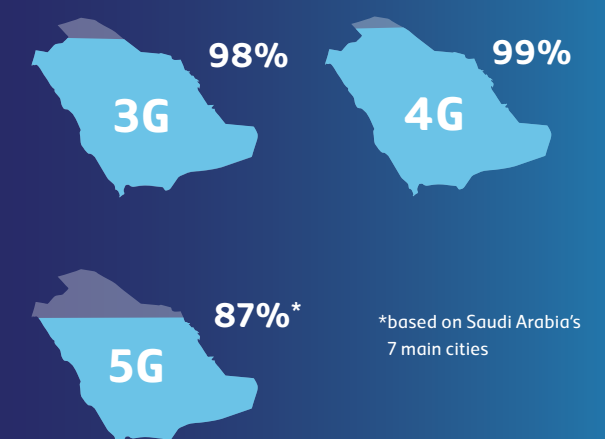
third-party retailers



174

new fiber sites

2024 Expanding Footprint



MOBILY'S STORY



2004

- Incorporated as Etihad Etisalat Company and first IPO
- Awarded Saudi Arabia's first 3G and second GSM licenses
- Commenced building out Mobily's GSM network

2005

- Launched "Mobily" as the customer-facing brand
- Began commercial operations

2008

- Joined a consortium for global expansion to the Saudi National Fiber-Optic Network (SNFN)
- Acquired Bayanat Al-Oula Company and Zajil International Network for Telecommunication Company, and invested in Holool Aloula Company

2009

- Participated in Tata Global Network (TGN) Gulf Cable System

2010

- Launched Multi SIM service and SMS Plus service
- Developed 5-year strategy: "Growth, Efficiency, Differentiation (GED)"

2011

- Launched 4G services
- Introduced eco-friendly SIM cards

2012

- Launched cloud server for customers, with self-service and on-demand features
- Created growth partnerships with leading international companies to spearhead transformation to ICT environment

2006

- Launched Saudi Arabia's first 3.5G services
- Signed partnership agreement with Integrated Telecom Company (ITC) to build advanced fiber-optic network

2007

- Received the Gulf Cooperation Council (GCC)'s Award for the Best Gulf Public Joint Stock Company

2013

- Launched Elite Graduate program (see page 126)
- Opened first Tier IV certified data center in Asia, Middle East and North Africa
- Launched program to train Saudi females in smartphone programming and maintenance

2014

- Invested in National Company for Business Solutions (United Arab of Emirates) and Mobily Ventures Holding (Bahrain)
- Offered 4G data roaming services – a world first

2015

- Announced 1-year Turnaround strategy
- Implemented diverse initiatives to build the next generation of human capital in Saudi Arabia

2016

- Announced 1-year Way Forward strategy
- Embarked on a transformative journey of aligning with Saudi Vision 2030 and the National Transformation Plan
- Launched "QYADY" program for senior staff

2017

- Announced 3-year RISE strategy
- Received a unified license that allows Mobily to offer a full range of telecommunication services

2018

- Implemented brand refresh
- Began the process of implementing a national call center and national customer care center

2019

- Started 5G network testing
- Launched Saudi Arabia's first joint ICT Academy

2020

- Announced 3-year GAIN strategy
- Rolled out eSIM services across Saudi Arabia
- Completed first 5G Voiceover New Radio (VoNR) in the Middle East
- Installed energy efficient air containment systems, reducing consumption by up to 40%
- Received ISO certification for Business Continuity Management (BCM) system; the first telecommunications company in the Middle East and North Africa (MENA) to achieve this

2021

- Received the Communications and Information Technology Commission (CITC)'s Best User Experience Award for 2021
- Received SIP Trunk Service Provider Award from Cisco Interoperability Portal
- Received Frost & Sullivan's Saudi Arabian Internet of Things (IoT) Enabling Technology Leadership Award
- Implemented smart meter system to measure Mobily's power consumption

2022

- Implemented ESG strategy for ESG performance excellence
- Established an Environmental Policy
- Formed a centralized environmental team to oversee environmental impacts
- Launched fintech arm, Mobily Pay, for all users
- Won 2 Ookla Speedtest Awards at the 2022 Mobile World Congress (Top Rated-Mobile Network and Top Rated-Fixed Line Network in Saudi Arabia)
- The Platinum sponsor of the Saudi Games 2022
- Launched energy-generating tower using eco-friendly sources

2023

- Recognized as the Fastest Growing Telecommunications Brand in the Middle East by Brand Finance
- Achieved highest revenues, EBITDA and net profit in a decade
- Covered over 84% of residents in the Kingdom's 7 main cities with 5G network
- Won Best Customer Experience Award 2022 at the ICT Indicators Forum, hosted by the CST
- Won Best CEO - Labor Awards; presented by the Minister of Human Resources and Social Development

2024

- Achieved AA in MSCI ESG ratings
- Received the Best Infrastructure and Service Innovation in Fiber-to-the-Home Award from SAMENA Telecommunications Council
- Earned Best Workplace Facilities in Saudi Arabia 2024 from Best Place to Work
- Won the Disability-Friendly Work Environment Award from the Ministry of Human Resources and Social Development

MOBILY'S CHARTER



VISION

Leadership in enriching your digital world

VALUES

Mobily's 2023-27 strategy is dedicated to delivering innovative products and exceptional customer experiences. By driving sustainable revenue growth and creating lasting value for our shareholders and Stakeholders, we are accelerating our evolution into the TMT company of the future - a vision enabled by our dynamic corporate culture and shared core values:

AGILE

We are open, flexible and make every second count

COURAGEOUS

We are brave enough to take bold steps and determined to see them through

CARING

We treat you as an individual and value diversity in thought and perspective

CLEAR

We keep things black and white

ASSOCIATIONS AND MEMBERSHIPS



Asia-Africa-Europe 1 (AAE-1)



Cullen International



SAMENA Telecommunications Council



TM Forum



International Telecommunication Union (ITU)



Global System for Mobile Communications (GSMA)



United Nations Global Development Program



United Nations Global Compact (UNGC)



Digital Cooperation Organization



National Network of IP Support Centers (SAIP)



MESSAGE FROM THE CHAIRMAN

“

We are proud to present Mobily's 2024 Sustainability Report, outlining Mobily's award-winning performance across all segments of our Sustainability Framework as we shape an impactful future for Mobily and Saudi Arabia as a whole.

Mr. Abdulkarim Ibrahim Alnafie
Chairman



Mobily stands at the forefront of Saudi Arabia's digital transformation while driving the Kingdom's move toward a sustainable future. In alignment with Saudi Vision 2030, our strategy is built on transformative investments in digital infrastructure and advanced technologies that promote economic growth, energy efficiency, and responsible resource management. As part of our international contribution, Mobily is proud to support initiatives aligned with UN Global Compact (UNGC) and its sustainable development goals (SDGs), to ensure an ethical and valuable contribution to our stakeholders.

As Saudi Arabia diversifies its economy, especially in non-oil sectors, we are proud to sustain our contribution to the local technology, media and telecommunications (TMT) industry, renowned for its relentless innovation and transformative progress. Saudi Arabia advanced by 25 positions on the United Nations E-Government Development Index, securing the top regional ranking and the second-highest spot among G20 nations.

Our active engagement in national giga projects affirms our commitment to sustainable urban development and economic diversification, and further enhances our brand value in a competitive market. In tandem, Mobily has forged strategic partnerships to harness leading-edge technologies and develop large-scale solutions that support essential government projects, further solidifying our role as a key enabler of the Kingdom's digital transformation.

Our sustainability approach is evidenced by our strategic investments in a diverse digital infrastructure that includes high-efficiency data centers, advanced 5G networks, international submarine cables and expansive fiber networks.

By integrating internet of things (IoT) and artificial intelligence (AI) capabilities aimed at reducing energy consumption and minimizing environmental impact, we meet the growing demand for innovative yet eco-friendly technology solutions. We are also partnering with global leaders to expand our offerings and enhance operational efficiency, while internally leveraging emerging technologies to streamline services, improve financial performance and elevate customer satisfaction. This comprehensive strategy delivers ultra-fast connectivity while driving strong long-term financial performance.

Transparent governance and responsible leadership underpin Mobily's commitment to sustainability. We have implemented a rigorous sustainability framework with increased focus on ESG related risks and opportunities that supports responsible practices and aligns with Saudi Vision 2030 and the Saudi Green Initiative sustainability targets and international sustainability standards.

To achieve this vision, we are committed to continuous innovation and development of new digital solutions and services that generate sustainable revenue streams and enhance our connectivity market share. Our strategy involves introducing advanced products and services, forging key partnerships with technology leaders such as Amazon Web Services, particularly to drive growth in the B2B segment, and deepening our participation in giga projects and national development initiatives.

Earned Great Place to Work 2024 certificate

Beyond technology and infrastructure, Mobily is committed to nurturing local talent and empowering communities through sustainable initiatives, as demonstrated by the Company's Great Place to Work 2024 recognition. We work closely with local stakeholders and government authorities to shape smart cities and enable an inclusive digital future that benefits all segments of society. Our collaborative initiatives with national and global partners are designed to turn technological innovation into tangible societal progress, reinforcing our role as a catalyst for sustainable economic development.

Building on our strong momentum, we are confident that 2025 will deliver accelerated growth and further cement our leadership in Saudi Arabia's TMT sector. By leveraging emerging technologies, we are poised to capture prospects in both core and adjacent markets, delivering sustainable value that benefits our shareholders and reinforces our competitive market position.

Acknowledgements

On behalf of the Board, I extend my sincere thanks to our Executive Management team for their exemplary leadership in 2024, which delivered another year of success and growing returns. I also appreciate the steadfast support of our strategic partners and shareholders, whose contributions have been key to our achievements.

Most importantly, we express our deep gratitude to The Custodian of the Two Holy Mosques and His Royal Highness, The Crown Prince, whose visionary leadership continues to drive Saudi Arabia toward its ambitious Saudi Vision 2030 goals.

Together, we are building a digitally connected, greener future, that creates enduring value for the Kingdom and its people.

Best Innovation in the Middle East and Africa Award in 2024

MESSAGE FROM THE CEO

“

In 2024, Mobily advanced in every element of its five-pillar Sustainability Framework, setting new standards in digital innovation, environmental stewardship, social responsibility, customer excellence, and transparent governance.

Eng. Salman Abdulaziz Albadran
Chief Executive Officer



Over the past year we have demonstrated a steadfast commitment to sustainable growth and financial excellence, underpinned by pioneering ESG initiatives and integration with global sustainability frameworks. We set new industry and sustainability benchmarks, leveraging cutting-edge digital transformation and a people-centric approach.

Mobily delivered a strong financial performance in 2024, with ₪ 18.2 billion in annual revenue and a 39.2% surge in net profit to ₪ 3.1 billion. Backed by a solid EBITDA and a net debt-to-EBITDA ratio of 0.89x, the Company demonstrated disciplined operations and a commitment to long-term sustainable success. This was underpinned by the continued expansion of our advanced 5G network, now exceeding 6,600 sites with over 87% coverage across key cities, enhancing nationwide digital connectivity while promoting a greener, more inclusive technological future. Strategic collaborations with Saudi Vision 2030 giga projects further underscore our role in driving national digital transformation and advancing environmental and social progress.

At the heart of Mobily's evolution is its dedicated workforce. In 2024, the first cohort graduated from Mobily's High-Potential Development Program. The Company also offers a comprehensive three-layered training platform offering access to over 120,000 courses that underscores a deep commitment to workforce development and inclusive culture. We automated several human resource processes, streamlining workflows and improving the management of pay review cycles, including performance bonuses and merit increases. Mobily receiving an Inspiring Workplaces 2024 Award for Middle East and Africa validates these achievements and reflects a culture built on respect, empowerment and constant improvement.

AA rating
achieved in MSCI
ESG Ratings

Customer experience has also been a pivotal driver of Mobily's sustainable progress. Enhancements throughout

the customer journey, from optimized billing and streamlined onboarding to refined complaint resolution pathways, delivered measurable benefits. These included a 40% increase in proactive incident detection and a 32% boost in resolution efficiency. Improved digital support via advanced chatbots and self-service platforms has solidified customer engagement. Our commitment to customer experience best practices also earned us ISO certification for complaint management in 2024.

We are also proud to have received the Best Customer Experience Award from the Communications, Space and Technology Commission (CST) for the third consecutive year.

Mobily also advanced its environmental performance in 2024. By reducing overall energy use, the Company also achieved a drop in carbon emissions. We piloted full and hybrid solar solutions, upgraded generators to more efficient models, maintained zero waste-to-landfill and decreased water withdrawal. We remain proud of our robust Environmental Management System (EMS), aligned with ISO 14001:2015, and of the climate-risk considerations embedded in our ISO 31000 certified ERM framework. These help to weave sustainability into daily operations through structured risk management and emerging issue tracking.

At Mobily, strong governance is the cornerstone of our sustainability journey. In 2024, through a structured approach in the execution of our sustainability strategy, we achieved a notable milestone that reinforces our sustainability leadership by becoming the first telecom operator to achieve an AA rating from MSCI in the Middle East. This recognition reflects more than just progress, it reinforces our role as a trusted, responsible force in the market.

We remain steadfast in our commitment to a sustainable future, continuously refining our ESG practices

and integrating globally recognized frameworks such as the UN Global Compact's (UNGC) ten principles and the UN Sustainable Development Goals (SDGs) into every aspect of our operations. Mobily actively invests in energy-efficient technologies and digital innovation solutions that reduce environmental impact while advancing connectivity and operational resilience. By expanding strategic partnerships and embedding sustainable practices into decision-making, we prepare for a future where economic growth and environmental stewardship are intertwined. This long-term vision is supported by a robust governance framework, ensuring that sustainability is not merely an aspiration but a fundamental driver of industry leadership and stakeholder value.

As we move into 2025, Mobily will remain resolute in its commitment to delivering significant value to its customers and stakeholders while continuing to support shaping the Kingdom's digital and sustainable future.

Acknowledgements

I extend my sincere appreciation to our Board of Directors for its visionary guidance, which played a pivotal role in driving another year of outstanding growth and success. I also recognize our Executive Management team for their exceptional execution of Mobily's strategy, ensuring unyielding progress and continuous innovation.

I am deeply grateful to our employees for their dedication, professionalism and relentless efforts. Your excellence has laid the foundation of our achievements, enabling us to surpass milestones with confidence.

Disability-Friendly
Work Environment
Labor Award 2024

YEAR IN REVIEW



SAFEGUARDING THE PLANET

- Reduced Scope 1 emissions by 17% (compared to the 2022 baseline)
- Reduced Scope 2 emissions by 4% (compared to the 2022 baseline)
- Reduced energy consumption by **13.8%**
- Reduced water withdrawal and consumption by 5.1% and water intensity per employee by **6.8%**
- Maintained **zero** waste-to-landfill across operations
- Maintained **zero** instances of non-compliance with environmental laws and regulations
- Conducted climate change risk assessment for physical and transitional risks



MARKETPLACE AND CUSTOMERS

- Maintained **zero** data and information security breaches
- Increased TRI*M score to **100.3**
- Received the Best Infrastructure and Service Innovation in Fiber-to-the-Home Award from SAMENA Telecommunications Council
- Received the Best Consumer Experience Award from the Communications, Space and Technology Commission for the third consecutive year
- Added **807 new 5G sites** achieving 87% across Saudi Arabia's 7 main cities
- Increased Mobily Pay financial transactions by **154%** and the number of active users by **73%**



RESPONSIBLE EMPLOYER

- Earned **Great Place to Work** 2024 certificate
- Received **Best Workplace Facilities** in Saudi Arabia 2024 from Best Places to Work
- Maintained **zero** employee and contractor fatalities
- Received Disability-Friendly Work Environment Award 2024 (Large and Giant Enterprises Category) from the Ministry of Human Resources and Social Development
- Achieved a Mobily Health Index (mHi) engagement score of 86%
- Celebrated the graduation of **18** High Potential (HIPo) program graduates



POSITIVE COMMUNITY IMPACTS

- Spent **95%** of total procurement spend on local suppliers
- Engaged 81 university students in the Cooperative Program, including 50 women
- Engaged 45 participants in the Tamheer Program, including 30 women
- Engaged 38 graduates in the Elite Program, including 24 women
- Engaged 38 SMEs in Mobily's supply chain
- Partnered with Jood Eskin to encourage donations and provide housing for communities in need



ACCOUNTABLE ENTERPRISE

- Achieved **AA** in MSCI ESG Ratings, the highest in the regional telecommunications sector
- **+72,000** combined hours of training for human rights, diversity, ethics and other areas
- Digitized and automated **86.6%** of internal and external processes
- Attended 11 investor conferences to increase communication transparency and engagement
- Maintained **zero** legal action pertaining to anti-competitive behavior, anti-trust violation or monopoly practices taken against Mobily

RATINGS, AWARDS AND CERTIFICATES

Mobily’s sustainability ratings, as well as its awards and certificates, testify to the Company’s commitment to creating long-term value for all its Stakeholders.

Sustainability Ratings

The Company’s sustainability ratings by international agencies have seen steady improvement across all major indicators since 2022.

Rating	Unit	2024	2023	2022
Morgan Stanley Capital International (MSCI)	Ratings between AAA (leaders) and CCC (laggards)	AA	A	BBB
FTSE Russel ESG Index	Score out of 5	2.6	2.6	1.9
ESG Invest	Score out of 100	62	52	45
Dow Jones Sustainability World Index (S&P)	Score out of 100	47	33	25
CSR Hub	Percentage	64%	52%	34%

In 2024, Mobily was particularly pleased by the Company’s MSCI ESG Index rating, which was the highest score in the region’s telecommunications sector



AWARDS


 MARKETPLACE AND CUSTOMERS

 RESPONSIBLE EMPLOYER




CERTIFICATES

Best Workplace Facilities in Saudi Arabia 2024 from Best Place to Work	Local Content Certificate awarded by the Saudi Arabian Government for the fifth consecutive year	Hayyak Certificate from the Saudi Standards, Metrology and Quality Authority (SASO)	Information Security Foundation (ISF) certification
Security Accreditation Scheme for Subscription Management (GSMA) Certificate	CSA Security Trust Assurance and Risk (STAR) certification	Payment Card Industry Data Security Standard (PCI DSS) certification	

ISO CERTIFICATES

ISO 31000: Risk management systems	ISO 31022: Risk management	ISO 22301:2019: Societal security - Business continuity management systems	ISO 10002: Quality management - Customer satisfaction
ISO 45001: Occupational health and safety management systems	ISO 9001: Quality management systems - Legal services	ISO 27001: Information security management	ISO 27011: Information security, cybersecurity and privacy protection
ISO 27017: Information technology - Security techniques	ISO 27018: Protecting personal data in the cloud	ISO 27032: Guidelines for internet security	ISO 37301: Compliance management systems
ISO 22361: Crisis management	ISO 14001: Environmental Management System	ISO 50001: Energy Management System	



02

SUSTAINABILITY AT MOBILY

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Mobily's sustainability journey is driven by a deep-rooted commitment from leadership, ensuring that ESG considerations remain at the core of its strategic direction. This vision is embedded through a structured sustainability strategy and framework that integrates responsible business practices across all operational levels, fostering resilience, innovation and long-term impact. By proactively aligning its initiatives with emerging global standards and best practices, Mobily strengthens its ability to navigate evolving sustainability challenges while maintaining transparency and accountability.

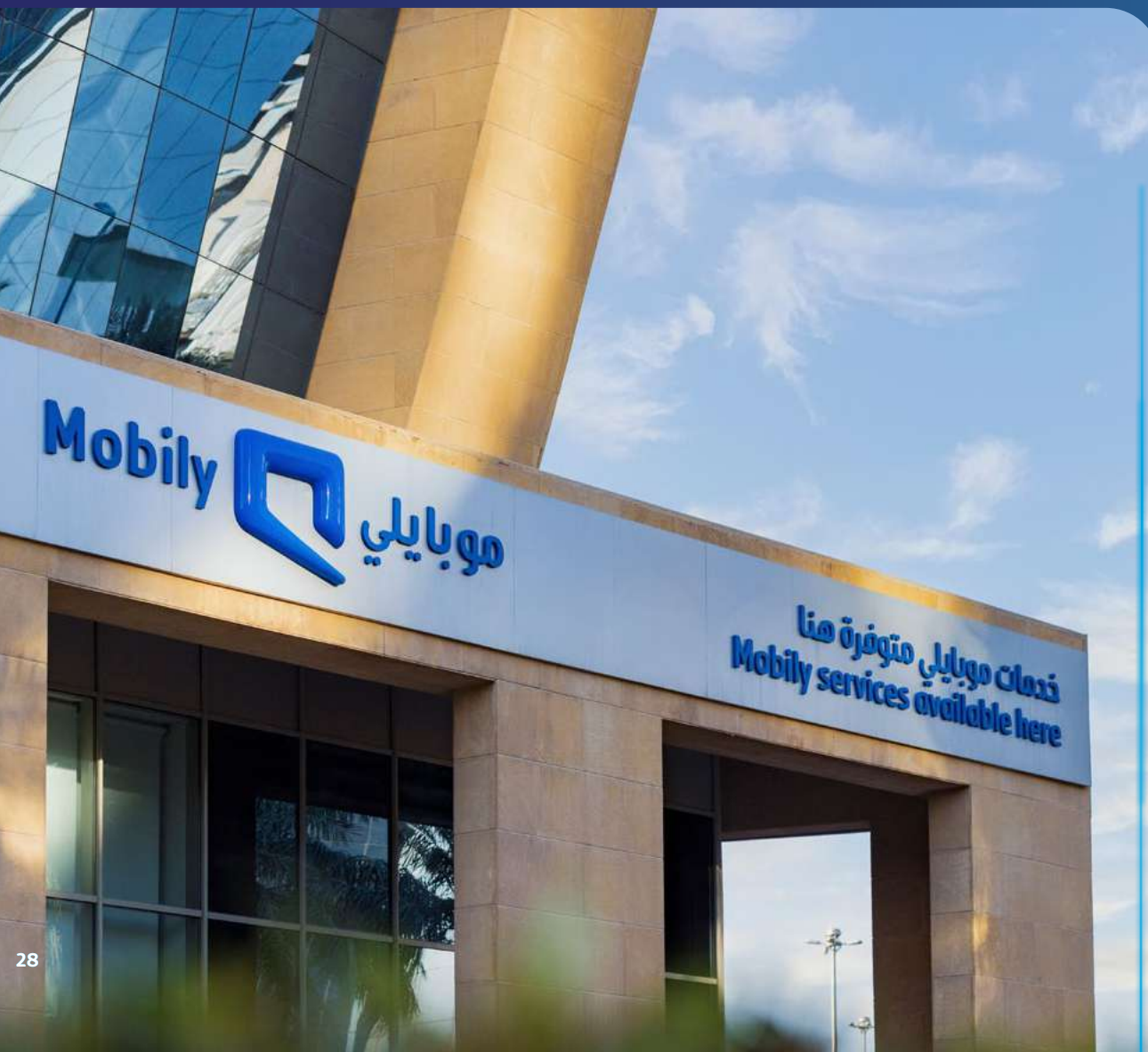
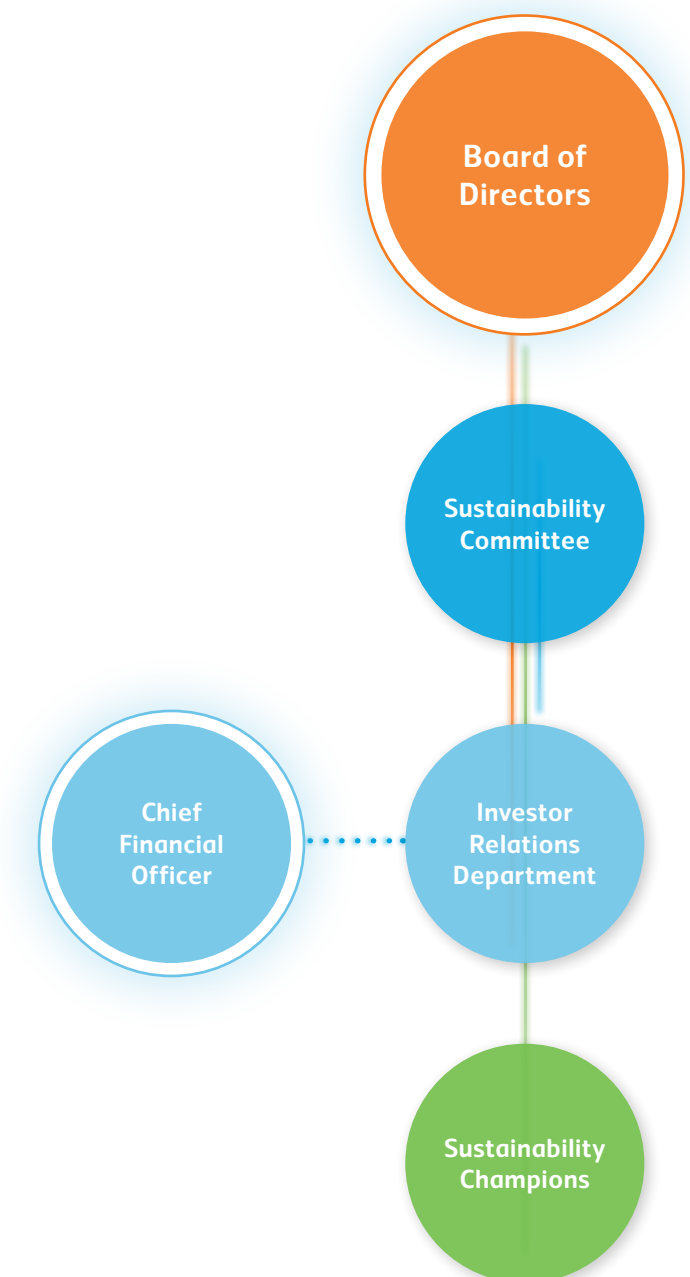
SUSTAINABILITY GOVERNANCE MODEL

At Mobily, sustainability is overseen by the highest decision-making authority at the Company – the Board of Directors.

Sustainability key performance indicators (KPIs) aligned to the sustainability strategy and framework are approved by the Sustainability Committee. This Committee, chaired by the CEO, monitors the Company's performance against sustainability priorities every month.

The practical implementation of Mobily's sustainability initiatives is driven by the Investor Relations team, under the supervision of the Chief Financial Officer (CFO). Investor Relations also determines the Company's sustainability direction and focus areas.

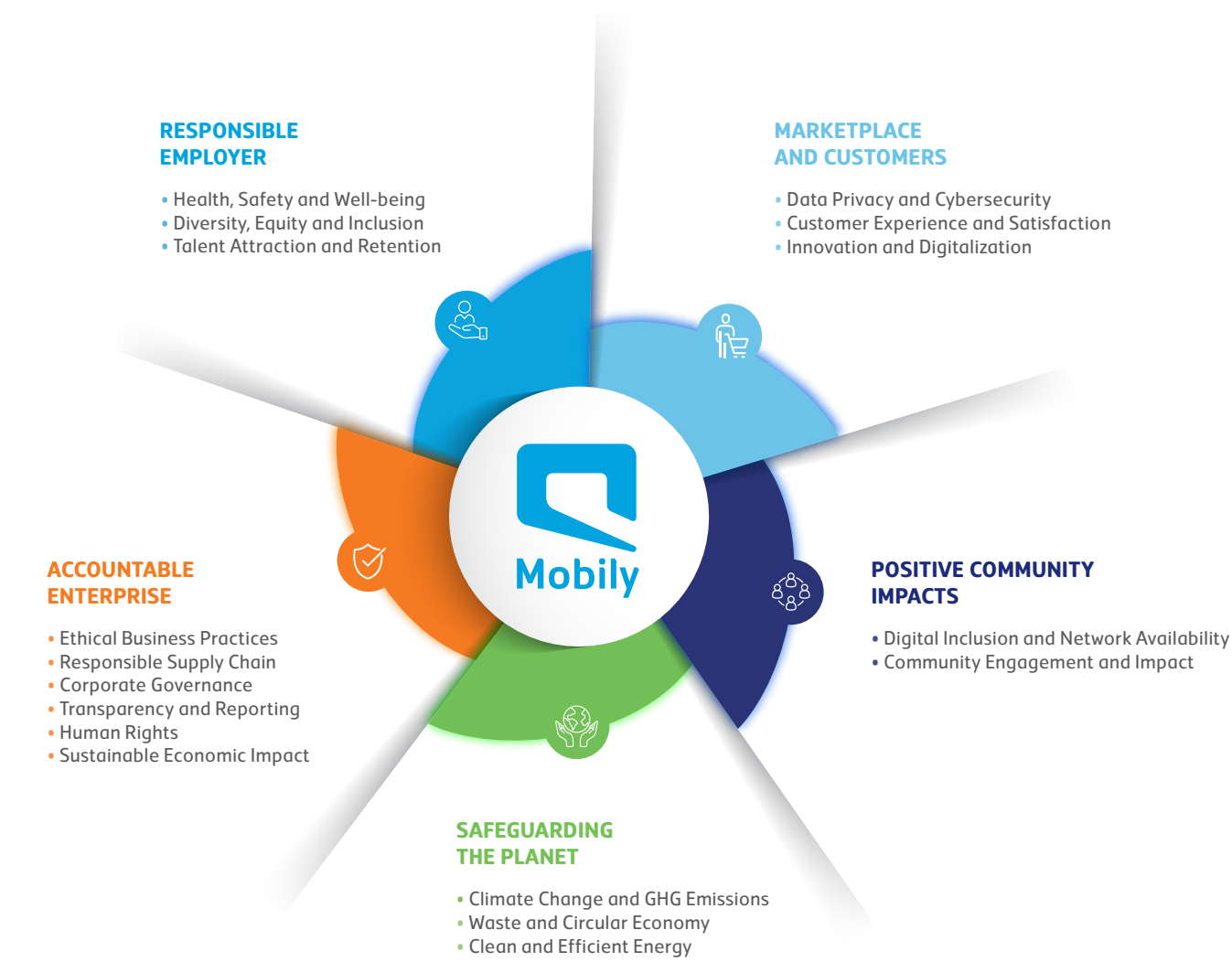
Mobily's sustainability champions motivate sustainability initiatives across various business areas and functions, with support from the Investor Relations team.



SUSTAINABILITY STRATEGY AND FRAMEWORK

Mobily's approach is guided by an overall sustainability strategy and framework, ensuring that sustainability is prioritized and embedded across the Company. Mobily creates sustainable value by protecting the environment, supporting communities and employees, serving customers with excellence and maintaining high governance standards.

Mobily's sustainability strategy, launched in 2022, aligns with its corporate strategy and local and international ESG standards. It is supported by Company-wide campaigns and training programs. Since 2023, Mobily has actively advanced sustainability awareness across the organization through targeted campaigns and training initiatives. Over 25 sessions have been conducted, engaging more than 550 employees, reinforcing the Company's long-term commitment to embedding sustainability into its culture and day-to-day operations. The 5 key pillars of the sustainability strategy guide target-setting and performance and consist of the following:



MATERIALITY ASSESSMENT

Materiality is a crucial element of Mobily's sustainability strategy, ensuring that its efforts remain focused on the areas with the most significant impact on both business performance and societal well-being. By conducting a double materiality assessment in 2025, Mobily examined sustainability topics not only through the lens of financial and operational relevance but also in terms of their broader environmental and social implications.

This comprehensive and tailored approach allowed the Company to identify and prioritize key issues that align with Stakeholder expectations and evolving national and international frameworks. Mobily reviews the materiality assessment annually to ensure continued relevance and responsiveness to emerging risks, opportunities and Stakeholder concerns. By embedding materiality into decision-making, Mobily strengthens transparency, enhances accountability and ensures that its sustainability initiatives contribute meaningfully to long-term corporate resilience and positive societal transformation.

In line with best practices and aligned with global frameworks as well as national ambitions, the Company identified clear ESG priorities that underpin Mobily's business strategy and Stakeholder engagement.

Materiality Assessment Process

The assessment was carried out through an independent, systematic approach, verified by a third-party provider and approved by senior management. It encompassed several key stages:

External Assessment

Mobily undertook a detailed benchmarking process through 2 complementary activities:

- **Industry evaluation:** Assessing the ESG practices of leading peers in the telecommunications industry to identify prevalent market standards
- **External insights:** Reviewing key ESG focus areas from recognized frameworks, standards and national sustainability agendas to ensure that Mobily's priorities were in line with broader industry expectations

Identification of Material Topics

Mobily conducted extensive research and market assessments to determine the relevant ESG topics. This involved an in-depth review of industry peers, guidelines from national and international Stakeholders, as well as sustainability standards and insights from ESG rating agencies. This process generated a comprehensive list of considerations, covering 10 environmental, 18 social and 14 governance topics to be assessed and categorized in order to identify the final list of material topics.

Filtration of Material Topics

To ensure alignment and relevance, Mobily mapped these topics against the criteria recognized by leading peers and external Stakeholders. Utilizing a custom evaluation model that assigned weightages based on Stakeholder importance, the Company refined this extensive list to a preliminary set of 25 material topics for further internal engagement.

Stakeholder Engagement

Engaging Stakeholders was central to the materiality process. Both internal voices (senior management and employees) and external perspectives (industry peers, regulatory bodies, international sustainability organizations and ESG rating agencies) played a pivotal role. Their collective insights informed the prioritization process, ensuring both strategic alignment and practical relevance.

Internal Stakeholder feedback was particularly critical. Mobily conducted focused workshops with senior management to capture insights into the financial materiality and impact materiality dimensions of each ESG topic, complemented by a detailed employee survey that ensured a broad representation across the organization.

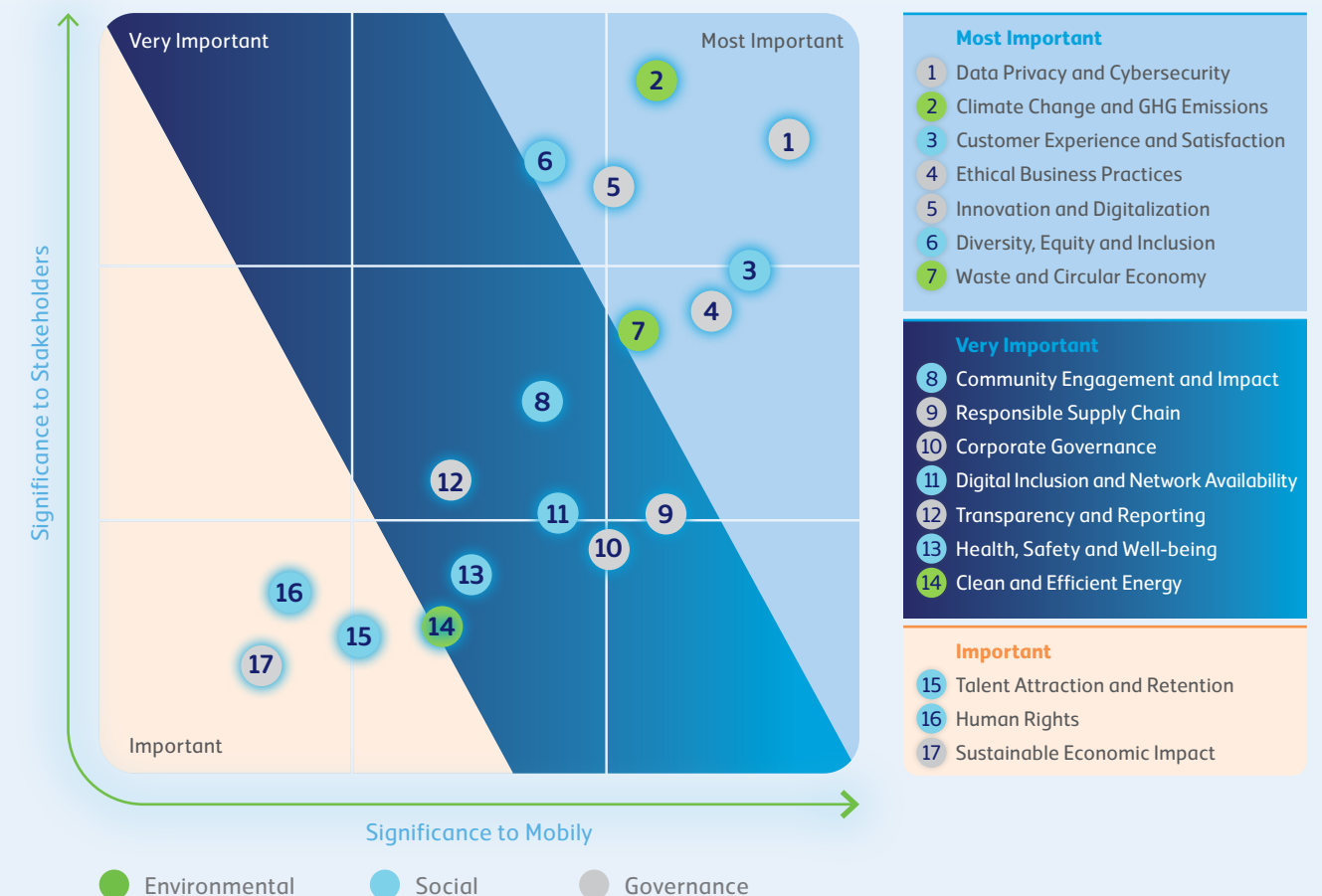
Development of the Materiality Matrix

By applying the allocated weightages from the Stakeholder engagements and benchmarking activities, Mobily developed a prioritized preliminary list of 17 material topics based on their impact.

Following thorough analysis, the Company consolidated its findings into an ESG materiality matrix. This matrix categorizes and prioritizes Mobily's material topics into

3 tiers: Most Important, Very Important and Important. These classifications reflect each topic's significance to Stakeholders and their alignment with both national and international sustainability frameworks.

By allocating Mobily's material topics to the pillars of the strategic framework, the Company ensures that each issue is given due attention and reported properly in line with Stakeholder requirements.



MATERIALITY ASSESSMENT (CONTINUED)

	MATERIAL ISSUES	RELEVANT STRATEGY PILLAR	HOW MOBILY MANAGES IT
1	Data Privacy and Cybersecurity	Marketplace and Customers	 Mobily strives for impenetrable cybersecurity infrastructure, supported by ongoing employee training in privacy protection.
2	Climate Change and GHG Emissions	Safeguarding the Planet	 The Company seeks to reduce its carbon footprint and GHG emissions in the fight against global warming.
3	Customer Experience and Satisfaction	Marketplace and Customers	 Exceptional customer experience through digital channels and leading telecommunications services, enhances customer satisfaction, making Mobily a leader in the sector.
4	Ethical Business Practices	Accountable Enterprise	 Mobily embeds ethical business practices across its operations through robust communication campaigns, comprehensive policies and a whistleblower hotline.
5	Innovation and Digitalization	Marketplace and Customers	 The Company continually adds new digital services and elevates its offerings through innovative solutions that attract new customers and enhance customer retention.
6	Diversity, Equity and Inclusion	Responsible Employer	 Diversity, equity and inclusion are integrated into Mobily's hiring and human resources practices to ensure a merit-based process, in which every employee is welcomed and valued, regardless of gender or physical ability.
7	Waste and Circular Economy	Safeguarding the Planet	 Mobily minimizes its waste footprint by minimizing product waste and promoting recycling practices.
8	Community Engagement and Impact	Positive Community Impacts	 The Company values the community by sponsoring and donating towards causes that foster the community and align with Saudi Vision 2030.
9	Responsible Supply Chain	Accountable Enterprise	 Mobily expects vendors and suppliers to uphold the same high standards in terms of environmental sustainability, social responsibility and robust governance as the Company itself pursues.



	MATERIAL ISSUES	RELEVANT STRATEGY PILLAR	HOW MOBILY MANAGES IT
10	Corporate Governance	Accountable Enterprise	 Good governance, supported by sturdy leadership structures and a vigorous governance framework, is the foundation for Mobily's success.
11	Digital Inclusion and Network Availability	Positive Community Impacts	 The Company continually upgrades and expands its footprint and services to serve the nation, especially those who do not traditionally have access to good networks.
12	Transparency and Reporting	Accountable Enterprise	 In the interest of transparency that builds trust, Mobily publishes comprehensive reports every year and maintains ongoing communication with its key Stakeholders.
13	Health, Safety and Well-being	Responsible Employer	 Mobily implements several initiatives and projects to ensure the physical and mental health and well-being of its people, including the implementation of utmost safety measures and training, and celebration of personal milestones.
14	Clean and Efficient Energy	Safeguarding the Planet	 Energy efficiency initiatives help to reduce Mobily's carbon footprint as well as costs in the long-term.
15	Talent Attraction and Retention	Responsible Employer	 Mobily attracts market-leading skills by engaging with universities and the talent market while ensuring that employees receive adequate training and feedback to advance their capabilities.
16	Human Rights	Accountable Enterprise	 The Company supports human rights through its various policies, including policies that are applicable to employees, or those that require suppliers to uphold human rights.
17	Sustainable Economic Impact	Accountable Enterprise	 Mobily's approach to corporate governance, talent development, financial management and customer service all create an environment for long-term economic value creation for Stakeholders.

MATERIALITY ASSESSMENT (CONTINUED)

Mobily's Top Material Issues

Customer Experience and Satisfaction, Transparency and Reporting, and Talent Attraction and Retention have emerged as the top 3 material issues from an impact perspective in Mobily's 2025 double materiality assessment. From a financial perspective, the most material topics identified were Data Privacy and Cybersecurity, Climate Change and GHG Emissions, and Customer Experience and Satisfaction. These areas reflect Mobily's strategic focus on delivering exceptional Stakeholder value, ensuring operational resilience and driving long-term business sustainability.

These issues are critical for Mobily's success as a leading telecommunications provider. Customer Experience and Satisfaction is foundational to retaining and growing the subscriber base in a competitive market. Transparency and Reporting reinforces trust with Stakeholders and supports compliance with evolving ESG expectations. Talent Attraction and Retention ensures Mobily maintains a high-

performing, innovative workforce. From a financial lens, robust Data Privacy and Cybersecurity measures protect customer trust and regulatory compliance, while addressing Climate Change and GHG Emissions reduces operational risk and aligns with national sustainability goals. Together, these topics highlight Mobily's commitment to balancing Stakeholder impact and business performance as part of its sustainability strategy.

The following outlines each topic identified as a top 3 material issue, presenting a summary of its actual and potential positive and negative impacts, both on external Stakeholders (impact materiality) and on Mobily's financial performance (financial materiality). In addition, relevant strategic targets and progress updates are provided for all topics, with quantifiable output metrics included for impact materiality topics, as they help to tangibly measure Mobily's external impact, while financial material issues are evaluated through financial statements and related performance measures.



Financial actual positive impact on the business:

Preserves customer trust, protects sensitive data, ensures safe digital environments



Financial negative impact on the business (if neglected):

Fines and penalties, customer churns and business disruptions from cyberattacks and regulatory sanctions

As digital threats escalate, ensuring the privacy and protection of customer data is both a legal obligation and a business imperative. This issue is closely associated with products/services and operations, particularly IT systems and digital platforms. Mobily enforces a comprehensive Information Security Policy aligned with global standards (e.g., PCI-DSS, ISO27001 Family, CSA Star) and local regulations from the National Cybersecurity Authority (NCA) and the National Data Management Office (NDMO). Every stage of the information lifecycle is carefully protected through advanced security measures, aligned with

Mobily's Privacy Policy and RESILIENT cybersecurity strategy. The Company maintains robust protocols for breach prevention and incident response, supported by advanced technical systems and complemented by employee awareness efforts such as regular phishing email simulations. This multi-layered approach ensures threats are addressed at both system and human levels. Mobily has recorded zero data breaches since 2018. By safeguarding data, Mobily protects Stakeholder trust and mitigates financial and reputational risks, reinforcing its leadership as a trusted digital provider in both consumer and business services.

