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Strategic Partnerships

Our journey through Strategic Partnerships in 2024

As in 2024, we strengthened our partnerships to deliver cutting-edge 360° ICT solutions, fulfilling our 2023 commitments and driving innovation. From foundational infrastructure like structured cabling and data centers to advanced network, security, and collaboration tools, we enabled seamless connectivity and innovation.

We expanded into hyper-converged infrastructures, high-performance computing, and AI-ready platforms, empowering businesses with scalable solutions and advanced analytics. Our AI advancements include robust data platforms and predictive to generative AI applications, reimagining customer experiences and product design.

With ventures into IoT, Smart City services, and enhanced cloud management, we embraced a connected and secure future. Our hybrid cloud, IaaS, PaaS, and SaaS solutions, including bilingual Large Language Models (LLMs), showcased our adaptability in the hybrid era.

These achievements, powered by strong partnerships, have solidified solutions by stc as a leader in AI and scalable infrastructure, solving customer challenges with sustainable solutions across key industries in the Kingdom.

Expanding capabilities through new partnerships and MoUs in 2024

Key partnerships and MoUs expanded our business value and market reach, bridging critical technology gaps. We integrated cloud-native solutions, advanced AI and ML platforms, and private networks to drive digital transformation and secure connectivity. Through cutting-edge design thinking and high-performance AI technologies, we delivered superior value with AI-driven monitoring, vulnerability detection, and performance optimization, solidifying our position as a leader in innovation.

Each of our partners brings invaluable experience and expertise that enable us to advance our technology solutions. Together, we provide more comprehensive, holistic, and integrated solutions for the benefit of our clients, thereby expanding our portfolio and increasing our market presence.

Key partnerships in 2024

- ▶ **Mavenir:** Partnering with Mavenir, we delivered advanced cloud-native network solutions, enhancing private 5G deployment and transforming network experiences.
- ▶ **CNTXT:** Collaborating with CNTXT, we accelerated digital transformation by leveraging their Google cloud expertise and innovative ICT solutions.
- ▶ **FastSystems:** Through FastSystems' ISTAR and Terra 4D platforms, we enhanced real-time surveillance and situational awareness capabilities.
- ▶ **Dataiku:** Joining forces with Dataiku, we empowered enterprises with AI and machine learning platforms for data-driven decision-making.
- ▶ **Capgemini (frog):** With Capgemini's frog design studio, we reimagined customer experiences by integrating cutting-edge design thinking into our services.
- ▶ **SenseTime:** Teaming up with SenseTime, we integrated advanced AI and computer vision technologies to offer intelligent solutions across industries.
- ▶ **Celona:** In partnership with Celona, we deployed private LTE/5G networks, ensuring seamless and secure connectivity for enterprise applications.
- ▶ **ServiceNow:** Focusing on services management, workflow automation and cloud-based solutions, transforming enterprise operations and processes powered by the AI Platform.

Key MoUs in 2024

- ▶ **DDN:** Formalizing a MOU in GITEX '24 for high-performance data storage, AI, machine learning, and HPC environments collaboration, delivering scalable storage for big data and optimized AI workflows.
- ▶ **Cohere:** Signing an MoU at GITEX '24 to collaborate on enterprise AI, focusing on NLP, generative AI, and retrieval-augmented generation, enabling efficient AI-driven solutions for language and content understanding.
- ▶ **Cerebras:** Signing an MoU with Cerebras at GITEX '24, advancing AI acceleration and high-performance AI hardware, particularly for deep learning, complex AI models, and research environments.
- ▶ **Dynatrace:** Establishing a MoU at GITEX '24 to integrate AIOps, full-stack monitoring and observability, and security analytics, enabling AI-driven infrastructure monitoring, vulnerability detection, and performance optimization across digital environments.
- ▶ **Huawei:** By signing an MoU with Huawei, we enhanced our SDWAN and SASE offerings, expanding our managed services portfolio for superior network security and agility.

In 2024, we established transformative partnerships with global innovators that enriched our capabilities in advanced AI, predictive analytics, and cloud-native solutions — empowering us to deliver cutting-edge technology to our customers. By expanding our managed services portfolio, deepening our alliances in IoT and hybrid cloud platforms, and achieving top-tier partner statuses, we strengthened our leadership position and set a new benchmark for innovation and value.

Yousef Abdulrahman AlMarshad
Chief Commerical Officer

Strategic Partnerships continued

Connecting partnership with the corporate LEAP Strategy

Strategic partnerships were pivotal in driving our company's objectives and performance across every stage of the partnership lifecycle. With strong alignment across Sales, Presales, and Post-sales, our partnerships enabled portfolio expansion, fostered revenue growth, and boosted profitability.

