

LEADING THE WAY IN TELECOMS



Etihad Etisalat Co. (Mobily) is a telecoms company providing integrated services to individuals, businesses and carriers. Its network reaches all of Saudi Arabia's major cities, ending a monopoly in the country's wireless industry by providing mobile telecommunications services nationwide. Acquiring over one million subscribers in its first 90 days of operation in 2005, Mobily was named the Middle East and North Africa's fastest growing mobile operator in 2006.

Since winning Saudi Arabia's second GSM license in 2004, the company's growth has been characterized by a series of significant strategic acquisitions. In 2008, it acquired Bayanat al-Oula, a licensed data service provider, and later that year it acquired an absolute majority stake in Zajil, the leading Saudi internet service provider. It also owns 66 percent of the Saudi National Fiber Network.

Mobily has been listed on the Saudi Exchange since 2004 and has share capital of SAR 7,700 million. The listing helps to highlight its activities through media coverage and analyst reports, promoting the brand and attracting new investors. It also promotes transparency and good governance, which are essential as the government seeks partnerships with the private sector to focus on initiatives such as extending high-speed broadband.

Telecom operators are facing challenges in the form of rapid regulatory and market changes. Under the leadership of CEO Salman Bin Abdulaziz Al Badran, Mobily aims to be the first to introduce innovative new products and services, seeking to meet the demands of increasingly sophisticated young Saudi consumers. Innovation is the key to success and Mobily has undertaken recent initiatives to increase the speed of access and service delivery, as well as lay the foundations for the next generation of mobile technology.

The company has a strong focus on employing and training Saudi talent, and 84 percent of staff are Saudi nationals. Mobily also carries out continuous engagement with the local communities in the form of corporate social responsibility initiatives.

Etihad Etisalat Company (Mobily)

www.mobily.com

Year company founded: 2004

Number of employees: 4,306

Market capitalization: SAR 22.06 billion

84%

Of workforce are Saudi nationals

About Etihad Etisalat Co. (Mobily)

Corporate Message:

With our new vision to 'Empower the digital economy to unlock possibilities,' we have created a north star to guide every individual across our company. As we set out on our journey to transform into the digital telco of the future, we must remain focused on our collective objectives and resilient in the face of the many challenges that we will surely encounter along the way.

Our new GAIN corporate strategy touches every aspect of our business, from our core and emerging revenue streams to the inner workings of our organization, while holding a magnifying glass to the manifold relationships that make our company what it is today and hold the key to unlocking what it can become.

Ultimately, our success in navigating our ever-expanding role in the future of our nation and our partnerships with some of the most exciting local and international companies, as well as the way we engage with and create lasting value for our customers, employees and shareholders, will determine the destiny of Mobily.

What differentiates your company?

We are passionate about meeting and exceeding the expectations of our customers. Every year we look for new ways to improve our service levels with specific customer needs in mind. Raising the performance of our staff is an integral part of this ambition as we consider this program vital to responding to a dynamic market that has matured as much in the last 24 months as it has over the past decade. The pressure to enhance offers and improve customer experience is what drives us and our competitors. How we respond is what makes us different.



Foreign Investors

By adapting Investor Relations best practices, including attending conferences and improved communication with local and international stakeholders, the proportion of foreign investors on Mobyli's share register reached 11.01 percent on December 31, 2020, compared to 9.86 percent at the beginning of the year.

IR practices

Mobyli prides itself in being a leader when it comes to IR activity. The Mobyli Investor Relations team was named the "Leading Corporate for Investor Relations in Saudi Arabia" by the Middle East Investor Relations Association (MEIRA) in 2018 and has been nominated consecutively since 2016. Mobyli won the first place for the 'Best Annual Report Award – Digital Category in the Middle East' by the Middle East Investor Relations Association (MEIRA), and was also nominated for 'Best Annual Report Award – Print Category in the Middle East' and 'Best Investor Relations professional' in Saudi Arabia. The company conducts earnings calls each quarter and at the year-end, giving the investment community access to Mobyli's top management as well as a better perspective about the company and its results. Moreover, the company also attends conferences all around the world to meet investors and update them on Mobyli and the telecom sector in general. It values the consensus that analysts prepare and it takes that data to come away with a better understanding about how the market sees Mobyli.

Finally, the company's annual report is another major responsibility of its Investor Relations team, as it is prepared in line with best practices followed all around the world and in compliance with CMA's regulations.

Mobyli owns 66% of the Saudi national fiber network shares

Awards & achievements:

Mobyli is proud to have received a number of high-profile awards and recognitions in 2020, honoring the progress we've made in consistently delivering market-leading service to its customers. These include:

- Mobyli's won a Gold and 10 Platinum awards in the 2020 Marcom Awards competition, one of the oldest and most prestigious creative competitions in the world, which celebrates outstanding achievement in marketing and communication.
- Mobyli won the first place for the Best Annual Report Award – Digital Category in the Middle East in the event organized by the Middle East Investor Relations Association (MEIRA).
- Mobyli was awarded the best Data Center Service Provider in Saudi Arabia of the Year 2020.
- HRH Prince Faisal bin Bandar Al Saud, Governor of Riyadh Region honored Mobyli for its technical sponsorship for Biban Riyadh 2020 Forum, as part of its efforts to enable the digital transformation of medium and small enterprises.
- HRH Prince Abdulaziz bin Saad Al Saud, Governor of Hail, honored Mobyli's CEO Eng. Salman Al Badran for Mobyli's technical sponsorship of the Hail Nissan International Rally.
- Mobyli's CEO Eng. Salman Al Badran became a member of the board of directors of SAMENA Telecommunication Council after being elected for the period 2020-2022.