Target:

Maintain zero data breaches in 2024

Progress:

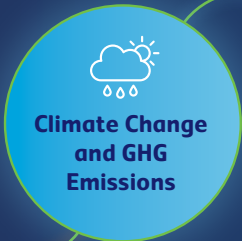
Achieved – Zero data breaches recorded in 2024



MATERIALITY ASSESSMENT (CONTINUED)

Financial actual positive impact on the business:

Reduced utility costs from energy-efficient infrastructure, access to sustainability-linked financing, improved procurement terms from ESG-aligned suppliers, stronger investor appeal and enhanced brand reputation



Financial negative impact on the business (if neglected):

Higher OPEX from inefficient energy use, increased regulatory risk and reduced attractiveness to ESG-focused investors and partners

Climate change presents a profound challenge, with extreme weather conditions increasingly threatening telecommunications infrastructure and service reliability. This issue primarily involves business operations and supply chain elements such as energy usage, facility infrastructure and procurement practices. In response, the Company remains committed to reducing its carbon footprint in line with national sustainability goals, integrating renewable energy, upgrading technology, refining energy management practices and deploying energy-efficient solutions such as LED lighting, smart cooling systems and energy-saving appliances

across its facilities. Mobily also engages employees in conservation awareness, monitors energy usage through national utility data and aligns its practices with ISO 50001 Energy Management Standards. Mobily continues enhancing its workspaces with greenery while transitioning hundreds of diesel generators to national grid power or more efficient or renewable alternatives and integrates advanced environmental controls in data centers, curbing emissions. Solar energy trials at select sites in 2024 reinforced Mobily's dedication to expanding renewable solutions, ensuring a more resilient and environmentally responsible future.



Target 1:

Reduce GHG emissions relative to the baseline year (2022) by 2050



Progress:

In progress – Mobily reduced its Scope 1 emissions by 17% and Scope 2 emissions by 4% as of 2024, compared to the 2022 baseline

Target 2:

Achieve zero waste-to-landfill rate in 2024



Progress:

Achieved – Mobily recorded zero waste-to-landfill across its operations in 2024

Target 3:

Replace all existing bulbs/fluorescent lights with LED lights by installing a total of 23,330 LED lights by 2025



Progress:

In progress – Mobily installed an additional 4,615 LED lights in 2024, reaching a 96.3% completion rate (Breakdown: 2022 - 11,430; 2023 - 6,432; 2024 - 4,615; remaining - 853 LED lights)

Target 4:

Replace energy-saving/smart inverter air conditioners by installing a total of 199 HVAC units by 2025



Progress:

In progress – Mobily installed an additional 74 units in 2024, reaching a 98% completion rate (Breakdown: 2022 - 53; 2023 - 68; 2024 - 74; remaining - 4 units)

MATERIALITY ASSESSMENT (CONTINUED)

Financial actual positive impact on the business:

Revenue growth, reduced churn, higher cross-selling potential and increased brand value



Financial negative impact on the business (if neglected):

Customer loss, increased acquisition costs and lower revenue

External actual positive impact on Stakeholders:

Improved service accessibility, enhanced satisfaction and trust, and long-term engagement



External negative impact on Stakeholders (if neglected):

Reduced service satisfaction, weakened customer trust and engagement, and negative word-of-mouth and reputational damage

Customer experience is central to Mobily's value proposition. By delivering personalized, efficient and accessible services, Mobily creates meaningful experiences and positive outcomes for customers and builds brand loyalty, shaping the Company's commitment to delivering exceptional service and long-term value for all Stakeholders. This issue is primarily linked to products/services and business operations, particularly customer support, service design and digital platforms. Mobily was recognized for delivering top-rated customer experience, cutting-edge products and operational

excellence, becoming one of the most recognized brands in Saudi Arabia. The Company's ever-growing brand value, up 151% since 2019, is a clear reflection of this success. Mobily continuously enhances its service offerings and supports mechanisms based on customer feedback to ensure high satisfaction and reduce churn. In parallel, strategic investments in infrastructure such as submarine cables, data centers and 5G network expansion continue to elevate customer experience and strengthen Mobily's competitive positioning.

Target 1:

Enhance Mobily's digital maturity index score to 3 out of 5 by 2024

Progress:

Achieved – 3 out of 5 in digital maturity index score in 2024

Target 2:

Digitize and automate 72% of internal and external processes by 2024 and 100% by 2025

Progress:

In progress, exceeding 2024's target - 86.6% of internal and external processes were digitized and automated in 2024

External impact on Stakeholders metric measure: Mobily achieved an 11.1% increase in Roaming Customer Satisfaction Scores (CSAT), a 5.0% rise in Social Media Transactional CSAT (T-CSAT), and an improvement in TRI*M Overall Satisfaction from 99 to 100.3. Retail satisfaction increased from 89.2% to 90.75%, and first-call resolution (FCR) improved from 86.0% to

86.35%, indicating stronger service consistency and support efficiency. Additionally, Mobily maintained a 100% resolution rate for customer complaints and its Mystery Shopper assessment score increased to 95, demonstrating its commitment and direct social impact of its efforts to deliver high-quality, customer-centric experiences across all touchpoints.



MATERIALITY ASSESSMENT (CONTINUED)

External actual positive impact on Stakeholders:

Investor confidence, brand reputation, informed Stakeholder decisions



Transparency and Reporting

External negative impact on Stakeholders (if neglected):

Loss of Stakeholder trust, inability to make informed decisions, damaged reputation and rating/scores in sustainability rankings and indices

Transparency and accountability in corporate reporting are essential for building Stakeholder trust. This issue is closely related to business operations, especially Corporate Governance, Compliance and Investor Relations. Mobily commits to open and honest communication regarding its performance, sustainability practices and governance. It maintains regular dialogue with shareholders through

diverse communication channels and continuously enhances its investor reporting suite to provide deeper insights into its operations. The Company's Sustainability Report adheres to the Global Reporting Initiative (GRI) standards, reflecting Mobily's commitment to ESG transparency and regulatory compliance while reinforcing its ethical accountability to Stakeholders.



Target 1:

Conduct 4 earnings calls per year with Mobily's analysts and investors in 2024 and 2025 to transparently communicate the Company's investment case

Progress:

Achieved – 4 earnings calls were conducted in 2024, with participation from C-level management

Target 2:

Attend 5 investor conferences in 2024, to increase communication transparency and engagement, and 6 conferences in 2025

Progress:

Achieved, exceeding 2024's target – 10 conferences were attended by Mobily in 2024

Target 3:

Conduct a materiality assessment in 2024 and a double materiality assessment at least once in 2025, and publicly report the mechanism and results

Progress:

Achieved – A materiality assessment was conducted in 2024, and a comprehensive double materiality assessment was conducted in 2025, the process and results of which are included in this report

Target 4:

Track the ESG strategy's achievements and accomplish 100% alignment with GRI and SASB standards in reporting the achievements in the Company's 2023 Sustainability Report published in 2024

Progress:

Achieved – Mobily's 2023 Sustainability Report, published in 2024, follows 100% alignment with GRI and SASB standards

External impact on Stakeholders metric measure: Mobily published its 2023 Sustainability Report with 100% alignment to GRI and SASB Standards, including a complete GRI Content Index reviewed by GRI Services. The Company expanded its Annual and ESG reporting suites, disclosed ESG data across more than 15 material topics and engaged with 5 key Stakeholder groups during its materiality assessment. These efforts culminated in Mobily achieving an industry-leading AA

rating category in the MSCI ESG Index - making it the first telecommunications company in the Middle East to receive this distinction. To strengthen Stakeholder trust and accessibility of information, Mobily maintained active investor engagement through quarterly earnings calls, participation in 10 investor conferences and held over 110 meetings in 2024. This increased interest and confidence in Mobily's future led to a 29.4% increase in the average target share price in 2024.

MATERIALITY ASSESSMENT (CONTINUED)

External actual positive impact on Stakeholders:

Empowered workforce, enhanced innovation, economic contribution through employment



External negative impact on Stakeholders (if neglected):

Declining employee morale and engagement, increased employee turnover, erosion of internal culture and brand, and reduced contribution to national employment and human capital development

Mobily's ability to attract and retain top talent underpins its capacity for innovation and service excellence. This issue is directly tied to business operations, including HR policies, training and workplace culture. Mobily invests in professional development, engagement and inclusion, and offers competitive remuneration to position itself as an employer of choice. The Company delivers comprehensive leadership development programs across all organizational levels to build a strong

internal talent pipeline for strategic roles. Employee well-being is a core priority, supported by initiatives such as the iCare program, the Happiness Guideline and the Change Ambassadors program, which together enhance the overall employee experience. In 2024, Mobily was recognized for its people-first approach and employer excellence. The Company delivered over 72,000 structured training hours and expanded its youth development initiatives to build future-ready talent.



Target 1:

Increase engagement score (Mobily Health Index (mHi) to 81% in 2024



Progress:

Achieved, exceeding 2024's target - An 86% mHi engagement score was achieved in 2024

Target 2:

Train 80 trainees under the Cooperative program in 2024, and 90 in 2025



Progress:

Achieved, exceeding 2024's target - 81 participants were enrolled in the program in 2024

Target 3:

Reduce employee turnover rate in 2024



Progress:

Achieved – Turnover rate decreased from 10% in 2023 to 9% in 2024

External impact on Stakeholders metric measure: In 2024, Mobily reinforced its status as an employer of choice by advancing a human capital strategy centered on engagement, development and well-being. The Company achieved official recognition as a "Great Place to Work", supported by a significant rise in its culture score from 71% in 2023 to 91%, and an mHi engagement score of 86%, surpassing internal targets. A 2% increase in total workforce and a drop in turnover further reflected Mobily's success in attracting and retaining

talent. Central to this progress was the implementation of a comprehensive training and development strategy, including a Company-wide Training Needs Analysis (TNA), the launch of 17 development tracks and access to over 120,000 courses via 3 new digital learning platforms. Mobily also expanded its Cooperative program, hosted over 10 internal knowledge transfer workshops and introduced its High-Potential (HiPo) program to develop future leaders.

DRIVING SUSTAINABLE PROGRESS



Mobily nurtures a diverse, highly skilled workforce, within a work environment that is safe, healthy and productive. Engaged and motivated employees, with the tools to function at their best at work, ensure that Mobily delivers the best services to customers.



RESPONSIBLE EMPLOYER

The Company ensures high levels of employee motivation and satisfaction, understanding that Mobily has a duty to protect its employees and contractors from harm in the workplace. All employees should have the same opportunities and receive fair and equal treatment. It is also important for employees to relate to Mobily's sustainability goals.

Employees

- Diversity, Equity and Inclusion
- Health, Safety and Well-being
- Talent Attraction and Retention



By upholding the highest standards of good governance, including privacy protection, ethics and responsible supply chain practices, Mobily creates a work environment in which employees are empowered to do the right thing.



ACCOUNTABLE ENTERPRISE

Mobily integrates sustainability at the corporate level while striving for transparency, integrity and good governance in line with international best practices. The Company achieves sustainable growth by contributing to a thriving Saudi Arabian economy, through direct economic activities, infrastructure, platforms and digital services.

- Regulators
- Board of Directors
- Shareholders
- Suppliers

- Ethical Business Practices
- Responsible Supply Chain
- Corporate Governance
- Transparency and Reporting
- Human Rights
- Sustainable Economic Impact



Saudi Vision 2030, various corporate governance frameworks and national regulations all support Mobily's dedication to the best environmental practices. Long-term, environmental sustainability also increases Mobily's economic viability.



SAFEGUARDING THE PLANET

Mobily looks after the environment by combating climate change through its contribution to clean energy and the SGI, leading the way to a sustainable future for Saudi Arabia. The Company follows international best practices to safeguard shared resources.

- Government
- Communities

- Climate Change and GHG Emissions
- Waste and Circular Economy
- Clean and Efficient Energy



MARKETPLACE AND CUSTOMERS

Mobily enables rapid societal development through well-designed and executed digital platforms and services that support customer satisfaction with excellent customer care. The Company must ensure the privacy and security of customer data, as well as responsible marketing practices.

Customers

- Data Privacy and Cybersecurity
- Customer Experience and Satisfaction
- Innovation and Digitalization



The Company's success in the market, through its digital innovation initiatives and industry-leading networks, support a healthy balance sheet and cashflow that enables Mobily to give back to the community through community investments, donations and sponsorships. The Company's growing footprint also advances national digital access goals.



POSITIVE COMMUNITY IMPACTS

The Company supports local communities, making a positive social impact by working with communities to address issues of opportunity, access, knowledge and skill in relation to using technology.

- Government
- Communities

- Community Engagement and Impact
- Digital Inclusion and Network Availability



Mobily's community engagement drives the Company's environmental initiatives by motivating for a healthy natural environment in which communities can thrive. Mobily therefore pursues climate change, waste management and water management initiatives that safeguard natural resources for future generations.

STAKEHOLDER ENGAGEMENT



Stakeholders are instrumental to Mobily’s ongoing drive to generate long-term value. Each department communicates with its relevant Stakeholders, ensuring optimal engagement for each Stakeholder group.

Mobily’s overarching goal is to facilitate constructive dialogue aimed at fostering enduring relationships. The Company maintains robust feedback mechanisms and ensures that Stakeholder concerns are addressed timeously.

STAKEHOLDER GROUP	COMMUNICATION CHANNELS	KEY ISSUES AND RESPONSES	STAKEHOLDER GROUP	COMMUNICATION CHANNELS	KEY ISSUES AND RESPONSES
INTERNAL STAKEHOLDERS (Board of Directors, executive management and employees)	• Emails • One-on-one and group meetings • Face-to-face engagement • Intranet	• Remuneration: Mobily’s goal is to offer competitive, equitable pay and benefits to all staff members. • Employment satisfaction: Mobily uses surveys and other communication channels to keep track of employee sentiment and ensure swift responses to staff member concerns. Employee engagement initiatives include teambuilding events, mental health and wellness initiatives, and robust training programs. • Training and skills development: The Company’s training and development initiatives support a capable workforce with market-leading skills that drive Company success. Skills gap and training assessments ensure that Mobily provides relevant upskilling programs. • Diversity and inclusion: It is important for all employees, no matter their background, to feel included and safe at work. Mobily’s policies ensure non-discrimination at work, with deliberate initiatives to advance female and disabled employees in the workplace. • Transparency: Employees value openness and transparency around Mobily’s performance and operations, a need fulfilled by open communication channels. For more about how Mobily serves its employees, please see page 112 (Responsible Employer)	CUSTOMERS	• Social media • Mobily application and website • Customer care omnichannel • SMS’s	• Reliable, accessible and affordable products and services: In a competitive sector such as telecommunications, customers seek value-for-money, high-quality services. Mobily offers leading accessibility, with its Neqaty loyalty program providing a wide array of exclusive benefits. • Digitization: Digitalization supports customer convenience, allowing for services anywhere and anytime. Mobily’s Digital Center enables digital transformation to serve customers better. • Data privacy: With cyberattacks growing increasingly sophisticated, customers are concerned about the safe and correct treatment of their data and privacy. Mobily’s extensive cybersecurity measures and various international accreditations attest to its commitment to safeguarding customer privacy. • Customer care and experience: Customers shift to companies where they feel valued and receive seamless services. Mobily is consistently enhancing and updating its services in response. For more about how Mobily serves its customers, please see page 82 (Marketplace and Customers)
REGULATORS	• Ad hoc face-to-face engagement • Electronic communication	• Compliance: Mobily must ensure consistent, high-quality compliance with all regulatory and legislative requirements in order to keep operating in Saudi Arabia. The Company’s Compliance teams ensure that Mobily remains up to date with regulatory changes. • Market insight: The Company contributes to the development of the sector by providing insights into shifts in customer needs and expectations that support effective policymaking in the nation. For more about how Mobily ensures regulatory compliance, please see page 162 (Accountable Enterprise)	SHAREHOLDERS	• General Assembly Meetings • Mobily IR phone, email, application and webpage • Results announcements • One-on-one meetings and correspondence • Local and international conferences	• Transparency and communication: Mobily fosters value-added relationships with investors by prioritizing clear communication, tailored engagement and a seamless investor experience. • Sustainable financial performance: Shareholders expect long-term viability and financial growth of the Company. Mobily’s financial governance measures, as well as Company growth initiatives, ensure that the Company continues to prosper beyond the short-term, while a strengthened ESG focus in 2024 ensures long-term financial and non-financial returns. • Dividends and return on investment (ROI): Mobily understands that shareholders entrust the Company with hard-earned finances and aim to deliver satisfactory ROI and tangible financial benefit. For more information about Mobily’s financial performance, please refer to the Annual Report. A summary is available on page 196 (Sustainable Economic Impact)
GOVERNMENT	• Official channels • Responses to official requests for engagement	• Saudi Vision 2030: The Kingdom is united in its drive to achieve a vibrant society, a thriving economy and an ambitious nation by 2030. Mobily contributes to the goals and targets outlined in the Vision through its operations and activities. Telecommunications, as a sector, supports many of the key sectors outlined in Saudi Vision 2030, including commerce, medicine and education. • Compliance: Mobily prioritizes the highest standards of compliance with all laws and regulations. • Contribution to the national fiscus: Mobily has zero-tolerance for any corruption or unethical behavior. For more about how Mobily supports Saudi Vision 2030, please see page 50 (Aligning with National and International Priorities)	SUPPLIERS	• Email • Contracts and service agreements	• Sustainable financial performance: The Company’s growth and prosperity transfers directly to suppliers through on-time and sustainable payment schedules. The Mobily Supplier Code of Conduct helps to ensure long-term financial returns by contributing to good governance that supports growth. • Local supply chain: Communities expect Mobily to support the local community by sourcing products and services from local vendors as far as possible. The Company prioritizes these entities in its approach to the supply chain. For more about how Mobily serves its suppliers, please see page 192 (Responsible Supply Chain)
COMMUNITIES	• Social media • Community events and engagements • Community initiatives	• Mobily’s community investments: Communities look to Mobily as a major corporation to give back to socioeconomic development through its CSR initiatives. The Company’s CSR strategy guides the donations and sponsorships that advance social well-being. • Local supply chain: Supporting local businesses, especially small entrepreneurs, feeds directly into the economy. The Company prioritizes local content in its supply chain. For more about how Mobily supports the community, please see page 142 (Positive Community Impacts)	NATURAL ENVIRONMENT*	• Engagement with environmental organizations • Tracking through international research • Initiatives to limit water, waste and carbon impacts	• Climate change and emissions: Climate change is a global threat, along with the loss of biodiversity. Mobily mitigates its carbon footprint by pursuing green energy solutions and minimizing energy consumption that leads to carbon emissions. • Water stewardship: Saudi Arabia is located within a water-scarce region. The Company implements water-saving initiatives to ensure the long-term sustainability of this precious resource. • Waste and biodiversity: Waste, especially hazardous and non-renewable waste, directly impacts biodiversity. Mobily minimizes waste at its operations while seeking environmentally friendly options in its products. For more about Mobily’s environmental initiatives, please see page 54 (Safeguarding the Planet)

ALIGNING WITH NATIONAL AND INTERNATIONAL PRIORITIES

In pursuit of ever increasing social and environmental sustainability, underpinned by strong governance, Mobily is guided by national priorities, notably Saudi Vision 2030.

The Company's products and services contribute directly and indirectly to many of the Vision's goals and targets, including digital transformation, economic diversification and environmental sustainability. The Company is ever mindful of the local context and unique perspective, with modern ESG frameworks such as the UNSDGs and UNGC, balanced with a respect for culture and tradition. The following table outlines how the Mobily sustainability framework supports these priorities.

SAFEGUARDING THE PLANET

Page 54

SDGs



Saudi Vision 2030

- Reduce all types of pollution (e.g. air, sound, water, soil)
- Safeguard the environment from natural threats
- Grow contribution of renewables to national energy mix
- Ensure sustainable use of water resources

CST Strategy

- Maximize recycling Waste Electrical and Electronic Equipment (WEEE)
- Ensure ICT runs on renewable energy in smart cities
- ICT companies to commit to Science-based Targets (SBTi)
- Prioritize investment in technology innovation supporting progress on SDGs

UNGC

7, 8, 9

GRI

301, 302, 303, 305, 306, 308

GSMA

1.1a, 1.1b, 1.2a, 1.2b, 1.3a, 1.3b, 1.4a, 1.4b, 1.4c, 1.5a

MARKETPLACE AND CUSTOMERS

Page 82

SDGs



Saudi Vision 2030

- Improve quality of services provided in Saudi cities
- Improve the access to healthcare services
- Develop and diversify entertainment opportunities to meet the population's needs
- Enhance ease of doing business
- Develop the digital economy

CST Strategy

- Protect consumers
- Enable KSA digitalization
- Promote an inclusive digital future for all
- Increase national digital coverage including underserved customers
- Prioritize investment in technology innovation supporting progress on SDGs

UNGC

9

GRI

201, 207, 416, 417

GSMA

3.1a, 3.1b, 3.1c, 3.1d, 3.2

RESPONSIBLE EMPLOYER

Page 112

SDGs



Saudi Vision 2030

- Build a life-long learning journey
- Develop its brightest minds in priority fields
- Increase women participation in the labor market
- Enable integration of people with disabilities in the labor market

CST Strategy

- Enable ICT labor diversification and inclusion
- Prioritize investment in technology innovation supporting progress on SDGs

UNGC

3, 4, 5, 6

GRI

401, 402, 403, 404, 405, 406, 413

GSMA

-

POSITIVE COMMUNITY IMPACTS

Page 142

SDGs



Saudi Vision 2030

- Improve the access to healthcare services
- Increase public participation in sports and athletic activities
- Improve equity of access to education (especially in rural areas)
- Improve readiness of youth to enter the labor market
- Grow SME contribution to the economy
- Encourage volunteering
- Enhance businesses' focus on the sustainability of the economy
- Empower non-profit organizations to create a deeper impact

CST Strategy

- Achieve regulatory excellence and enhance organizational effectiveness
- Prioritize investment in technology innovation supporting progress on SDGs

UNGC

1, 2

GRI

202, 203, 414

GSMA

2.1

ACCOUNTABLE ENTERPRISE

Page 162

SDGs



Saudi Vision 2030

- Improve quality of services provided in Saudi cities
- Ensure the formation of an advanced capital market
- Develop the digital economy
- Develop promising local companies into regional and global leaders
- Nurture and support the innovation and entrepreneurship culture

CST Strategy

- Protect consumers
- Promote investment and competition
- Achieve regulatory excellence and enhance organizational effectiveness

UNGC

1, 10

GRI

2, 204, 205, 206, 418

GSMA

4.1a, 4.1b, 4.2a, 4.2b



03

SAFEGUARDING THE PLANET

Climate Change and GHG Emissions	58
Clean and Efficient Energy	64
Waste and Circular Economy	70
Water management	76



Mobily values the natural environment as the source of life for Saudi Arabia and Mobily's Stakeholders. It is dedicated to environmentally and socially sustainable growth. The Company aligns with the priorities outlined in Saudi Vision 2030, stewarding energy, water and waste responsibly. By contributing to the SGI's afforestation efforts, Mobily also mitigates greenhouse gas (GHG) emissions that leads to global climate change, thereby targeting national net zero carbon emissions by 2060, while promoting biodiversity in Saudi Arabia.

In addition, Mobily understands that providing digital solutions contributes to reducing global emissions by enabling remote work and supporting mobility efficiency while promoting Saudi Arabia as a global hub of advanced technologies.

Zero

instances of non-compliance with environmental laws and regulations



Zero

waste-to-landfill across all Mobily operations



3,555 kg

paper and plastic office waste recycled



13.8%

reduction in energy consumption in 2024



315

old generators replaced with new environmentally efficient versions



5.1%

reduction in water withdrawal and consumption



APPROACH

Legal and regulatory compliance serve as the foundation of Mobily's environmental efforts. By adhering to the National Center for Environmental Compliance (NCEC) and the National Center for Waste Management regulations, among others, Mobily ensures alignment with national principles. In addition, Mobily works with the Saudi Arabian Communications, Space and Technology Commission (CST) and the International Telecommunication Union (ITU) to support the Green Digital Action, availing the Company's infrastructure for climate monitoring and early warning projects in the fight against global warming.



The Company is also guided by international standards. Mobily's comprehensive Environmental Management System (EMS), which covers all environmental aspects across its operations, is aligned to ISO 14001:2015 (Environmental Management Systems).

Mobily expects key Stakeholders to uphold the same environmental sustainability standards that it follows.

The Mobily Environmental Sustainability Committee uses awareness programs and campaigns to involve employees in sustainable development while driving the sustainability discussion. Sustainability champions are also empowered through workshops and training, focusing on environmental and energy management systems. The Health, Safety, Security and Environment & Quality Assurance (HSSE & QA) department oversees environmental compliance, ensuring structures and controls are updated annually and reported accurately.

To assess Mobily's environmental impacts, waste disposal numbers are tracked by an independent R2-certified recycling contractor, while water consumption and discharge is managed through the National Water Company (NWC). In 2024, Mobily completed the first phase of an external environmental impact audit.

In addition to a robust approach to understanding and mitigating Mobily's negative impacts on the environment, the Company also evaluates risks to its operations. These may include natural disaster events such as flooding and fire, as well as environmental elements in terms of humidity and heat. The Company's telecommunication infrastructure and equipment are located and protected with nature in mind.

Mobily achieved

zero

instances of non-compliance with environmental laws and regulations in 2024



APPROACH (CONTINUED)

Environmental Sustainability Policy

Mobily's Environmental Sustainability Policy is crafted in line with ISO 14001:2015, as well as ISO 50001 (Energy Management Systems), national regulations and the SGI. The policy applies to all employees and contractors and is publicly displayed throughout Mobily's operations, outlining role players' environmental responsibilities and Mobily's overarching focus areas.



Mobily is updating its Environmental Sustainability Policy for continued relevance, and to keep in line with best practices.

View Mobily's Environmental Sustainability Policy here



The policy commits Mobily to training and awareness-raising for employees, contractors and suppliers in environment and energy management; and it commits all departments/functions of the Company to the prevention of pollution, to more efficient energy and water use, and to waste reduction through reuse and recycling. According to the policy all departments/functions must incorporate sustainable development principles for new build and refurbishment projects, thus creating a built environment that meets high environmental performance standards. The policy calls for the Procurement department to implement a Sustainable Procurement Policy that considers full life cost and environmental impacts when purchasing goods and services; and that technical specifications within each department should take this into account. The Environmental Sustainability Policy also encourages the adoption of energy-efficient products and services, as well as ecofriendly design principles.

Vendors and Employees

Mobily's vendors and staff members are key partners in the Company's journey towards greater environmental sustainability.

The Company works closely with various vendors to procure sustainable and ethically sourced materials, equipment and services, in line with the Saudi Arabian Mark of Aquaculture Quality (SAMAQ) requirements, Saudi Standards, Metrology and Quality Organization (SASO) regulations and Ministry of Environment, Water and Agriculture (MEWA) requirements. Sustainability requirements guide the vendor selection process until the contract or purchase order is signed, with vendors signing on to environmental compliance clauses as a requirement of Mobily's procurement process.

Mobily acknowledges the impact of working together with its vendors to contribute to fighting climate change, driving down its own emissions and enabling other industries to reduce their emissions to achieve a net zero future, in alignment with global and national ambitions.

In a similar vein, Mobily encourages employees to help safeguard the natural environment through ongoing environmental awareness campaigns and tools, including the Mobily Waste Awareness Guide that supports waste minimization both at work and at home.



CLIMATE CHANGE AND GHG EMISSIONS

Approach

Mobily is deeply committed to reducing its environmental footprint and contributing to the global fight against climate change. Recognizing the growing threat of global warming, Mobily is proactively working to mitigate its impact. The Company addresses climate change on 2 strategic fronts: by optimizing energy consumption to reduce GHG emissions and by investing in renewable energy sources to transition toward a more sustainable operational model.

Mobily's energy-efficiency initiatives include a range of operational upgrades and infrastructure enhancements aimed at reducing energy consumption and lowering emissions across its network and facilities:

In addition, the Company actively replaces diesel-fueled power generators with more fuel-efficient models or renewable alternatives at remote wireless sites. Mobily actively pursues the integration of advanced technologies in its data centers, such as air containment units designed to minimize environmental cooling needs. Additionally, it implements innovative 5G solutions for cell towers and undertakes optimization initiatives during periods of low traffic, such as reducing radio transmission.

Mobily's Energy Management System aligns with ISO 50001 (Energy Management System) requirements.

Technology upgrades

These include energy-efficient options, including LED lights, smart inverter air-conditioning systems and energy-saving appliances at offices, contributing to lower energy consumption



Standard operating procedures (SOP) enhancements

Energy conservation policies and procedures helps to reduce consumption by eliminating energy waste while raising awareness



Energy monitoring

Mobily tracks monthly energy consumption through Saudi Electricity Company (SEC) billing and invoices to identify improvement opportunities



Performance measurement and reporting

Mobily's KPIs guide data gathering, analysis and reporting activities



Employee engagement and training

Mobily employees receive education and training around energy-efficient practices and initiatives



Case Study

ASSETS BEAUTIFICATION APPROACH

Saudi Vision 2030 embraces sustainable urban living as a cornerstone of a vibrant and forward-thinking society. In harmony with this aspiration, Mobily is reimagining its architectural approach, blending innovation with environmental consciousness to create structures that seamlessly integrate with nature. The Company's thoughtful design elements, such as palm tree motifs and intricate mosaic patterns, lend an elegant aesthetic to its towers while reflecting a deep appreciation for local heritage and sustainability.

Mobily's beautification efforts extend beyond design, actively contributing to decarbonization and air purity. By incorporating lush greenery into its offices and warehouses, the Company enhances its spaces while supporting the broader goals of the SGI. These initiatives underscore Mobily's dedication to fostering a greener, more sustainable future, where beauty and environmental responsibility go hand in hand.

70

plants added across Mobily offices in 2024, reaching 915 plants since 2022



CLIMATE CHANGE AND GHG EMISSIONS (CONTINUED)

Climate Risks

Mobily acknowledges that climate change poses material risks that could affect its operations, assets and long-term financial performance. These risks are categorized into physical risks, stemming from extreme weather and environmental changes, and transition risks arising from the global shift toward a low-carbon economy. As climate-related risks can impact both infrastructure and strategy, Mobily has conducted a detailed Climate Risk Assessment in 2024 which led to the identification of potential risks and proactively assessed their potential financial implications and time horizons.

Mobily is committed to addressing the risks and opportunities associated with climate change in line with international standards, one of which is the Task Force on Climate-related Financial Disclosures (TCFD). The following outlines Mobily’s approach to climate governance, strategic resilience, risk management and performance metrics:

Governance

Climate-related risks and opportunities fall under the oversight of Mobily’s Board Risk Management Committee. The duties and responsibilities of the Committee include: (1) reviewing and evaluating the safety and efficiency of risk management within the Company; (2) monitoring the implementation of the risk management framework and strategy; and (3) reviewing tolerance levels and risk limits, along with the procedures applied to mitigate risks.

Climate-related risks and opportunities are integrated into the corporate strategy through the executive leadership, with periodic updates provided to the Board. Mobily’s Sustainability department monitors environmental goals, KPIs and operational performance to ensure alignment with national and international sustainability commitments.

Strategy

Mobily actively mitigates physical climate risks through robust infrastructure planning and disaster preparedness. For climate-related threats like heatwaves and flooding, this includes investing in resilient network equipment, elevating critical infrastructure and developing emergency response protocols. The Company also diversifies power sources and implements cooling redundancy to minimize disruptions from extreme weather events. Regular maintenance and upgrades further strengthen resilience against sandstorms and potential equipment damage. To address transition risks, Mobily monitors the evolving regulatory landscape within the Kingdom and continuously engages with national Stakeholders to ensure full compliance with any upcoming sustainability regulation. In addition, Mobily prioritizes alignment with sustainability goals and evolving Stakeholder expectations. This involves incorporating ESG factors into strategic decision-making, investing in energy-efficient technologies and promoting environmentally responsible practices. Through a circular economy approach and transparent ESG reporting, Mobily demonstrates its long-term resilience in a changing climate and evolving market.

Risk Management

Climate-related risks are integrated into Mobily’s ISO 31000-certified ERM framework, which includes a structured risk appetite model, quarterly emerging risk scans, automated risk reporting and a 3-lines-of-defense model. The ERM function proactively identifies ESG risks and escalates material issues to the Board. Both business continuity and crisis management capabilities are certified under ISO 22301 and ISO 22361, respectively, with regular simulations, disaster recovery planning and a BCM program embedded across all critical operations.



The table below summarizes the key climate-related risks relevant to Mobily’s operations:

TYPE	CLIMATE RELATED RISK	RISK DESCRIPTION	IMPACTED ASSETS	ESTIMATED FINANCIAL IMPACT	TIME HORIZON
Physical Risks					
CHRONIC	Heatwaves	Heatwaves may cause overload on cooling systems, increasing electricity demand and operational strain	• Data Centers • Buildings	Low	Short
			• Towers	Medium	Short
CHRONIC	Rising sea levels	Rising sea levels may cause threats to data centers, access network towers, and shelters in coastal cities, increase the possibility of floods and corrosion, and lead to longer restoration times	• Data Centers • Towers	Medium	Short
CHRONIC	Electromagnetic fields	Electromagnetic interference may disrupt telecom radio network technologies, causing service outages or degradation in service levels	• Towers	Medium	Short
ACUTE	Flooding	Flooding due to heavy rains can disrupt service continuity, damage infrastructure and increase restoration time	• Buildings • Data Centers	Low	Short
			• Electromechanical Equipment • Fiber Cables	Low	Short
			• Towers	Medium	Medium
ACUTE	Sandstorms/hurricanes	Sandstorms/hurricanes can damage towers and outdoor technologies, leading to outages or equipment malfunction	• Microwave Antennas • Towers	Medium	Short
Transition Risks					
STRATEGY	Sustainable national priorities	Alignment with national sustainability goals (e.g., Net Zero 2060) requires new investments in green infrastructure and compliance processes	• Strategic planning and operations • Energy systems	Medium	Long
REPUTATIONAL/ MARKET	Changing Stakeholder preferences	Shifting Stakeholder expectations toward sustainability may affect customer loyalty and market positioning if not met	• Brand • Service availability • Governance practices • Access to capital	Medium	Long

Short (<2 years)
Medium (2-5 years)
Long (5-10 years)



CLIMATE CHANGE AND GHG EMISSIONS (CONTINUED)

Performance Metrics

Understanding Mobily's Emissions Data

Mobily monitors Scope 1 and Scope 2 GHG emissions and energy consumption across its operations in alignment with the GHG protocol. The Company tracks and regularly evaluates progress toward internal energy efficiency goals aligned with national sustainability targets under Saudi Vision 2030. Cooling system upgrades, energy-efficient data centers and smart facility management contribute to emissions reductions. Scope 3 emissions assessment is underway to capture value chain impacts. Mobily is also expanding the use of renewable energy sources, where feasible, and exploring long-term decarbonization pathways.

Scope 1 Emissions

These are direct GHG emissions from sources that are owned or directly controlled by Mobily. Mobily's primary Scope 1 emissions source is its fleet of approximately 2,000 diesel generators.

Scope 2 Emissions

These emissions arise indirectly from Mobily's operations, originating from energy sources not directly owned or controlled by the Company, primarily purchased electricity from the national grid.

Emissions Reduction and Management

The Company is transitioning generator-powered sites to the national grid, serviced by the SEC where feasible. This initiative aims to decrease Mobily's direct emissions, improve air quality, reduce noise around the Company's sites and enhance cost savings.

In addition, Mobily actively targets emissions reductions across its offices, warehouses, commercial outlets and technical buildings by implementing comprehensive energy management strategies and investing in advanced efficiency technologies. The initiatives mentioned above, including the installation of LED lighting systems, integration of smart motion sensors, optimization of HVAC systems through inverter technology, and continuous monitoring with advanced metering solutions, ensures that all the Company's assets meet stringent sustainability criteria and contribute meaningfully to Mobily's overall emission reduction objectives.

311

generators were replaced by national grid energy in 2024

315

old generators were replaced with new environmentally efficient versions in 2024

For those sites that prove too remote to link to the SEC, Mobily replaces old power generators with more energy-efficient models featuring reduced carbon impact, noise pollution and oil leakage



Emissions Performance in 2024

In 2024, Mobily achieved an overall reduction of 1.8% in its combined Scope 1 and Scope 2 GHG emissions. This reduction was driven primarily by a significant 13.9% decrease in Scope 2 emissions from the Company's offices, retail outlets, warehouses and technical buildings. Conversely, Mobily recorded an increase in Scope 1 emissions, mainly due to the increase in the number of network sites in remote areas. Additionally, the deployment of 5G infrastructure, which consumes substantially more energy compared to earlier network technologies (4G, 3G and 2G), contributed to increased electricity use, consequently affecting Scope 2 emissions associated with network operations.

GHG Emissions (tCO2e)

	% Change	2024	2023	2022
Scope 1 Emissions	2.7%	176,452	171,793	211,497
Diesel generators to network sites	2.7%	174,226	169,567	209,271
Diesel generators to data centers and technical sites	-	2,219	2,219	2,219
Technical sites' vehicles*	-	6.6	6.6	6.6
Scope 2 Emissions**	-3.1%	599,251	618,300	626,000
Offices, outlets, warehouses and technical buildings (SEC)	-13.9%	130,251	151,300	163,000
Network sites (SEC)	0.4%	469,000	467,000	463,000
Total Scope 1 and 2 Emissions	-1.8%	775,703	790,093	837,497

*Calculated based on operational travel by Mobily's employees.
**Calculated based on the SEC published emission factor.

Scope 1

2024 176,452

2023 171,793

2022 211,497

Scope 2

2024 599,251

2023 618,300

2022 626,000

Scope 1 and 2

2024 775,703

2023 790,093

2022 837,497

Outlook

Mobily remains persistent in its commitment to advancing sustainability across all facets of its operations. In line with its climate ambition, the Company is working closely to collectively drive emissions reduction efforts and support the transition toward a net zero future, not only within its operations but also by enabling other industries to decarbonize.

Mobily's journey toward full digital transformation continues at a steady pace. The Company has already exceeded its 2024 target by digitizing over 86% of internal and external processes, and Mobily remains on track to achieve full automation by 2025. This progress not only enhances efficiency but also contributes to long-term environmental benefits.

Consequently, in the coming period, Mobily will finalize the installation of energy-efficient LED lighting and HVAC inverters, supporting further reductions in energy consumption and Scope 2 GHG emissions. Mobily is also advancing the deployment of renewable energy solutions, including rooftop solar panels, to diversify the Company's energy mix and reduce dependence on conventional power sources.

Through these efforts, Mobily continues to integrate sustainability into its operational objectives, paving the way for a more resilient, efficient and climate-conscious future.

CLEAN AND EFFICIENT ENERGY

Approach

Mobily continues to advance in its commitment to clean energy and energy efficiency, embedding sustainable practices across its corporate offices, warehouses and operational sites. Within its office spaces, the Company enhances energy use through smart lighting systems and high efficiency air-conditioning solutions, fostering a work environment that balances innovation and sustainability. Employees are actively encouraged to participate in energy-saving initiatives, cultivating a culture where environmental responsibility is seamlessly woven into daily operations.

Beyond its corporate offices, Mobily prioritizes clean energy solutions at its telecommunication sites, aligning infrastructure advancements with long-term sustainability goals. The Company transitions traditional diesel generators to hybrid or solar-powered alternatives, while leveraging advanced energy monitoring systems to optimize efficiency and reduce its carbon footprint. Mobily is also committed to using energy-efficient products, modernizing its hardware to improve energy performance, and applying a smart

capital expenditure (CAPEX) strategy that prioritizes low power consumption and environmental impact in investment decisions. Through continued investments in renewable energy and strategic improvements in energy management, Mobily exemplifies how technological progress, and environmental stewardship can thrive together.

Performance

In 2024, Mobily conducted feasibility studies to explore the integration of solar systems at its telecommunication sites, incorporating dual-band remote radio units alongside hybrid generator and solar power solutions. These pilot projects demonstrated significant improvements in power consumption efficiency and fuel savings, reinforcing the potential for sustainable energy advancements within the Company's operations.

An ongoing energy-efficiency project includes the installation of improved lighting and air-conditioning units at Mobily's offices. The Company set targets for the number of LED lights and heating, ventilation and air conditioning (HVAC) inverters that should be installed by 2025.



Installing Energy-Efficient Units	2024	2023	2022
LED lights	4,615	6,432	11,430
HVAC units	74	68	53

Motion sensors and smart timers also contribute to lowering energy consumption at Mobily's offices by automatically adjusting lighting and climate control systems based on occupancy and usage patterns. These intelligent solutions ensure that energy-intensive equipment, such as lighting and HVAC systems, operate only when required, thereby eliminating unnecessary energy use during off-peak hours or when spaces are unoccupied.

All lights and air conditioning systems automatically shut off from 5:00 PM onwards.

Consequently, by optimizing energy use in real-time, these technologies enhance overall operational efficiency, reduce emissions and reinforce Mobily's commitment to sustainable facility management practices.



Case Study

HYBRID GENERATOR SYSTEMS CONSIDERING RENEWABLE ENERGY

Mobily remains deeply committed to exploring innovative approaches to cleaner energy, continuously seeking ways to reduce its carbon footprint.

In 2024, the Company conducted trials on both full and hybrid solar solutions, uncovering valuable insights into their environmental and operational benefits. Studies highlighted that a hybrid generator-solar system offers a remarkable 50% reduction in carbon emissions, while total solar solutions eliminate emissions altogether. Beyond the

environmental advantages, the Company also benefits from cost efficiencies through lower fuel consumption and extended technology longevity.

Looking ahead, Mobily is carefully evaluating the financial aspects of broadening the initiative to additional sites and is beginning discussions with potential suppliers for both hybrid and total solar solutions. With budget considerations shaping the next steps, Mobily aspires to introduce the following enhancements that align with its sustainable vision:

	2025 Target	2026 Target	2027 Target
Purely solar solutions at sites	5	50	84
Hybrid power generator and solar sites	20	73	100
Power generator sites	52	375	400



CLEAN AND EFFICIENT ENERGY (CONTINUED)

Electricity Consumption

In 2024, Mobily continued its positive trajectory in energy efficiency, significantly reducing total electricity consumption to 237 GWh, marking a notable decline from 275 GWh in 2023 and 284 GWh in 2022. This improvement was predominantly achieved by installing energy efficient technologies, which resulted in a reduction of approximately 13.8% compared to the previous year. Mobily’s ongoing investment in efficiency measures and planned expansion of renewable energy capacity underline its strategic commitment to further reducing its carbon footprint and progressing toward more sustainable operations.



CLEAN AND EFFICIENT ENERGY (CONTINUED)

Case Study

OPTIMIZING COOLING EFFICIENCY THROUGH CRAH AND CHILLER SYSTEM ENHANCEMENTS

Embracing a forward-thinking approach to sustainability, Mobily continues to refine its energy efficiency strategies, ensuring that its infrastructure operates in harmony with environmental responsibility. As part of this ongoing commitment, the Company has introduced an initiative designed to enhance temperature regulation across critical operational spaces.

With a keen focus on optimizing the Computer Room Air Handler (CRAH) system and the Chiller Plant, Mobily has taken deliberate steps to create a more adaptive and efficient cooling framework. These refinements not only elevate performance but also contribute to a broader vision of sustainability, reinforcing Mobily's dedication to reducing environmental impact while maintaining seamless operations.

Objective

To reduce energy consumption and improve operational efficiency while maintaining the thermal integrity of sensitive equipment.

