

# Strategy

## Crafting the Future: solutions by stc's Strategic Evolution

**During a pivotal period of growth and expansion, our LEAP strategy provided the focus and guidance needed to effectively navigate market changes and technological advances to create a foundation for further growth and sustainable success. As we emerge from a successful 2023, we are excited to introduce our refreshed strategy, LEAP 2.0, a testament to our commitment to growth, innovation, and excellence.**

As we commence our journey in 2024, solutions by stc's LEAP 2.0 strategic aspirations refreshingly compound on our past success, positioning us for an accelerated growth in the future. The rationale for our strategy is deeply rooted in the dynamic nature of the technology sector and the unique transformative momentum of the Saudi market, particularly considering the aspirations and programs under Vision 2030.

The technology sector is characterized by rapid innovation and disruption. Emerging technologies such as AI, data and analytics, and cloud computing are not just buzzwords but are reshaping industries. Our response with LEAP 2.0 is to harness these technologies, optimize our service delivery, and ensure that our solutions are not only relevant for today but also revolutionary for tomorrow. The expansion into new business models and the emphasis on a scalable innovation program underlines our commitment to being at the forefront of technological evolution.

Vision 2030 provides a transformative blueprint for the Kingdom, with economic diversification and technological advancement at its core. It aims to reduce the Kingdom of Saudi Arabia's dependence on oil, diversify its economy, and further develop public service sectors. As a leader in the IT sector, we are committed to supporting this vision through full alignment of our refreshed strategy and our focus on innovation, customer engagement, and sustainability.

Overall, LEAP 2.0 is more than a strategy; it is our commitment to leadership, excellence, agility, and partnership by leading with innovative services, empowering through growth and diversification, achieving excellence in customer engagement, and promoting efficiencies and sustainability.

**As we embrace LEAP 2.0 aspirations, we are not just navigating the future; we are actively shaping it. Our strategy is a reflection of our aspiration to be at the forefront of the IT industry, contributing to the Kingdom of Saudi Arabia's vision, and driving forward with innovation, excellence, and an unwavering commitment to our customers and community. In this journey, we see ourselves as partners in progress, contributing to a brighter, more technologically empowered future for the Kingdom and beyond.**

**"In the dynamic landscape of IT and Digital domain in the Kingdom and the region, our strategic vision extends beyond leadership. Committed to sustainability, we are dedicated to pioneering innovations and achieving excellence in services, enabling our clients in addressing their business challenges to thrive in the digital era. By linking our growth with their success, we aspire to be a partner of choice in the digital advancement of our esteemed clients."**

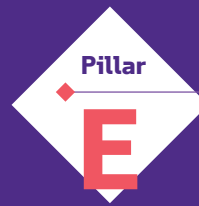
**Muataz Abdullah Aldharrab**  
Chief Strategy Officer



## Lead through Service Excellence

By continually enhancing our services and capabilities, we are not just keeping pace with technological advancements; we are setting new benchmarks for excellence in the industry.

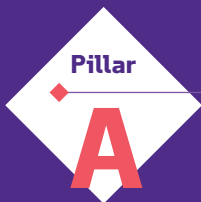
Our first pillar, "Lead through Service Excellence," is about enhancing the core of our business. We are committed to optimizing and expanding our capabilities in IT professional services, revamping our managed services, and enriching network based services. The multi-cloud services opportunity remains a significant focus, reflecting our dedication to leading the market in providing comprehensive, high quality IT solutions.



## Empower Business Growth and Diversification

Our focus on diversification, particularly in embracing emerging technologies and innovative business models, reflects our commitment to being an agile and dynamic player in the market.

Under "Empower Business Growth and Diversification," we aim to seize new opportunities in the next-gen digital landscape. We're establishing a scalable innovation program and expanding our partner ecosystem to reinforce our market position. By venturing into new business models like PPP and revenue share models, we're setting the stage for unprecedented growth and diversification.



## Achieve Excellence in Customer Engagements

In a rapidly evolving market, staying close to the customer and anticipating their evolving needs is of utmost importance. Our strategy is geared towards creating exceptional customer experiences and building mutually beneficial relationships.

The third pillar, "Achieve Excellence in Customer Engagements," focuses on our commitment to customer success. We're revamping customer experiences and focusing on high-potential verticals with industry-specific offerings. Our goal is to not only meet but exceed customer expectations, ensuring our solutions are as dynamic and forward-thinking as the sectors we serve.



## Promoting Efficiencies and Sustainability

As we grow, maintaining operational efficiency and embracing sustainability ensures that our growth is robust, responsible, and aligned with the broader goals of economic and social development.

"Promoting Efficiencies and Sustainability" reflects our internal commitment. We are continuously optimizing our capabilities, investments, and resources. Adopting best-in-class sustainability practices ensures our growth is not only robust but also responsible.