CRAH System Optimization

Temperature setpoints were gradually raised across various facility zones, ensuring adherence to approved thresholds without compromising performance or safety. The following measures were implemented:

- Electrical main distribution boards (MDBs), rectifiers and uninterruptible power supply (UPS) rooms: Temperature set at 24°C

- Battery rooms: Maintained at 24°C
- External switchgear, automatic transfer switch (ATS) rooms and technical corridors: Set at 25°C
- White space areas:
 - Occupied: Maintained between 18°C and 22°C
 - Unoccupied: All cooling units shut down
 - Areas with no live racks: CRAH units fully deactivated
- Common areas (offices, walkways, lobbies, NOC, etc.): Setpoint standardized at 25°C

Chiller Plant Adjustment

In parallel, the supply water temperature in the chiller system was increased from 6°C to 10°C. This adjustment reduced the operating hours of the chillers, directly contributing to a significant decrease in energy consumption.

Outcome

Through a seamless integration of advanced energy solutions, Mobily has elevated its facilities' performance while reinforcing its commitment to sustainability. These refinements have contributed to a noticeable reduction in electricity consumption, showcasing the Company's dedication to responsible energy management. By harnessing data-driven temperature optimization, Mobily continues to balance environmental stewardship with operational excellence, demonstrating how innovation and sustainability can work in harmony to drive meaningful impact.

Outlook

Looking ahead, Mobily will continue to drive energy efficiency and expand its use of renewable energy across its operations. The Company is actively exploring advanced energy-saving technologies, refining resource management and implementing sustainable solutions that reduce environmental impact while enhancing operational resilience. By scaling up renewable energy integration, improving energy monitoring strategies and fostering collaborations that support sustainability, Mobily is shaping a future where innovation and environmental responsibility work in harmony.



WASTE AND CIRCULAR ECONOMY

Approach

Mobily is committed to proper waste management that reduces its negative environmental impact, promoting resource conservation and reducing waste-to-landfill by managing risk throughout the material lifecycle. Responsible waste stewardship at Mobily is guided by the Waste Management Plan, which outlines how Mobily manages and mitigates waste generation and resource consumption across the Company's operations.

Mobily's general waste includes common office and operational materials such as cardboard, plastics, paper and e-waste. The Company applies the principles of reduce, reuse and recycle to these materials, prioritizing reduction and reuse before recycling or disposal.

As part of the Company's waste reduction plan, Mobily focuses on mitigating waste in terms of paper and single-use plastic at offices, outlets and warehouses. Employees are encouraged to reduce office waste, reuse materials where possible and separate recyclable waste by using the Company's waste recycling bins.

Mobily aligns with the Saudi Investment Recycling Company (SIRC) to implement the Waste Management National Regulator framework. All Company solid waste is processed and managed by reputable, R2-certified third parties to ensure recovery for recycling and proper disposal.

In alignment with its commitment to responsible resource management and governance, Mobily ensures Board-level accountability in the retirement of fixed assets. Each year, the designated team submits a comprehensive report to the Board detailing the methods of asset retirement - whether through relocation, resale or environmentally responsible scrapping. This annual review empowers the Board to oversee the effectiveness of asset lifecycle decisions and to approve the Disposal Approval Matrix, reinforcing Mobily's dedication to transparency, sustainability and maximizing asset value while minimizing environmental impact.

Electronic and Chemical Waste

Electronic waste (e-waste) and chemical waste receive due attention to ensure that hazardous materials are disposed of responsibly. E-waste includes any electronic item with circuitry or electrical components. Buyback initiatives support the responsible disposal of e-waste, with reuse and recycling solutions taking preference. Otherwise, e-waste is disposed of through R2-certified third-party recyclers.

Batteries and used oil are handled by a third-party service provider that is authorized by the NCEC.

Biodiversity Preservation

Mobily plays an active role in protecting biodiversity by maintaining strict environmental risk controls across its operations, particularly in areas related to spill prevention and incident response. In full compliance with MEWA and the NCEC regulations, Mobily has established robust procedures for immediate spill containment and mandatory incident reporting, especially where there is potential for environmental harm. These measures help prevent soil and water contamination, safeguarding local ecosystems and biodiversity near operational sites. Mobily recorded zero instances of non-compliance with environmental laws and regulations in 2024, reflecting the effectiveness of its controls and its commitment to preserving natural habitats in alignment with national environmental protection goals.

Mobily Recycling Initiative

In line with Mobily's ongoing commitment to environmental sustainability and employee engagement, the Company continued to promote responsible waste management through targeted awareness activities as part of Mobily's Recycling initiative, to raise awareness among employees, Stakeholders and the broader community on the importance of recycling, empowering them to actively contribute to the circular economy both at the workplace and in their daily lives.

Waste Management through Value Chain

Mobily engages with product manufacturers to reduce the amount of packaging materials, through streamlining and optimizing product orders with clear instructions around numbers and dimensions.

Mobily's products, including SIM cards, packaging and scratch cards, are mainly made from plastic, paper, microchips and copper. The Company's implementation of embedded SIM cards (eSIMs) helps to reduce, even eliminate, physical SIM cards, which reduces the need for raw materials that often end up in landfills.

Digitization

To minimize waste generation, Mobily is actively driving digital transformation initiatives aimed at establishing a paperless work environment and significantly enhancing operational efficiency. By 2025, Mobily targets full digitization and automation of all internal and external processes.

Recycle Your Device Initiative

Mobily actively supports the CST's "Recycle Your Device" initiative, reflecting its commitment to promoting environmental responsibility and digital inclusion. Through this program, customers and staff members are encouraged to bring their old electronic devices to Mobily's "drop-off" at its branches, including mobile phones, printers, laptops and other electronics.

These collected devices are then either refurbished and repurposed for distribution to families in need, helping to bridge the digital divide, or disassembled and recycled into raw materials and then the revenue is donated. This initiative not only extends the lifecycle of electronic products but also reinforces Mobily's role in advancing the circular economy and supporting community well-being.

Waste Processing

The Company's robust data collection, employee and contractor engagement, and Stakeholder consultation processes support effective waste management, including target setting efforts. It coordinates the monthly data tracking and reporting function for waste, working directly with the relevant department heads to understand Mobily's waste generation activities and craft effective waste management strategies and initiatives. A central data dashboard supports effective resource management and reporting.

Performance

In 2024, through effective digital initiatives such as eSIMs as well as streamlined procurement processes, Mobily decreased the volume of physical products and materials it uses. However, increased sales led to an increase in the total number of SIM cards, handsets and data terminals distributed.

Mobily achieved
zero
waste-to-landfill across all
operations in 2024



WASTE AND CIRCULAR ECONOMY (CONTINUED)

Products and Materials

Kg	2024	2023
SIM cards	12,500	54,000
Paper and cardboard	48,380	154,000
Batteries	188,594	884,190
Total	249,474	1,092,190

Waste Generated by Operations

Kg	2024	2023
Wastepaper and single use plastics from offices	3,555	3,665
Wastepaper and single use plastics from warehouses	20,605	26,350
Total wastepaper and single use plastics	24,160	30,015

In line with Saudi Vision 2030's aspirations of achieving a 90% landfill diversion rate by 2040, utilizing Mobily's asset management tools and effective recycling initiatives, the Company achieved zero waste-to-landfill across all operations in 2024.

Recycling at Offices and Warehouses

Kg	2024	2023
Carton	1,994	703
Paper	5,420	1,912
Total	7,414	2,615

Electronic and Chemical Waste

Mobily reuses 209 items of office e-waste, other than batteries from technical sites, including laptops, cables, printers and their packaging.

Mobily's hazardous waste, including batteries and used oil, are disposed of by a third-party. The amount of used oil equates to between 36 and 40 liters per month per site, depending on the age of the generator.

Waste Generated by Operations

	2024	2023
Number of old/used/damaged batteries, removed from technical buildings for recycling by third-party	5,956	23,074

In 2024, Mobily increased utilization of eSIM

cards by **33.3%**, for a total of **800,000** eSIMs



In 2024, Mobily procured the following for use by customers or other third parties

Material	Product	2024	2023	2022
Non-renewable	SIM cards	14,900,000	10,500,000	16,100,000
	Handsets	510,000	400,000	300,000
	Data terminals	305,000	100,000	100,000
	Scratch cards	12,500,000	29,000,000	60,000,000
Renewable	Scratch cards	12,500,000	29,000,000	60,000,000
	Paper, cardboard and packaging boxes (kg)	4,700	26,350	135,575

In 2024, Mobily processed the recycling of expired electronic equipment through buyback agreements with Huawei, Ericsson and Nokia, reinforcing its commitment to sustainability and responsible e-waste management. These partnerships hold vendors accountable for recycling obsolete equipment previously sold to the Company. The program was initiated at the end of 2023 and included assets composed of approximately 70% electrical materials and 30% obsolete materials. This initiative

reflects Mobily's ongoing dedication to environmental stewardship and responsible resource management within the telecommunications sector.

Vendor	Total Number of Buyback Assets Processed in 2024
Huawei	53,122
Ericsson	42,560
Nokia	281

Digitalization

Notably, in 2024, the Company surpassed its digitization target of 72%, achieving an impressive 86.6%, underscoring Mobily's strong commitment to sustainability and digital excellence.

Digital Transformation Reducing Paper Waste

	2024	2023	2022	2021
Reduction of paper-based documents due to electronic procurement processes (approximate)	3,200	4,000	9,500	11,400
Electronically issued invoices	15,953	13,681	11,760	12,106
Digitally signed contracts	82	217	200	80
Electronic orders sent to suppliers	2,230	2,586	2,953	2,894
Suppliers that were trained in the electronic management of negotiations, orders and invoices	>500	>500	>500	>500

WASTE AND CIRCULAR ECONOMY (CONTINUED)

Outlook

Mobily remains steadfast in its commitment to responsible waste management, ensuring that both renewable and hazardous materials are handled with the utmost care. By championing innovative programs focused on reducing, reusing and recycling, the Company continues to foster a zero waste-to-landfill culture, reinforcing its dedication to environmental sustainability.

To further strengthen its environmental management practices, Mobily is preparing to conduct a comprehensive impact assessment covering waste, water consumption and discharge, ensuring a thorough understanding of its ecological footprint. As part of its broader sustainability vision, Mobily is also developing a strategic roadmap for electronic waste management, setting clear targets and forging meaningful partnerships to embed circular economy principles into its daily operations, ensuring a more sustainable and responsible future.



WATER MANAGEMENT

Approach

In a water-scarce region like Saudi Arabia, water conservation is of critical importance for long-term sustainability. Mobily is dedicated to responsible water management, in compliance with national water regulations. While water was not identified as a material topic in Mobily’s double materiality assessment, the Company recognizes the importance of environmental transparency and therefore reports key water-related data in its disclosures.

Mobily’s water is sourced from the NWC, a municipal supplier of desalinated and treated water. A portion of this supply is used to irrigate drought-tolerant landscaping around sales outlets and to care for indoor plants that enhance employee well-being. Mobily believes that shaded green areas lower ambient temperatures around its facilities, reducing cooling loads and associated energy use. All wastewater is discharged through national sewerage lines.

The Company monitors water withdrawal, consumption and discharge as part of its commitment to responsible resource management. Accurate monthly data, monitored through an effective tracking system, is utilized to assess water usage and performance and to help prevent over-consumption of this precious resource. This process is overseen by a designated team, using NWC invoices to assist with the decision-making.

The Company implements a comprehensive water savings initiative that incorporates both sales outlets and offices. Mobily has installed water-saving fixtures to taps in its buildings, along with water-saving spray faucets for handwashing taps. The speedy repair of leaky pipes, supported by water leak detection sensors, also helps to minimize water waste.

Biodiversity Conservation

Mobily is firmly aligned with Saudi Arabia’s national water sustainability objectives and actively contributes to preserving natural ecosystems through responsible water management practices. The Company discharges its wastewater to the national sewage system managed by the NWC, ensuring full compliance with Saudi regulations under MEWA. This supports the Kingdom’s broader efforts to build a circular water economy and aligns with Saudi Vision 2030 and the SGI.

In line with regulatory requirements, Mobily ensures that all wastewater meets the national discharge quality standards. Pre-treatment systems are in place wherever necessary to prevent the release of pollutants such as suspended solids, chemicals and organic contaminants. By doing so, Mobily not only protects public infrastructure but also helps prevent the contamination of ecosystems, especially aquatic environments that are highly sensitive to pollution.

Mobily strictly prohibits discharging wastewater into unauthorized areas such as seas, wells and irrigation canals. These restrictions serve as a vital safeguard for biodiversity, particularly in arid ecosystems where water contamination can have long-lasting effects on flora, fauna and groundwater reserves.

The Company further contributes to the protection of biodiversity by indirectly supporting the reuse of treated wastewater across the Kingdom. As of 2023, approximately 26% of treated wastewater is reused for non-potable applications, including agriculture, landscaping, industrial processes and district cooling, with a national goal to increase this to 70% by 2030. Mobily’s participation in this system reinforces the sustainable use of water and reduces pressure on scarce freshwater sources, benefiting both human needs and ecological integrity.

Mobily continues to enhance its water efficiency through the adoption of low-flow fixtures, leak detection and sustainable landscaping practices. These efforts reduce total water consumption and contribute to minimizing wastewater generation at the source. Moreover, Mobily maintains ongoing compliance monitoring and environmental reporting to ensure transparency and continuous improvement in line with ESG best practices.

Performance

In 2024, Mobily demonstrated progress in water resource management by reducing total water withdrawal from 23,015 m³ in 2023 to 21,832 m³, marking an approximate decrease of 5.1%. Correspondingly, total water discharge decreased by roughly 5.1%, from 11,508 m³ in 2023 to 10,916 m³ in 2024. In parallel, water withdrawal per

employee declined for the third consecutive year, reaching 8.52 m³ in 2024, down from 9.14 m³ in 2023 and 9.43 m³ in 2022. This aligned reduction in both withdrawal and discharge highlights Mobily’s successful implementation of water-efficiency measures and reflects the Company’s ongoing commitment to minimizing its environmental impact through responsible water stewardship practices.

Water Consumption

m³	% Change	2024	2023	2022
Total water withdrawal	-5.1%	21,832	23,015	22,610
Water withdrawal per employee	-6.8%	8.52	9.14	9.43
Water consumption	-5.1%	10,916	11,508	11,305
Total water discharge	-5.1%	10,916	11,508	11,305

Outlook

As Mobily continues to expand its operations, the Company remains committed to prioritizing responsible water consumption through the enhancement of water-saving initiatives across its facilities. This commitment includes implementing advanced water-efficient technologies, conducting regular audits to identify additional savings opportunities, and promoting employee awareness and engagement of water conservation practices.

OUTLOOK

Mobily has continued to demonstrate a deep care and value for the natural environment. The Company's comprehensive approach to environmental management includes an integrated EMS that incorporates energy, waste and water elements, all of which support a healthy, sustainable earth.

Key future explorations include:

- Deploying renewable energy sources such as rooftop solar solutions
- Conducting a deeper environmental impact assessment of the Company's waste and water impacts and related risks
- Achieving external assurance of Mobily's environmental processes and reported figures
- Setting reduction targets for waste, water consumption and electricity usage
- Strengthening the Company's management of e-waste through strategic relationships

By implementing strategic actions towards environmental sustainability, especially as the Company grows in size and complexity, Mobily helps to ensure that future generations thrive.





04

MARKETPLACE AND CUSTOMERS

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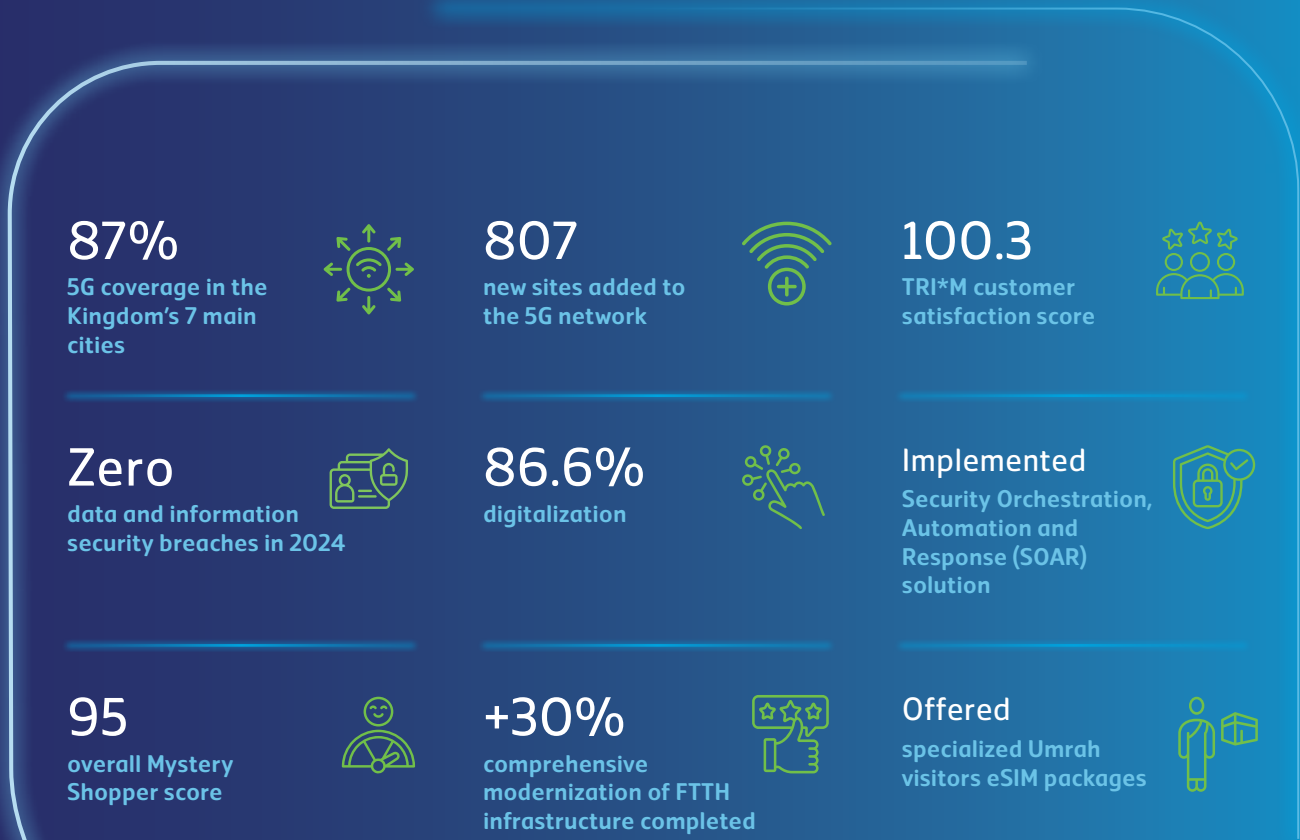


INNOVATION AND DIGITALIZATION

Customers are the driving force behind Mobily’s existence and continued success. By providing market-leading digital services to individual and business customers, as well as other carriers, Mobily builds customer trust and loyalty that translates into economic value for the Company and, by extension, the nation. Customer trust is also based on responsible marketing practices and the reassurance that customer data is safe and protected.

The Company’s success in the market also contributes to Saudi Vision 2030 objectives. Mobily’s expanding footprint and strengthened network supports economic diversification in Saudi Arabia and connects the nation to the global marketplace. The Company supports the CST’s national ICT imperatives.

Mobily provides market-leading service delivery to customers that also contributes to national priorities. It is important to the Company that all of its operations and innovation, customer engagement and marketing aligns with the highest standards of compliance with national legislation, while also enhancing the sustainability narrative in Saudi Arabia.



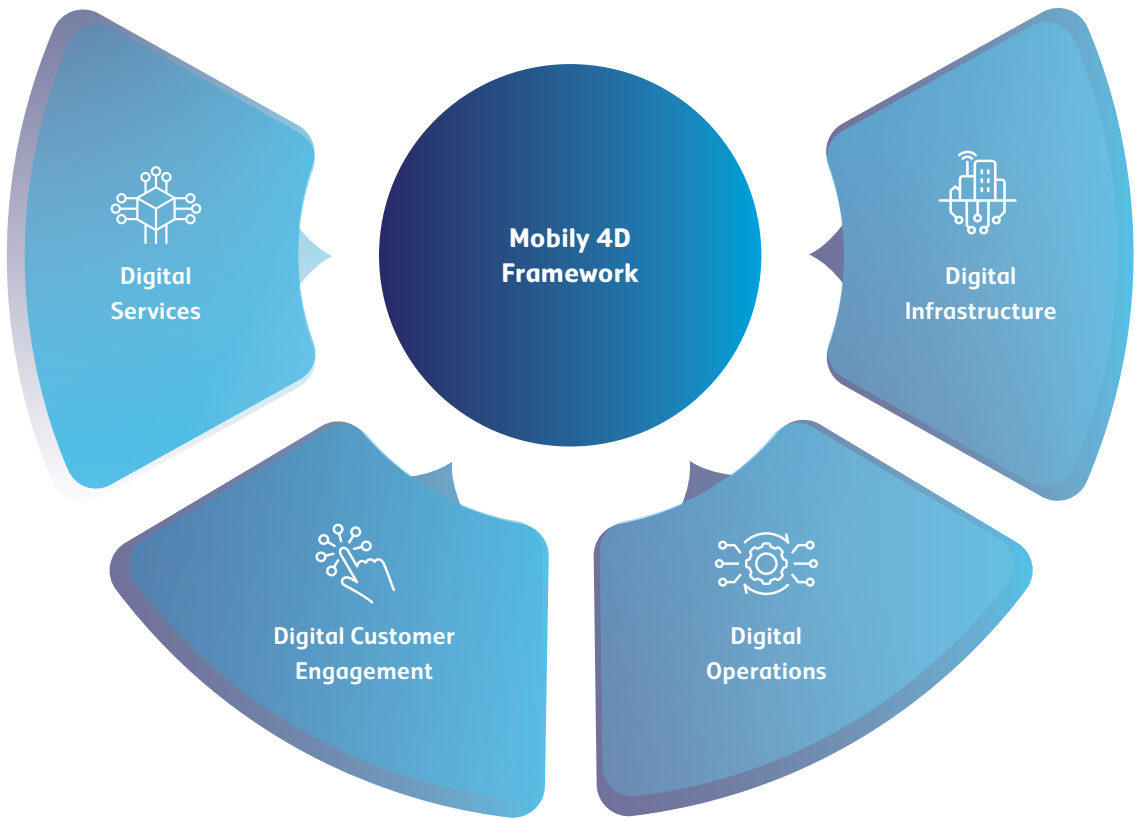
Approach

In an increasingly digital world where seamless connectivity is essential, Mobily plays a vital role as a leading player in the Technology, Media and Telecommunications (TMT) sector. Digital innovation is not only central to meeting the evolving expectations of customers, but it also provides Mobily with a clear competitive advantage. By accelerating the digitalization of its operations and services, the Company enhances speed, efficiency and customer experience, all while reducing operational costs. As a key enabler of digital transformation in the Kingdom, Mobily continues to harness advanced technologies to strengthen its market leadership and support the broader national digital agenda.

By balancing all these focus areas in Mobily’s comprehensive approach to innovation, the Company enhances operational efficiency, provides market-leading services to customers and unlocks new revenue opportunities.

The Mobily Digital Hub is a holistic ecosystem that uses data centers, internet exchanges and international connectivity to promote digital connectivity and innovation in Saudi Arabia. For both domestic and foreign customers, such as carriers, regional ISPs, hyperscalers, over-the-top platforms, content providers and multinational corporations, this integrated infrastructure offers a strong foundation. The center promotes digital transformation in a number of industries by providing a variety of customized solutions to support cloud computing, digital content, internet services and telecommunications.

Mobily’s digital technology strategy consists of the 4D framework:





INNOVATION AND DIGITALIZATION (CONTINUED)

Network Infrastructure

Mobily's network infrastructure and ever-expanding footprint allow the Company to offer excellent services to customers in Saudi Arabia. Mobily's extensive network covers 98% of Saudi Arabia with 3G services, and 99% with 4G. Its cutting-edge 5G network spans over 6,600 sites across 61 cities, delivering 5G connectivity to over 87% of the population in the Kingdom's 7 main cities. The Company's long-distance, metropolitan and fiber networks connect all major Saudi cities. This is especially important during the Hajj season, with Mobily working closely with CST to provide fast and reliable telecommunications services to the pilgrims.

Mobily's overland and submarine cables, managed with international partners, connect the nation to destinations in the Middle East, Asia, Europe and North America. Mobily's partners include national and international carriers, internet service providers (ISPs), streaming services, cloud solutions providers, hyperscalers and enterprises.

Mobily also operates 15 tier-certified data centers with a total capacity of 122 MW, serving top-tier cloud providers and international carriers.

A notable focus in 2024 was expanding Mobily's submarine cable network, including the establishment of the first Saudi-owned submarine cable, connecting Saudi Arabia and Egypt across the Red Sea, with the cable being completely owned by Mobily. The benefits of this expansion include low-latency connectivity, which in turn benefits the Company's customers and Saudi Arabia as a whole. Additionally, Mobily's Hybrid Digital Corridor solution now connects Saudi Arabia to the Mediterranean Sea, linking Asia, Africa and Europe. The Company also expanded its public Wi-Fi network in strategic locations such as universities, malls and Hajj sites with 12,000 access points as of the end of 2024.

6

submarine cables
(AAE1, TGN Euro Asia, TGN Gulf, Africa-1, SMW-6 and the Red Sea Crossing)



4

strategic landing stations



12

points of presence



Mobily also operates 15 tier-certified data centers with a total capacity of 122 MW, serving top-tier cloud providers and international carriers

Artificial Intelligence

Artificial intelligence (AI) provides immense opportunities for Mobily to enhance its operations and services by advancing internal agility and speeding up analytics. Mobily currently uses AI to:

Predict maintenance requirements more effectively to ensure network reliability and performance



Engage with customers using chatbots and virtual assistants to enhance customer service by providing quicker response times



Analyze customer interaction with Mobily to offer personalized services and tailored recommendations



Support Hajj pilgrims by improving network optimization during a high-demand period of the year



Maximize network capabilities and user experiences in traffic-heavy locations



Automate routine tasks and streamline processes to enhance employee productivity

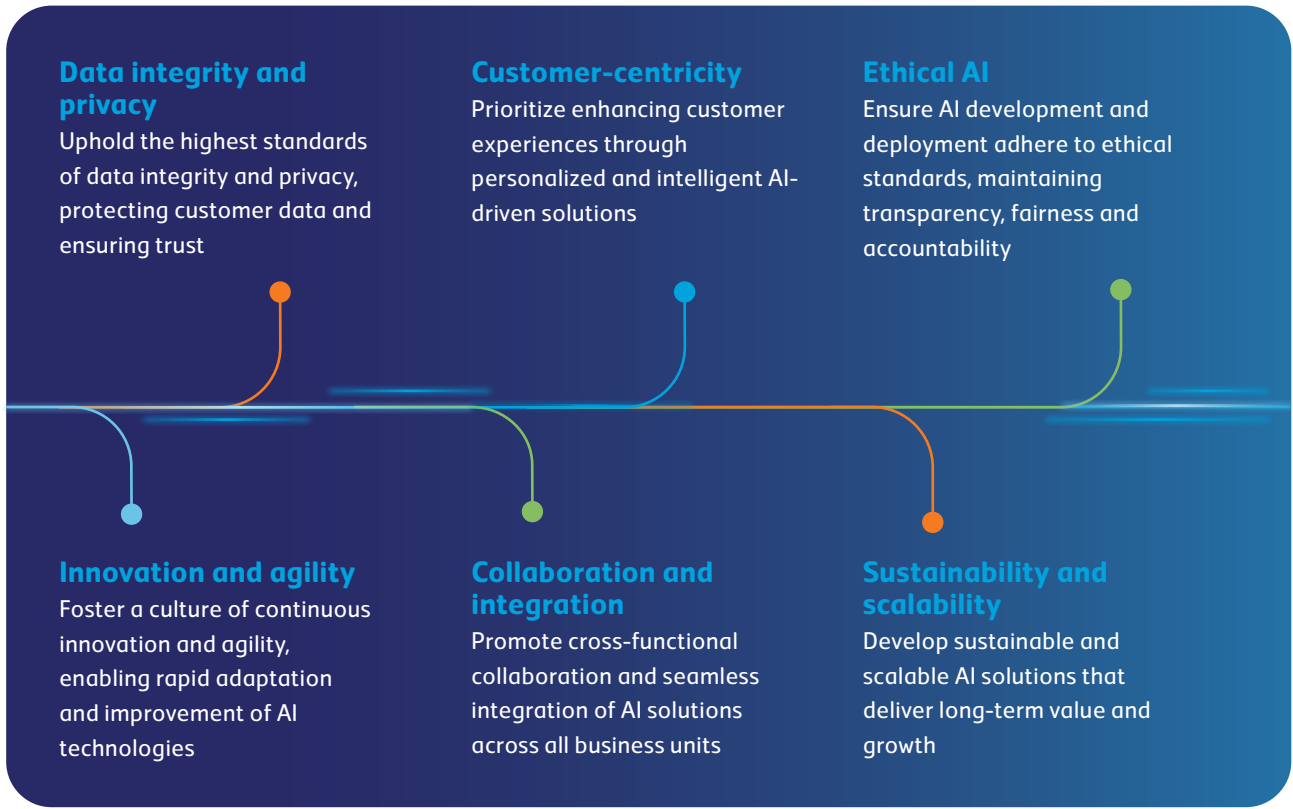


The increased adoption of AI in turn requires heightened awareness and responses to novel ethical issues. Consequently, Mobily prioritizes data privacy and transparency, supported by robust encryption, user consent and bias mitigation practices.

In line with Saudi Arabia's commitment to human rights and cultural values, and aligned with international

standards on AI ethics as well as the Saudi Authority for Data and Artificial Intelligence's (SDAIA's) core AI ethics principles, Mobily upholds a values-driven approach to AI development and governance to guide responsible and ethical AI use. To that end, Mobily has established its own AI principles and is working toward detailing how they align with SDAIA's principles in the near future.

INNOVATION AND DIGITALIZATION (CONTINUED)



In 2024, Mobily launched a transformative AI strategy, supported by programs and partnerships with leading global AI players, focusing on:

Strengthening
network reliability

Driving
operational excellence

Fueling
revenue growth



Given the importance of developing AI technologies, Mobily actively seeks out top talent in this space and empowers them with skills and training. By working with universities, the Company offers internship and training programs that foster a culture of innovation. Collaboration across departments has also been shown to promote creativity, with Marketing, Operations and other business unit teams amplifying innovation.

In 2024, Mobily and Ericsson trialed an AI-based 5G uplink interference optimizer. The trial resulted in an 80% increase in high-quality transmission conditions, higher-order modulation, faster data throughput and better spectral efficiency, leading to improved upload speeds for users.

Fintech Innovation (Mobily Pay)

Etihad Fintech Company, trading as Mobily Pay, offers various fintech solutions to customers, including card payments, wallet-to-wallet transfers and gift sending. Mobily Pay empowers customers with access to financial

products and services, supporting the digital economy and the financial sector. Mobily Pay achieved a 4.7/5 customer feedback score in app stores - a high score that demonstrates Mobily Pay's leadership in the fintech space, supported by innovative services and strategic partnerships.

Competitive fees, multi-language support and secure, efficient everyday payments draw customers to the platform. Mobily Pay also stands out in the e-wallets market through its attractive cashback rewards program, which rewards customers for simply and conveniently using Mobily Pay for daily transactions. In addition, Mobily Pay enables customers to effortlessly support meaningful social causes through the app's integrated donation feature, reflecting the platform's role in promoting social impact and enabling a culture of giving within the Mobily community. In 2024, Mobily Pay launched the Marketplace where customers can purchase convenient and budget-friendly digital vouchers, as well as a service that allows customers to recharge the data and airtime on their phones internationally.

Mobily Pay's Major Achievements (since inception) include:

2022

- Launch of Mobily Pay

2023

- Achieved a 4.7/5 customer feedback score in app stores
- Signed multiple strategic partnerships to expand Mobily Pay's capabilities and market reach

2024

- Launched Marketplace to support customers buy digital vouchers
- Increased financial transactions by 154%
- Increased number of active users by 73%

To strengthen its leadership in Saudi Arabia's growing fintech landscape, Mobily Pay forged a series of strategic partnerships aimed at enhancing its service offerings and elevating the customer experience. New and expanded partners include MoEngage, Musaned, Mudad and Saudia Airlines. These collaborations underscore Mobily Pay's commitment to innovation, convenience and delivering differentiated financial solutions to its customers.

INNOVATION AND DIGITALIZATION (CONTINUED)

Mobily Pay partners with the following:



Huawei

Mobily Pay is conveniently available on the Huawei app gallery



Saudi Authority for Data and Artificial Intelligence

Mobily Pay works with SDAIA to facilitate donations to charities and social causes



Bitaqaty

Mobily Pay works with Bitaqaty to offer commercial voucher services to bolster e-commerce



SurePay

SurePay and Mobily Pay offer innovative financial services and solutions, promoting the national digital economy



Musaned

Working with Musaned, Mobily Pay offers payroll solutions for small and medium-sized enterprises (SMEs)



Technology Control Co. (TCC)

TCC supports the expansion of Mobily Pay's services tailored to SME needs



Saudia Airlines

Through the partnership with Saudia Airlines, the Alfursan loyalty program is available to Mobily Pay users



Charity Orphans Care Foundation (Ekhaa)

Mobily Pay offers Ekhaa an innovative donation service via e-wallet



Ericsson

Ericsson and Mobily Pay are collaborating to create new goods and services, increase project productivity and better handle multiprocessor data applications



Mozn

Mozn provides Mobily Pay with advanced security and fraud detection



Abyan

Mobily Pay, in partnership with Abyan, offers customers innovative, safe and convenient robo-advisor services



Mudad

This partnership enables streamlined salary transfers for domestic workers



MoEngage

MoEngage supported the advancing of Mobily Pay's platform by enhancing its customer engagement capabilities and delivering more personalized and innovative solutions

Mobily Pay remains committed to entering new markets and industries, with products and services that appeal to younger audiences. At the same time, broadened services to both private companies and public organizations will further contribute to a more efficient and lucrative fintech ecosystem.

Investing in the Gaming Industry

The gaming industry in Saudi Arabia is a burgeoning market which Mobily is strategically targeting through various customized services. In 2024, Mobily revamped the Mobily Gamers platform, an e-sports and gaming portal where customers can both watch and play games online, with several new features:

- A user-friendly interface
- A rewards system
- Exclusive content and competitions such as daily tournaments
- A leaderboard
- Cash prizes

The Company also offers tailored gaming bundles and sells popular gaming products on the Mobily e-shop. These offerings help to attract a younger market to Mobily's products while cementing Mobily as a go-to service provider for gamers.

Ranked #1

for delivering the best video and gaming experiences, ensuring unmatched customer satisfaction



119%

increase in gaming subscriptions



Performance

In 2024, Mobily launched several new initiatives and services, including the following:

Mobily's MNP port-in service allows customers to transfer their numbers from other operators to a Mobily eSIM through the Mobily website, when purchasing one of various prepaid and postpaid packages



Mobily customers can recharge digitally through the UrPay mobile app, one of the Company's partners



The new X-Stream postpaid packages allow for streaming content



Customers can register for fiber optic service delivery in areas where Mobily plans to expand soon via the Mobily website



Mobily voice package subscribers can pay for Storytel, an e-book and audiobook platform, through the Mobily direct carrier billing (DCB) service



Mobily launched an Apple TV 4K streaming media player service

Enabled visitor packages eSIM activation through the Nusuk platform





INNOVATION AND DIGITALIZATION (CONTINUED)

Mobily also launched several improvements to the Mobily website to make it easier for customers to access and navigate the site, including easy comparisons between prepaid and postpaid package

Mobily achieved its 2024 target of
3 out of 5
digital maturity index score

In addition, Mobily remains focused on expanding its national footprint, strategically growing its reach to ensure wider accessibility, improved service delivery and a stronger market presence.

The Company aims to digitize and automate 100% of all its internal and external processes by 2025. By the end of 2024, the Company had achieved

86.6% digitization, exceeding its 72% target for the year.

Mobily's average mobile internet download speed
41.1 Mbps

Average 5G speed
241.4

Fiber coverage
60,993 km

FTTH zip codes deployed
451

As part of the Company's commitment to innovation and efficiency, Mobily achieved 100% virtualization for the Ericsson PS core network and increased internet gateway (IGW) internet functions cloudification from 60% to 80%.

Using AI during the Hajj season, along with other technologies, the Company successfully automated all operational processes during this busy period in:

Automating network operations, reporting and preventive maintenance

Identifying the cause of malfunctions

Activating smart applications to monitor network performance

Real-time monitoring of network performance and field teams

AI-driven statistical models also resulted in an increase in digital recharge for prepaid users in 2024

Mobily Pay's strategic approach to growing its market presence resulted in exceptional growth:

154% growth
in financial transactions



73% growth
in number of active users



+70% growth
in total customer base



Outlook

Looking ahead, Mobily will maintain its strategic emphasis on digital innovation to enhance customer experience, with continued investment in advanced network infrastructure, analytics capabilities and data center solutions. The Company remains committed to:

- Digitizing and automating 100% of internal and external processes by 2025
- Reducing business support system operating expenses by 30% by 2027

AI and automation will continue to place Mobily ahead of the digital curve, for the benefit of its customers. In addition, Mobily will continue to explore the opportunities presented by digitalization, such as spectrum re-farming, to further extend network coverage and contribute to sustainable business and socioeconomic development.

To grow its market share and attract a younger audience, Mobily will continue advancing its fintech, gaming and other strategic services, ultimately ensuring that Mobily remains an industry leader while supporting the nation's social and economic priorities.

DATA PRIVACY AND CYBERSECURITY

Approach

Cybersecurity is a fundamental pillar of Mobily's operations, safeguarding customer data, business integrity and digital infrastructure against evolving threats. As a trusted telecommunications provider, the Company prioritizes advanced security measures, ensuring compliance with industry regulations and best practices while continuously enhancing its defense strategies.

In line with its commitment to data security, Mobily complies with CST regulations, the Personal Data Protection Law (PDPL), the Telecommunications Act and the SAMA Cybersecurity framework requirements in the collection of personal data, while considering data subject rights. As such, the Company does not collect, process or disclose user information without consent (Article 58 and 59), nor does it sell personal data to third parties in line with the requirements for data monetization. Mobily ensures that it gathers the minimum amount of data necessary to serve Stakeholders requirements, at all times. A Privacy

Impact Assessment (PIA) is conducted ahead of any service launch involving customer data, ensuring that Mobily is prepared for the implications of processing data as part of the new service. The verification results of the PIA are documented and submitted to the CST for approval before the service can officially be launched.

Mobily also complies with the NCA and National Data Governance Interim Regulations (NDMO) regulations. The Company's compliance monitoring is continuously enhanced, ensuring that Mobily aligns with new regulations. Last year, Mobily was also an important partner in Saudi Arabia's implementation of the Resource Public Key Infrastructure (RPKI) protocol, which helps to verify route source information to avoid cyberattacks.

Mobily's Information Security Management System (ISMS) is certified under widely accepted international standards, covering 100% of its owned operations. These certifications include the following:

Payment Card Industry Data Security Standard (PCI DSS) certification

ISO 27001:2022 Information security management

ISO 27011 Information security, cybersecurity and privacy protection

ISO 27017: 2015 Information technology - security techniques

ISO 27018 Protecting personal data in the cloud

ISO 27032: 2012 Guidelines for internet security

CSA Security Trust Assurance and Risk (STAR) certification

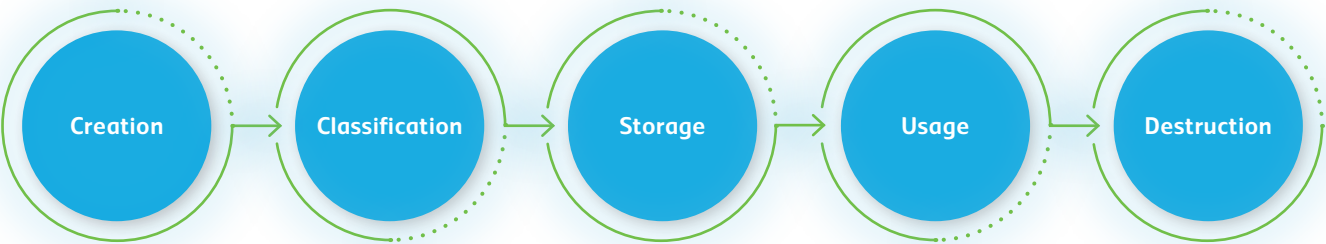
Information Security Foundation (ISF) certification



The Company's comprehensive Information Security Policy applies to all Mobily's operations and divisions, as well as its subsidiaries including their employees and contractors. Its requirements for gathering, storing and protecting customer information are stringent, ensuring Mobily's safety from cybersecurity threats. The policy is supported by various embedded procedures, including regular cybersecurity audits and cutting-edge technologies with management KPIs driving robust implementation. Non-compliance with Company policy is promptly tracked and reported and is regarded as a serious breach of trust. It is followed by a formal disciplinary action, with clearly defined procedures to ensure correct and fair treatment for any information security breach or non-compliance with information security policies. This is an outcome the Company seeks to avoid through cybersecurity awareness campaigns run for employees, contractors and third parties.

Mobily's Information Security Policy is endorsed and approved by the Board. Its information security systems undergo internal and independent external audits at least once a year. All suppliers and partners are required to comply with this policy, among others, prior to contracting, and existing suppliers are included in a regular compliance program to ensure ongoing adherence.

Mobily's security controls cover every step of the information lifecycle:



This reduces potential risks and ensures confidentiality. Internal encryption, truncation, masking and hashing processes protect data from misuse or unauthorized access.

Mobily's Privacy Notice

Mobily provides its Privacy Notice to customers, covering all touchpoints where individuals interact with the Company. This includes the collection and processing of personal information during visits to Mobily branches, communications with customer service, use of its telecommunications and IT services, and engagement with Mobily's content and advertisements on social media platforms.

The Privacy Notice contains clear provisions regarding data collection and usage. It clearly outlines the purposes for which personal information is collected, the methods used to gather it, and Mobily's approach to interactions with third parties.

[View Mobily's Privacy Notice here](#)



DATA PRIVACY AND CYBERSECURITY (CONTINUED)

Mobily customers are granted several rights regarding their personal data. These include the right to be informed about the purpose of data collection, the identity of the data controller and any potential risks of not providing the requested data. Customers have the right to access their personal data, request corrections or updates to inaccurate or incomplete information, and request the deletion of data when it is no longer necessary for the original purpose or when their consent has been withdrawn. Consent previously given may be withdrawn by customers at any time, except where the law mandates otherwise. Customers also have the right to obtain a copy of their personal data in a readable format and to file a complaint with the relevant regulatory authority if they believe their data has been misused or their privacy rights have been violated. These rights can be exercised by contacting Mobily's customer support at 1100 (from a Mobily line) or +966560101100 (from other operators).

Mobily's privacy policy gives customers the right to access, rectify and delete their data. They can exercise these rights and withdraw their consent by calling 1100.



Cybersecurity Strategy

Mobily's RESILIENT cybersecurity strategy, in place from 2023 until 2027, is built on the following pillars:

R	Forging a reliable digital shield	Improving Mobily's cybersecurity capabilities for the protection of digital landscape.
E	Striving for cybersecurity excellence	Following a clear path to create a safe, secure and resilient environment for Mobily. This will enable Stakeholders at all levels to work together to improve the cybersecurity capabilities for safeguarding Mobily.
S	Safeguarding business interests and brand value	Ensuring the security of all services offered to customers and safeguarding their information, thereby enhancing the trustworthiness of Mobily's brand value.
I	Improving brand value	Innovating cybersecurity capabilities to safeguard the Mobily business, thereby increasing brand value.
L	Leading the way towards a safer digital future	Pioneering the cybersecurity program or path to a more secure digital future.
I	Leveraging intelligence for deeper cyber resilience	Utilizing intelligence to enhance cyber resilience on a deeper level.
E	Ensuring secure business and digital growth	Ensuring the security of all services offered to customers and digitizing all their information.
N	Nurturing cyber talent and promoting cyber awareness	Fostering cybersecurity skills, enhancing employees' cybersecurity skills and upgrading Mobily's cyber awareness program.
T	Ultimately become a trusted enabler for a secure digital world	Ultimately establishing Mobily cybersecurity as a reliable facilitator for safeguarding the digital world.

By implementing these pillars, Mobily builds a resilient cybersecurity network founded on good practice, compliance and skill. Mobily retains personal data only for as long as necessary to fulfill the purposes for which it was collected, respond to inquiries, resolve disputes and meet legal or regulatory obligations. The retention period may vary depending on the nature of the data and applicable legal requirements. Once the data is no longer needed, Mobily ensures its secure deletion, anonymization or disposal in accordance with internal policies and relevant laws, thereby safeguarding customer privacy.



DATA PRIVACY AND CYBERSECURITY (CONTINUED)

Cybersecurity and Data Governance

Mobily's cybersecurity initiatives - including the oversight of confidentiality, integrity and availability of information and systems, as well as data and customer privacy - are led by the Cybersecurity Steering Committee (CSSC), which incorporates the CEO and various C-Suite members. The CSSC drives cybersecurity at Mobily, ensuring that best practices, international standards and government mandates are upheld through a cybersecurity strategy, programs, policies and protocols. The Committee also reports security risks directly to the Board on a quarterly basis to ensure effective oversight of privacy and data security.

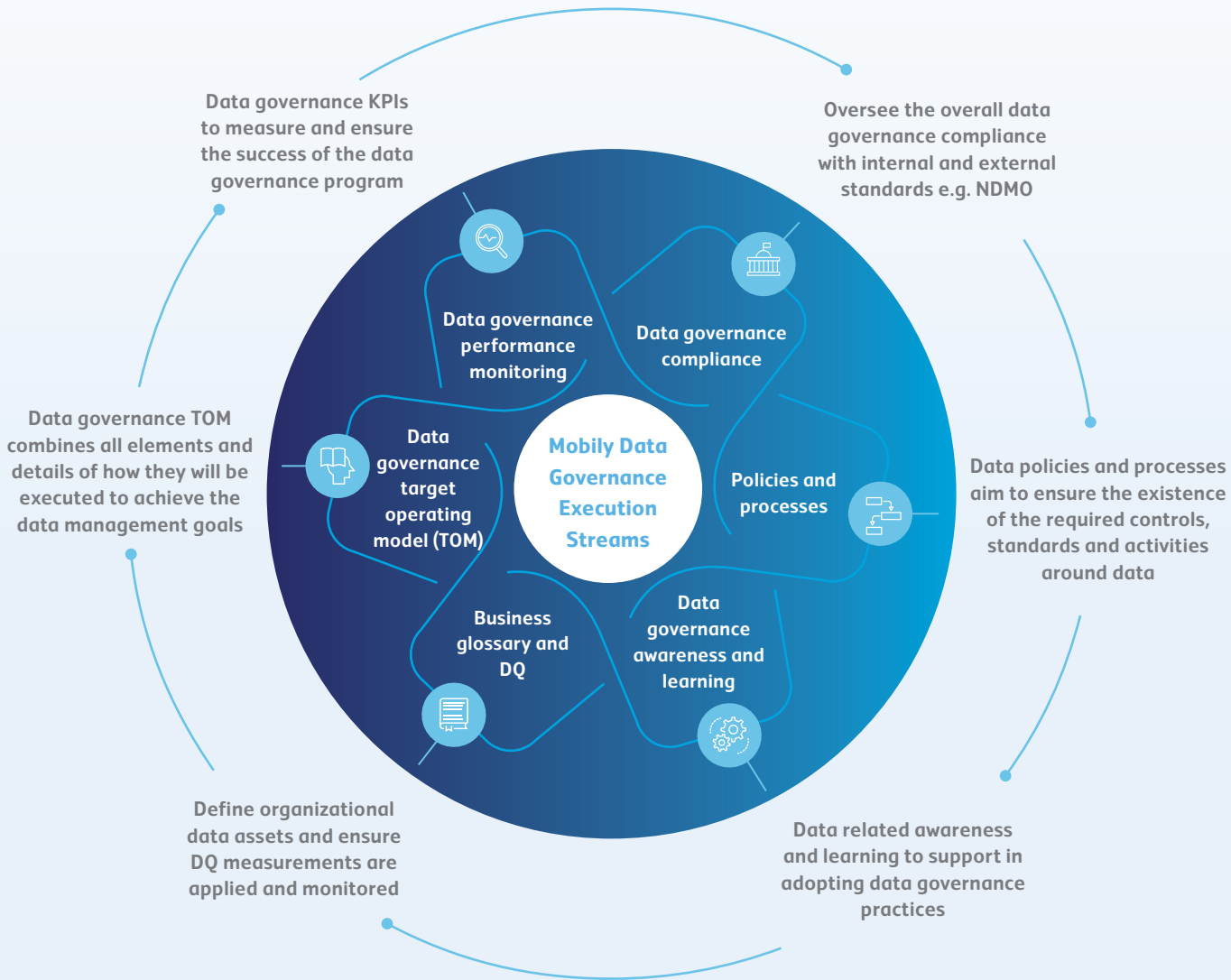
On the data side, Mobily's Data Governance Office (DGO) manages the Company's data security in line with its Data Governance Policy. The DGO ensures proper data management, with regulatory compliance and efficiency front of mind. The policy applies to all Mobily units, employees, contractors, consultants and applications. It is guided by compulsory principles to support the improvement of managing and securing data at Mobily, with a scope covering all processed and/ or controlled data by Mobily on its systems, through any communication channel.

The CSSC is supported by the Operational Cybersecurity Steering Committee, which incorporates members from each unit and Cybersecurity department executives. This Committee reviews cybersecurity external audit findings, security vulnerabilities and non-compliance results to recommend practical actions to strengthen the security posture across all business operations.

In alignment with the Saudi Arabian Telecommunications and Information Technology Act, Mobily upholds strict standards of user privacy and data confidentiality, ensuring that no user information is disclosed without explicit consent. The Company places strong emphasis on limiting data collection and processing only what is necessary and lawful, in line with the PDPL's principle of data minimization. When third parties propose to share data with Mobily in their contract drafts, Mobily accepts the adherence to PDPL regulations.

To safeguard data privacy, Mobily's policy limits third-party access to personal information. Only trusted partners involved in operations or service provision are granted access, and they are bound by confidentiality agreements. When such authorized third parties request data, the DGO follows a rigorous validation process. This includes assessing legal and cybersecurity implications, obtaining approval from the relevant internal data owner, and ensuring that for personal data, user consent is secured. Additionally, Mobily applies personally identifiable information (PII) masking controls and enforces a minimum data requirement principle to safeguard user privacy throughout the process.

Mobily implements access control and encryption/de-identification techniques as an integral part of its Identity and Access Management (IAM) framework. Through IAM, access to personal and sensitive data is restricted based on user roles and the principle of least privilege, ensuring that only authorized personnel can access specific information. Encryption is applied to data both at rest and in transit, while PII is further protected through masking and de-identification measures.



Security Training and Awareness

The best digital safeguards in the world can be breached in the absence of robust employee training and awareness. It is critical that all Mobily employees and contractors understand cyber risks and know how to counteract them. The Company's cybersecurity awareness program targets all employees and contractors. It includes videos, phishing simulations, email campaigns and in-office posters. The program also includes auto-enrollment sessions for users who fail phishing simulations.

Data Privacy and Cybersecurity Awareness Program Highlights in 2024

11 sessions

9,110 participants attended





DATA PRIVACY AND CYBERSECURITY (CONTINUED)

To ensure accessibility, all materials are provided in both Arabic and English. The program is periodically reviewed through surveys and workshops and covers a wide range of essential cybersecurity topics relevant to both workplace and remote environments including:

- Safe social networking
- Social engineering
- Phishing awareness
- Workplace security
- Password security
- Data stewardship and handling
- Email security and phishing
- Data protection
- Remote work

Cyber Vulnerability Management
Preemptive rooting out of vulnerabilities is key to a successful cybersecurity strategy. The Cybersecurity division manages Mobily’s information systems and ensures the safety and security of the Company’s infrastructure. The division leads the identification, assessment, prioritization, remediation and monitoring of vulnerabilities, both for existing and new systems, establishing minimum baseline security standards.



The Vulnerability Assessment and Penetration Testing (VAPT) team, with the assistance of various automated vulnerability scanning tools, conducts regular scans to ensure this process and identify vulnerabilities timeously. Mobily’s divisions are also charged with the responsibility of ensuring effective cybersecurity in their specific setups. The Company’s tools and systems comply with NCA recommendations.

In 2024, Mobily enhanced its security coverage by fully automating its vulnerability detection, tracking and reporting processes. This seamless orchestration between a top-notch vulnerability management solution and the eGRC platform ensures a fully automated, efficient workflow.

In addition, Mobily enhanced its threat intelligence framework to prioritize the following:

- Priority 1: **Protect human life and safety**
- Priority 2: **Minimize disruptions of critical systems that affect Mobily’s revenue**
- Priority 3: **Minimize reputational harm to Mobily’s brand value**
- Priority 4: **Protect Mobily’s propriety information and staff’s PII**

Mobily’s Cybersecurity team is dedicated to continuously strengthening its security infrastructure, ensuring comprehensive protection across the entire digital ecosystem. By implementing advanced security solutions like Endpoint Detection and Response (EDR), the Company enhances its ability to monitor, detect and respond to cyber threats in real time. Mobily also leverages the powerful

capabilities of the Archer tool to register, monitor and track all security assets, ensuring a comprehensive and structured approach to asset management. In addition, each department within the Company plays a crucial role in maintaining up-to-date security asset records, continuously reviewing and updating information to enhance visibility and protection.



DATA PRIVACY AND CYBERSECURITY (CONTINUED)

Incident and Breaches Response

Mobily's Incident Response (IR) team is tasked with addressing data breaches and leakages, should a cybersecurity breach take place. The team is made up of expert professionals and equipped with the instruments needed to address breaches effectively, ensuring the prompt containment, analysis and resolution of such issues, minimizing their negative impact in line with best practices. The team's strict adherence to timely reporting, investigation and response ensures a robust process that builds customer trust.

Mobily's comprehensive breach prevention and incident response system covers all critical aspects of the Company's digital infrastructure, including networks, endpoints, cloud environments and applications, ensuring any breach is detected, identified, responded to and resolved in a timely and effective manner. Mobily has implemented dedicated proactive and reactive processes and controls to protect its data and clients, where those processes are mapped in line with the best practices in Saudi Arabia and globally.

As part of its proactive measures, the Cyber Threat Intelligence (CTI) team continuously conducts monitoring and detection activities using a suite of advanced on-premises and cloud-based tools, including network detection and response (NDR) and data loss prevention (DLP) technologies. In parallel, the VAPT team performs regular assessments to identify and address system vulnerabilities in a timely manner.

In terms of reactive measures, Mobily has robust incident response protocols in place, including coordinated CTI actions to swiftly manage and mitigate the effects of any data breaches or unintentional data leakages. These measures ensure that a comprehensive defense mechanism is consistently maintained, enhancing the Company's ability to contain and recover from threats effectively.

Mobily's data breach response plans are designed to handle both deliberate cyberattacks and unintentional exposures, ensuring the Company maintains a state of readiness against a wide range of threat scenarios. In strict adherence to data protection regulations, Mobily is committed to notifying affected data subjects of any breach, damage or unauthorized access that could impact their personal data or rights, even if such incidents are unintentional. Reflecting the Company's commitment, the diligence of the team resulted in maintaining zero data and information security breaches in 2024, a testament to the Company's robust cybersecurity framework and dedication to protecting customer data and maintaining trust.

Zero

data and information security
breaches since 2018



In parallel, the CTI team uses advanced tools and resources, including NDR and DLP technologies, to monitor and detect issues

Auditing and Compliance

Mobily strictly adheres to all data privacy, security and protection laws, and specifically, to the Saudi Arabia PDPL. The Company's Internal Audit division conducts regular audits on its data privacy and security management and control system. The Kingdom's relevant regulatory authorities (the NCA and the CST) conduct external assurances.

Mobily's Approval Certificate of the Work Regulation, approved by the KSA's Ministry of Labor and Social Development, formally defines disciplinary action procedures for information security breaches and non-compliance with information security policies and standards.

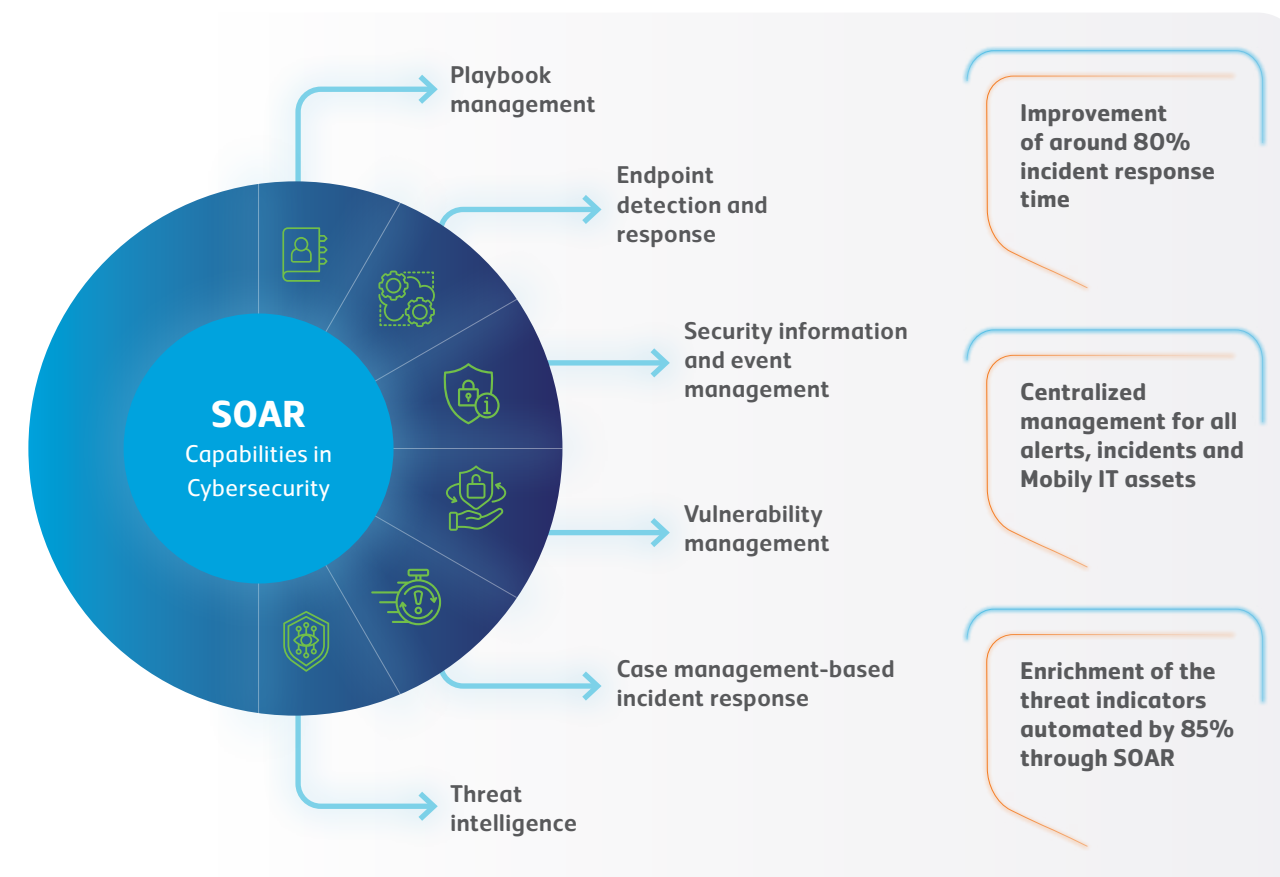
In 2024, Mobily completed the development of its cybersecurity compliance framework, strengthening its cybersecurity monitoring processes in line with new regulations. The cybersecurity governance framework is

also in the process of being aligned with new standards and requirements. Mobily also implemented and integrated IAM and Privileged Access Management (PAM) within its infrastructure and applications to improve how different applications work together internally, supported by an advanced security solution for remote access.

Performance

Mobily maintains 100% certification of its operational processes through internationally recognized information security standards, such as ISO 27011, 27012 and 27018.

In 2024, Mobily implemented the Security Orchestration, Automation and Response (SOAR) solution. This improved incident response times by 80% and automated 85% of threat indicators. SOAR facilitates the centralized management of security alerts, incidents and IT assets. It provides capabilities focusing on helping organizations respond to security threats more efficiently.





DATA PRIVACY AND CYBERSECURITY (CONTINUED)

The Company also introduced a new Information Security Operational Policy, along with a DLP solution to bolster data security processes.

Key Performance Indicators	2024	2023	2022
Attempted cyber attacks	12,396	15,008	16,041
Actual cyber attacks	960	1,581	2,082
Data breaches	0	0	0
Data security breaches involving customers' PII	0	0	0
Monetary losses due to legal proceedings associated with customer privacy	0	0	0
Law enforcement requests for customer information	0	0	0
Customers whose information was requested	0	0	0

To ensure Mobily’s digital security, the Company conducted 3 external audits, along with independent assessments to confirm the Company’s ongoing alignment with international cybersecurity standards.

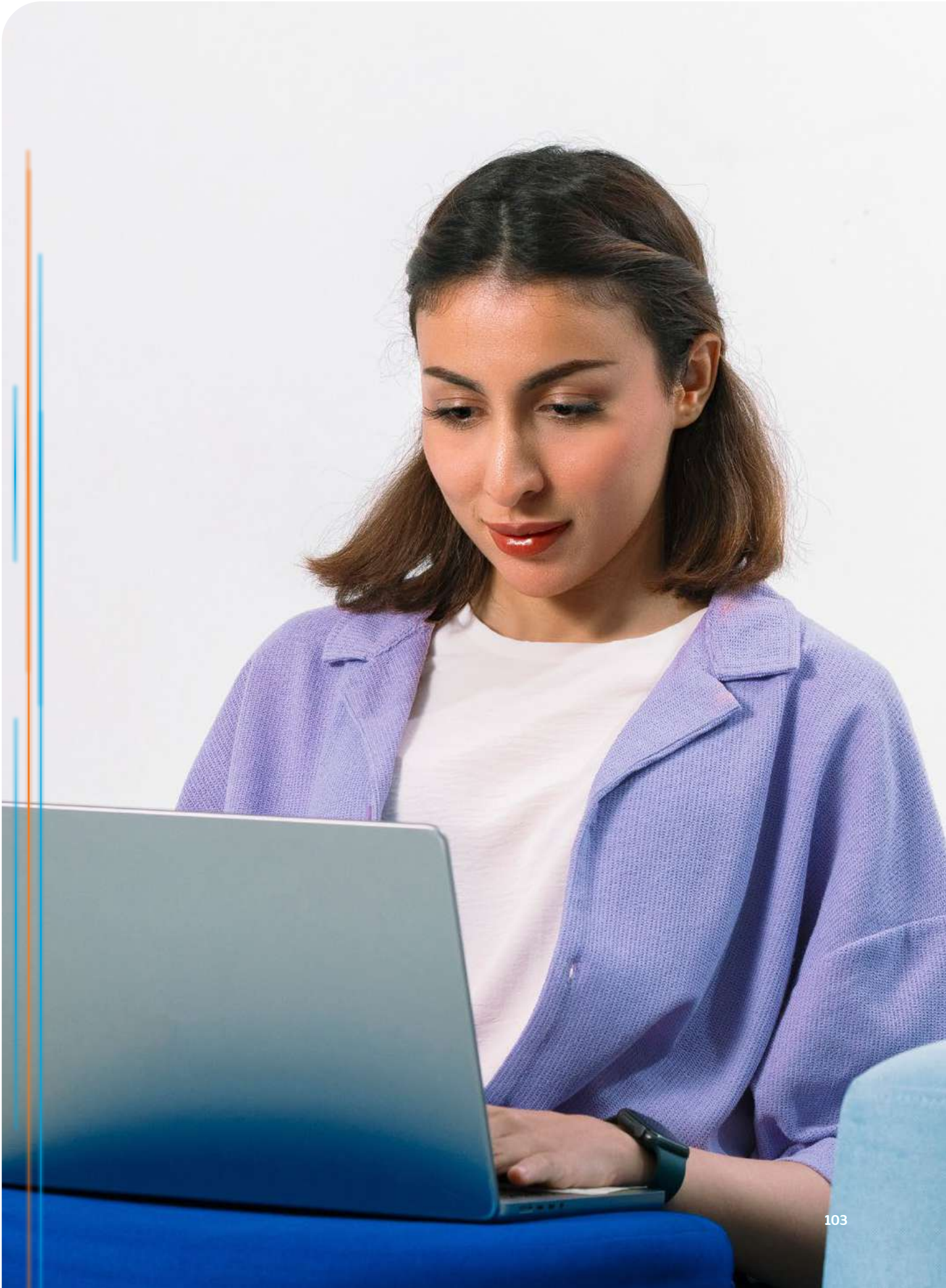
Mobily also supported the cybersecurity advancement of Saudi Arabia as a whole through its participation in the World Defense Show, Black Hat 2024 and LEAP 2024, featuring advanced cybersecurity solutions and fostering relationships with other key innovators. In addition, Mobily has enhanced its social media monitoring capabilities to proactively identify and mitigate any attempts at Company impersonation. By reinforcing these safeguards, Mobily aims to protect individuals from deceptive schemes that seek to exploit trust and solicit sensitive information or financial transactions under false pretenses.

Outlook

Cybersecurity remains a high priority for Mobily with the RESILIENT cybersecurity strategy guiding the Company’s policies until 2027. Mobily’s key cybersecurity goals and targets for 2025 focus on strengthening compliance, certification and operational efficiency. The Company is committed to adhering to regulatory requirements set by NCA, CST and SAMA, ensuring alignment with industry standards. Additionally, Mobily aims to maintain essential cybersecurity certifications, including ISO, PCI and CSA, reinforcing its dedication to security excellence. To enhance threat detection and response capabilities, the Company is leveraging automation in cyber defense practices to

reduce Mean Time to Detect (MTTD) and Mean Time to Respond (MTTR), enabling faster and more effective threat mitigation.

In 2025, the Company plans to both maintain zero data and information security breaches and enhance its cybersecurity measures and processes, including AI solutions and the automation of cyber defense practices, to keep it ahead in an increasingly complex cybersecurity environment. Additionally, and to further enhance data privacy and management, Mobily is strengthening the implementation of its DLP solution to monitor and mitigate risks.



CUSTOMER EXPERIENCE AND SATISFACTION

Approach

Mobily prioritizes customer satisfaction and engagement. The foundation of the Company's relationship with customers is its Customer Rights Policy, which outlines Mobily's responsibility to provide customers with excellent service that respects the customer's rights to transparent product information and privacy. Mobily introduces various opportunities for customers to get in touch, should they have concerns, while pursuing opportunities to provide customers with even better services.

The Company maintains the following certifications, a demonstration of Mobily's commitment to looking after customers well:

ISO 9001:2015

Quality management systems

ISO 10002:2018

Customer satisfaction

Experiences Department

The Experiences department at Mobily is dedicated to creating a customer-centric culture across the Company, which encourages all departments to improve their relationships with Stakeholders such as partners, shareholders and consumers. The Beneficiaries Experience Policy offers a standardized structure for accomplishing these goals.

Mobily highlights the following guidelines to improve the beneficiary experience:

Expectations

Managing beneficiary expectations with clear and transparent communication

Effort

Streamlining processes and reducing cognitive load for a positive and effortless beneficiary journey

Personalization

Personalizing interactions to meet individual needs

Empathy

Displaying empathy and professionalism at all times in dealing with beneficiaries

Communication

Providing easily accessible information, the Mobily website and other channels

Support

Prioritizing ease of use in customer journeys

Trust

Being transparent (e.g. data usage) and safeguarding beneficiary information and empowering them to manage their account digitally



Neqaty Rewards Program

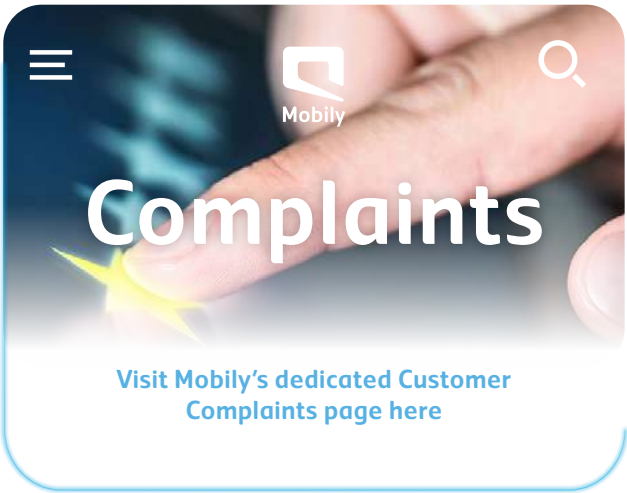
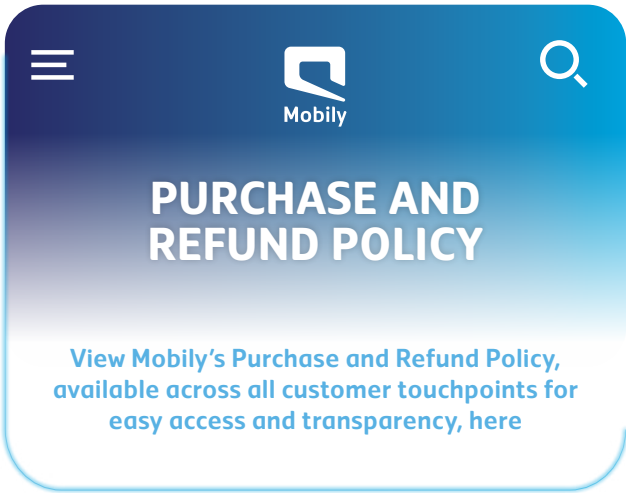
In 2024, Mobily continued to expand its offerings and rewards made available through the Neqaty program. Customers can redeem their Neqaty points at Al-Dawaa and Nahdi pharmacies and consequently access AlFursan travel benefits. Partnering with Tech Mahindra, Mobily enhanced the Neqaty platform's back end with generative AI, aiming to provide customers with improved services, engaging experiences and advanced personalization.

feedback from customers through service request evaluation services. Mobily remains steadfast in its commitment to transparency in sales processes and its terms and conditions, ensuring fairness with its customers and maintaining trust.

Addressing Customer Complaints

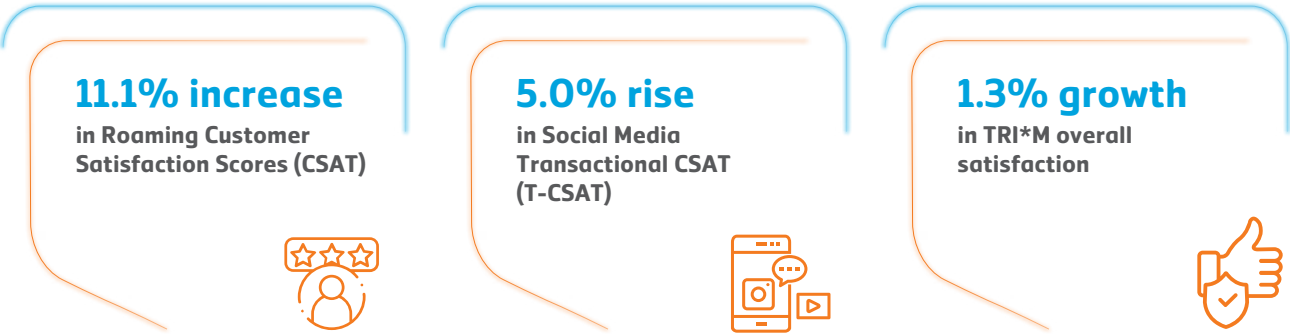
The Company welcomes customer feedback and engagement through various channels, including social media, call centers and customer contact forms as offered on the Customer Complaints Rights page of the Mobily website. In addition, the Company proactively solicits

Customer complaints are resolved through a dedicated call center, with call center agents seeking to resolve complaints immediately or otherwise escalate them to specialized teams. Mobily uses root cause analyses of negative scores and transaction surveys to pinpoint areas that need improvement. Additionally, new and existing customers receive welcome calls to ensure clarity regarding package details. Terms and conditions, as well as service details, are readily available and clear at all sales and interaction touchpoints.



Performance

Mobily tracks a range of KPIs to determine and monitor customer satisfaction. Many of these showed improvements in 2024:





CUSTOMER EXPERIENCE AND SATISFACTION (CONTINUED)

These gains were accompanied by improved reliability, faster service delivery and higher rates of retail satisfaction and first-call resolution, solidifying Mobily’s position as a leader in elevating service standards across the Kingdom’s telecommunications sector.

Customer Satisfaction Metrics	2024	2023	2022
Retail satisfaction	90.75%	89.2%	88.9%
First call resolution (FCR)	86.35%	86.0%	85.0%

Customer Complaints	2024	2023	2022
Customer complaints	1,006,806	889,123	926,279
Customer complaints resolved	1,006,806	889,123	926,269
Customer complaints resolution rate	100.0%	100.0%	99.9%

Mobily’s dedication to enhancing the customer experience led to the implementation of a Mystery Shopper Assessment program. To assess the customer journey encompassing goods, services, facilities and operational quality, undercover staff visit Mobily locations posing

as customers to evaluate the service based on Mobily’s training and customer journey standards. Mobily’s Mystery Shopper results have remained relatively steady since 2021, with the ratings for the condition at the Company’s outlets climbing year-on-year.

Mystery Shopper Assessment Results (Score out of 100)	2024	2023	2022
Overall score	95.00	94.8	95.5
Outlet external condition	95.20	94.8	97.0
Token machine	97.62	98.0	96.8
Outlet internal condition	96.41	95.8	98.5
Advertising material availability and display	99.75	100.0	99.5
Interaction with agent	93.60	93.7	93.3
Agent’s physical appearance	80.91	78.8	79.8

In 2024, Mobily’s Consumer unit continued to strive for greater fiber-to-the-home (FTTH) utilization while enhancing the FTTH services in a way that empowers customers. The Company activated the following:

**Targeted marketing campaigns**
Implemented highly targeted marketing campaigns for specific customer segments, tailoring promotions to their unique needs and preferences

**Innovative product bundling**
Created compelling bundled offers that combine FTTH with complementary services such as OTT platforms and smart home solutions

**Enhanced customer experience**
Prioritized customer satisfaction by improving customer support channels, response times and issue resolution processes

**Digital transformation**
Leveraged digital tools and automation to streamline service requests, reduce processing time and enhance customer experience

Mobily was proud to receive the Best Infrastructure and Service Innovation in FTTH Award from SAMENA in 2024, recognizing the Company’s excellence in fixed broadband infrastructure. This follows Mobily’s FTTH expansion initiatives, combined with over 30% of the Company’s FTTH infrastructure being modernized to enable support for 10 Gigabit Symmetric Passive Optical Network (XGSPON)

and achieve 10 Gbps speeds. In order to serve real estate developers’ demands via the Etmam platform and to comply with new regulatory requirements from the CST for acquired zip codes, the Company updated its FTTH service delivery procedure and created a portal to effectively manage new FTTH requests. Mobily continued to drive collaborative innovation and market expansion through improved FTTH.

Outlook

For the next 3 to 5 years, Mobily has identified a number of transformation initiatives with specific business outcomes that are in line with the Company’s transformation. In keeping with the tenets of Saudi Arabia’s ICT Policy, which is supported by the CST, the Company also hopes to keep working with partners and contribute to the Kingdom’s achievement of the digitalization objectives of Saudi Vision 2030. Expanding home services like FTTH and 5G FWA, promoting growth in mobility offerings and launching cutting-edge services to maintain market leadership are top priorities. Mobily’s future goals include extending connection coverage to 451 zip codes by 2025, carrying out the modernization plan to provide all FTTH and fiber-to-the-building (FTTB) connections with speeds of up to 10 Gbps and increasing the coverage of its FTTX network throughout the Kingdom. These programs demonstrate Mobily’s dedication to improving telecommunications infrastructure and closing the digital gap.



OUTLOOK

Looking ahead, Mobily will continue to strengthen its position as a digital and customer-centric leader in the TMT sector by expanding its advanced infrastructure, accelerating digital transformation and enhancing customer trust through secure, reliable and innovative services. The Company remains committed to delivering best-in-class digital experiences through ongoing investments in AI, 5G, data centers, fintech solutions and automation - driving both national progress and business growth.

With data privacy, cybersecurity and trust becoming foundational to sustainable digital growth, the Company will further enhance its AI-powered capabilities, cybersecurity posture and information governance to ensure resilience and data protection in an evolving risk landscape.

In parallel, Mobily will maintain a sharp focus on customer experience, prioritizing transparent, inclusive and ethical engagement across all touchpoints. Continued enhancements in personalization, digital service platforms and responsible marketing practices will help build deeper relationships with customers, aligned with Saudi Vision 2030's digital ambitions.

Through these efforts, Mobily will not only enable a more connected, secure and inclusive digital future for its customers but will also contribute meaningfully to the Kingdom's economic diversification and digital leadership goals.



05

RESPONSIBLE EMPLOYER

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Mobily’s workforce plays a central role in driving the implementation of the Company’s sustainability strategy and framework, while also representing a key Stakeholder group in its own right. The Company relies on its people to foster strong relationships with other key Stakeholder groups - which includes serving customers with excellence and skill. At Mobily, employee care involves prioritizing both physical and mental well-being, fostering a supportive corporate culture that values diversity and inclusion, ensuring advanced skills development and continuously attracting top talent.

As a result of its focus on employee well-being and engagement, Mobily was awarded the prestigious Great Place to Work 2024 Certification, reflecting the strong trust employees place in the organization and the alignment between its values and actions. The Company also received the Inspiring Workplace 2024 Award, highlighting its efforts to foster employee well-being, a positive culture, diversity and innovation. Furthermore, Mobily earned the Best Workplace Facilities 2024 Certification, which assessed its workplace across 8 key areas, including office design, sustainability, advanced technology infrastructure and workplace flexibility.

Mobily has consistently demonstrated its commitment to human capital development and fostering a positive workplace environment. As evidenced by the Company’s recent awards, Mobily has been externally recognized as an “Employer of Choice” in the last 3 years. The achievements include winning the Best Recruitment and Talent Management Strategy Award by CIPD in 2021, being named the fourth best workplace in Saudi Arabia in 2022, receiving the Talent Management and Development Award at the MENA Star Awards 2023 as well as the Best CEO Award for Large Establishments at the Labor Awards. These accolades highlight Mobily’s unwavering dedication to investing in its employees, creating a thriving work environment and fostering growth within the organization.



TALENT ATTRACTION AND RETENTION

Approach

Mobily's Human Resources (HR) strategy is designed to position the Company as a "Role Model for Human Capital", supporting its evolution into an integrated TMT organization. Central to this strategy is the HR TMT role model, built around 3 core pillars:



These pillars steer Mobily's efforts to align human capital initiatives with its overarching business objectives.

Key priorities within the strategy include implementing a TMT-focused operating model, building specialized capabilities, defining a strategic outsourcing approach and establishing the Mobily Academy to nurture future talent. Additional goals involve creating structured TMT career paths, recruiting for critical roles and fostering a culture of high performance and continuous transformation.

In addition, Mobily's vision, strategy and values are supported by a culture that is:

Courageous
Rewards people who take risks, moving things forward

Agile
Fosters growth and innovation

Clear
Encourages transparent, honest communication

Caring
A kind and inclusive environment

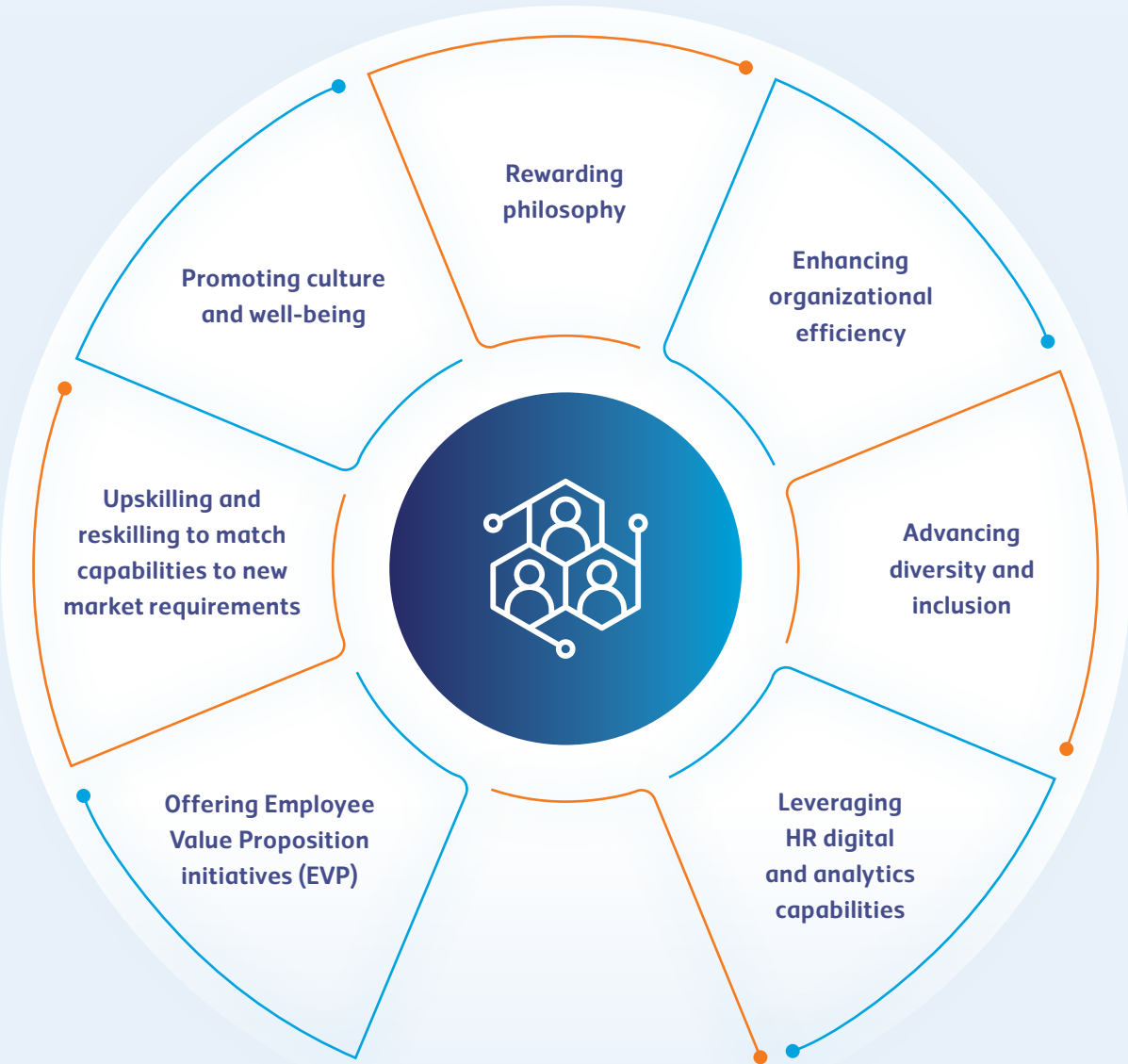


The Company prioritizes creating an exceptional experience for employees from onboarding until their journey with the Company comes to an end. Digital transformation supports an efficient work environment where employees can give their best.

Mobily's approach to talent management focuses on attracting and retaining the best people in a competitive market. The Company fosters a positive culture and working environment through various engagement and well-being initiatives that earn employee loyalty. Comprehensive

leadership development programs are tailored to different levels within the Company, ensuring a strong leadership pipeline for strategic and transformational roles. In addition, Mobily offers competitive benefit and remuneration packages, with generous rewards schemes for high-performing talent. The accolades and rewards Mobily received in 2024 are a testament to the Company's dedication to its people.

In 2024, Mobily also concentrated its HR efforts on several strategic initiatives including:



TALENT ATTRACTION AND RETENTION (CONTINUED)

Employee Engagement

Employees who are engaged and satisfied at work tend to be more productive, which translates into positive Stakeholder relationships and overall corporate performance. For Mobily, employee engagement means staff members that possess a strong sense of purpose at work, as well as enthusiasm, pride, passion and energy. Mobily's internal communication function serves to create employee belief in the Mobily vision and values, supporting motivation at work by enabling employees to feel that they contribute towards something meaningful.

In 2024, Mobily continued implementing its iCare well-being program, which celebrates employee life milestones such as birthdays, weddings, anniversaries and newborns. The program also reaches out to employees who take sick leave to ensure that they are in full health. Mobily is also dedicated to fostering a work environment that values and supports healthy family life, including through the exclusive Back to School Wala Plus offering that allows employees to enjoy valuable experiences with their children.

Employee events serve to build team cohesion and amplify employee satisfaction, and the employee calendar includes national days that celebrate culture and unity. Mobily hosted 41 corporate events in 2024, including the following highlights:

The Company celebrates top employees through employee awards and unit champion celebrations.

The "Enjoy Summer with Mobily" event provided staff members with exclusive discounts and special offers related to travel and tourism, encouraging relaxation and quality time with family during the summer season.

Mobily launched the Italian Super Contest via its internal Snapchat channel, offering employees a chance to win tickets to the Italian Super Cup Final to raise excitement and engagement.

Mobily's Baloot tournament encouraged employees to show off their card-playing skills while celebrating a cherished cultural tradition. The tournament featured progressive elimination rounds, culminating in a final stage where top participants competed for the championship.

Mobily hosted a winter event with a festive theme, providing employees an opportunity to unwind, socialize and enjoy the season together.

In addition, market-leading training and skills development programs are supplemented by training modules that equip employees with skills to look after their mental and physical well-being, touching on critical issues such as breast cancer and physical fitness.

Mobily's market-leading benefits and remuneration packages include special offers and discounts for the Company's workforce.



Case Study

EMPLOYEE ENGAGEMENT EVENTS

Mobily's Initiatives

Mobily values team cohesion and understands its impact on employee satisfaction and long-term commitment. Employee events provide opportunities for colleagues to connect, fostering collaboration and a sense of belonging. These gatherings improve morale, reduce stress and enhance engagement, reinforcing a positive workplace culture. Events also strengthen employee loyalty and contribute to the Company's success. By prioritizing these initiatives, Mobily cultivates a thriving environment where individuals feel motivated, valued and aligned with the organization's vision, ultimately supporting long-term growth and innovation.

Top 100

Mobily gathered its top 100 executives for an exclusive retreat in Riyadh, designed to celebrate their contributions and elevate their leadership journey. The experience blended moments of connection and growth, as expert-led workshops and engaging teambuilding activities fostered collaboration and a shared vision for the future. Against the backdrop of companionship and leadership, Mobily's executive leaders embraced opportunities to refine their skills and strengthen their bonds, reinforcing their commitment to driving the Company's long-term success while immersing themselves in a truly memorable and enriching experience.

Meet and Greet

In 2024, Mobily welcomed over 250 new employees, marking an exciting chapter of growth and fresh talent. To ensure a smooth and enriching transition, the Company curated a vibrant meet-and-greet experience, designed to immerse newcomers in its dynamic culture and guiding principles. This thoughtfully crafted event provided a welcoming space for meaningful connections, allowing new team members to engage with colleagues, managers and executives in an atmosphere of collaboration and enthusiasm. Through warm introductions and shared conversations, employees embraced the essence of Mobily's vision, forging relationships that would support their journey within the Company.

Unit Gathering

Mobily's annual unit gathering is a vibrant event of connection and achievement, bringing together employees from across the Company in an atmosphere of enthusiasm and appreciation. The event provides an opportunity for colleagues to engage, share experiences and strengthen the bonds that define Mobily's collaborative spirit. The evening shines a spotlight on excellence, with a prestigious award ceremony honoring those whose dedication and contributions have made a lasting impact. In 2024, more than 3,500 employees came together to enjoy this memorable occasion.

Employee well-being continues to be a key pillar of Mobily's engagement strategy, with programs that promote physical health, mental wellness and overall quality of life. These efforts are supported by the Company's Happiness Guideline, a dedicated framework aimed at helping employees improve their satisfaction both professionally and personally.



TALENT ATTRACTION AND RETENTION (CONTINUED)

The Mobily Health Index (mHi) employee engagement survey encourages employees to provide critical input into how Mobily can improve its employee value proposition. The mHi tracks elements of the Mobily culture, including adaptability, consistency, quality and employee satisfaction. Conducted twice a year, this survey serves as a valuable measure of progress, and the 2024 results showcase a remarkable leap forward compared to previous years. With all mHi scores demonstrating improvement, this achievement stands as a testament to Mobily’s holistic and dedicated approach to fostering a thriving and engaged workforce. By prioritizing collaboration and empowerment, the Company cultivates an environment where employees feel valued, motivated and inspired to contribute to its ongoing achievements.

mHi Scores	2024	2023	2022
Total score	86%	69%	43%
Culture score	91%	71%	35%
Values score	77%	71%	65%
Strategic Direction			
Engagement	44%	22%	4%
Sustainability	78%	73%	67%
Digitalization	79%	76%	71%
Mission			
Strategic direction	83%	60%	27%
Goals and objectives	87%	66%	26%
Vision	91%	69%	28%
Consistency			
Coordination and integration	94%	81%	53%
Agreement	95%	81%	52%
Core values	87%	69%	39%
Involvement			
Capability development	76%	45%	18%
Team orientation	80%	56%	25%
Empowerment	91%	75%	46%
Adaptability			
Creating change	95%	82%	49%
Customer focus	91%	73%	45%
Organizational learning	86%	64%	39%

Remuneration and Benefits

To attract and keep the best skills, Mobily offers leading remuneration and benefits packages in line with market standards. These include a comprehensive suite of non-compensation benefits for all employees, including non-officers, such as health insurance, educational benefits, performance-based incentives and pension and retirement contributions.

In 2024, the Company updated its pay review cycles, including performance bonuses and merit increases, as well as its long-term incentive programs and other retention initiatives. The salary packages for critical positions were benchmarked against others in the industry to ensure that the Company remains competitive by retaining key skills.

Total Rewards

The Company’s Total Rewards program ensures that Mobily employees are rewarded for contributing to strategic goals and targets, with competitive packages helping to retain sought-after skills. Mobily is continually updating the Total Rewards program in line with market and employee expectations, using remuneration benchmarking tools to determine fair compensation.

Benefits Provided to Employees

Mobily’s comprehensive benefits program includes:

- Annual passage allowance for Saudi nationals
- Headset allowance
- Company products and services to staff
- School allowance
- Fuel allowance
- Acting assignment allowance
- Out of Kingdom assignment allowance
- Medical insurance (covers employees and their dependents)
- Health and Fitness Club subscription
- Social insurance scheme
- End of service benefits (EOSB)
- Car allowance
- Hajj assignment management reward
- Car parking allowance
- Nursery allowance for childcare accessibility (for female staff only)
- Discounted corporate rates for parental medical insurance
- Car loans (eligible employees and loan amounts determined by job grade)

These benefits are periodically updated in line with employee suggestions and benchmarking surveys. The Company also partners with reputable banks and other institutions to offer exclusive benefits to staff members.

Performance-Based Benefits

In addition to the standard benefits provided to all employees, those individuals who go above and beyond to achieve Mobily’s strategic goals are rewarded with performance-based pay based on individual performance appraisals.

Remuneration to Reward Performance	2024	2023
Number of employees who benefited from performance-based pay*	1,838	2,021

*Performance-based pay covers all employees who joined the Company before October of the year.

Employees are rewarded with an annual merit increase as a testament to their exceptional contributions. This initiative not only recognizes outstanding performance but also reinforces a culture of excellence and continuous improvement across the organization.

In 2024, the percentage increase in annual total compensation for Mobily’s highest-paid individual was equal to the median percentage increase in annual total compensation for all other employees excluding the highest-paid individual



TALENT ATTRACTION AND RETENTION (CONTINUED)

Retirement Benefits

The Saudi Arabian Social Insurance Law dictates that eligible participants should receive annuity, death and disability benefits, with the Social Insurance Regulations outlining how these should be implemented. Participation in the program is mandatory for employers and employees, both of which contribute to the plan based on the employee’s basic income and housing allowance.

End of Service Benefits

All Mobily employees are eligible for end of service benefits (EOSB) under Saudi Arabian Labor Law based on their total length of service. Employees receive the benefits at the end of their employment contract, barring their termination due to violations of the Labor Law (Article 80). The full EOSB is paid to the employee upon completion of service as

specified in the employment contract or in situations where employment ended for reasons beyond the employee’s control, such as being called up for Saudi Military Service. After the first 2 years of employment but before the fifth, a pro-rata gratuity is due for any years of service that are not fully completed. A gratuity is computed for each unfinished year after 5 years of service. Upon completion of service as specified in the employment contract or in circumstances when employment ended for reasons beyond the employee’s control, such as being called up for Saudi Military Service, the full EOSB is paid to the employee.

Additionally, an employee is entitled to receive their full EOSB if their employment is terminated for a reason not covered by Article No. 80 of the Labor Law.

Contributions to the International Social Security Association (SANED)	Employee Contribution	Employer Contribution
Saudi	9% utilized for retirement benefits 1% SANED	9% for retirement benefits 1% SANED 2% to cover occupational hazards
Non-Saudi		2% to cover occupational hazards

Minimum Wage Rules

All workers, regardless of location, even those on minimum wage, receive fair and competitive compensation from Mobily. The Company does not provide any pay or benefits that are especially intended for minimum wage workers, but it does comply with minimum wage laws and provides job-related perks based on each employee’s position. The Company is dedicated to creating a welcoming and encouraging work atmosphere where all staff members get equitable treatment and have the chance to grow and advance.

Work from Home Policy

Mobily recognizes that a well-balanced approach to remote and in-office work plays a vital role in fostering a positive, motivated and productive workforce. By minimizing commuting time, employees can dedicate more energy to their professional and personal responsibilities, leading to enhanced well-being and a more harmonious work-life balance.

The Company’s Work-from-Home (WfH) Policy is thoughtfully designed to provide flexibility while maintaining high levels of collaboration and efficiency. This initiative not only empowers employees to enjoy the benefits of remote work but also supports Mobily’s broader productivity and performance goals. Additionally, by reducing commuting-related emissions, the policy aligns with environmental sustainability efforts, reflecting Mobily’s commitment to both operational excellence and social responsibility.

By cultivating a workplace that prioritizes flexibility, engagement and efficiency, Mobily reinforces a culture of empowerment, ensuring that employees feel valued and inspired to contribute to the Company’s long-term success.

The WfH Policy was again reviewed in 2024 to increase the number of remote working days available to employees.

Leave Entitlements

Mobily offers a comprehensive range of leave entitlements that combine statutory provisions, in accordance with Saudi labor law, with additional company-supported options that promote employee well-being and work-life balance. Mandatory leave types include paid annual leave, official holidays, sick leave, marriage leave, bereavement leave (including both Eddah and compassionate leave for first-degree relatives), maternity and paternity leave, Hajj leave, exam leave and unpaid leave, all provided in full compliance with national labor regulations.

The Company also provides a set of voluntary leave categories tailored to meet diverse employee needs and operational requirements, as outlined in its internal HR policy. These include companionship leave to accompany family members requiring medical care, emergency leave for unforeseen personal situations, relocation leave for employees required to move due to business needs and compensatory leave for staff working beyond official hours

or contributing to special company projects. Additionally, special leave is granted to employees representing Mobily or the Kingdom in officially recognized sports, cultural or social events.

Performance Reviews

Performance and career development reviews equip employees to advance in their careers within the Company, helping them to improve and adjust their performance where necessary.

Employee Performance and Career Development Reviews	2024	2023	2022
Employees who received a performance development review	1.0%	2.0%	1.9%
Employees who received a career development review	3.1%	2.8%	1.8%

Grievances

Mobily employees are encouraged to voice concerns as soon as they arise, as the Company values transparent communication. Throughout the grievance reporting and settlement procedure, openness and privacy are given top priority. All complaints are thoroughly investigated by the Company, which then takes the necessary steps to resolve them.

By quickly resolving issues and fostering a healthy work environment, Mobily aims to guarantee the satisfaction and well-being of employees.

When employees have grievances about decisions made against them, they have 3 working days to protest the judgement’s fairness in writing. After reviewing the letter, the HR department responds to the employee in question within 5 business days.

Grievances	2024	2023	2022
Performance grievances filed in the reporting period	49	40	34
Performance grievances addressed or resolved	49	40	34
Performance rating revisions	100%	100%	100%



TALENT ATTRACTION AND RETENTION (CONTINUED)

Learning and Development

Mobily takes a robust approach to learning and development, ensuring that employees have the right skills for Mobily to achieve its strategic goals. In 2024, the Company implemented a comprehensive training and development strategy aimed at equipping its workforce with the skills and knowledge required to perform effectively and grow within the organization. As part of this initiative, an extensive Training Needs Analysis (TNA) to identify and address capability gaps aligned with the Company’s strategic priorities was initiated. Based on employee input and business needs, 17 specialized development tracks were introduced, each consisting of 3 targeted training courses. With over 3,000 training seats allocated, the program enabled a significant portion of the workforce to receive tailored learning opportunities. The TNA initiative will continue through mid-2025 to ensure sustained upskilling across the organization.

+120,000

courses available across various professional fields



Mobily’s employees can pursue professional certification in key disciplines, supporting Mobily’s commitment to innovation and excellence. The Company also continually expands the courses available on its digital learning platforms, including “Numo”, to make training accessible, engaging and relevant to employees’ individual needs and career growth. Comprehensive leadership development programs, tailored to each employee’s specific context, nurture potential leaders and upskill current ones for strategic and transformational roles. Mobily regularly celebrates and encourages its most active learners through social engagements with employees.

72,860

learning hours

17

learning tracks that span multiple disciplines

2,965

employees participated

51

courses

Other online learning platforms still made available to employees include:

Platform	Type	Number of Trained Employees
LinkedIn	Course	104
	Path	44
	Article	6
Asaseeyat	Course	81
SkillUp MENA (Numo)	Course	47

The Asaseeyat platform was successfully launched in September 2024 as a digital learning initiative, allowing employees and their family members to participate in learning and development. Through this and other digital platforms, employees have access to over 120,000 training courses across various fields anytime and anywhere.

Training programs and workshops provide both technical and soft skills, in addition to training that equips them to contribute to the culture that Mobily aims to foster. In 2024, employees received training in ethics, Mobily’s Code of Ethics and Professional Conduct, compliance, bribery, anti-corruption and fraud policy, and diversity and inclusion.

Number of attendees

153

Number of courses

17

The demand for entry-level talent has grown significantly in the telecommunications and technology sectors. Mobily’s Elite program allows fresh graduates to join the Company and train across various operational units as they build their experience and skills in support of Mobily nurturing a strong leadership pipeline. In 2024, the program was improved by introducing enhanced assessments, a ceremony for new joiners and a 15-month structured rotation plan. Elite program participants gain exposure at prestigious events, including the Global Health Exhibition and Black Hat Conference.

Young future leaders also benefit from Mobily’s High-Potential (HiPo) Development program, which identifies and fast-tracks the development of high performing employees through a comprehensive, 18-month learning experience comprising 8 development modules, practical applications and collaborative opportunities. The program is delivered in partnership with Emeritus, ensuring access to world-class training and resources.

The participants will continue to receive the program’s rewards for a further 3 years, with the graduation ceremony scheduled for when the next cohort commences the program, ensuring continuity and motivation.

The first

18

HiPo program participants graduated in 2024



Mobily also participates in the Waad initiative by the Ministry of Human Resources and Social Development, contributing 100,000 training opportunities to the Ministry’s 1 million goal.

Performance

Over 40 corporate engagement activities, including workshops and special events, were hosted by Mobily’s HR department in 2024. Corporate morale was raised by these events, which provided forums for cooperation, education and the celebration of group accomplishments. Through the Change Ambassadors program, which encourages staff members to offer ideas and efforts to influence workplace culture, the Company further empowers its workforce and improves engagement at the unit level. As part of this program, initiatives like Coffee with the CEO and gratitude campaigns give staff members a chance to voice their opinions and have an impact on the workplace.

Attracting and Retaining Talent

Mobily remains committed to creating a workplace where employees feel recognized, supported and empowered to succeed. Offering competitive compensation and benefits aligning with industry benchmarks is a core component of this commitment, reinforcing the Company’s focus on attracting and retaining top talent. Mobily continued to grow in 2024, welcoming more talent. With women representing a larger share of the recruited employees, the Company reinforced its commitment to diversity and empowerment. At the same time, turnover rates declined, reflecting a thriving workplace culture where employees feel valued, supported and motivated to contribute to Mobily’s ongoing success.





TALENT ATTRACTION AND RETENTION (CONTINUED)

Employee Demographics	2024	2023	2022
Workforce Size			
Total employees	2,562	2,518	2,398
Full time employees	2,562	2,518	2,398
Part time employees	-	-	-
Fixed term or temporary contract	838	1,004	662
Indefinite or permanent contract	1,742	1,514	1,736
Total contractors	1,095	1,134	1,592
Workforce by Employment Level			
Senior management	68	72	69
Middle management	361	832	820
Junior management	246	281	280
Staff	1,890	1,614	1,509
Workforce by Region			
Central	1,514	1,448	1,355
Western	559	574	631
Eastern	439	443	444
Northern*	2	-	-
Southern*	48	-	-
Workforce by Gender Profile			
Female	316	268	224
Male	2,249	2,250	2,174
Percentage of females	12%	11%	9%
Percentage of males	88%	89%	91%
Workforce by Age Category			
Aged 18-30	299	290	224
Aged 31-50	2,123	2,111	2,092
Aged 51+	143	117	82

Employee Demographics	2024	2023	2022
National Identity			
Nationalization rate of senior management	89%	86%	86%
Nationalization rate among total workforce	86%	86%	86%
Total number of national employees (FTE)	2,190	2,158	2,074
Total number of expatriates (FTE)	372	360	324
Percentage of expatriates	17%	14%	14%
Hires			
Aged 18-30	94	160	180
Aged 31-50	146	203	144
Aged 51+	2	13	1
Total number of new hires	242	376	325
Turnover			
Turnover rate**	9%	10%	10%
Total employees who left the organization	240	252	247
Turnover by Employment Level			
Senior management	10	9	11
Middle management	60	75	75
Staff	170	168	161
Turnover by Gender			
Female	35	45	25
Male	205	207	222
Turnover by Age			
Workforce by age 18-30	71	61	56
Workforce by age 31-50	156	184	184
Workforce by age 51+	13	7	7
Employees who signed a Code of Conduct declaration	100%	100%	100%
Employee absenteeism rate***	1.44	3.09	3.23

*Regional figures for the Northern and Southern teams have been separated recently in 2024 and are reported for the first time this year.
**Calculation: Number of leavers/total number of staff
***Absenteeism rate includes sick leave, uncertified sick leave, injury sick leave, escort leave, local emergency leave, suspension leave, unauthorized leave, unpaid leave, Eddah, Hajj leave and sports leave.



TALENT ATTRACTION AND RETENTION (CONTINUED)

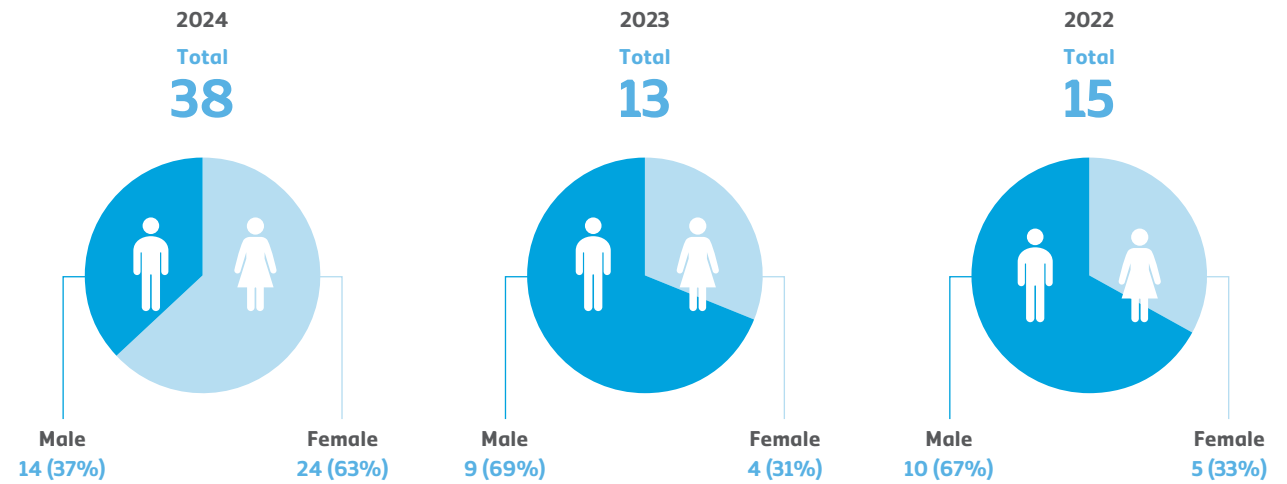
Training at Mobily

Mobily placed a strong emphasis on workforce development in 2024, leading to a remarkable increase in training participation. The Company’s dedication to upskilling employees translated into a significant rise in both total training hours and the average time spent on professional development.

Training Indicators	2024	2023	2022
Training			
Total hours of training for employees	72,860	59,818	95,329
Average hours of training per female employee	16	8.30	11.57
Average hours of training per male employee	26	8.23	10.15
Average hours of training per employee	25	8.23	10.04
Total training hours - Saudi nationals	58,062	49,483	N/A
Average training hours - Saudi nationals	24	8.16	9.17
Total training hours - Saudi males	49,913	41,342	N/A
Total training hours - Saudi females	8,149	8,142	N/A
Training Sessions			
Total females who attended training	421	443	367
Total males who attended training	2,544	2,242	2,851
Total employees who attended training	2,965	2,685	3,218

Mobily’s Elite training program for new graduates also expanded significantly.

Elite Graduate Program



Outlook

In line with Mobily’s corporate strategy, the Company’s HR strategy aims to nurture a work environment where employees feel valued, motivated and committed to the Company’s success. This will enhance Company performance and reduce employee attrition. The following focus areas remain in place:



Improve communication

Foster open, transparent and consistent communication between employees and leadership to build trust and clarity



Enhance employee well-being

Promote a healthy work-life balance, provide resources for mental and physical health, and create a supportive environment



Foster a positive work culture

Create a culture of respect, inclusion and collaboration where employees feel they belong and can contribute to the organization’s values and goals



Foster a culture of appreciation

Regularly acknowledge and reward employees for their contributions, which can enhance motivation and satisfaction

This overarching HR strategy is supported by specific initiatives that Mobily undertakes.

Mobily is finalizing the design of a High Professional (HiPro) program that will cultivate Mobily’s future experts and accelerate their technical career progression.

The Company is also developing 5 modules and an action-learning component as part of the Elite program, partnering with top business schools to ensure high-impact experiences. This is scheduled to launch in 2025.

To support Mobily’s senior leadership and management, Mobily is designing 2 leadership programs that encompass skills development in terms of effective communication, commercial thinking, strategic thinking, strategy execution and innovation.

An ongoing focus on learning and development, especially through digital learning platforms such as Numo, will benefit all Mobily employees. The Company aims to provide accessible and engaging learning experiences tailored to each individual’s needs and career.

HEALTH, SAFETY AND WELL-BEING

Approach

Mobily systematically strives to avoid any accidents and their potential injuries and losses. Employees are the Company’s most important asset and operational efficiency should never come at the expense of employee safety. Mobily upholds strict health, safety and environment (HSE) standards to protect the lives of its workers, clients, contractors and community members. It also protects property and the environment.

In coordination with management and other pertinent employees, Mobily’s Occupational Health and Safety (OH&S) department is responsible for maintaining the Company’s OH&S Manual. Every employee receives a full explanation of the handbook as part of their onboarding education. Department heads are in charge of ensuring that the OH&S Manual is applied effectively throughout the entirety of their duties and activities.

In 2024, Mobily launched a comprehensive health and safety strategy that integrates training, infrastructure, accessibility measures and compliance protocols. The Company also installed state-of-the-art fire alarm and firefighting systems across all facilities.

Mobily also understands the critical importance of safeguarding employees’ mental, emotional and physical well-being in the workplace. The Company offers dedicated support and training resources to staff members, equipping them to thrive.

Occupational Health and Safety (OH&S) Action Steps

In order to enable continuous improvements in OH&S performance, Mobily upholds a risk management framework and fosters a positive safety culture. The Company actively seeks audits and certifications for its HSE procedures. Mobily makes sure that procedures follow prevailing standards and are continuously enhanced by pursuing external validation of health and safety systems. Among the steps taken to enhance OH&S performance are:

OH&S manuals and programs

Mobily obtained ISO 45001:2018 certification and ensures alignment with global best practice, and compliance with legal requirements

OH&S policies and procedures

Ensure implementation across all premises

Training and awareness programs

Ensure that all employees are aware of OH&S standards and that safety awareness is part of the Company’s culture

Tools and safeguards

Adhere to civil defense requirements, including equipping all facilities with fire alarm systems and firefighting systems

OH&S risk

Proactively identify risks and hazards in the workplace to control and mitigate them accordingly

OH&S decision-making

As a contribution towards sustainability and safety, consider OH&S in all relevant business decisions

Motivation

Stipulate clear disciplinary procedures around HSE violations and rewards for meeting targets



Health, Safety and Environment (HSE) Policy

The goal of Mobily’s extensive Health, Safety and Environment (HSE) Policy is to safeguard the environment while also ensuring the safety and well-being of its workers, clients, contractors and the community. According to the policy, HSE must be taken into account as a key factor when making business decisions. Mobily’s risk management framework aligns with its HSE Policy.

As part of its commitment to maintaining a safe and responsive workplace, Mobily has designated trained employees on each floor of its offices to serve as Fire Wardens. These individuals play a critical role in emergency response procedures, including fire incidents and evacuation drills. They are responsible for guiding their colleagues during emergencies, ensuring safe and orderly evacuations and coordinating with the Safety department. This proactive approach reinforces Mobily’s dedication to preparedness, employee safety and efficient crisis management across its offices. Other key HSE events in 2024 included:

Mobily launched the Health and Safety at the Workplace Guide to raise awareness of occupational safety and health. The guide emphasizes the importance of adhering to regulations and best practices, reinforcing Mobily’s commitment to employee well-being.

Mobily also shares health and safety content through internal platforms as part of the “Your Health and Safety Matter” campaign. The campaign provided essential guidance on fire extinguisher usage and safety procedures, as well as road safety tips for rainy weather, car fire prevention habits during hot summer months, the procedures for reporting obstacles that block emergency exits and other workplace safety measures.

In recognition of the World Day for Safety and Health at Work, Mobily organized awareness workshops, both on-site and remotely, focusing on occupational health and safety. The sessions aimed to educate employees on safety best practices and enhance the culture of incident prevention.



HEALTH, SAFETY AND WELL-BEING (CONTINUED)

Employee Well-Being

Studies have shown that physical activity is an important tool to combat stress and promote physical and emotional health. As part of its commitment to employee health and well-being, Mobily partnered with the Saudi Sports for All Federation to promote physical activity among its workforce. The Company also offered a special discount for Mobily employees to participate in the Riyadh Marathon.

Mobily observed World Mental Health Day by organizing a workshop titled “Mental Health in the Workplace”, in collaboration with health partner Tawuniya. The initiative raised awareness about the significance of mental health as a key component of overall wellness and to foster a supportive and open workplace environment.

The Company also collaborated with Tawuniya to host the Tawuniya Vitality event across all its regions. The event encouraged employees to adopt healthier lifestyles by practicing physical activity and eating healthily.

To mark World Heart Day, Mobily launched an awareness initiative focused on promoting a healthy lifestyle and proper nutrition to help prevent cardiovascular diseases. The campaign emphasized practical steps employees can take to reduce health risks and improve their chances of living longer, healthier lives.

Performance

In 2024, Mobily conducted an end-user satisfaction survey to measure safety awareness in the Company. The survey showed a 96.8% satisfaction rate on how Mobily goes about health and safety.

In addition, Mobily’s comprehensive approach to HSE in 2024 included:

1,022
safety inspection
visits conducted

2,381
observation
closings

6
HSE awareness
programs

105
fire drills

145
safety engagement
meetings

112
occupational health
and safety training
sessions

1
e-learning training
programs for health
and safety

1
HIRA workshop training
sessions for internal
departments

90
OH&S training
workshops, attended by
over 200 employees

2
specialized workshops
(World Safety Day,
Health at Work)

104
physical on-site training
sessions for fire drills



The HSE team aimed to conduct 900 inspection visits to ensure compliance with occupational safety and health requirements - this target was exceeded by 14%. The Company also exceeded its fire drills target by 16% and the OH&S training sessions target by 24%.

OH&S Metrics	2024	2023	2022
Total work hours in a year (FTE)	4,304,160	2,640,000	2,941,440
Total work hours in a year (Contractors)	1,839,600	4,884,660	4,084,080
Employee fatalities	0	0	0
Contractor fatalities	0	0	0
Employee lost time injuries	0	0	0

Mobily reported no employee or contractor work-related injuries, illnesses or fatalities between 2020 and 2024.

Health and Safety Training and Drills	2024	2023	2022
Total hours of HSE training provided to employees	225	274	68
Average hours of HSE training per employee	3.9	2.0	27.4
HSE training sessions hosted	112	252	64
Employees who participated in HSE training sessions	56	565	452
Total cost of HSE training (ﷲ)	10,472	57,824	N/A
Total emergency response drills conducted	105	54	64
Safety accident investigations initiated	0	0	2
Safety accident investigations completed	0	0	2

Outlook

Mobily remains committed to continuously strengthening its health and safety practices across the organization. The Company will prioritize regular inspections, emergency preparedness and employee training to uphold the highest standards of occupational safety. A strong emphasis will be placed on fostering a safety-first culture through ongoing awareness campaigns, educational programs and proactive risk mitigation. Maintaining a safe and accident-free workplace remains a core priority as Mobily advances its operational excellence.

Mobily’s ongoing OH&S focus includes the following annual targets:

Zero accidents and work injuries	90 fire drills
90 OH&S training sessions	900 OH&S inspections
12 OH&S awareness communication campaigns and sessions	

In addition, Mobily’s HSE Digitization project is ongoing as the Company seeks to streamline its HSE processes through digital tools and guidelines.

DIVERSITY, EQUITY AND INCLUSION

Approach

Mobily's diversity, equity and inclusion (DEI) initiatives are overseen by the Chief Human Resources Officer (CHRO). This executive-level ownership reflects the Company's commitment to fostering a diverse and inclusive workplace.

To capitalize on the skills and abilities of its diverse workforce, Mobily cultivates an inclusive culture. Fairness and equitable treatment are the cornerstones of its policies and procedures, supported by education and training to promote awareness. Race, ethnicity, country, gender, age, religion, expertise, background and disability are just a few of the characteristics that the Company acknowledges as part of diversity. By embracing diversity, Mobily hopes to access a multitude of experiences, perspectives and ideas that support the organization's sustainability.

Mobily recognizes that in some global markets, reporting on employee race and ethnicity is considered standard practice. However, the Company does not collect or publish such data, as these classifications are not commonly used or culturally relevant within the Saudi Arabian market where Mobily operates. While the Company reports on gender, disability and nationality in line with national regulations and societal priorities such as Saudization, it intentionally does not categorize employees by race or ethnicity, as these dimensions are neither legally required nor operationally meaningful in its context. Mobily believes that emphasizing race-based distinctions can unintentionally reinforce divisions rather than promote unity. Instead, Mobily pursues diversity through inclusive hiring and professional development practices. The Company is proud of its multi-cultural workforce that includes many different nationalities, without assigning racial or ethnic labels. This reflects the Company's belief that inclusion is best advanced through equal opportunity, merit and mutual respect, rather than through identity-based classifications.

As part of its dedication to diversity, Mobily works to give all employees equal opportunities to further their careers and help the Company succeed. Mobily strives for a respectful, open workplace that values cooperation, acceptance and understanding between co-workers. In addition, all employees (including those with special needs) should have easy access to the Company's buildings and facilities.

Female Empowerment

Saudi Vision 2030 prioritizes women in the workplace, aiming to have 30% of the Saudi workforce made up of women. Mobily is dedicated to empowering the Company's female employees to contribute meaningfully, including through a specialized daycare subsidy for working mothers of young children.

The Company also creates new opportunities for women to join Mobily. The Company's Talent Acquisition team actively engages female participants at career fairs, with the Princess Nourah Bint Abdul Rahman University career fair in 2024 being a particular example.

Mobily is proud that 67% of its 45 Tamheer trainees are women. Similarly, 62% of Mobily's Cooperative cohort for 2024 were women and the Elite Graduate program engaged 24 ladies (63%).

Mobily also reaffirmed its commitment to gender inclusivity by organizing an event honoring female employees on International Women's Day. The celebration acknowledged their vital contributions to the Company's success.

Mobily is committed to fair and equitable compensation practices across its workforce, in line with its values of inclusion and non-discrimination. The Company takes proactive steps to ensure that compensation is based on role, performance and qualifications, not gender or personal characteristics. Its compensation structure is governed by clearly defined pay bands and grading systems, which are regularly reviewed to maintain internal equity and market competitiveness.

Parental Leave

Mobily values family and understands the important role of healthy, present mothers and fathers in the nation. The Company provides both maternity and paternity leave for employees with infants, guided by Saudi Arabian regulations and the Company's Human Resources Policy.

Mobily's Maternity Leave Policy provides 12 weeks of paid maternity leave for mothers with newborns. Up to 4 weeks may be used before the anticipated delivery date, while the 6 weeks following childbirth are mandatory. The remaining

weeks can be distributed as the mother deems best, with an additional 1 month of unpaid leave available. If the newborn is ill or has special needs requiring continuous care, the female employee is entitled to an extra month of paid leave and another month of unpaid leave if needed. Once they return to work, mothers are also entitled to an additional hour to rest or breastfeed every workday for 2 years after the birth.

The fathers of newborns are entitled to 3 days of paid parental leave within 2 months of the baby's birth.

Saudi Nationalization

Saudi Vision 2030 also prioritizes Saudi nationalization in the workforce. Mobily is dedicated to empowering Saudi talent and expanding Saudi citizens' employment opportunities. To help students fulfil graduation requirements and find employment, whether at Mobily or elsewhere, the Company works with universities and institutes to identify recent graduates that Mobily can assist through the transition into the workforce.

Mobily has surpassed the required standards for nationalization within its management team and is in the Platinum category for its overall nationalization efforts. Saudi nationals made up 85% of Mobily's workforce in 2024.

People with Disabilities

Mobily conducts various initiatives to support employees with disabilities, including providing them with the best possible facilities to provide for their needs. The Company was proud to win the Labor Award for the "Disability-Friendly Work Environment" category in 2024. Every meeting and event location should be easily accessible by and supportive of disabled employees. Mobily therefore equipped all its facilities with wheelchair ramps in 2024, added new special needs restrooms and implemented audio and visual aids for employees that need them.

Mobily does not discriminate based on physical ability during the hiring and retention process. Candidates with disabilities participate in the same recruitment process as the rest of the employees, while Mobily ensures they receive fair consideration based on skill and talent.





DIVERSITY, EQUITY AND INCLUSION (CONTINUED)

Performance

Mobily conducts training and awareness sessions during the year, encouraging employees to participate in a friendly and welcoming environment for those from all backgrounds. Since 2023, Mobily conducted over 16 courses on diversity and inclusion. These courses were attended by more than 160 employees.

Female Empowerment

In 2024, female hiring increased to 30% out of the overall hires for the year, growing from 24% in 2023.

Female Employment Focus	2024	2023	2022
Total female employees	316	268	224
Female employment rate	12%	11%	9%
Total new hires	242	376	325
Total hired female employees	73	90	96
Females hired in senior management	0	0	1
Females hired in middle management	1	8	12
Females hired in junior management	4	2	4
Female hiring growth rate	30%	24%	30%
Females in senior management	1	1	1
Females in middle management	12	45	34
Females in junior management	14	12	13
Females in all management positions	27	46	35
Percentage females in senior management	1%	1%	1%
Percentage females in middle management	3%	5%	4%
Percentage females in junior management	6%	4%	5%
Percentage females in all management positions	4%	5%	4%

Parental Leave

As a measure of employee engagement, Mobily tracks the retention and return-to-work ratios following parental leave by both men and women.

Parental Leave	2024	2023	2022
Female Employees			
Female employees who took parental leave	12	12	6
Return to work: Female employees who returned to work after maternity leave ended	12	12	7
Return to work rate	100%	100%	100%
Retention: Female employees who returned to work from maternity leave who were still employed 12 months after return to work	12	11	7
Retention rate	100%	92%	88%
Male Employees			
Male employees who took parental leave	162	144	152
Return to work: Male employees who returned to work after paternity leave ended	162	144	152
Retention: Male employees who returned to work from paternity leave who were still employed 12 months after return to work	156	144	152
Return to work rate	100%	100%	100%
Retention rate	96%	100%	100%



DIVERSITY, EQUITY AND INCLUSION (CONTINUED)

Saudi Nationalization

As a business that operates in Saudi Arabia, Mobily complies with the Ministry of Labor and Social Development’s Saudi Nationalization Scheme, called Nitaqat, under which Saudi businesses must employ a certain number of Saudi citizens. In 2024, Saudi nationals accounted for 85% of the total Mobily workforce, with 2,190 employees being Saudis.

Key Performance Indicators	2024	2023	2022
Saudi employees	2,190	2,158	2,074
Saudi nationalization rate	85%	86%	86%
Saudi nationals employed at senior management	62	62	56
Saudi nationalization at senior management level	3%	3%	3%
Saudi nationals employed at middle management	658	704	688
Saudi nationalization at middle management level	30%	33%	33%
Technical staff who are Saudi nationals (IT + Technology)	277	315	315
Saudi nationals in sales workforce	506	644	621

At the same time, Mobily values the geographic diversity of its workforce, believing that different viewpoints strengthen the business. In 2024, 29 different nationalities were part of the Company’s employee contingent. Given Mobily’s commitment to diversity, the Company does not classify nor request its applicants to provide their ethnicity. Rather, the Company filters and selects the suitable candidate based on the skills and experience of each. This practice also applies to their compensation, as Mobily follows fair and unified career benefits based solely on the level of education and experience required for the position grade.

People with Disabilities

In 2024, Mobily increased the number of people with disabilities on the workforce to 21.

Employees with Disabilities	2024	2023	2022
Employees with special needs	21	15	15

Outlook

Mobily recognizes the strategic importance of a diverse and inclusive workforce as an essential driver of sustainable growth, innovation and organizational excellence. The Company therefore prioritizes the meritocratic hiring for each role with no person given preference or subjected to discrimination on the basis of gender, race, ethnicity or physical impairment.

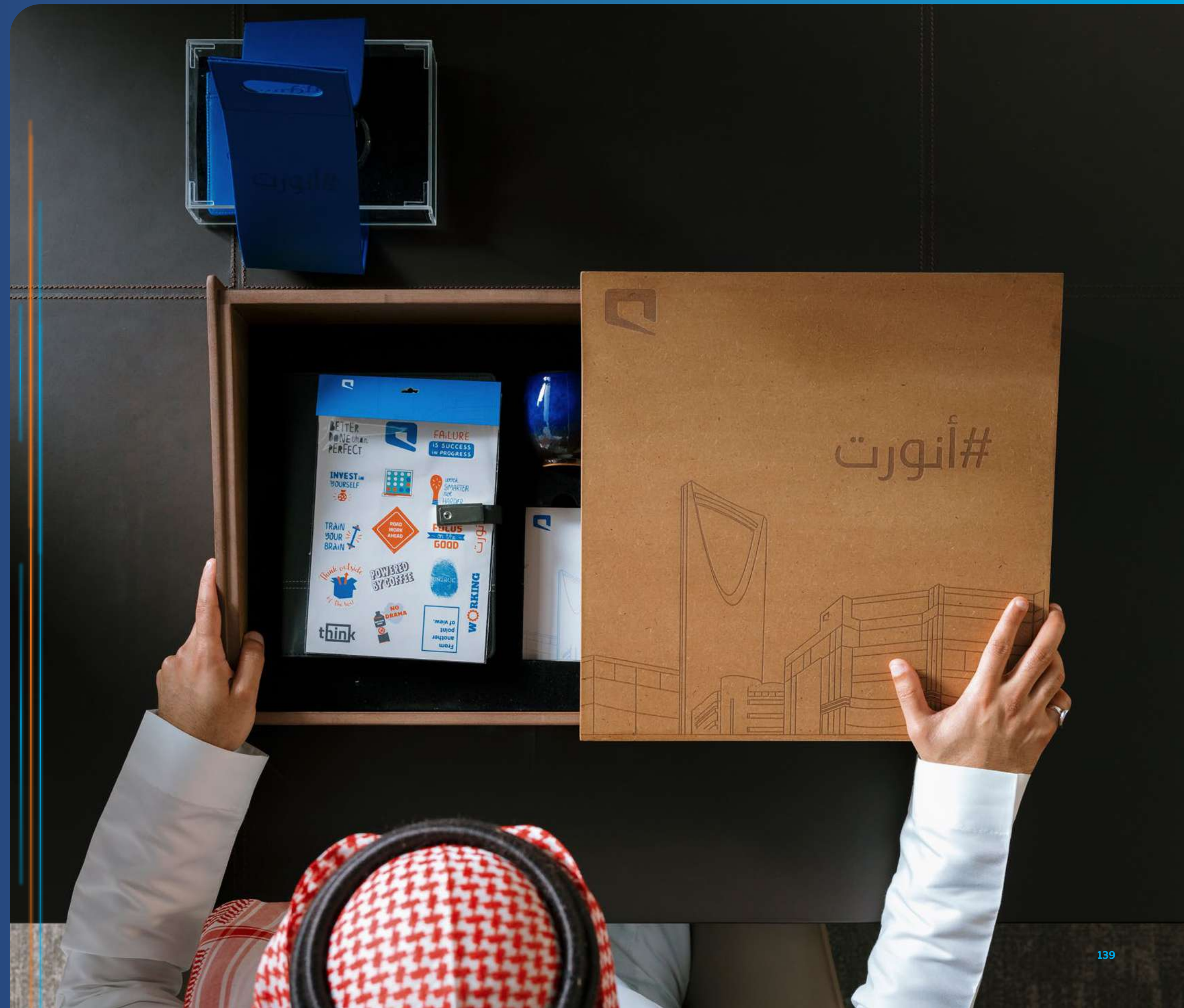
Mobily will continue to pursue diversity and inclusion in its workforce by increasing the number of women hired and participating in its various training programs, especially Saudi nationals.

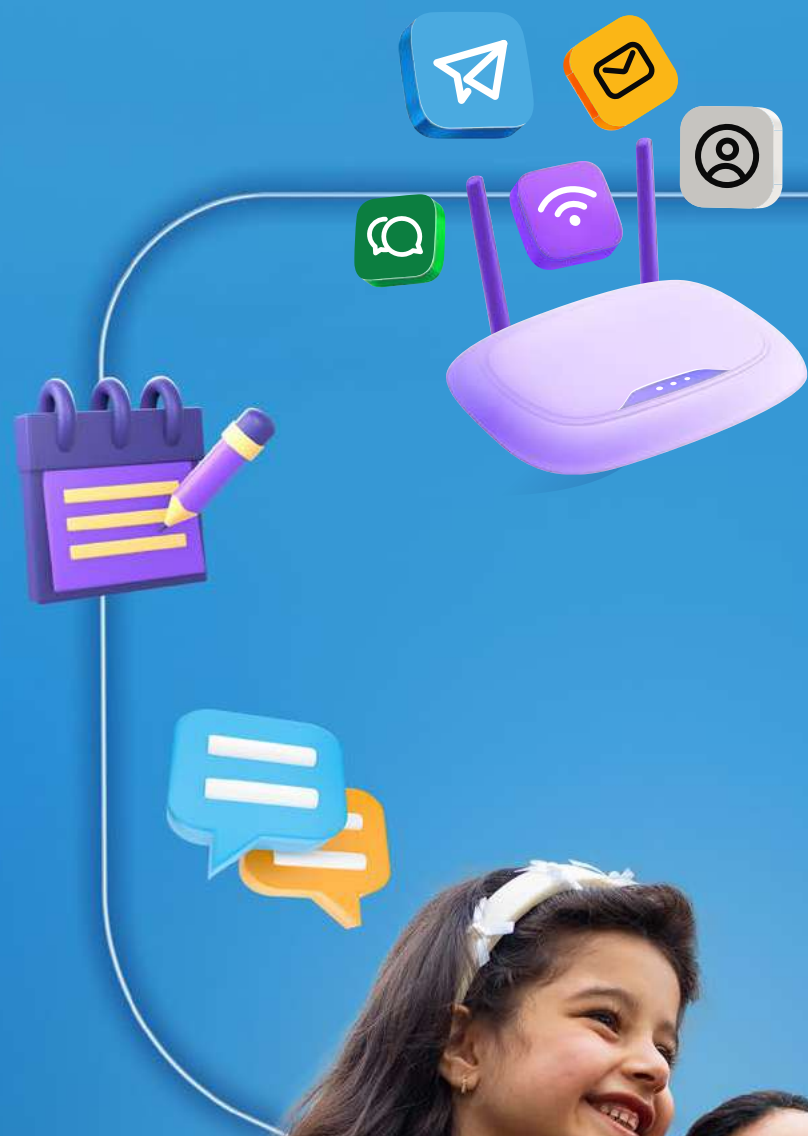


OUTLOOK

As Mobily continues to cultivate a dynamic, digitally proficient and engaged workforce, the Company remains committed to shaping an agile and future-ready talent strategy. By proactively embedding digital skills, innovation and adaptability into every aspect of its HR processes, including talent acquisition, skills training, career progression and organizational culture, Mobily is positioning itself to anticipate and respond effectively to evolving market demands. Strategic partnerships with academic institutions, technology providers and industry experts will strengthen Mobily's talent pipeline, aligning it with national digital transformation goals.

The Mobily Academy will play a central role by offering comprehensive learning and development programs that empower employees, drive continuous improvement and support the Company's leadership in Saudi Arabia's digital economy.





06

POSITIVE COMMUNITY IMPACTS

Community Engagement and Impact
Digital Inclusion and Network Availability

144
154





Mobily’s approach to community investment demonstrates a structured commitment to supporting inclusive socioeconomic growth throughout Saudi Arabia. The Company strategically leverages its digital leadership, extensive network and collaborative relationships with governmental bodies, non-profits and industry partners to maximize community impact. Community-focused initiatives range from targeted training and skills development programs to strategic sponsorships, volunteering activities and public awareness campaigns addressing key societal issues.

Additionally, Mobily expands digital connectivity into remote and underserved regions, fostering broader inclusion. Aligned with national development priorities and supported by continuous Stakeholder engagement, these initiatives collectively deliver tangible, sustainable benefits to communities across the Kingdom.

Best Infrastructure and Service Innovation in FTTH Award SAMENA Telecommunications Council



Partnered with Jood Eskin, a charitable entity, to encourage donations and provide housing for communities in need



95% total procurement spend on local suppliers



A total of 81 university students took part in Mobily’s Cooperative program in 2024, including 50 women. The Tamheer program saw 45 participants, with women making up 30 of them. Additionally, 38 graduates joined the Elite program, 24 of whom were women



Signed multiple partnership agreements with leading global technology providers during the LEAP International Technology Conference



38 SMEs were engaged, supporting their operations and enabling them to benefit from access to Mobily’s supply chain



COMMUNITY ENGAGEMENT AND IMPACT

Approach

Mobily has adopted a forward-looking approach to corporate social responsibility (CSR), reshaping its strategy and policies to reflect its role as a catalyst for positive change. This refreshed direction aligns with the evolving needs of the communities it serves, while complementing the Company's broader business objectives.

Mobily's Corporate Social Responsibility (CSR) Policy is structured to align with international standards such as ISO 26000 and the UN Global Compact (UNGC) Principles, reinforcing its commitment to sustainable development in accordance with Saudi Vision 2030. The policy serves to embed CSR into the Company's business strategy, governance and operations, ensuring its integration with ERM and long-term value creation. It emphasizes ethical business conduct, transparency and alignment with the UN Sustainable Development Goals (SDGs), specifically targeting areas like education, decent work, reduced inequalities and partnerships for the goals. The CSR framework supports this through the development and continuous refinement of strategic initiatives that reflect Mobily's broader impact on local communities and society.

Mobily's CSR efforts are centered on 3 foundational pillars:

- Enriching the talent pool
- Fostering fulfilling lives
- Enabling societal growth through support and access

These pillars guide the Company's efforts to deliver a meaningful, long-term impact across both social and environmental dimensions. Programs are tailored to address national priorities such as equipping the youth for the TMT sector, supporting SMEs and empowering women-, youth- and disabled person-owned businesses. The policy specifically identifies a wide range of Stakeholders, including customers, employees, suppliers, investors, local government agencies and non-profit organizations. Special attention is given to vulnerable groups, aiming to reduce social inequalities and promote equitable access to economic opportunity. Impact areas are mapped to the relevant SDGs.

Governance and accountability are central to the CSR Policy's success. Oversight is provided by the Board of Directors and the Corporate Social Responsibility Committee (CSRC), which reviews and approves CSR strategies and funding. Mobily prioritizes open dialogue and Stakeholder engagement through tools like surveys and focus groups to ensure initiatives remain relevant and responsive. The Company also publishes CSR performance annually as part of its sustainability reporting, ensuring transparency and compliance with regulatory expectations.

View Mobily's CSR Policy here



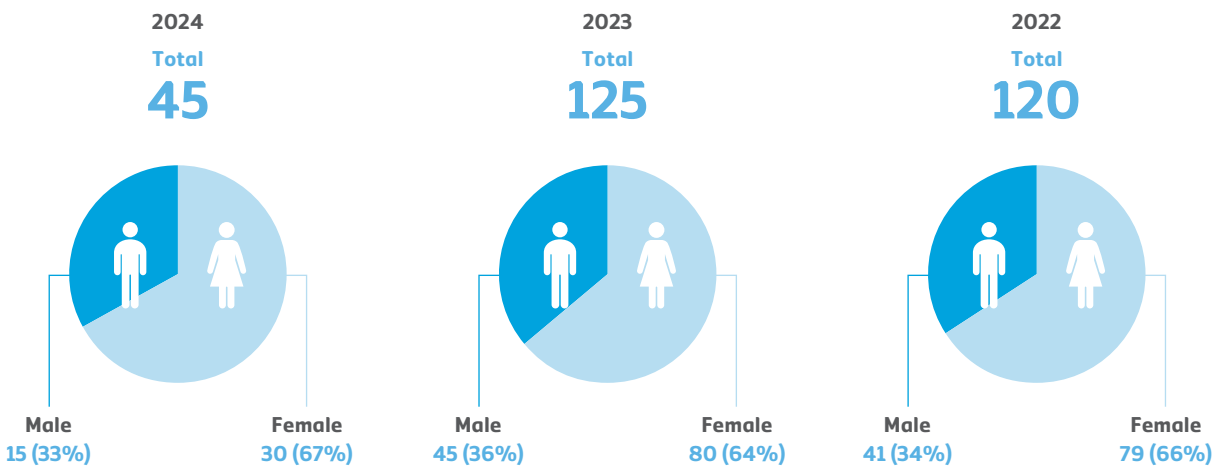
Mobily leverages its strong brand, financial resources and dedicated employees to support charity initiatives and events through carefully selected projects and activities, contributing to a better world. The Company builds partnerships with donors and charities, with a view to strengthening society as a whole, contributing to the long-term well-being of the nation.

Training and Skills Development

Mobily invests significantly in developing its next generation of business executives, with a particular emphasis on telecommunications. This includes financial investments and active participation in skills development. Mobily's Elite program is one such initiative.

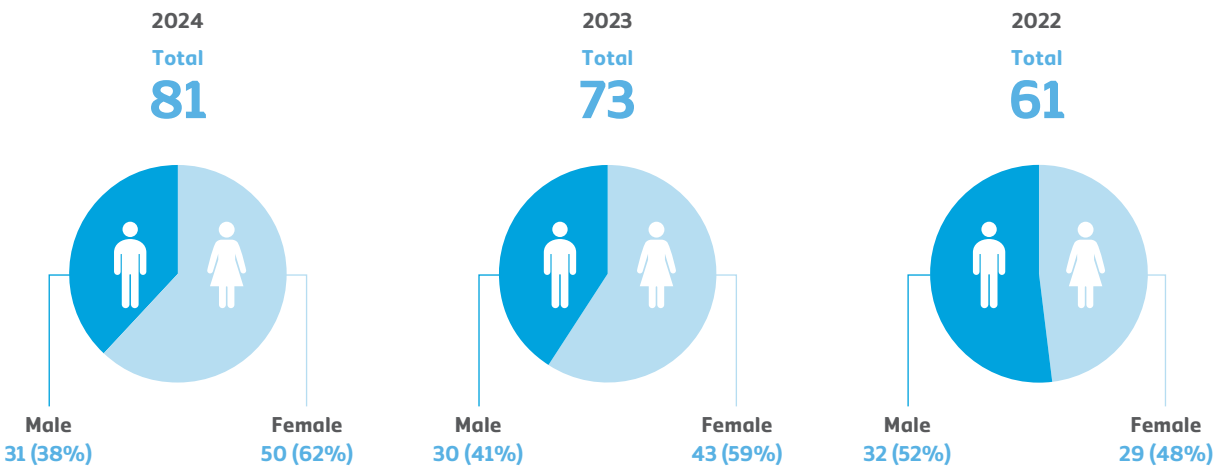
Tamheer Program

Mobily also participates in the Saudi Human Resources Development Fund's Tamheer initiative. Young adults are onboarded for on-the-job training at Mobily, with the potential to be employed full-time at the conclusion of the program. The Company is particularly proud of the number of young women that participate in the program, ensuring a bright future for them.



Cooperative Program

For students still at university, Mobily offers a Cooperative program that gives students practical work experience, with Company employees taking on mentorship roles. The program provides business, management and technical skills and, the majority of the students are females.





COMMUNITY ENGAGEMENT AND IMPACT (CONTINUED)

Community Investments*

Mobily's financial capacity, as a foremost business in the Saudi market, allows the Company to do immense good by sponsoring and donating towards causes and events that support Saudi Vision 2030 priorities. The Company also uses its wide brand reach to spread messages of social and environmental responsibility.

Social Responsibility

In 2024, Mobily furthered its commitment to social responsibility by launching a landmark initiative in partnership with Jood Eskan, the national charitable platform, actively encouraging charitable contributions to fund housing for underprivileged communities. The campaign targeted both employees and external Stakeholders, encouraging them to donate through the Jood Eskan platform, in addition to raising awareness about the Ehsan and National Donations platforms. These initiatives highlight Mobily's dedication to sustainable community development and improving the lives of those in need.

Mobily embraced the spirit of togetherness and reflection by hosting the "Your Sense of Life" campaign during Ramadan, reinforcing the profound significance of maintaining strong family bonds. The campaign encouraged meaningful connections, fostering deeper relationships among loved ones.

Strategic Sponsorships

Advancing local and international networks

Mobily actively participates in the biggest local and global networking events, advancing Saudi Arabia's telecommunication infrastructure and establishing the Kingdom as an international digital hub.

Mobily was a Gold sponsor of the Submarine Networks World 2024 event, also participating as a global leader with a submarine network that connects Asia, Africa and Europe. Discussions at the event served to guide future plans and collaborations for submarine expansion across the globe.

Mobily was a founding partner and sponsor of the Connected World KSA Conference, where the Company showcased its digital infrastructure capabilities to other industry leaders and experts.

The Company was a Platinum digital partner for the SAMENA Leaders' Summit 2024, bringing together industry leaders and decision-makers in the telecommunications and information technology sector across the region.

The Company was the technical partner for the 19th Internet Governance Forum, demonstrating Mobily's commitment to advancing secure and sustainable digital infrastructure that protects the community. In addition, Mobily sponsored the Black Hat event, the world's fastest-growing cybersecurity and a hub for leading knowledge-exchange that shapes the future of cybersecurity.

As a Diamond sponsor for both the Capacity Europe International Conference in London and Capacity Middle East in Dubai, Mobily showcased its latest communication and digital infrastructure solutions. At these events, Mobily signed on several new global partners to collaborate on groundbreaking projects, including B.Online, CEQUENS, Sparkle, Kalaam Telecom Group and ACMETEL.

Championing innovation and technology at LEAP24

LEAP is the premier global technology and innovation event, bringing together local and international leaders in a celebration of digital transformation. The Company was once again a strategic partner for the event, showcasing its market-leading 5G, IoT, cloud computing and AI-driven solutions, affirming its leadership in advancing the digital era. Mobily signed several memorandums of understanding (MoUs) at the event, notably with Al-Ahsa Municipality to advance development in that area, underscoring the Company's dedication to regional growth and community development through innovation and partnership.



Key MoUs Signed at LEAP24

- **Palo Alto Networks** – Accelerating digital transformation through AI-driven cybersecurity technologies
- **Cisco** – Advancing cybersecurity services and building workforce capabilities on field
- **GlassHUB** – Developing an accreditation model for cybersecurity preparedness and supplier reliability
- **Nutanix** – Strengthening Security unit's cloud environment, improving network security and raising security awareness
- **Elm** – Collaborating on solutions to combat digital financial fraud
- **Schneider Electric** – Promoting sustainability, industrial automation and smart solutions in Saudi Arabia
- **Oracle** – Boosting Mobily's data security infrastructure
- **Ericsson** – Expanding Mobily's role in enterprise communications services
- **Ministry of Municipalities and Housing** – Partnering to digitize and streamline municipal services
- **Splunk** – Enhancing cybersecurity services and talent development
- **Foodics** – Providing digital solutions for retail businesses and small and medium-sized service providers

Empowering small-and-medium sized businesses at Biban24

Mobily once again served as the technical sponsor for the Biban Forum, organized by the General Authority for Small and Medium Enterprises (Monsha'at) to empower and connect both local and SMEs with other business leaders. Through its participation, Mobily demonstrated its expertise in advancing digital progress by delivering customized technical solutions tailored to the unique needs of SMEs and emerging ventures.

Supporting key sectors

The Company is committed to serving key sectors across Saudi Arabia. The healthcare sector is particularly important, as it not only raises the quality of life for the communities but drives international health tourism and establishes Saudi Arabia as a global leader in this space. Mobily was the founding partner of the Global Health Exhibition 2024. Some of the Company's latest health solutions and technologies on display included a Surgery Virtual Reality Lab, designed to train graduates and recent

students in realistic surgery simulations, and its Limb-3D Printing service that scans, assesses, designs and prints physical models that contribute to the quality of life for disabled individuals across the nation.

In addition, Mobily Business was the digital partner at the World Defense Show, showcasing the latest advanced digital innovations in defense and military industries

Bolstering sports entertainment in Saudi Arabia

Mobily signed on as a partner of MBC Media Solutions to sponsor the live broadcast of the ROSHN Saudi League in the Middle East and North Africa through SSC channels and the Shahid platform.

The Company was also named the digital sponsor of the Italian Super Cup in Riyadh, supporting the fan experience through exclusive rewards and benefits. These partnerships enable Mobily to contribute to the development and expansion of Saudi's sport sector in line with Saudi Vision 2030.

* In line with the regulatory environment of Saudi Arabia, contributions or expenditures related to political campaigns, lobbying, trade associations, tax-exempt entities or other groups that seek to influence public policy or legislation are not applicable. As such, Mobily does not engage in these activities, in full alignment with national laws and practices.

COMMUNITY ENGAGEMENT AND IMPACT (CONTINUED)

Child Online Safety

Mobily demonstrates its strong commitment to child online safety through a comprehensive digital parenting guide, developed in alignment with trusted national and international bodies such as the Saudi Child Protection System, the NCA, the Ministry of Health, UNICEF and ITU. This alignment ensures that Mobily’s guidance reflects globally recognized standards while addressing local cultural and regulatory considerations.

The guide empowers parents and guardians to navigate the digital landscape with confidence, covering essential areas such as safe internet use, digital communication, cyberbullying, grooming risks and inappropriate content. It also addresses psychological factors including online addiction, emotional distress and the serious consequences of digital shaming. Through sections like “How can you tell if your child is experiencing abuse online?”, “Signs that may indicate grooming” and “How to report electronic threats”, the guide equips families with actionable knowledge to protect their children.

Additionally, Mobily encourages positive digital engagement by promoting the safe selection and use of educational websites and applications tailored to children’s development. By combining education, awareness and protection, Mobily reaffirms its role as a responsible enabler of safe and healthy digital experiences for the next generation.

View Mobily’s Child Safety Guide here



Public Awareness Programs

Mobily promotes public awareness campaigns by providing free text messaging to its customers and offering social media exposure to both government and charity organizations. This approach encourages messaging that advances public welfare. These messages include storm warnings that help customers to protect their valuables, Zakat payment reminders in line with Ramadan and Islamic practice and collaborative initiatives to promote the online safety of children. Mobily also communicates around the Hajj pilgrimage and other major tourism events, thereby supporting the tourism sector and the Ministry of Interior.

The Company also uses its well-known brand for impactful social campaigns. The “Treat It as Your Guest” campaign, aimed at empowering children to identify and avoid cyberbullying, was hosted on social media and at on-the-ground locations, featuring a workshop attended by 25 children.

Mobily understands the power of mobilizing volunteers across the nation for a good cause. In 2024, the Company promoted the SGI through social media campaigns on World Environment Day, Earth Day, International Day of Clean Energy and Saudi Green Day. Mobily also supported the Ministry of Environment, Water and Agriculture in a “Saudi Environment Week” campaign to raise awareness around environmental sustainability.

On the social front, Mobily launched digital campaigns for World Social Responsibility Day and Saudi Social Responsibility Day, while also sponsoring the “Ambassadors of Giving” initiative in partnership with the Saudi Red Crescent Authority to encourage volunteers to assist with ensuring the safety of the pilgrims.

In celebration of World Charity Day, Mobily launched the “Let’s Understand It Right” initiative in partnership with the Ehtewaa Association. This internal campaign encouraged employees to participate in charitable activities and raised awareness about the value of giving and volunteering.

Investing in Local Content

Mobily’s dedication to promoting local content initiatives and boosting the local economy earned it the local content accreditation for the fifth year in a row in 2024. Mobily partnered with 38 SMEs to support their operations and enable them to leverage the Company’s supply chain. Mobily encourages its international vendors to set up local operations and production, contributing to job creation for Saudi nationals and the economy while strengthening the supply chain.

Additionally, Mobily strictly monitors the ethics and regulatory compliance of its suppliers, with non-compliant businesses being disqualified as Company vendors. The Company also increasingly engages suppliers around environmental and social issues. Refer to the Responsible Supply Chain section of this report for more information.

Performance

In 2024, Mobily collaborated with the Nusuk Umrah platform to provide telecommunication services and technologies to the millions of pilgrims visiting Saudi Arabia during the Hajj season. The Company’s networks proved to be robust, even with the dramatic increase in demand during this time. Call success rates exceeded 99% despite over 44.8 million voice calls being made in Makkah and the Holy Sites on Eid Al-Adha alone, with over 5.8 Petabytes of data consumed at consistent 41.1 Mbps download speeds.

Additionally, the Company is developing the concept of charitable auctions featuring premium numbers. Mobily will auction off phone numbers that are particularly appealing, such as having a significant sequence or being easy to remember, with a portion of the proceeds going to a worthy cause.





COMMUNITY ENGAGEMENT AND IMPACT (CONTINUED)

Community Projects and Programs	2024	2023	2022
Total value of community investments (AED million)	1.8	6.8	26.3
Total local community development programs based on local community needs	1	1	1
Projects sponsored	11	-	7

The percentage of Mobily’s supplier spend that went to local suppliers increased in 2024, making up 95% of total spend, and a significant number of SME vendors were onboarded during the year.

Local Content	2024	2023	2022
Percentage of total procurement spend on local suppliers	95%	92%	84.5%
SME suppliers engaged (registered with the Company)	38	26	N/A
Women-owned suppliers engaged	N/A	N/A	N/A
Local suppliers	257	291	315
Foreign suppliers	61	92	70

Stakeholder Engagement	2024	2023	2022
Social impact assessments (such as gender impact assessments), based on participatory processes	5%	5%	15%
Environmental impact assessments and ongoing monitoring	20%	20%	20%
Public disclosure of results of environmental and social impact assessments	10%	10%	5%
Local community development programs based on local communities’ needs	25%	25%	20%
Stakeholder engagement plans based on Stakeholder mapping	15%	15%	15%
Broad based local community consultation committees and processes that include vulnerable groups	5%	5%	5%
Work councils, occupational health and safety committees and other worker representation bodies to deal with impacts	15%	15%	15%
Formal local community grievance processes	5%	5%	5%



OUTLOOK

Looking ahead, Mobily remains committed to deepening and expanding strategic partnerships with community, environmental and governmental organizations to amplify its contribution toward national goals. The Company will proactively align its investments and sponsorships with Saudi Vision 2030's focus areas - prioritizing initiatives that advance health, education, culture, sports and tourism. In doing so, Mobily will continue its journey in supporting the Kingdom's efforts to develop the tourism, entertainment, sports and culture sectors, thereby solidifying its role as a leader in sustainability within Saudi Arabia's TMT sector.

Continued emphasis will be placed on training and skills development through the Elite, Tamheer and Cooperative programs, reinforcing Mobily's role in developing a robust talent pipeline that supports the Kingdom's socioeconomic aspirations. In 2025, Mobily aims to add 90 participants to the Cooperative program. Moreover, Mobily will collaborate with the Attaa initiative to expand access to digital learning, ensuring that the public - especially the younger generation - benefits from technological advancements and educational resources.

Mobily plans to organize activations focused on key social issues, such as bullying awareness and digital education campaigns for children, fostering a safer and more informed community. Mobily is also dedicated to supporting various charitable organizations, including Sanad charity in its mission to aid children battling cancer, the Children with Disability Association in its efforts to assist disabled children, and Ensan charity in its work to support orphaned children.

In line with its environmental commitments, Mobily will collaborate with the SGI as part of the CSR department's KPIs set by ESG, reinforcing its position as an environmentally friendly organization. Additionally, the Company will work alongside Tadweer to promote recycling across the Saudi community, encouraging sustainable practices.

Through these initiatives, Mobily continues to strengthen its role as a socially responsible organization, empowering individuals and communities for a brighter future.



DIGITAL INCLUSION AND NETWORK AVAILABILITY

Approach

Mobily's infrastructure investments in 5G networks, submarine cables and data centers continue to expand digital access across the Kingdom, particularly in rural and underserved regions. These efforts play a vital role in driving digital transformation, enabling more communities to access essential online services in health, education, business and entertainment - contributing to national development and inclusive economic growth.

In line with its TMT vision, Mobily also continues to advance financial inclusion through its fintech platform, Mobily Pay, making digital financial services more accessible to a broader segment of the population. This supports efforts

to enhance financial literacy and bridge digital gaps for low-income individuals, youth, the elderly, people with disabilities and remote communities.

By broadening the reach of its network and digital services, Mobily empowers individuals and businesses to participate in the digital economy, positioning itself as a key enabler of innovation, social equity and sustainable development across Saudi Arabia.

The Company also seeks to engage underserved communities, including remote, underprivileged and disabled people:

Stakeholder	Mobily's Initiatives
Elderly people	Mobily cherishes the wisdom and life experiences of the elderly, recognizing them as invaluable pillars of knowledge and history. These customers can access a variety of services and benefits from Mobily's partners, including access to comprehensive health and homecare services, with virtual offerings that engage them at their convenience wherever it suits them. In 2024, Mobily offered expanded rewards through new, significant Neqaty partners, including Al-Nahdi Pharmacies, for health products and supplements.
Children	The Company believes in nurturing the next generation, recognizing children as the future architects of progress and innovation. To engage energetic young minds, Mobily provides gaming devices, subscriptions to the Company's one-stop gaming hub (Mobily Gamers) and specialized rewards, gift cards and vouchers.
People with disabilities, including the deaf, mute and hearing-impaired	The Company is dedicated to fostering a world where individuals with disabilities are empowered, respected and fully included. By championing accessibility, support and opportunity, the Company ensures that every person can thrive, contribute and be celebrated for their unique strengths. Mobily offers a 50% lifetime discount on monthly subscription fees for many of Mobily's postpaid packages.
Low-income households	Mobily recognizes the resilience and potential of underprivileged households. By offering diverse instalment solutions for Mobily's products and services, focused on affordability, the Company fosters dignity, hope and a path toward a brighter future for families in need.
Remote areas	Mobily aims to address the traditional lack of services in remote areas by providing 5G network coverage with FTTH-similar speeds in areas where there is no FTTH network coverage.



Peering Agreements

Mobily's commitment to an open internet and its role in creating a connected digital society are demonstrated by its settlement-free peering approach. In keeping with this pledge, it has adopted a settlement-free peering model for network interconnection agreements, contributing to the development of a stronger and more resilient internet infrastructure. Network optimization is the goal of the Company's peering engagements, which are in line with industry best practices. Mobily continuously tracks network performance, traffic trends and industry advancements to guarantee alignment with the changing technological landscape.

Network Neutrality

In accordance with principles of net neutrality - i.e. level playing field for all content providers and users - Mobily is committed to providing a fair and open internet experience for all customers, whereby internet traffic is treated equally, regardless of its source or destination.

However, Mobily operates within the framework of the Saudi Arabian Telecommunication and Information Technology Act (Article 24), which empowers the CST to implement internet filtering to restrict access to specific content deemed offensive, harmful to public morals or involved in illegal activities like cybercrime. Additionally, the CST can restrict access to content that threatens national security. Mobily fully adheres to these regulations as outlined by the CST. The Company actively filters such content to ensure a safe and secure online environment for users. It is important to note that this filtering does not discriminate against any specific website or content provider. Beyond regulatory requirements, Mobily does not engage in any practices that would prioritize certain content or websites for faster access.

Performance

In 2024, Mobily continued to participate in the "open access" agreement with the CST and 6 additional operators. This project seeks to enhance service quality by making use of the existing fiber-optic infrastructure, encouraging investments and giving users more choices. In addition, Mobily is a premier partner for mobile virtual network operators (MVNOs), allowing it to access new market segments and broaden its reach. Red Bull Mobile signed on as an MVNO partner in 2024, joining the Company's longstanding MVNO partner, Lebara.

Mobily's increase in CAPEX prioritized the rollout of 5G services in strategic areas. Additionally, the Company has invested in cloud computing and data centers, digital automation, IoT infrastructure and submarine cable connections. This promotes innovation and digital transformation, while fiber-optic infrastructure supports a more extensive network for remotely located customers. Moreover, Mobily has secured a 15-year spectrum license aimed at enhancing connectivity in rural and urban areas, including advanced 5G capabilities. This investment underscores Mobily's commitment to delivering high quality services nationwide and bridging the digital divide.

Mobily's investments have been pivotal in capturing new revenue streams, improving customer experience and enhancing accessibility of the Company's offerings in line with its sustainability goals. This is evidenced by its success during the Hajj season, as well as by winning 70% of government subsidies for rural telecommunication infrastructure (WBB1 and WBB2), covering over 1,300 previously underserved sites.



DIGITAL INCLUSION AND NETWORK AVAILABILITY (CONTINUED)

Mobily continued enhancing the user experience through better network performance, call quality and internet speed, as well as by reducing maintenance downtime. In comparison to the prior year, Mobily customers saw notable gains on several performance metrics.

Overall Experience	5G Experience	Coverage	Consistency
Video experience in 0-100 Points Mobily 60.2	5G video experience in 0-100 Points Mobily 70.2	Coverage in 0-10 points Mobily 5.5	Consistent quality % of tests Mobily 61.9
Live video experience in 0-100 Points Mobily 50.2	5G live video experience in 0-100 Points Mobily 63.4	Availability % of time Mobily 97.8	
Games experience in 0-100 Points Mobily 62.0	5G games experience in 0-100 Points Mobily 74.9		

High-speed internet access is ensured by Mobily’s ambitious and continuous development of 5G throughout Saudi Arabia.

Mobily also continued to improve the speed of its network, with Ookla showing a 27.5% improvement in the Company's median speed. Mobily topped the rankings in median download and upload speeds, as well as latency, for the last 2 quarters of 2024.

Mobily’s dominance in games, movies and download speeds was emphasized in the Q3 2024 OpenSignal report, reflected in awarding the Company the first ranking for delivering the best video and gaming experiences, ensuring unmatched customer satisfaction. The Company’s remarkable enhancement of the user experience earned recognition as a 5G Global Rising Star. In the Q3 2024

Game Mode report from the CST, Mobily also placed first in latency for 11 out of 18 games and in download speeds for well-known gaming platforms such as PlayStation, Xbox and Steam.

Mobily is committed to bridging the digital divide and promoting digital inclusion for all its customers. To this end, the Company has a zero-rating program for a range of government websites and applications. Customers can visit Mobily’s Free Usage page for a comprehensive list of zero-rated government services. This page is updated as agreements with government entities evolve.

Outlook

In order to promote sustained growth and improve service quality, Mobily has laid out a number of ambitious technological innovation goals and activities for the upcoming year. WBB1 and WBB2 deployment and the construction of new fiber optics for border crossing are important projects. The Company will continue to deploy 451 FTTH zip codes across 25 cities, in tandem with introducing new user plane functionalities at remote sites to support edge computing and monetize domain name system functionality.

Mobily intends to provide network readiness for a new mobile virtual network enabler by introducing 2 more regional IGW sites and implementing 2 automation capabilities in the IGW domain. The business will also enhance broadcast messaging for commercial customers and expand its 5G network. Mobily will explore 5G private networks and network slicing with commercial clients from a range of industries in 2025, catering to the varying needs of these use cases. In addition, expanding 4G and increasing VoLTE traffic share will further extend the Company’s network coverage.

5G coverage expanded to:

61

cities

+6,600

sites

87%

in the Kingdom's 7 main cities

4G

coverage expanded with 816 new sites

Fiber network expanded with

174 new sites

Average download speed

41.1 Mbps



OUTLOOK

Mobily's commitment to community engagement and digital inclusion forms a cornerstone of its vision for Saudi Arabia's progress. By developing reliable connectivity infrastructure, the Company is ensuring robust communication channels that serve both local communities and global interactions.

As digital connectivity becomes increasingly vital, Mobily intends to broaden its service portfolio and extend its network reach to connect with emerging customer segments. This initiative is aimed at minimizing gaps in digital access and enhancing overall network performance through cooperative industry efforts.

In parallel, Mobily's efforts to extend access to underserved areas, improve customer satisfaction and support financial inclusion will remain central to its strategy.

Simultaneously, Mobily is investing in targeted community programs and sponsorships that cultivate authentic relationships with local communities. These efforts are designed to address concrete needs while building constructive partnerships that contribute to measurable socioeconomic benefits.

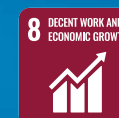




07

ACCOUNTABLE ENTERPRISE

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Mobily's adherence to international best practices in sound corporate governance is a key factor in its success and reputation. An institution is considered sustainable if its leadership's integrity is trusted, its decision-making hierarchy is open, roles and responsibilities are well-defined, people are held accountable for ethical transgressions and whistleblowers feel comfortable reporting them. The Board of Directors and management of Mobily are fully dedicated to upholding these principles.

Mobily is committed to maintaining both the trust of its Stakeholders and a reputation for ethical practices as conditions to its long-term growth. The Company fosters values of equity and transparency in line with Saudi Vision 2030, with integrity, ethics and corporate governance ranking high as a material issue for the Company. By encouraging communication, responsibility and openness, Mobily manages this significant issue in line with global best practices.

ISO 37301:2021
Compliance
Management Systems
certification achieved



ISO 22361:2022
Crisis management
certification achieved



Conducted climate
change risk assessment
for physical and
transition risks



Zero

legal action pertaining
to anti-competitive
behavior, anti-trust
violation or monopoly
practices taken against
Mobily



Zero

complaints of harassment,
discrimination or abuse of
human rights filed in 2024



Surpassed the 2024
financial performance
guidance across key
metrics including revenue,
EBITDA, net debt/EBITDA
and CAPEX intensity



CORPORATE GOVERNANCE



Approach

Mobily's approach to corporate governance is situated within an ambition to secure the sustainability of both the Company and its social, economic and natural environment. In line with good governance, Mobily prioritizes strengthening Board oversight and effectiveness by enhancing the Board's diversity of experience, independence and awareness of the business landscape.

Board of Directors

The ethical and governance culture of Mobily is led by the Board of Directors, which also sets the tone for the entire organization. Strong accountability and compliance rules and procedures thrive under its direction and guidance. Mobily is committed to maintaining a high quality and sufficiently independent Board that is qualified for this important role.

The roles of CEO and the Chairman of the Board are distinct, and the Chairman is an independent member, in accordance with governance best practices.

In the interest of gaining a rounded perspective of its challenges, and for leadership to consider the full range of risks and opportunities, Mobily believes that the Board should include a diversity of professional experience, skills and backgrounds. Mobily's Board includes members with accreditation and depth of experience in information technology, telecommunications and digital regulation/law, risk management, banking, finance, accounting, business management, strategy and corporate governance.

Mobily is committed to fostering a diverse and inclusive Board environment. The Company believes that a diverse Board brings a variety of perspective and experience to the organization. By offering equal opportunities for Board membership applications, Mobily aims to attract talented individuals from diverse backgrounds, including women.

Board Election

Mobily's Board is elected by the Company's shareholders for a term not exceeding 4 years in accordance with the Company's bylaws (Article 16).

Cumulative voting determines the selection of members to the Board of Directors. In line with the Company's bylaws (Article 16), Mobily welcomes applications from all qualified natural individuals, including women, to serve on its Board of Directors. Interested female and male applicants can submit their CVs for consideration during the nomination period, which is announced on the Saudi Exchange (Tadawul). The Nomination and Remuneration Committee will then review the CVs to ensure that nominees meet the required qualifications and have not been charged with any crimes against honor and integrity. Ultimately, it is the shareholders' General Assembly that votes to select the members who receive the highest number of cumulative votes.

The following criteria are taken into account during the nomination and selection process:

- Stakeholder views: Applicant profiles are filtered by the Nomination and Remuneration Committee in accordance with Mobily's policies for Board membership. The General Assembly votes to approve their membership. According to the Company's bylaws (Article 28), Mobily allows proxy access, enabling qualified shareholders to nominate Board members for election at the General Assembly. In accordance with the Corporate Governance Regulations of CMA (Article 13), the Board must grant investors the opportunity to effectively participate and vote at the General Assembly Meetings. Furthermore, the Board must ensure that all investors are treated fairly and equally, as stipulated in the same regulations (Article 4). This includes ensuring that non-resident shareholders enjoy the same voting rights as resident shareholders and that there is no discrimination among shareholders who own the same type or class of shares. The Board must not prevent shareholders from accessing any of their rights
- Diversity: All those who could potentially add value to Mobily, regardless of background, experience and gender are welcome to apply for Board membership. The Company's policies for Board membership mandate diversity in educational background and professional experience, giving priority to applicants with expertise needed on the Board at the time
- Independence: Mobily policy requires that a third of Board seats are reserved for Independent members
- Competencies: Mobily prioritizes applicants with specialist expertise required by the Board to improve their oversight and decision-making. The Nomination and Remuneration Committee annually reviews the Board's needs in terms of skills and experience, preparing a description of the qualifications and capabilities required of nominees for Board membership and executive management

Board Membership Expiration and Vacancies

As outlined in Mobily's bylaws (Article 17), Board membership shall expire at the end of its term or for any of the reasons terminating the membership of the Board of Directors or requesting its termination in accordance with any law or instruction in force in the Kingdom. Nonetheless, the Ordinary General Assembly may at all times remove all or some of the Board members. In this case, the Ordinary General Assembly shall elect a new Board of Directors or a replacement of the removed Board member, as the case may be, in accordance with the provisions of the Companies Law.

Consistent with this, such removal is effected by an ordinary resolution (simple majority – 50%+1 of votes). It is worth noting that, in line with Mobily's bylaws (Article 27), any shareholder or group of shareholders holding at least 10% of the Company's shares may requisition an Ordinary General Assembly and propose additional agenda items, including a resolution to remove one or more directors.

Assessment of the Board of Directors' Performance

To enhance the effectiveness of the Board, and to ensure best practice in the field of governance, Mobily regularly conducts independent assessments. Periodically, an external assessment is carried out by a specialist governance consultant. Results of this assessment are used to identify any required enhancements and action plans to be taken to implement the required enhancements. In November 2022, Mobily engaged Governance Compass, a specialist governance consultant, to assess the effectiveness and performance of the Board. All members of the Board and its Committees proved transparent and cooperative as they responded to the requirements of the independent consultant. The final assessment results were presented to the Board of Directors in March 2023. Furthermore, preparations are underway to assess the Board's effectiveness and performance during its new term, which began on 1 December 2024.

CORPORATE GOVERNANCE (CONTINUED)

The Agenda of the General Assembly

In line with Mobily's bylaws (Article 27), the Board of Directors considers matters that shareholders wish to include in the General Assembly. Shareholders who hold at least 10% of the Company's shares have the right to request that additional items be added to the agenda. They also have the right to request an additional General Assembly. Shareholders are granted a vote on Company-wide pay policies at the General Assembly, and they vote to approve the Remuneration Policy.

The Ordinary General Assembly, as per the Corporate Governance Regulations of CMA (Article 12), has the authority to make decisions on various matters related to the Company's affairs. These include, but are not limited to, electing and removing Board members, approving related party transactions, monitoring the Board's compliance with regulations and discharging them from liability, reviewing financial statements and Board reports, deciding on dividend distributions, appointing external auditors, utilizing the Company's reserves, forming new reserves, allocating funds for social purposes and approving the sale of significant Company assets. These decisions are crucial for the overall governance and direction of the Company.

The Extraordinary General Assembly, as per the Corporate Governance Regulations of CMA (Article 11), has the authority to make significant decisions that affect the Company's structure and operations. These decisions include amending the Company's bylaws, increasing or decreasing its share capital, utilizing reserve funds,

deciding on the Company's liquidation, approving share buybacks, issuing different types of shares, issuing convertible debt instruments, allocating shares to employees and suspending preemptive rights for shareholders. These decisions require extraordinary authority and are typically reserved for special meetings of shareholders.

Regarding voting at General Assemblies, Mobily's bylaws (Article 31) stipulate that each shareholder is entitled to 1 vote per share they hold, i.e. voting power is proportional to the total number of shares owned. Cumulative voting is exclusively implemented in the election of the Board of Directors, giving minority shareholders a greater voice in the election process and enhancing corporate governance. Mobily's voting rights are equal for resident, foreign and non-resident shareholders across all voting items, adhering to applicable local regulations. It is important to note that Mobily maintains a single class of shares (Ordinary Shares).

Performance

On 30 November 2024, the Board of Directors' 3-year term ended. At the Company's Ordinary General Assembly Meeting on 28 November 2024, the Board of Directors was re-composed for a new 4-year term between 1 December 2024 and 30 November 2028.

The members of the current Board comprise of 10 male members, 6 of whom are Independent and 4 are Non-Executive. In 2024, the Board met 7 times, with a 100% attendance rate.

Key Performance Indicators	2024	2023	2022
Percentage of Board seats occupied by women* (UN SDG-5)	0%	0%	0%
Percentage of Board seats occupied by Independent Directors	60%	60%	60%
Executive members of the Board of Directors	0	0	0
Non-Executive members of the Board of Directors	4	4	4
Female members of the Board of Directors	0	0	0
Male members of the Board of Directors	10	10	10
Independent members of the Board of Directors	6	6	6
Non-Independent members of the Board of Directors	4	4	4

*While Mobily remains open to female applicants for Board positions, the Company received its first-ever female Board candidacy application in the recent election cycle. However, the number of votes she received was not sufficient to place her among the 10 candidates with the highest votes, who were elected by Mobily's shareholders to the Board.



The following members were elected to the Board of Directors for the new term:



Mr. Abdulkarim Ibrahim Al Nafie
Chairman - Independent Member



H.E. Dr. Nabeel Mohamed Al Amudi
Vice Chairman – Independent Member



Eng. Khalifa Hassan Al Shamsi
Non-Executive Member



Eng. Ahmed Abdelsalam Aboudoma
Independent Member



Eng. Hatem Mohamed Dowidar
Non-Executive Member



Dr. Mohammed Karim Bennis
Non-Executive Member



Eng. Mutaz Kusai Al Azzawi
Independent Member



Dr. Khaled Abdulaziz Al Ghoneim
Non-Executive Member



Mr. Fahad Abdullah Al Essa
Independent Member



Dr. Mansoor Abdulaziz Al Mansoor
Independent Member



CORPORATE GOVERNANCE (CONTINUED)

All of Mobily’s Board Committees are composed and chaired by members independent of management, ensuring objective decision-making free from undue influence. Notably, no executive members serve on Mobily’s Board, reinforcing its independence.

The Audit Committee consists of 3 members, including 2 with financial expertise and all 3 with telecommunications industry expertise. The committee has a majority of independent members, with 2 fully independent and 1 non-executive member. Members bring significant experience in financial oversight through their participation in audit committees of joint stock and listed companies, as well as senior roles involving finance and risk governance. This enables robust oversight of internal controls, financial reporting, and compliance. Their leadership and board experience in regional and international telecom companies provides deep industry insight aligned with Mobily’s operational and regulatory landscape.

The Nomination and Remuneration Committee is composed of 3 members and is chaired by an independent board member. The committee has a majority of independent members, with 2 fully independent and 1 non-executive member.

The Risk Committee is composed of 4 members. The committee brings broad and complementary experience in identifying and managing enterprise risks across telecommunications, finance, investment and technology sectors. Members have served on risk, audit and investment committees of listed entities and private enterprises and have led organizations through digital transformation and regulated environments. Their combined expertise covers financial and strategic risk, cybersecurity and technology risk and operational risk management. This structure reflects Mobily’s commitment to proactive, informed and accountable risk governance in line with best practices and stakeholder expectations.

For more information about the skills and experience of each of the Board members, who represent both the old and new term, view the 2024 Annual Report (pages 126 to 131).

In line with Saudi capital market practices, voting outcomes for Annual General Meetings (AGMs) and Extraordinary General Meetings (EGMs) agenda items are publicly disclosed on Tadawul in the form of approval or disapproval only, without numerical breakdowns. A representative from the Capital Market Authority and the Saudi Exchange attends all general meetings to oversee compliance with regulatory procedures, ensure transparency in the conduct of meetings and safeguard shareholder rights—particularly regarding voting, disclosures and governance practices.

Across the company’s two most recent AGM, as well as any EGM held in the same period, no shareholder dissent exceeding 30% of the total vote cast was recorded against any board recommendation. All agenda items were approved in accordance with applicable governance procedures. The numerical breakdown of results, however, is presented to shareholders during the assembly meeting. It is worth noting that shareholders shall be granted access to the minutes of the General Assembly meeting, including the voting results breakdown, in line with the Corporate Governance Regulations of CMA (Article 15).

In 2024, Mobily enhanced its Corporate Governance Framework through several key initiatives.

Firstly, Mobily initiated a comprehensive review of its Delegation of Authority (DoA) Matrix. As part of this process, the Company identified and reviewed all authorities related to each organizational unit to ensure that these authorities align with Mobily’s operational workflow. In collaboration with the units, modifications were proposed to enhance efficiency and accountability. These proposals are under review in preparation for updating the DoA Matrix.

With regards to policies, the Company adopted 5 new policies at both operational and strategic levels. Mobily also conducted a comprehensive review of all policies previously issued, benchmarking these against best practices to ensure that policies both meet regulatory requirements and reflect strong governance principles within the Company. These will be periodically updated for ongoing relevance. The new and updated policies will serve Mobily’s particular needs and enhance the overarching governance framework.

In addition, Mobily’s Ask Governance portal has proven to be a valuable tool for facilitating governance conversations

between the executive and Stakeholders. Several governance-related inquiries were submitted via the portal in 2024 and received quick and accurate answers. These strengthen Mobily’s comprehension of governance issues, support ongoing development and promote an inclusive atmosphere where Stakeholders feel appreciated. They also reaffirm Mobily’s dedication to transparency.

By strengthening Mobily’s comprehension of governance issues and guiding ongoing development, it bolsters the Company’s dedication to openness and promotes an inclusive atmosphere in which all Stakeholders are respected.

Outlook

In 2025, the key corporate governance goals and targets will focus on strengthening Mobily’s overall governance framework to better align with the evolving business needs and Stakeholder expectations.

Some of the key focus areas include updating the DoA Matrix to ensure clear delineation of authority, responsibility and accountability across different levels of management. The updated DoA Matrix will also incorporate changes in organizational structure, business priorities and risk appetite while enhancing transparency and streamlining the decision-making processes.

Mobily will also review and update strategic policies to align with the Company’s long-term vision, mission and values, engaging with key Stakeholders to gather feedback and incorporate their perspectives. Robust monitoring and review mechanisms will be implemented to ensure consistent policy adherence.

The Company will also continue its comprehensive assessment of Mobily’s current governance maturity level using recognized frameworks. The assessment will identify gaps and areas for improvement, to inform

a detailed action plan that will address identified gaps and raise overall governance standards. KPIs will also be established to measure the progress and effectiveness of governance improvement initiatives. Mobily plans to conduct a regular review and update of the governance improvement plan to adapt to changing business dynamics and Stakeholder expectations.

Strengthening Board oversight and effectiveness is another priority, which will involve evaluating Board diversity and independence to ensure optimal representation of skills, experience and perspectives. Mobily will also continue to enhance the Board’s understanding of the evolving business landscape, through training; and ensure the Board is receiving the right information at the right time, through leveraging data analytics and promoting constructive discussions.

By implementing these governance goals and targets, the Company can strengthen its decision-making processes, enhance transparency and foster a culture of accountability and ethical behavior. These actions will help build trust with key Stakeholders, improve operational efficiency and support Mobily’s long-term sustainability.

ETHICAL BUSINESS PRACTICES

Approach

The foundation of sound corporate governance is ethics and compliance. Mobily is adamant about incorporating ethics into its corporate governance frameworks in order to guarantee responsibility, openness and the Company's long-term viability. Openness and honesty are demonstrated by Mobily's leadership in their interactions, which sets the example for these qualities to spread throughout the entire Company and promote an ethical and accountable culture.

Mobily has put in place a strict ethics and compliance program. This approach includes thorough policies, frequent ethics and compliance training for employees and contractors, risk assessments and compliance reviews.

Mobily has established a comprehensive governance structure to address business ethics and corruption. At the highest level, the Board of Directors assumes responsibility for overseeing these critical areas. They play a pivotal role in approving the Code of Ethics and Professional Conduct, ensuring its alignment with the Company's values and legal requirements. To provide a dedicated focus on ethical matters, Mobily has a dedicated Ethics department. Additionally, the Company manages corruption issues through the Internal Audit department, which reports directly to the Audit Committee. This dual approach ensures a robust and effective system for safeguarding Mobily's integrity and compliance.

The Board's Audit Committee is also responsible for overseeing the Company's compliance. It ensures the Company's adherence to relevant regulations, rules, policies and instructions. This includes reviewing the findings of supervisory and regulatory authorities and ensuring that appropriate actions are taken. The Committee also reviews contracts and proposed related party transactions, submitting its findings to the Board of Directors. In addition, the Committee reports to the Board on any issues that require action and provides recommendations for appropriate steps. To facilitate effective compliance reporting, the Committee proposes necessary policies and processes for Stakeholders to follow when submitting complaints or reporting violations.

As a member of the National Network of Intellectual Property Support Centers, Mobily remains dedicated to raising awareness about intellectual property rights in the ICT sector. These efforts align with Mobily's commitment to accountability and compliance, which in turn have been recognized by the Saudi Authority for Intellectual Property.

Code of Ethics and Professional Conduct

The entire Company is held to high standards of professional ethics across a variety of sustainability concerns under Mobily's Code of Ethics and Professional Conduct. It outlines Mobily's commitment in terms of:



The work environment

Communication
Treating others fairly
Health, safety and environment
Conflicts of interest



Customers and community

Sustainability
Privacy protection
Information security



The market

Anti-corruption and fraud
Compliance with regulations, laws and Company policies
Fair competition
Gifts, hospitality and other benefits
Relationships with suppliers and partners



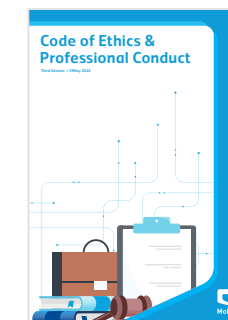
Investors

Anti-money laundering
Compliance with capital market regulations
Intellectual property



The Code of Ethics and Professional Conduct was created in accordance with international best practices, mindful of the Society of Corporate Compliance and Ethics (SCCE) and Ethisphere, as well as other important recommendations. It is updated on a regular basis or as needed to reflect changes in the business environment.

View the Mobily
Code of Ethics
and Professional
Conduct here



The code stipulates that employees and other Stakeholders who spot any breaches of the code or otherwise unethical conduct can report it via Mobily's confidential channels without fear of reprisal.

To report unethical conduct, please contact Mobily's Ethics Hotline:

- Email: Ethics.Hotline@mobily.com.sa
- Phone: +966560311477

All employees must sign their agreement to this code when they join the Company. Should employees have any questions about the code and how to implement it, they can submit enquiries related to the code, compliance culture or other related documents via the online Compliance Consultation Digital Service which fosters a culture of ethical behavior and simplifies access to compliance resources. Employees are also provided with a dedicated email to inquire about this service.

100%

of Mobily employees signed the Code of Ethics and Professional Conduct



Anti-Competitive Behavior

Mobily is committed to fair, responsible and ethical business practice. The Company adheres to the spirit of healthy market competition and consumer welfare. By closely following the applicable laws and rules governing fair competition and anti-monopolistic practices, as specified in its Code of Ethics and Professional Conduct, Mobily avoids anti-competitive behavior. The Company is aware that breaking these regulations can have major repercussions, including financial and legal penalties that could damage its brand and operations. Mobily employees are dedicated to conducting business in a way that promotes fair competition and stays away from illegal tactics like agreements, arrangements or collaboration with rival companies.

Mobily's dedicated Regulatory Affairs and Public Policy unit provides guidance and support on competition-related matters.

In 2024, no legal action pertaining to anti-competitive behavior, anti-trust violation or monopoly practices was taken against Mobily.



ETHICAL BUSINESS PRACTICES (CONTINUED)

Anti-Harassment

Mobily strictly governs sexual and non-sexual harassment, whereby an employee faces undue coercion for purposes that are not work related, and that cause emotional or moral harm. Mobily fully complies with the Ministry of Labor’s directives on workplace harassment and has included them in its Code of Ethics and Professional Conduct. Mobily has also instituted an Anti-Harassment Code, to spread awareness among employees and contractors, as well as third-party vendors at Mobily’s premises, of the recognition and prevention of workplace harassment and address any cases of harassment in a strict and fair manner. Cases of harassment shall be reported and escalated to the Harassment Complaints Committee through the designated email channel (HC@mobily.com.sa). The Committee shall treat all cases with utmost confidentiality.

Anti-Fraud and Whistleblowing

Fraud is used to describe offences including, but not limited to, deception, bribery, forgery, extortion, corruption, theft, conspiracy, embezzlement, misappropriation, false representation, concealment of material facts and collusion.

Mobily is committed to whistleblower protection for those who come forward with genuine concerns about misconduct, such as fraud. The Company’s policies and procedures safeguard whistleblowers from retaliation and provide them with secure channels to report their concerns. Employees can report instances of misconduct via Mobily’s dedicated ethics hotline - via phone (at: 0560311477) or email (at: Ethics.hotline@mobily.com.sa) - and be assured that their confidentiality will be maintained. Mobily’s approach to fraud and whistleblowing, which applies to all employees, contractors and third parties who engage with the Company, includes the following principles:

- Mobily has a zero-tolerance attitude towards fraud, corruption, bribery and unethical behavior
- Mobily’s Code of Conduct outlines the standards of ethical behavior mandated which must be followed by employees, and all third parties engaged with the Company
- In accordance with the Anti-Corruption and Whistleblowing Policy, any case of suspected fraud, corruption or breach of the Code of Conduct must be reported immediately
- Mobily commits to ongoing awareness-raising and training for employees around fraud and corruption
- Mobily prosecutes or applies other appropriate sanctions against those who have committed fraud

The policy establishes a formal structure for employees and stakeholders to confidentially raise concerns about suspected misconduct or violations of company policy. The Company investigates all reports promptly and objectively, ensuring they are handled in accordance with internal procedures and applicable legal and regulatory requirements.

Mobily’s Gifts and Hospitality Policy provides clear guidance on acceptable behavior in the giving and receiving of gifts, ensuring full compliance with applicable laws, contractual obligations and internal governance standards. Gifts are permitted only under conditions that uphold integrity, do not seek to influence business decisions or create undue advantage and cannot be construed as bribery. All gifts must reflect Mobily’s ethical values and brand identity.

Conflict of Interest

Mobily’s Conflict-of-Interest Policy applies to all Mobily employees, the Board, executive management and vendors. This has been shared with all relevant Stakeholders, with a committee constituted to oversee conflicts of interest. The Conflict-of-Interest Policy was endorsed by the Audit Committee and approved by the Board of Directors. Together with the Gift and Hospitality Policy and the Related Parties Transactions Process, the Conflict-of-Interest Policy governs direct and indirect interest matters that may adversely affect the integrity, or the performance of the Board and its Committees, executive management and employees.

In accordance with the Corporate Governance Regulations of CMA (Article 12), Mobily shareholders are empowered through the General Assembly to approve related party transactions. This includes granting permission to Board members who may have direct or indirect interests in businesses and contracts executed on behalf of the Company, provided that such transactions comply with the Companies Law and its implementing regulations, demonstrating the shareholders’ ultimate authority in significant corporate decisions.

Equitable Bidding Practices and Shareholder Rights

During any merger or acquisition process, Mobily is dedicated to making sure that every Stakeholder is treated equally and fairly. The following guidelines are followed by the Company in compliance with the CMA’s Merger and Acquisitions Regulations:

Equal treatment of shareholders

Article 3: All shareholders of the same type or class of Mobily shares must be treated equally by an offeror

Article 31: No preferential arrangements or conditions may be offered to individual shareholders that are not extended to all shareholders

Board of Directors’ duties

Article 16: An offer must be presented to the Company’s Board of Directors or independent financial advisor before being made public

Article 33: Shareholders will not be required to appoint proxies or take specific actions unless necessary after the offer becomes unconditional

Informed decision-making

Article 3: Shareholders must be provided with sufficient information and advice to enable them to make informed decisions about accepting or rejecting an offer

Article 35: Relevant information about the offer, including announcements, statements and circulars, will be made available equally to all shareholders through various channels, including the Company’s website and regulatory information services

Shareholder rights

Article 3: The Company’s Board will act in the best interests of all shareholders and will provide advice that is independent and free from conflicts of interest

Article 18: The Board will consider the interests of all shareholders, employees and creditors when making recommendations

Article 38: Any agreements or arrangements between the offeror and the Company’s Board members or shareholders will be disclosed in the offer document

Mobily’s bylaws (Article 43) empower the Company’s shareholders to hold the Board accountable for violations of the Companies Law or these Articles, negligence or errors that result in damages to the Company. If the Company fails to initiate a liability suit against the Board members, shareholders representing at least 10% of the Company’s capital can take the initiative. However, such a suit must be filed with the primary objective of benefiting the Company and must be based on valid grounds. Additionally, shareholders who suffer personal harm due to the Board’s actions can file individual lawsuits against the responsible members.

Zero

complaints of harassment, discrimination or abuse of human rights were filed in 2024



100%

Mobily employees have signed the Anti-Harassment Code



ETHICAL BUSINESS PRACTICES (CONTINUED)

Internal Control Systems

The successful implementation of Mobily's commitment to governance and sustainability requires an integrated system of internal controls to ensure that operations and behavior aligns with legal and ethical requirements. Considerations include compliance, risk and fraud. The executive management is responsible for implementing effective control systems in response to business risk, with the Audit Committee charged with monitoring the internal control framework and recommending enhancements where necessary.

The internal control system is designed to ensure the Company's established goals are achieved effectively and efficiently, reliable financial reports are made, applicable laws, regulations and policies are complied with, and potential risks are adequately managed to minimize their impact on the achievement of the Company's goals. The internal control system also plays an important role in protecting the Company's resources, and preventing, swiftly revealing and addressing fraud. The management of the Company is responsible for implementing a comprehensive and effective internal control system relating to the risks the Company might be exposed to; with reasonable cost and benefit to give acceptable levels of assurances to avoid material errors and related losses.

The Committee continuously reviews periodic reports from internal and external auditors, as well as various Company departments, on internal control. It discusses the findings and observations related to the internal control system and issues directives accordingly. Additionally, the Committee regularly briefs the Board of Directors with a summary of its activities and key observations it deems important for the Board's attention.

Based on the outcomes of annual reviews, the Audit Committee did not see any major weaknesses in applicable internal control procedures, however, there were a few observations from the audit resulting in the need to

improve and develop the internal control system to keep in line with the Company's goals, size and nature of business. The observations were communicated to the Company's executive management, which developed a plan to implement the relevant recommendations. The Audit Committee will follow up on the implementation of those recommendations according to the agreed implementation dates. This is in addition to the continuous monitoring of the internal control system to ensure that its objectives are achieved, with the improvement of the operations' efficiency and effectiveness, while complying with relevant laws and regulations.

For a detailed review of Mobily's internal control system, please refer to page 175 of the 2024 Annual Report.

Business Ethics Program "Amana"

Mobily's commitment to upholding the highest ethical standards and guaranteeing compliance with relevant laws and regulations is demonstrated by its business ethics program, "Amana", which translates to "trust" in Arabic. The aforementioned rules and Mobily's compliance procedures, which include tools for tracking and reporting compliance problems or deviations, are implemented through Amana - a specific internal initiative designed to promote a zero-tolerance policy for corruption, bribery and unethical behavior among workers and contractors.

Regular audits and internal reviews are carried out under an annual compliance plan to ensure that all the Company's operations comply with ethical and legal standards. All employees (including part-time) and contractors receive mandatory online training on the Code of Ethics and Professional Conduct standards through Amana's training and education component. Since 2023, Mobily has conducted over 38 courses covering a wide range of topics, including Code of Ethics and Professional Conduct, ethics, integrity and compliance culture, conflict of interest, and compliance, bribery and anti-corruption and fraud policies. These courses were attended by more than 3,500 participants.

Supplier Code of Conduct

Mobily's sustainability focus incorporates its supply chain, as suppliers and vendors are an extension of Mobily's environmental and social impacts. In accordance with local regulations, Mobily's Supplier Code of Conduct holds suppliers to the highest moral standards for information security, human rights, money laundering and anti-corruption, among others. All suppliers and other third parties that do business with the Company must acknowledge, sign and abide by this code as part of their Mobily vendor registration process.

View the Mobily Supplier Code of Conduct here



100% of Mobily's suppliers have signed the Supplier Code of Conduct



Mobily hired an independent external auditor to carry out a Compliance Maturity Assessment, comparing Mobily's compliance program with international standards and making recommendations where applicable. Additionally, Mobily has achieved ISO 37301:2021 (Compliance Management Systems) certification.

Compliance Framework

The Company's rigorous compliance framework ensures ongoing compliance and reputational safeguards through:

Leadership engagement and accountability

The Board and executive management set the example for ethics and compliance to safeguard business interests and long-term value, aligned with global best practices

Ethics and compliance standards and policies

A robust framework of policies and procedures address issues of ethics and compliance. These are continually enhanced and strengthened

Awareness and communications

Continuous internal communication across all levels amplifies employee awareness about ethical conduct and compliance obligations

Assessment and monitoring

Structured assessments identify, prioritize and tackle potential compliance risks, ensuring strong internal controls

Compliance reporting

Dedicated channels and assured non-retaliation encourage employees to report concerns anonymously, empowering ethical action

ETHICAL BUSINESS PRACTICES (CONTINUED)

Case Study

GOVERNANCE MATURITY ASSESSMENT

In 2024, Mobily's Business Excellence team embarked on a transformative initiative aimed at measuring governance maturity across all units of the Company. Guided by internationally recognized frameworks, this effort fostered meaningful engagement with each unit, allowing for a comprehensive review of policies, authorities and overall governance structures.

Through in-depth analysis, the team identified key opportunities for refinement, shaping a strategic action plan to elevate governance standards. This initiative reinforced Mobily's commitment to excellence, ensuring that its governance practices align seamlessly with industry benchmarks while fostering a culture of continuous improvement and responsible leadership.



Performance

In 2024, Mobily advanced its ethical business practices by obtaining the ISO 37301:2021 certification for its Compliance Management System, reflecting its commitment to structured, transparent and accountable operations. The Company also strengthened its governance framework through the development and enactment of a comprehensive Related Party Policy, clarifying the mechanisms for monitoring related party transactions and ensuring proper disclosure and approval procedures are followed to prevent conflicts of interest. To further embed integrity across the organization, Mobily enacted new compliance governance tools and maintained ongoing monitoring of adherence to approved authorities and key corporate policies.

Recognizing the importance of an informed and ethically aware workforce, Mobily conducted targeted awareness sessions on Conflicts of Interest and Gifts and Hospitality during 2024. These sessions aimed to reinforce expected standards of behavior, help employees and contractors navigate ethical dilemmas, and promote a culture of accountability. Additional training on emerging risk areas was also delivered, supporting continuous learning and proactive risk management.

Mobily appointed a new external auditor starting from Q2 2023, following the completion of a 7-year tenure by the previous firm, with the decision approved by shareholders at the General Assembly. Upon expiration of the initial appointment period, the same firm was reappointed in 2024 based on a recommendation from the Audit Committee and approval by the General Assembly. With that, the auditor's tenure stands at 1 year and 9 months as of the 2024 year-end results since their initial appointment.

These highlights reflect Mobily's continued commitment to strengthening its governance framework, ensuring compliance with best practice and fostering Stakeholder confidence in the Company's decision-making processes.

Outlook

Looking ahead, Mobily will continue to strengthen its ethical business practices by enhancing transparency, supporting accountable decision-making and fostering a culture grounded in integrity. The Company remains committed to promoting ethics by actively monitoring compliance with approved authorities and targeted corporate policies, reviewing related-party transactions.

Mobily also aims to conduct regular awareness campaigns and training programs focused on ethics and compliance, with plans to expand these initiatives to address emerging risks and evolving regulatory expectations. Additionally, the Company will maintain its ISO 37301 certification for effective compliance management, ensuring that its governance practices remain aligned with global standards. These efforts will assist Mobily to ensure consistent ethical conduct, strengthen compliance performance and uphold its commitment to responsible corporate governance.



TRANSPARENCY AND REPORTING

Approach

Mobily is dedicated to providing all the information necessary for Stakeholders and investors to make informed choices regarding the Company, in line with Mobily's Transparency and Disclosure Policy. These facts, figures and findings are communicated truthfully and promptly through Mobily's various communication channels, such as social media, email, the media and formal engagement - both in-person and online.

Essential Elements for Achieving Transparency

Transparent engagements

Transparency is a key priority for Mobily in all of its dealings and contacts. The Company fosters transparency and trust with all Stakeholders by providing truthful and transparent information



Clear and direct communications

Building solid connections requires clear communication. Mobily avoids any potential misunderstandings by communicating in a straightforward and direct manner



Fair and equal treatment

The Company is committed to treating all Stakeholders equally and fairly. Mobily acknowledges the value of inclusivity and diversity, making sure that everyone's opinions and concerns are heard



Mobily's Transparency and Disclosure Policy encourages transparency and open communication. This policy acts as a guide, giving the workforce all the information they need to comply. To keep its external Stakeholders informed, Mobily makes sure that its internal procedures, channels and website are transparent.

In addition, CMA regulations are increasingly driving transparency and timely reporting as a priority, with Stakeholders demanding higher standards of accountability. Mobily is investing in improved reporting systems and training to ensure accurate and high-standard disclosures.

Board and Executives Pay

As outlined in the Nomination and Remuneration Committee Charter (Article 4.2), shareholders are granted a vote on the Company-wide pay policies at the General Assembly. The Remuneration Policy is reviewed and updated periodically and voted on by shareholders, ensuring regular input on the Company's compensation practices. In 2024, the Remuneration Policy of the Company was approved based on the minutes of the General Assembly Meeting. The vote includes Directors on the Board, its Committees and senior executives, ensuring that shareholders have a say in the pay of top executives.

Mobily discloses the remuneration of its Board members and executive management in accordance with the Corporate Governance Regulations of CMA (Article 90). These local regulations require companies to disclose the total remunerations granted to the Board members and executive management, directly or indirectly, without any omission or misleading information, and whether these were in cash or other benefits of any nature. In case they were shares of the Company, the value of the shares is the market value on the due date. Companies shall disclose a breakdown of all received remunerations by the Board and its Committee members, and the total remuneration for 5 senior executives who have received the highest compensation from the Company, provided that the CEO and CFO are among them, ensuring transparency and accountability in executive compensation.

Mobily's commitment to sustainability is further reinforced by its linkage of executive compensation to the achievement of sustainability and ESG strategy KPIs of

the year. This practice aligns with the Company's broader goals of promoting ESG practices. By tying executive pay to sustainability performance, Mobily incentivizes its leadership to prioritize these initiatives and drive positive change.

Clawback and Malus

In line with Mobily's Remuneration Policy approved by the Company's General Assembly, the Board of Directors' remuneration is subject to a clawback policy. Bonuses or other incentives may be suspended or recovered if determined to be based on inaccurate information. This mechanism safeguards against the misuse of position for personal gain. Moreover, the approved remuneration for each employee in the executive management may vary depending on the job grade, mission, responsibilities of the employee, practical experience and skills, in addition to the results achieved during the year in question. Salaries and benefits allocated to the executive management shall include basic salary, benefits and allowances based on the Company's approved policy.

The Nomination and Remuneration Committee plays a crucial role in overseeing the implementation of Mobily's Remuneration Policy. The Committee ensures that remuneration is aligned with the Company's objectives, verifies the integrity of actions taken, and reports any material deviations to the Board. This oversight role is crucial for identifying instances where clawback may be warranted.

In addition to the Remuneration Policy, the Companies Law (Article 29) provides a legal basis for Mobily to take legal action against managers or Board members who cause damage to the Company through their wrongful acts, negligence or omissions. This empowers Mobily to pursue clawback in cases of Board and executive misconduct. Specifically, the article outlines the circumstances under which shareholders can initiate derivative actions against managers or Board members.

Furthermore, the Labor Law (Article 80) allows for compensation to be claimed from workers who have unlawfully taken advantage of their position for personal gain. This provision can also be extended to executives who have used their positions to enrich themselves at the Company's expense.

TRANSPARENCY AND REPORTING (CONTINUED)

In accordance with the Company's HR Policy and strategic objectives, Mobily's executive management bonus is performance-driven and based on pre-defined KPIs, ensuring a direct link between compensation and results. To mitigate risks associated with inaccurate data, the Company has implemented robust internal controls and performance evaluation processes where all employees, including senior executives, are rewarded after year-end.

Mobily's Internal Work Regulation (Article 74) reinforces the Company's right to claim compensation for damages caused by an employee's actions, negligence or failure to comply with regulations. This provision further supports the concept of clawback by allowing Mobily to recover losses resulting from executive misconduct.

Business Continuity and Risk Management

Enterprise Risk Management (ERM) at Mobily is mandated to align strategy, process, people, culture, technology, governance and compliance to strengthen their organization's risk oversight. It aims to establish a proactive approach to managing and mitigating threats to Mobily and its business interests. It helps improve governance practices for running the business and operations, as well as bolstering Stakeholders' confidence. Furthermore, the ERM program aims to increase awareness of business risks across the entire organization, instill confidence in strategic objectives, improve compliance with regulatory and internal compliance mandates and enhance operational efficiency through more consistent applications of processes and controls.

Mobily reviews its overall risk exposure on an annual basis, while its top risks are reviewed quarterly to ensure timely oversight and responsiveness to emerging threats and business developments.

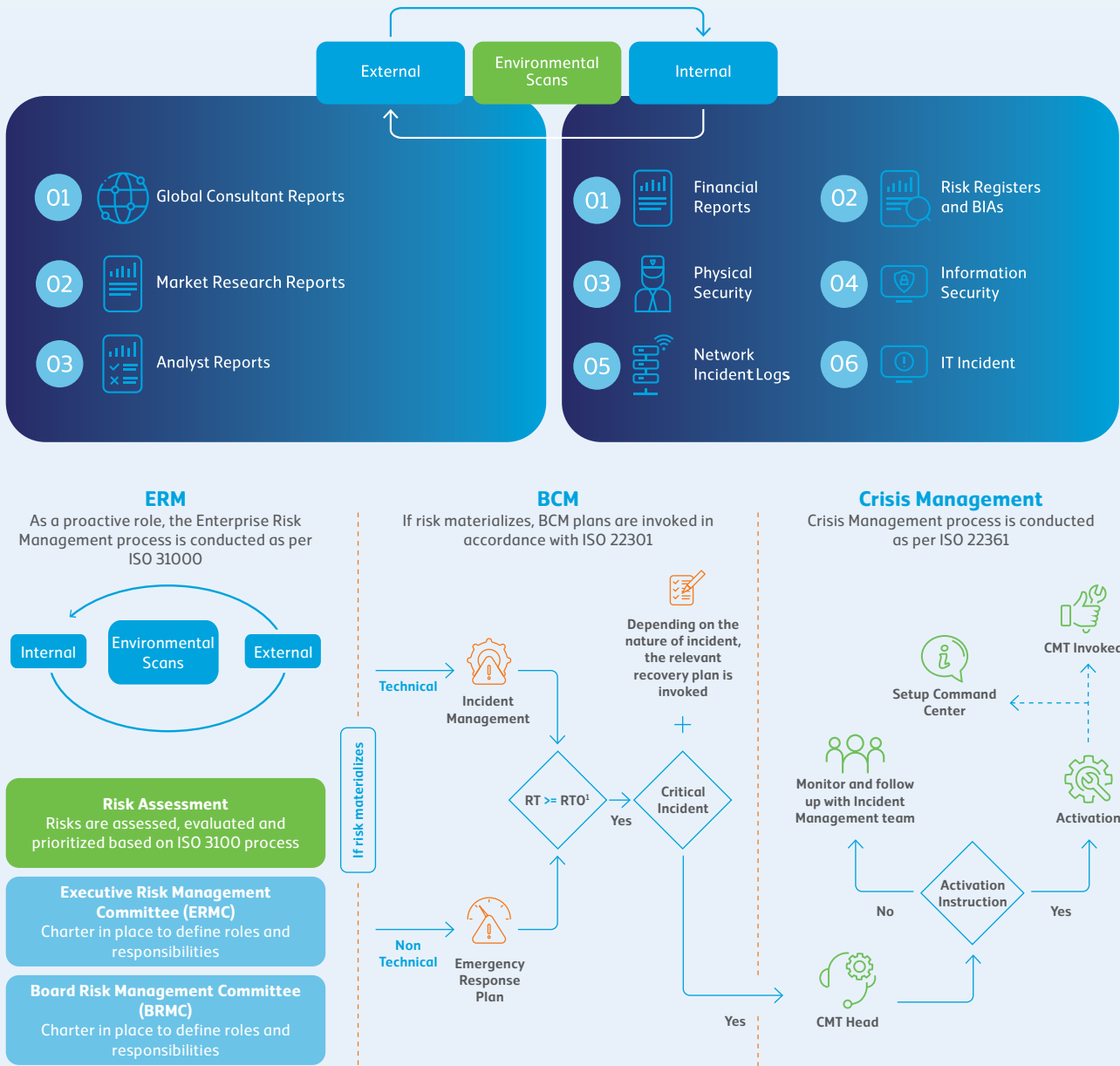
The Risk Management department within Mobily has been mandated by the Board Risk Management Committee to establish and implement effective and robust risk management practices within the organization. The mandate includes but is not limited to defining and endorsing the risk management policy:

- Ensuring that the organization's culture and risk management policy are aligned
- Determining risk management performance indicators that align with performance indicators of the organization
- Aligning risk management objectives with the objectives and strategies of the organization
- Ensuring legal and regulatory compliance
- Assigning accountabilities and responsibilities at appropriate levels within the organization
- Ensuring that the necessary resources are allocated to risk management
- Communicating the benefits of risk management to all Stakeholders
- Ensuring that the framework for managing risk continues to remain appropriate

Risk Management Framework

To identify and manage risks and incidents that could impact the sustainability of the business, Mobily has developed a comprehensive framework where the Risk Management team applies specific procedures to conduct regular scanning of the internal and external environments in order to identify the potential risks that might adversely impact Mobily's business objectives.

The identified potential risks are then assessed as per the ISO 31000 process to prioritize risks and determine the required actions to mitigate their impact or likelihood. In case the risk materializes, the business continuity plans will be activated to recover specific critical systems and infrastructure at an agreed level. In case the expected resolution time exceeds the recovery time objective, and the impact of the incident is marked as Critical, the crisis management plan will be invoked, and the crisis situation will be managed under the supervision of the Crisis Management Committee.



1. Recovery time (RT) | Recovery Time Objective (RTO)

Recognitions and Certifications

In 2024, Mobily won 3 awards at the Business Continuity Institute (BCI) Middle East Awards 2024:



"Business Continuity Management (BCM) Team of the Year"

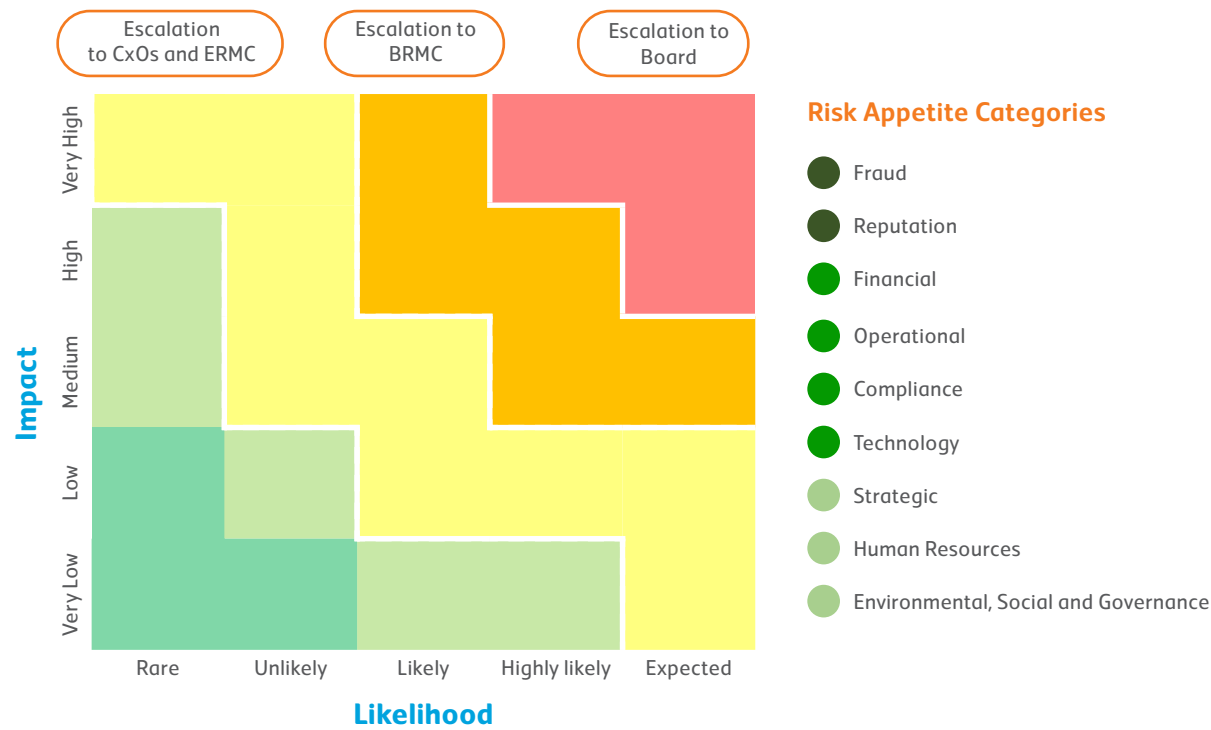
"BCM Program Manager of the Year 2024 (Private Sector)"

"BCM Newcomer of the Year"

The Company also earned ISO 22361 certification for Crisis Management, in addition to maintaining its ISO 22301 and ISO 31000 certifications

TRANSPARENCY AND REPORTING (CONTINUED)

Escalation Levels and Risk Appetite Categories



Crisis Management

Mobily recognizes a crisis as an inherently abnormal, unstable and complex situation that represents a threat to its strategic objectives, reputation and/or existence. The Company’s executive management is committed to providing the necessary resources to address crises in an effective, timely manner, with the goal of protecting its assets as well as its Stakeholders’ interests. Any crisis situation in Mobily is managed by the Crisis Management team (CMT) headed by its CEO and represented by CxOs and their nominated representatives. The CMT Manual is developed and maintained by Mobily’s Business Continuity department and provides the criteria and basis for crisis management.

The risk registers are regularly updated, allowing employees to proactively identify and report potential risks throughout the organization. As part of Mobily’s risk management solution, the top risk registers are automated. Mobily uses MetricStream, a GRC software solution, to automate its BCM system, in terms of both operation and workflow. The scope of this system covers Mobily’s entire operations. Mobily has a comprehensive awareness campaign for risk management. It starts at the onboarding program (Anwarat), while ongoing awareness campaigns are delivered through multiple channels such as emails, workshops, events, etc. In addition, through the active participation of Stakeholders, including C-Suite and regulators, Mobily has conducted several crisis simulation exercises and BCM drills, such as desktop exercises.

Resilience and Preparedness

Mobily’s leadership is committed to providing a resilient infrastructure and business continuity framework developed and maintained in accordance with international standards and best practices. The Company has developed a multilayered resilient technical infrastructure that enables the organization to continue to deliver its services in a seamless manner under all circumstances.

In addition, Mobily has developed and continuously maintains a robust business continuity program to address an incidental scenario in a timely manner. As part of the BCM program, more than 100 different business continuity plans, disaster recovery plans and emergency response plans have been developed and maintained on an annual basis. These plans are tested annually to provide a rehearsed assurance to the executive management and Stakeholders.

Mobily established a Disaster Recovery Center to enhance resilience of its critical IT applications. This center provides secondary level resilience to Mission Critical IT applications, while the existing data centers will continue to provide primary resilience in active-active mode.

CMT Activation

Detailed criteria for incident classification as well as escalation and resolution have been developed and captured in the CMT Manual. An incident is rated based on its severity of impact and its duration and is categorized as a Low, Moderate, High, Significant or Critical severity incident. Critical severity incidents are recommended to be treated as a crisis situation. In the event of such incident, a recommendation for the activation of the CMT is sent by the BCM team to the CMT Head and upon his consent the CMT is invoked. Upon invocation, the CMT takes control of the situation and provides guidance and support to minimize the impact of the incident and to neutralize the crisis.

Crisis Communication

Mobily recognizes that effective communication is essential for its success, and in a crisis situation, it becomes critical. For this reason, the Company has developed a comprehensive and rehearsed strategy and method of crisis communication that makes provision for internal communication as well as external requirements of dealing with Stakeholders and the media. The objectives of the crisis communication plan are:

- Ensure timely communication to employees and vendors required for crisis management efforts
- Ensure timely communication of verified facts to the Stakeholders so as to minimize rumors
- Facilitate the flow of information
- Promote and protect the welfare of involved personnel and their families
- Retain Stakeholders’ and news media’s confidence in the organization

Crisis Simulation

The management understands that the best way to maintain crisis preparedness is through crisis simulation. As part of the BCM exercising program, various potential crisis situations are simulated on an annual basis and the actual results of the simulation are validated against the expected results. Every year, Mobily conducts a series of crisis simulation exercises covering a wide range of scenarios. These simulations provide assurance to the management and Stakeholders on Mobily’s crisis preparedness and resilience.



TRANSPARENCY AND REPORTING (CONTINUED)

Promoting Risk Culture

Mobily promotes a strong risk culture across the organization through multiple strategic actions, including regular risk management education for Non-Executive Directors, focused training on risk principles across all levels, and the integration of risk criteria into product and service development. In addition, top risks are monitored through defined risk indicators and regularly discussed at the highest levels, including the Board Risk Management Committee (BRMC), helping to ensure executive-level engagement and support for risk mitigation strategies.

Responsible Marketing

In line with its commitment to customer excellence, Mobily ensures that all marketing efforts are transparent, accurate and aligned with its values. The Company incorporates sustainability messaging across its products and services to reflect its environmental and social responsibility. Through targeted marketing campaigns and engaging content on social media platforms, Mobily enhances product visibility, drives customer engagement and raises awareness on key programs and initiatives.

The Company seeks to provide positive, life-affirming and true messaging through its marketing and communication. The Company's messaging must also support the tenets of Saudi Vision 2030. Compliance with Saudi Arabia's strict regulations on consumer protection follows global best practice.

Customers should have all the information required to make wise and informed purchase decisions. The Company is committed to transparent sales processes that eliminate hidden charges and take the customer's unique needs into account. Mobily proactively reaches out to new and existing customers to ensure that the customer has all the necessary details about their contracts with the Company - these calls also provide a valuable touchpoint with the customer to check for fair treatment.

Mobily also strives to provide transparent and easily understandable pricing structures, so that customers can easily see and compare different service packages. These are provided on the website and explained by skilled customer service representatives.

For products and services that include credit specifically, the customer is informed of the risks and opportunities of such a product to ensure that they are fully prepared for the responsibility. Credit transfer and products with instalment features are covered by and assessed for compliance with these procedures. Mobily also maintains the customer's ease of porting in and out, with clear procedures, minimal paperwork and the timely execution of the porting processes.

In 2024, Mobily had zero incidents of inappropriate marketing and advertising and incurred no penalties related to marketing.

Performance Investment Community Practices and Investor Trust

Mobily's Investor Relations (IR) team transformed to meet the evolving needs of its investor base. By revamping its IR and sustainability web platforms, the Company enhanced accessibility and transparency, providing investors with timely and comprehensive information. Targeted investor engagement initiatives, including investor conferences, highlighted Mobily's strong investment proposition and robust ESG commitments, fostering deeper trust and stronger relationships with key Stakeholders. The IR team was instrumental in steering Mobily's journey toward sustained growth. By fostering open dialogue with investors, enhancing transparency and implementing innovative strategies, the team solidified the Company's

position as a leading investment choice in the region. Their dedication to building strong investor relationships and providing timely, accurate information was pivotal in navigating the dynamic market landscape.

A Clear Vision, A Clear Narrative

In 2024, Mobily strengthened its commitment to transparency by enhancing its investor reporting suite, providing shareholders with a more detailed and insightful view of its operations. The Annual Report was significantly expanded, delving deeper into the Company's performance and strategic direction. In alignment with global best practices, Mobily's Sustainability Report was aligned with the GRI and SASB standards, offering a comprehensive and investor-centric overview of its ESG initiatives and performance.

11 renowned investor conferences and roadshows



AA rating category in the MSCI ESG Index
The first telecommunications company in the Middle East to obtain this rating

Over 110 meetings
Over 320 participants
17 "Buy" ratings from prestigious local and international research houses





TRANSPARENCY AND REPORTING (CONTINUED)

Tailored Engagement, Maximum Impact

Mobily's IR team recognized the importance of building strong, lasting relationships with its shareholders and overall Stakeholders. The team embarked on a journey to understand the diverse needs and preferences of its investor base. By conducting meticulous analyses of the Shareholder Register, the team was able to identify key investor segments and tailor communication strategies accordingly. This data-driven approach, coupled with active participation in 11 renowned investor conferences and roadshows, enabled Mobily to expand its global investor reach and solidify its reputation as a reliable and compelling investment case.

Seamless Investor Experience

To foster seamless communication with its investor base, Mobily IR adopts a range of digital tools and platforms. The Dividend Payment Inquiry webpage empowers investors to conveniently track the status of their dividend payments. The IR and Sustainability webpages, along with a user-friendly IR app, provide transparent insights into the Company's operations and performance. Recognizing the importance of accessibility, Mobily has an interactive voice response (IVR) system in place to streamline investor inquiries. Furthermore, the dedicated webpage for General Assembly Meetings enables effective and seamless remote participation for virtual attendees, offering access to meeting agendas, materials, proxy, live streaming and voting functionalities.

Sustainability as a Growth Driver

Mobily's unwavering commitment to sustainability and corporate responsibility has been a cornerstone of its operations. In 2024, Mobily achieved a significant milestone by being upgraded to the leading AA rating category in the MSCI ESG Index as the first telecommunications Company in the Middle East to obtain this rating, the highest rating in the region, and recognized by 5 other prestigious ESG indices.

Recognizing Excellence and Industry Leadership

The IR team's proactive approach drove significant engagement, with over 110 meetings held throughout the year, attended by over 320 participants. This increased interest and confidence in Mobily's future led to a 29.4% increase in the average target share price. Moreover, the team's strategic efforts expanded Mobily's investor base, with institutional investors representing 78.5% while foreign investors account for 22.3%.

Mobily's strong positioning was further affirmed by 2 new coverage initiations from Jefferies and United Securities, both with a "Buy" rating. Additionally, Riyadh Capital, Yaqeen Capital and Arqaam Capital upgraded the Company to "Buy" based on its attractive valuation discount, positive dividend outlook and growing ROI. With a total of 17 "Buy" ratings from prestigious local and international research houses out of a total coverage of 19, analysts express strong confidence in Mobily's future potential.

Mobily's commitment to transparency and investor relations earned it several prestigious awards this year.

Best Investor Relations Telecom Company Award in Saudi Arabia
by the Global Business Outlook (GBO)

Fastest Growing Telecoms Brand in the Middle East 2024
by Brand Finance

Middle East Investor Relations Association (MEIRA) Annual Conference and Awards

1st place in the Middle East for the Best Printed 2023 Annual Report Award

2nd place for the Best Digital 2023 Annual Report Award

1st place in the Middle East for the Best IR Film 2023 Award

3rd place in Saudi Arabia for the Best IR Professional 2024 Award

Lawsuits and Penalties

Mobily was the subject of multiple decisions, including penalties, by the Committee for the Consideration of Violations of the Telecommunication and Information Technology Act in 2024. In compliance with the Telecommunication and Information Technology Act and its executive regulations, the Company filed an appeal of these rulings. Such decisions were based on the rejection of a number of transfer requests and the terms and conditions of providing service to customers, among other reasons.

To avoid these penalties reoccurring, Mobily is implementing the following:

- Analyzing and addressing the causes of violations in coordination with the relevant units of the Company
- Enhancing compliance with the CST's resolutions and instructions
- Raising organizational awareness about new laws, regulations and instructions
- Taking the necessary escalation actions if required

In addition to the foregoing, Mobily has established organizational commitment processes and tools - while also providing the required HR resources and policies to handle legal infractions in line with the CST's requirements.

The CST Violation Committee issued several penalty resolutions against Mobily amounting to ₪ 27 million as at 31 December 2024 (2023: ₪ 21 million). The Company filed multiple lawsuits against CST at the Board of Grievances in opposition to such resolutions of the CST Violation Committee. These lawsuits remain outstanding. Mobily's management believes that sufficient provisions have been recorded, based on the status of these actions as of 31 December 2024.

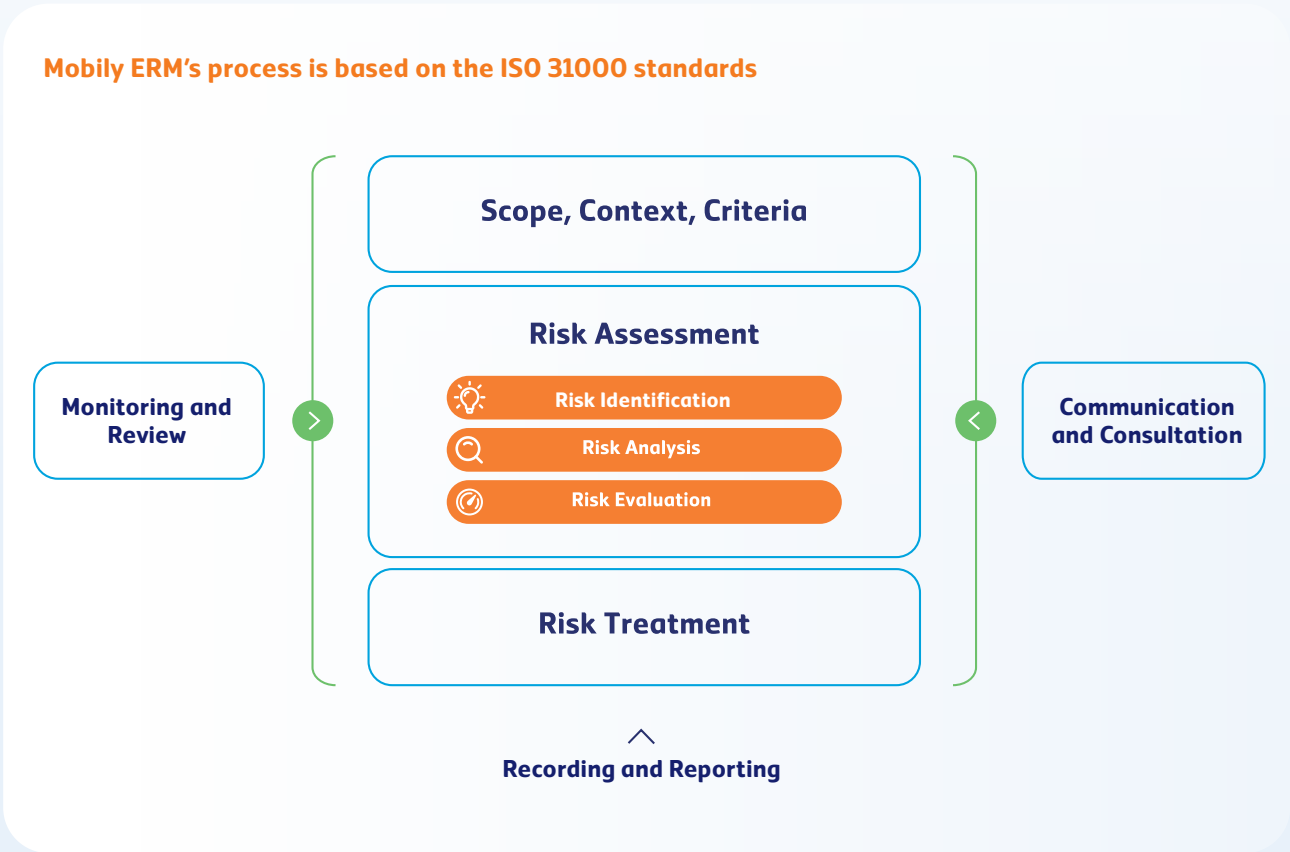
The Company is also committed to enhancing the Regulatory Affairs unit's operational processes and tools in compliance with the CST's regulations, allocating the necessary staff, developing compliance standards and addressing the root causes of violations.

Enterprise Risk Management (ERM)

The ERM function adopts a holistic and proactive risk management approach to identify, analyze and mitigate potential risks that can adversely impact on the Company's strategic, reputational, financial, compliance and operational objectives. The ERM team has adapted the international standards and best practices for the risk management function and has received certificates of compliance from the leading certification bodies.



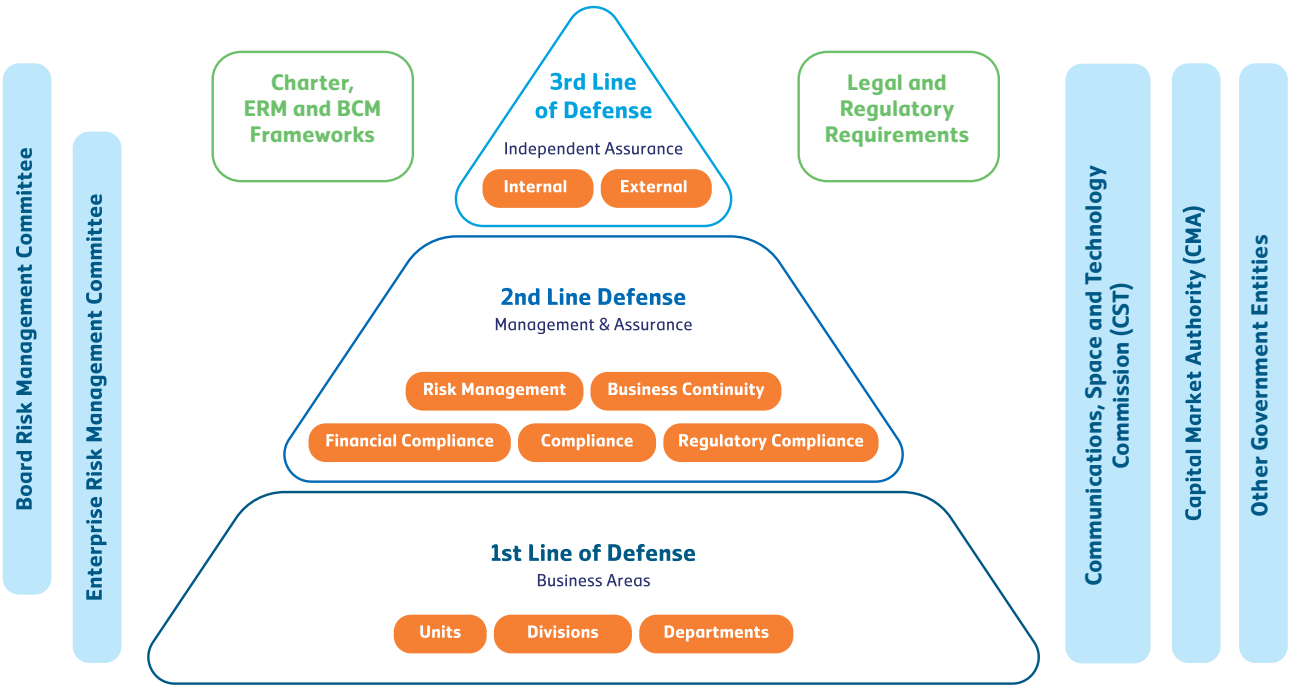
TRANSPARENCY AND REPORTING (CONTINUED)



There are several components that are important to the efficiency and effectiveness of the ERM process. These include establishing the context, risk identification, risk analysis, risk evaluation, monitoring and review, and communication and consultation.

Mobily's Internal Audit function provides independent assurance on the effectiveness of the Company's risk management and compliance processes, operating within the 3 Lines of Defense model to ensure robust governance and accountability.

External audits of Mobily's risk management process are conducted annually based on the ISO 31000 framework by the certification body. Internal inspections, when performed, also use this international standard as the foundation for evaluation.





TRANSPARENCY AND REPORTING (CONTINUED)

Business Continuity Management (BCM)

The BCM function endeavors to effectively enhance resilience of Mobily's business and ensure availability of operations and services during disruptions by implementing and embedding an effective BCM practice within the organization.



- ISO 22301 certified (for 9 consecutive years)
- BIAs and BCPs in place for all critical services and operations
- Regular testing and exercises are conducted for BCP and DRP
- Continuous training and awareness
- Crisis management including CM Manual, teams, plan and CM communication
- BCM process automated through system

Outlook

Mobily is unwavering in its resolve to uphold openness and transparency with all Stakeholders, including shareholders. In order to give Stakeholders a comprehensive grasp of the Company's performance, strategic direction and governance procedures, Mobily will continue delivering precise and timely information. Moving forward, the Company hopes to continue building its relationships with Stakeholders, thereby adding to its overall success by encouraging openness and establishing trust.

In line with this commitment, the implementation of the Risk Management System will continue in 2025, with rollout plans extending to all units, divisions and functions, supporting a more integrated and proactive approach to risk governance. An extensive risk management awareness campaign will encompass top management, middle management, risk champions and single points of contact (SPOCs) to build a stronger risk aware culture. The departmental risk register will be enhanced with a wide range of strategic, tactical and operational risks as part of Mobily's risk management maturity enhancement, all underpinned by ISO 22301, ISO 31000 and ISO 22361 certifications.



RESPONSIBLE SUPPLY CHAIN

Approach

As part of its focus on good governance and ESG in general, Mobily acknowledges the significance of ethical supplier chains and procurement. Supply chain oversight is managed at the executive level by the Senior Vice President of Supply Chain. Mobily has a procurement program that takes into account how the goods and services it purchases will affect the environment. By considering elements like resource consumption, environmental friendliness and lifespan assessments, the Company encourages the procurement of sustainable options. Mobily promotes a greener supply chain by placing a strong emphasis on sustainable buying methods.

Mobily has put strong protocols in place to guarantee equitable procurement practices. In addition to requiring vendors to sign Mobily’s Supplier Code of Conduct and Mobily’s data security and privacy policies, Mobily regularly audits suppliers to ensure compliance. The DGO ensures that supplier agreements adhere to the PDPL and Mobily’s Data Privacy Policy. Transfer management is handled by the engagement owner and the Cybersecurity team to ensure that the data is stored in locations that adhere to regulations like those established by the NCA.

Mobily regularly meets with leading suppliers to discuss the potential and the challenges for a more sustainable supply chain, as well as to keep them informed about the most recent regulatory requirements. Mobily also provides strategic vendors with orientation around the Company’s ESG requirements.

Performance

Mobily received the local content certificate from the Saudi Arabian Government for the fifth year in a row for bolstering the local economy and promoting local content initiatives. In 2024, Mobily engaged with 38 registered SME suppliers, reflecting steady growth from previous years. Additionally, the Company engaged major suppliers in ESG awareness sessions. Defining ESG and incorporating it into Company culture were among the topics covered in the seminars. By promoting sustainability, this seeks to persuade partners to implement ESG practices.

Mobily strictly manages ethical compliance of suppliers, blocking non-compliant vendors from doing business with the Company.

The table below shows how Mobily is digitizing its supplier relations procedures as part of maintaining an ethical supply chain. Data gathering and analysis are aided by digitization, which also increases efficiency and oversight.



Supplier Relations and ESG Engagement	2024	2023	2022
Approximate reduction in paper-based documents with the electronic procurement process	3,200	4,000	9,500
Electronically issued invoices	15,953	13,681	11,760
Digitally signed contracts	82	217	200
Electronic orders sent to suppliers	2,230	2,586	2,953
Suppliers trained in the electronic management of negotiations, orders and invoices	>500	>500	>500
Suppliers identified as having significant actual and potential negative impacts	0	11	9
Suppliers with whom improvements were agreed upon because of an audit	0	0	0
Suppliers blocked for reasons of non-compliance with ethical aspects	4	11	14

Outlook

Mobily is actively engaging suppliers and business partners on ESG requirements in order to promote sustainable procurement. In 2025, Mobily will continue interacting with suppliers and business partners on ESG issues by conducting supplier risk assessments and surveys as it broadens its sustainability circle of influence. Mobily will also aim to maintain its local content certification as an important indicator of its contribution to the local economy and support for local suppliers.



HUMAN RIGHTS

Approach

Mobily holds human rights in high regard, weaving them into the fabric of its values and operations. The Company believes that treating people with dignity and fairness fosters a sense of trust that extends beyond business transactions. By championing ethical practices and standing against discrimination, child labor and forced labor, among other human rights, the Company cultivates an environment where diversity thrives and individuals feel respected, empowered and valued. A commitment to human rights strengthens relationships with employees, customers and Stakeholders, reinforcing the Company’s reputation as a responsible entity.

Mobily promotes a culture of equality, respect and dignity for all Stakeholders, including its employees, through its proactive human rights activities. Customers, suppliers and other Stakeholders are all subject to Mobily’s commitment to human rights, which is consistent with Saudi human rights related legislation around child protection and anti-trafficking, the United Nations Declaration of Human Rights (UDHR), the United Nations Global Compact (UNGC), the United Nations Sustainable Development Goals (UNSDGs) and the Human Rights Commission of Saudi Arabia. These principles include non-discrimination, freedom of association, safe working conditions, and the avoidance of child and forced labor. Mobily also upholds the labor rights outlined in the Saudi Arabian labor laws and International Labor Organization’s (ILO) standards.

Mobily’s Human Rights Code and Human Resources Policy both outline the Company’s dedication to protecting human rights. The policy is reviewed annually for relevance and compliance. The code covers diversity and inclusion, workplace safety and security, working hours, benefits and grievance mechanisms.

View Mobily’s Human Rights Code here



The Company ensures that all employees receive a living wage that meets or exceeds national cost-of-living benchmarks. It is proactive in managing working hours, including monitoring and reducing excessive overtime, and ensures compliance with maximum working hour regulations. All employees are entitled to paid annual leave, with mechanisms in place to encourage its utilization. Equal remuneration for men and women is a core principle of the Company’s compensation framework, and pay structures are routinely reviewed to uphold gender equity. To support the practical application of these commitments, Mobily’s HR systems are equipped to track working hours and overtime payments accurately, ensuring timely and fair compensation.

Benefits provided to employees often exceed statutory requirements and include enhanced healthcare coverage, paid parental leave and flexible work arrangements. As the industry evolves, Mobily continues to prioritize reskilling and upskilling programs to support employees in adapting to digital transformation and changing operational needs.

Oversight of these practices is conducted through regular audits and internal ESG performance reviews. Mobily’s commitment to responsible labor practices is an integral part of its corporate culture and is transparently disclosed in this report, reinforcing its dedication to social responsibility and long-term Stakeholder value.

The Company respects the rights of its employees to freedom of association and collective bargaining, as permitted by Saudi law. Mobily achieves this through a Human Rights Code that guarantees a safe work environment. This code reflects the Company’s commitment to a workplace free from violence, harassment, intimidation and other dangerous or disruptive circumstances resulting from both internal and external threats. Security measures are provided to employees as needed, while always respecting their privacy and dignity.

The code empowers employees to report suspected violations in good faith through a dedicated email address (hrhelpdesk@mobily.com.sa). Mobily guarantees no retaliation against employees who report actual or potential violations. The Company will investigate, address and respond to all reported concerns, taking appropriate legal action when necessary.

Furthermore, Mobily actively engages with employees through structured feedback channels and direct communication with workers’ representatives, enabling ongoing dialogue on working conditions and well-being. To that end, Mobily has established a dedicated Employee Engagement department. This department facilitates discussions on pressing labor concerns and proposes actions for improvement, fostering a positive work culture. This comprehensive approach reflects Mobily’s overarching commitment to fostering a workplace where labor rights are upheld, and employees feel valued.

- These and other principles in the Human Rights Code are listed below:
- Respect human rights: No discrimination based on ethnicity, language or gender, among other things
 - A workplace that is inclusive and diverse; that is free of harassment, unequal treatment and discrimination; and that offers a supportive and motivating environment
 - A workplace that is safe, secure and healthy
 - Zero-tolerance for child labor (defined as under 15 years of age as per local law) and for forced labor, both in the Company and its supply chain
 - Communication to employees of their rights and responsibilities
 - A fair and functional grievance mechanism
 - Inform the public about Mobily’s human rights commitments and responsibilities
 - Mobily is dedicated to protecting its reputation on matters of ethics, and it is dedicated to protecting the privacy, safety and dignity of its employees

Human rights principles are embedded in Mobily’s Code of Conduct, which applies to all employees. The Supplier Code of Conduct, agreed to by all the Company’s suppliers, also outlines how vendors and service providers are required to avoid human rights violations.

Performance

In a significant step towards sustainable business practices, Mobily joined the United Nations Global Compact (UNGC) in 2024, committing to aligning its operations with 10 universally accepted principles related to human rights, labor, environment and anti-corruption. By joining the UNGC, Mobily solidified its position as a responsible corporate citizen and embraced a future driven by sustainability and ethical business practices.

In 2024, Mobily presented
+72,000
combined hours of training for human rights, diversity, ethics and other areas



Zero
grievances related to human rights violations, discrimination, or harassment reported to Mobily in 2024



Outlook

Given the importance that Mobily ascribes to the protection of human rights, Mobily will continue to conduct an annual review of its Human Rights Policy to ensure that it adheres to the Statute of Human Rights Commission. Through proactive measures, ongoing education and collaboration with Stakeholders, the Company ensures that fairness, dignity and respect remain at the heart of its business practices.



SUSTAINABLE ECONOMIC IMPACT

Approach

Mobily works to maintain a business strategy that produces long-term value for its Stakeholders and investors while guaranteeing financial profitability. The Company is committed to fostering steady, long-term profitability that provides investors with both immediate and long-term returns, while understanding that sustainability and ESG requirements should not be sacrificed in the name of financial performance.

Mobily is committed to robust fraud prevention and to network optimization. In line with this, the Company explores the integration of an active call testing solution, checking audio clarity, drop rates, overall call quality, call setup times, etc. to ensure the system meets service standards and enhances its existing fraud management system. Mobily launched a proof of concept (PoC) for mobile termination rate and arbitrage detection in 2023 and continues to evaluate the technology landscape to determine the best approach for these challenges.

	FY-2024 Performance Guidance	FY-2024 Performance Results
Revenue growth	Mid-to high- single digit growth	8.6%
EBITDA margin	37-38%	39.5%
Net debt/EBITDA	1.1x	0.89x
CAPEX/revenue	14-16%	14.2%

The Company met its 2024 performance guidance measures thanks to strategic execution and emphasis on operational efficiency, which fueled both topline and bottom-line growth. This demonstrates the success of the Company’s projects, as well as Mobily’s leadership in the sector. Mobily reported a net income of ٣ 3.1 billion, achieving an impressive 39.2% increase from ٣ 2.2 billion in 2023. Additionally, Mobily has resumed semi-annual dividend distributions after a decade, increasing payouts and reinforcing shareholder confidence in its financial stability and long-term growth.



Financial Key Performance Indicators****

(٣ million)	2024	2023	2022
Direct Economic Value Generated			
Revenues	18,206	16,763	15,717
Economic Value Distributed			
Operating costs	6,364	6,276	7,053
EBITDA	7,195	6,625	6,179
Dividends paid to shareholders*	1,694	1,116.5	885.5
Donations and sponsorships	1.8	6.8	26.3
Employee wages and benefits	163	196	301
Payments to providers of capital (shareholders, financial institutions, etc.)**	3,800	2,456	1,995
Paid Zakat	82	154	119
Paid income tax	3	1.7	2.5
Outstanding penalty resolutions***	27	21	76
Community investments	1.8	6.8	26.3
Economic Value Retained			
Net profits	3,107	2,232	1,657
Total operating income	3,530	2,977	2,328

* The amount in 2024 represents the dividend distributed.
** The amount in 2024 represents the dividend distributed as well as the gross debt reduced/paid.
*** Contingent liabilities: Mobily filed multiple lawsuits against CST at the Board of Grievances in order to oppose such resolutions of the CST Violation Committee, which remain outstanding.
**** Certain comparative financial figures have been reclassified to conform with the current period's presentation, as disclosed in the Company's earnings results announcement on Tadawul.

Mobily’s number of wireless subscribers also increased in the year under review, although wireline and Broadband subscribers declined slightly.

Category (million)	2024	2023	2022
Wireless subscribers	12.3	11.8	11.3
Wireline subscribers*	0.283	0.291	0.277
Broadband/fiber subscribers	0.285	0.293	0.278

* Wireline/Fixed voice service eligibility is limited to Mobily's existing fixed broadband/fiber base.

SUSTAINABLE ECONOMIC IMPACT (CONTINUED)

Outlook

By placing a high priority on efficiency and innovation, Mobily is dedicated to generating long-term value for shareholders and advancing enterprise value in line with the Company’s strategic objectives. Along with keeping strong margins and producing bottom-line results, Mobily aims to grow the Company’s client base and market share.

Sustained investments in HR and infrastructure remain central to Mobily’s ambition to enhance customer satisfaction and stay at the forefront of technological advancements. From extending the Company’s 5G

coverage and reach to experimenting with AI and data monetization, Mobily aims to offer state-of-the-art tools and solutions that empower customers and further Saudi Arabia’s goals. Strategic partnerships are also key to strengthening Mobily’s capabilities and ensuring exceptional service delivery.

As part of its commitment to transparency and strategic clarity, Mobily provides financial performance guidance to the market – a practice that remains rare in the local industry. This reflects the Company’s confidence in its strategic direction and its dedication to maintaining open engagement with investors.

FY-2025 Performance Guidance

Revenue growth

Mid-to high- single digit growth

Net debt/EBITDA

1.0x

EBITDA margin

37-38%

CAPEX/revenue

16-18%



OUTLOOK

Mobily's financial success is built on a foundation of good governance and embedded sustainability practice. Mobily has achieved outstanding financial outcomes by investing in ethical supply chains, a culture that is highly open and ethical, with well-defined policies and rigorous risk management procedures. Corporate governance and solid Stakeholder relationships will remain a top priority for the Company, fortifying the Company's business model to guarantee long-term, sustainable growth for Mobily, its workers, shareholders, suppliers and the economy as a whole.

In 2025, Mobily will continue to embed socially responsible and ethical values within its marketing communications, ensuring that its messages reflect integrity, inclusivity and purpose. The Company will also actively engage with customers and Stakeholders to share its contributions toward advancing the TMT sector and supporting the diversification goals of the Saudi economy.





08

APPENDICES

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GRI CONTENT INDEX



For the Content Index – Essentials Service, GRI Services reviewed that the GRI content index has been presented in a way consistent with the requirements for reporting in accordance with the GRI Standards, and that the information in the index is clearly presented and accessible to the stakeholders.

The service was performed on the English version of the report.

Statement of use	Mobily has reported in accordance with the GRI Standards for the period 1 January to 31 December 2024
GRI 1 used	GRI 1: Foundation 2021
Applicable GRI Sector Standard (s)	Not Applicable

GRI Standard	Disclosure	Location and/or direct answer
General Disclosures		
GRI 2: General Disclosures 2021	2-1 Organizational details	Pages 8-9 (Mobily at a Glance) Annual Report: pages 22-23 (Shareholder’s Information)
	2-2 Entities included in the organization’s sustainability reporting	Pages 8-9 (Mobily at a Glance)
	2-3 Reporting period, frequency and contact point	Pages 2-3 (About This Report)
	2-4 Restatements of information	There are no restatements in this year’s report.
	2-5 External assurance	This report has not been externally assured.
	2-6 Activities, value chain and other business relationships	Pages 8-9 (Mobily at a Glance) Annual Report: pages 14-15 (About Mobily), 148-149 (About Mobily)
	2-7 Employees	Pages 124-125 (Employee Demographics)
	2-8 Workers who are not employees	Pages 124-125 (Employee Demographics)
	2-9 Governance structure and composition	Pages 164-169 (Board of Directors)
	2-10 Nomination and selection of the highest governance body	Pages 164-165 (Board Election)
	2-11 Chair of the highest governance body	Page 166 (Performance)
	2-12 Role of the highest governance body in overseeing the management of impacts	Page 29 (Sustainability Governance Model)

GRI Standard	Disclosure	Location and/or direct answer
	2-13 Delegation of responsibility for managing impacts	Page 29 (Sustainability Governance Model)
	2-14 Role of the highest governance body in sustainability reporting	The Board is responsible for approving this report before publication.
	2-15 Conflicts of interest	Page 173 (Conflict of Interest) Annual Report: page 143 (Related Party Transactions)
	2-16 Communication of critical concerns	Page 29 (Sustainability Governance Model)
	2-17 Collective knowledge of the highest governance body	Annual Report: pages 126-131 (Board of Directors)
	2-18 Evaluation of the performance of the highest governance body	Page 165 (Assessment of the Board of Directors’ Performance)
	2-19 Remuneration policies	Page 179 (Board and Executives Pay) Annual Report: pages 144-147 (Compensation and Remuneration)
	2-20 Process to determine remuneration	Page 179 (Board and Executives Pay) Annual Report: pages 144-147 (Compensation and Remuneration)
	2-21 Annual total compensation ratio	Confidentiality constraints - Mobily does not communicate this information publicly as it is considered commercially sensitive and subject to internal governance policies that restrict the public release of executive compensation details.
	2-22 Statement on sustainable development strategy	Pages 14-15 (Message from the Chairman)
	2-23 Policy commitments	Pages 50-51 (Aligning with National and International Priorities)
	2-24 Embedding policy commitments	Pages 50-51 (Aligning with National and International Priorities)
	2-25 Processes to remediate negative impacts	Page 105 (Addressing Customer Complaints), 121 (Grievances)
	2-26 Mechanisms for seeking advice and raising concerns	Page 121 (Grievances)
	2-27 Compliance with laws and regulations	Page 187 (Lawsuits and Penalties) Annual Report: pages 172 (Lawsuits and Violations), 176-177 (Corporate Governance Compliance)
	2-28 Membership associations	Page 12 (Associations and Memberships)
	2-29 Approach to stakeholder engagement	Pages 48-49 (Stakeholder Engagement)
	2-30 Collective bargaining agreements	Page 194-195 (Human Rights)



GRI CONTENT INDEX (CONTINUED)

GRI Standard	Disclosure	Location and/or direct answer
Material Topics		
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Pages 32-45 (Materiality Assessment)
	3-2 List of material topics	Pages 34-35 (Materiality Assessment) Mobily’s material matters are listed as follows: • Data Privacy and Cybersecurity • Climate Change and GHG Emissions • Customer Experience and Satisfaction • Ethical Business Practices • Innovation and Digitalization • Diversity, Equity and Inclusion • Waste and Circular Economy • Community Engagement and Impact • Responsible Supply Chain • Corporate Governance • Digital Inclusion and Network Availability • Transparency and Reporting • Health, Safety and Well-being • Clean and Efficient Energy • Talent Attraction and Retention • Human Rights • Sustainable Economic Impact
Data Privacy and Cybersecurity		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 92-103 (Data Privacy and Cybersecurity)
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Mobily experienced zero data breaches in 2024. No data security breaches involving customers’ personally identifiable information took place.
Climate Change and GHG Emissions		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 58-63 (Climate Change and GHG Emissions)
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Page 63 (GHG Emissions (tCO2e))
	305-2 Energy indirect (Scope 2) GHG emissions	Page 63 (GHG Emissions (tCO2e))
	305-5 Reduction of GHG emissions	Page 63 (GHG Emissions (tCO2e))

GRI Standard	Disclosure	Location and/or direct answer
Customer Experience and Satisfaction		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 104-107 (Customer Experience and Satisfaction)
GRI 417: Marketing and Labeling 2016	417-2 Incidents of non-compliance concerning product and service information and labeling	Mobily did not experience any penalties related to marketing in 2024.
	417-3 Incidents of non-compliance concerning marketing communications	Mobily did not experience any penalties related to marketing in 2024.
Ethical Business Practices		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 170-177 (Ethical Business Practices)
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	Page 174 (Business Ethics Program “Amana”)
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Mobily maintained zero legal action pertaining to anti-competitive behavior, anti-trust violation or monopoly practices taken against Mobily.
Innovation and Digitalization		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 83-91 (Innovation and Digitalization)
Diversity, Equity and Inclusion		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 132-136 (Diversity, Equity and Inclusion)
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Pages 166 (Performance), pages 124-125 (Employee Demographics)
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	Zero complaints of harassment, discrimination or abuse of human rights were filed against Mobily in 2024.



GRI CONTENT INDEX (CONTINUED)

GRI Standard	Disclosure	Location and/or direct answer
Waste and Circular Economy		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 70-74 (Waste and Circular Economy)
GRI 301: Materials 2016	301-1 Materials used by weight or volume	Page 70-73 (Approach, Performance)
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	Pages 76-77 (Water Management)
	303-3 Water withdrawal	Page 77 (Performance)
	303-5 Water consumption	Page 77 (Performance)
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Pages 70-73 (Approach, Performance)
	306-2 Management of significant waste related impacts	Pages 70-71 (Approach)
	306-3 Waste generated	Pages 71-73 (Performance)
	306-4 Waste diverted from disposal	Pages 71-73 (Performance)
	306-5 Waste directed to disposal	Pages 71-73 (Performance)
Community Engagement and Impact		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 144-150 (Community Engagement and Impact)
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	Pages 144-150 (Community Engagement and Impact)
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	Pages 154-157 (Digital Inclusion and Network Availability)
	203-2 Significant indirect economic impacts	Pages 154-157 (Digital Inclusion and Network Availability)

GRI Standard	Disclosure	Location and/or direct answer
Responsible Supply Chain		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 192-193 (Responsible Supply Chain)
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	Pages 149-150 (Investing in Local Content, Performance)
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Pages 192-193 (Responsible Supply Chain)
	308-2 Negative environmental impacts in the supply chain and actions taken	Pages 192-193 (Responsible Supply Chain)
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Pages 192-193 (Responsible Supply Chain)
	414-2 Negative social impacts in the supply chain and actions taken	Pages 192-193 (Responsible Supply Chain)
Corporate Governance		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 164-169 (Corporate Governance)
Digital Inclusion and Network Availability		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 154-157 (Digital Inclusion and Network Availability)
Transparency and Reporting		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 178-190 (Transparency and Reporting)



GRI CONTENT INDEX (CONTINUED)

GRI Standard	Disclosure	Location and/or direct answer
Health, Safety and Well-being		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 128-131 (Health, Safety and Well-being)
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Pages 128-129 (Approach)
	403-2 Hazard identification, risk assessment, and incident investigation	Pages 128-129 (Approach)
	403-3 Occupational health services	Pages 128-129 (Approach)
	403-4 Worker participation, consultation, and communication on occupational health and safety	Pages 128-129 (Approach)
	403-5 Worker training on occupational health and safety	Pages 128-129 (Approach)
	403-6 Promotion of worker health	Pages 130-131 (Employee Well-being, Performance)
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Pages 192-193 (Responsible Supply Chain)
	403-8 Workers covered by an occupational health and safety management system	Pages 128 - 129 (Approach)
	403-9 Work-related injuries	Pages 130-131 (Performance)
	403-10 Work-related ill health	Pages 130-131 (Performance)
Clean and Efficient Energy		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 64-69 (Clean and Efficient Energy)
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Pages 66-67 (Energy Consumption)
	302-4 Reduction of energy consumption	Pages 66-67 (Energy Consumption)

GRI Standard	Disclosure	Location and/or direct answer
Talent Attraction and Retention		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 114-127 (Talent Attraction and Retention)
GRI 202: Market Presence 2016	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	Page 120 (Minimum Wage Rules)
	202-2 Proportion of senior management hired from the local community	Page 125 (Employee Demographics)
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Page 117 (Meet and Greet) Page 124 - 125 (Employee Demographics)
	401-2 Benefits provided to full-time employees that are not provided to temporary or parttime employees	Pages 119-120 (Remuneration and Benefits)
	401-3 Parental leave	Page 132-133 (Parental Leave) Page 135 (Parental Leave)
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Page 126 (Training at Mobily)
	404-2 Programs for upgrading employee skills and transition assistance programs	Page 122-123 (Learning and Development) Page 126 (Training at Mobily)
	404-3 Percentage of employees receiving regular performance and career development reviews	Page 121 (Performance Reviews)
Human Rights		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 194-195 (Human Rights)
Sustainable Economic Impact		
GRI 3: Material Topics 2021	3-3 Management of material topics	Pages 196-198 (Sustainable Economic Impact)
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Page 197 (Financial Key Performance Indicators)
	201-3 Defined benefit plan obligations and other retirement plans	Pages 119-120 (Remuneration and Benefits) <u>Annual Report</u> : page 204 (5.11 Employee Termination Benefits)
	201-4 Financial assistance received from government	Mobily received no financial assistance from government during the reporting period.

SASB CONTENT INDEX

Mobily considered the Telecommunication Services Sustainability Accounting Standard (version 2023-12) for this report. The required SASB disclosures are included below.

Table 1. Sustainability Disclosure Topics & Metrics

Topic	Metric	Location / direct response
Environmental Footprint of Operations	(1) Total energy consumed,	Pages 66-67 (Electricity Consumption)
	(2) percentage grid electricity and	
	(3) percentage renewable	
Data Privacy	Description of policies and practices relating to targeted advertising and customer privacy	Pages 92-102 (Data Privacy and Cybersecurity)
	Number of customers whose information is used for secondary purposes	Zero.
	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	Zero.
	(1) Number of law enforcement requests for customer information	Zero.
	(2) number of customers whose information was requested	
Data Security	(3) percentage resulting in disclosure	Zero.
	(1) Number of data breaches	
	(2) percentage that are personal data breaches	
	(3) number of customers affected	
	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	
Product End-of-life Management	Materials recovered through take-back programmes.	Page 71 (Recycle Your Device Initiative)
	Percentage of recovered materials that were: (i) reused (ii) recycled (iii) landfilled	
Competitive Behaviour & Open Internet	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behaviour regulations	Zero.
	Average actual sustained download speed of	Pages 155-157 (Performance)
	(1) owned and commercially-associated content and	
	(2) non-associated content	
Managing Systemic Risks from Technology Disruptions	Description of risks and opportunities associated with net neutrality, paid peering, zero-rating, and related practices	Page 155 (Net Neutrality, Peering Agreements)
	(1) System average interruption duration,	Mobily does not currently report this information.
	(2) system average interruption frequency and	
	(3) customer average interruption duration	
	Discussion of systems to provide unimpeded service during service disruptions	

Table 2. Activity Metrics

Activity Metric	Location
Number of wireless subscribers	Page 197 (Financial Key Performance Indicators)
Number of wireline subscribers	Page 197 (Financial Key Performance Indicators)
Number of broadband subscribers	Page 197 (Financial Key Performance Indicators)
Network traffic	Pages 83-91 (Innovation and Digitalization)

UNGC TABLE INDEX

Mobily is proud to align its disclosures with the Ten Principles of the United Nations Global Compact (UNGC), reflecting our steadfast commitment to sustainable and ethical business practices. We champion human rights, promote fair labor standards, protect the environment and uphold strong anti-corruption measure. Through these measures, we ensure that our operations remain responsible, transparent and firmly anchored in internationally recognized principles.

Core Value	Principles	Mobily's corresponding written commitment	Location / Response
Human Rights	Principle 1 Businesses should support and respect the protection of internationally proclaimed human rights.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
	Principle 2 Businesses should make sure that they are not complicit in human rights abuses.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
Labour	Principle 3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
	Principle 4 Businesses should uphold the elimination of all forms of forced and compulsory labor.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
	Principle 5 Businesses should uphold the effective abolition of child labor.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
	Principle 6 Businesses should uphold the elimination of discrimination in respect of employment and occupation.	<u>Mobily's Human Rights Code</u>	Pages 194-195 (Human Rights)
Environment	Principle 7 Businesses should support a precautionary approach to environmental challenges.	<u>Environmental Sustainability Policy</u>	Page 54-79 (Safeguarding the Planet)
	Principle 8 Businesses should undertake initiatives to promote greater environmental responsibility.	<u>Environmental Sustainability Policy</u>	Page 54-79 (Safeguarding the Planet)
	Principle 9 Businesses should encourage the development and diffusion of environmentally friendly technologies.	<u>Environmental Sustainability Policy</u>	Page 54-79 (Safeguarding the Planet)
Anti-Corruption	Principle 10 Businesses should work against corruption in all its forms, including extortion and bribery.	<u>Code of Ethics & Professional Conduct</u> <u>Suppliers Code of Conduct</u>	Page 170-177 (Ethical Business Practices)

GSMA

Mobily considered the following GSMA Association’s ESG key performance indicators (KPIs) in the disclosures of this report.

Topic	Core Metric	Core Metrics	Location
Environment KPIs			
Emissions	Science-based targets	1.1a. Disclose whether the company has set, or committed to set, near-term science-based targets	Pages 58-63 (Climate Change and GHG Emissions)
		1.1b. Disclose whether the Company has set a corporate net zero target (covering Scopes 1, 2 and 3)	
	Scope 1, 2 and 3 emissions	1.2a. Scope 1 and 2 GHG emissions	Page 63 (GHG Emissions (tCO2e))
		1.2b. Scope 3 GHG emissions	
Energy	Energy consumption	1.3a. Total energy consumption	Pages 66-67 (Electricity Consumption)
		1.3b. Network energy consumption	
Circular economy	Circularity	1.4a. Circularity of network equipment	Pages 70-75 (Waste and Circular Economy)
		1.4b. Circularity of mobile devices	
		1.4c. Circularity of customer premises equipment (CPE)	
	Electronic waste	1.5a. Electronic waste	Pages 70-75 (Waste and Circular Economy)
Digital Inclusion KPIs			
Network coverage	Population covered by mobile network	2.1. Percentage of population covered by operator's mobile network	Page 8-9 (Geographic footprint)
Affordability	Device and subscription affordability	2.2a. Retail price of the most affordable smartphone, as percentage of monthly GDP per capita	Mobily does not currently report this information.
		2.2b. Retail price of 1GB of data, as percentage of monthly GDP per capita	
Digital skills	Digital skills programs	2.3. Number of people (excluding employees) who have completed a basic, intermediate or advanced digital skills training program (as per ITU definition), divided by total subscribers	Mobily does not currently report this information.



Topic	Core Metric	Core Metrics	Location
Digital Integrity KPIs			
Data protection	Customer data incidents	3.1a. Number of data breaches, per million subscribers	Zero.
		3.1b. Percentage of data breaches involving PII	
		3.1c. Number of customers affected, per million subscribers	
		3.1d. Number of regulatory actions for data protection violations (e.g. marketing-related complaints, data breaches), per million subscribers	
Digital rights	Digital rights policy	3.2. Is there a policy specifically covering digital rights protection and transparency, privacy, freedom of expression, government mandates to shut down or restrict access, and/or government requests for data?	Mobily Privacy Policy
Online safety	Online safety measures	3.3. Do you have controls or programs in place to improve online safety for children and other vulnerable groups?	Page 148 (Child Online Safety)
Supply Chain KPIs			
Sustainable supply chain	Sustainable procurement policy	4.1a. Do you have a sustainable procurement policy in place?	Page 192-193 (Responsible Supply Chain)
		4.1b. If yes, how many of the following elements does it cover?	
	Supplier assessment	4.2a. Percentage of suppliers screened against the sustainable procurement policy using Company defined and documented assessment procedures, within the previous 2 years	Page 192-193 (Responsible Supply Chain)
		4.2b. Percentage of suppliers assessed against the sustainable procurement policy through site visits, within the previous 2 years	

LIST OF ACRONYMS



Acronym	Meaning
AAE-1	Asia-Africa-Europe 1
AGM	Annual general meeting
AI	Artificial Intelligence
ATS	Automatic transfer switch
BCI	Business Continuity Institute
BCM	Business Continuity Management
BRMC	Board Risk Management Committee
CAPEX	Capital expenditure
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CITC	Communications and Information Technology Commission
CHRO	Chief Human Resources Officer
CMA	Capital Market Authority
CMT	Crisis Management Team
CoP	Communication in Progress
CPE	Customer premises equipment
CRAH	Computer Room Air Handler
CSA	Cloud Security Alliance
CSAT	Customer Satisfaction Score
CSR	Corporate Social Responsibility
CSRC	Corporate Social Responsibility Committee
CSSC	Cybersecurity Steering Committee
CST	Communications, Space and Technology Commission
CTI	Cyber Threat Intelligence
CXO	Customer Experience Officer
DEI	Diversity, equity and inclusion
DGO	Data Governance Office
DoA	Delegation of Authority
DLP	Data loss prevention
DQ	Data quality

Acronym	Meaning
DRP	Disaster Recovery Plan
DSS	PCI Data Security Standard
EBITDA	Earnings Before Interest, Taxes, Depreciation, and Amortization
EDR	Endpoint Detection and Response
EGM	Extraordinary General Meeting
EMS	Environmental Management System
EOSB	End of Service Benefits
ERM	Enterprise Risk Management
ERMC	Executive Risk Management Committee
ESG	Environment, Social and Governance
EVP	Employee Value Proposition
FCR	First Call Resolution
FTE	Full-time employees
FTTB	Fiber-to-the-building
FTTH	Fiber-to-the-home
FTTX	Fiber-to-the-X
FWA	Fixed Wireless Access
GAIN	Growing core revenue; Accelerating digital revenue streams; Implementing and refining efficient delivery; Nurturing a positive experience for all
GBO	Global Business Outlook
GCC	Gulf Cooperation Council
GED	Growth, Efficiency, Differentiation
GHG	Greenhouse Gas Emissions
GRC	Governance, Risk and Compliance
GRI	Global Reporting Initiative
GSM	Global System for Mobile Communications
GSMA	Global System for Mobile Communications
GWH	Gigawatt-hour
HiPo	High-Potential Employee

Acronym	Meaning
HIRA	Hazard Identification and Risk Assessment
HR	Human Resource
HSE	Health, Safety and Environment
HSSE	Health, Safety, Security and Environment
HVAC	Heating, Ventilation, and Air Conditioning
IAM	Identity and access management
ICT	Information and Communication Technology
IGW	Internet gateway
ILO	International Labor Organization
IoT	Internet of Things
IP	Internet Protocol
IPO	Initial public offer
IR	Investor Relations
ISF	Information Security Foundation
ISMS	Information Security Management System
ISO	International Organization for Standardization
ISP	Internet Service Provider
IT	Information Technology
ITC	Integrated Telecom Company
ITU	International Telecommunication Union
IVR	Interactive Voice Response
KG	Kilogram
KPI	Key Performance Indicator
KSA	Kingdom of Saudi Arabia
LEAP	International technology conference held in Riyadh, Saudi Arabia
LED	Light emitting diode
LTE	Long-term evolution
MDB	Main distribution board

Acronym	Meaning
MEIRA	Middle East Investor Relations Association
MENA	Middle East and North Africa
MEWA	Ministry of Environment, Water and Agriculture
mHi	Mobily Health Index
MNP	Mobily number portability
MSCI	Morgan Stanley Capital International
MTTD	Mean Time to Detect
MTTR	Mean Time to Respond
MVNU	Mobile Virtual Network Operator
MW	Megawatt
NCA	National Cybersecurity Authority
NCEC	National Center for Environmental Compliance
NDMO	National Data Management Office
NDR	Network detection and response
NOC	Network Operations Center
NWC	National Water Company
OH&S	Occupational Health and Safety
OTT	Over-the-top
PAM	Privileged Access Management
PCI DSS	Payment Card Industry Data Security Standard
PDPL	Personal Data Protection Law
PIA	Privacy Impact Assessment
PII	Personally Identifiable Information
POC	Proof of concept
POS	Point of sale
QA	Quality Assurance
RESILIENT	Mobily's new cybersecurity strategy for the period 2023-2027

LIST OF ACRONYMS (CONTINUED)

Acronym	Meaning
RISE	Regaining commercial strength; Igniting the customer experience and digital excellence; Streamlining to gain agility and efficiency; Enabling world-class execution
ROI	Return on Investment
RPKI	Resource Public Key Infrastructure
RTO	Recovery Time Objective
SAIP	National Network of IP Support Centers
SAMA	Saudi Arabian Monetary Authority
SAMAQ	Saudi Arabian Mark of Aquaculture Quality
SANED	Saudi Arabian National Employment Support Program
ﷵ	Saudi Riyals
SASB	Sustainability Accounting Standards Board
SASO	Saudi Standards, Metrology and Quality Organization
SBTi	Science Based Targets initiative
SCCE	Society of Corporate Compliance and Ethics
SDAIA	Saudi Data & AI Authority
SDG	Sustainable Development Goal
SEC	Saudi Electricity Company
SGI	Saudi Green Initiative
SIM	Subscriber Identity Module or Subscriber Identification Module
SIRC	Saudi Investment Recycling Company
SME	Small and Medium-sized Enterprise
SMS	Short Message Service
SMW	South East Asia – Middle East – Western Europe
SNFN	Saudi National Fiber-Optic Network

Acronym	Meaning
SOAR	Security Orchestration, Automation and Response
SOPs	Standard Operating Procedures
SPOC	Single point of contact
STAR	Security Trust Assurance and Risk certification
T-CSAT	Transactional Customer Satisfaction Score
TCC	Technology Control Co.
TCFD	Task Force on Climate-related Financial Disclosures
TGN	Tata Global Network
TMT	Telecommunication, Media and Technology
TNA	Training Needs Analysis
TOM	Target operating model
UDHR	United Nations Declaration of Human Rights
UN	United Nations
UNGC	United Nations Global Compact
UNICEF	United Nations Children's Fund
UNSDG	United Nations Sustainable Development Goal
UPS	Uninterruptible power supply
USA	United States of America
VAPT	Vulnerability Assessment and Penetration Testing
VoLTE	Voice over long-term evolution
VoNR	Voice over new radio
WBB	Wireless broadband
WEEE	Waste Electrical and Electronic Equipment
WfH	Work-from-home
XGSPON	10 Gigabit Symmetric Passive Optical Network



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