Our LEAP strategy provided a structured lifecycle approach to partnership management, ensuring sustained value at each stage:

- ▶ **Lead Through Service Excellence:** In the onboarding and capability-building stages, we continuously developed our teams, enhancing their technical expertise to effectively address challenges and establish a foundation of service excellence.
- ▶ **Empower Business Growth:** During the mid-lifecycle phase, we co-developed solutions and refined business models with partners, creating integrated offerings that met evolving customer needs and expanded our reach in diverse markets.
- ▶ **Achieve Excellence in Engagements:** As partnerships matured, we enhanced customer engagements, embedding best practices in experience and loyalty-building, thus ensuring long-term, impactful relationships.
- ▶ **Promote Efficiency and Sustainability:** In the renewal and expansion stages, we optimized solutions with partner incentive programs to improve profitability, fostering efficiency and sustainable growth.

Major milestones and achievements in 2024

Our Partnership function achieved several milestones to better serve our customers, enhancing capabilities, knowledge, and customer experience. Key highlights include:

1. Fostering a knowledge economy through Corporate Social Responsibility (CSR)

We contributed significantly to the knowledge economy as part of our CSR initiatives by offering over 100 hours of technical training in collaboration with industry leaders like Fortinet, Palo Alto Networks, Dell Technologies, Cloudera, TIBCO, Oracle, and Nokia. Through the stc Academy, these sessions targeted stc Group employees, expanding expertise in crucial domains such as cybersecurity, big data, generative AI, networking, and 5G.

2. Driving revenue growth and expanding service capabilities

Our partnership network was instrumental in increasing revenue and enhancing service delivery:

- ▶ **Authorized service provider status:** We became an authorized service provider for Dell Technologies across Dell and non-Dell business lines, further strengthening our service portfolio.
- ▶ **Value-Added Services:** We collaborated with VAS (Giza – Arabia Subsidiary) to become an authorized direct distributor for Dell Technologies, directly enhancing profitability.
- ▶ **Huawei CSP authorization:** We achieved Huawei Cloud Service Provider authorization, bringing in-house cloud expertise and further advancing our service offerings.

3. Capability development through certification and training

In 2024, we prioritized enhancing the skills of our Pre-sales and Delivery Engineers, conducting over 100 enablement sessions and certification boot camps with our technology partners. Key achievements include:

- ▶ **Schneider Electric EcoXpert Partner certifications:** We attained specialized EcoXpert levels in Data Center and Critical IT Infrastructure through Schneider Electric.
- ▶ **xFusion certifications:** With xFusion, we hosted full-day certification boot camps, resulting in over 15 engineers certified as Three-Star Service Providers and technical experts.
- ▶ **Dahua masterclasses:** Our engineers gained expertise through Dahua Service & Presales Engineer Masterclass sessions.
- ▶ **Sales enablement sessions:** We held comprehensive sessions on use cases and technology applications for partners like Cisco, Cloudera, Dell, Huawei, HPE, and Thales, equipping our sales teams with deep product knowledge to better serve customers.

Partner of the Year 2024 Awards

Our dedication to partnership excellence was recognized through multiple prestigious awards from our valued partners, underscoring our commitment to innovation, service quality, and business growth. These awards reflect our team's hard work, strategic alignment, and outstanding performance across diverse technology domains:

- ▶ **Cisco:** Service Provider Partner of the Year
- ▶ **Dell:** Highest Revenue Partner of the Year
- ▶ **Huawei:** Sales Excellence Award
- ▶ **F5:** Top Achiever Partner in FY23
- ▶ **NetApp:**
 - Artificial Intelligence Partner of the Year
 - Enterprise Partner of the Year

- ▶ **Infoblox:** Innovator Partner
- ▶ **SAP:** Best LoB Partner
- ▶ **Cloudera:** Best System Integrator in Saudi Arabia
- ▶ **Zoom:** Digital Transformation Partner of the Year
- ▶ **HP Poly | FVC:** Partner of the Year
- ▶ **Nutanix:** Rising Star Partner of the Year
- ▶ **Corning:** Strategic Partner of the Year

Key KPIs demonstrating the impact of strategic partnerships in 2024

Our strategic partnerships delivered strong performance across several key metrics, underscoring their impact and importance to our business strategy. Comparing these results to 2023, we achieved notable improvements that reflect the growing strength of our partnerships and our commitment to operational excellence:

- ▶ **Partners' revenue growth:** We achieved an organic growth of over 11% year-over-year (YoY), driven by our collaborative efforts and optimized portfolio expansion with partners, marking a significant increase from 2023's growth rate.
- ▶ **Profitability maximization:** By leveraging partner incentives, we added up to an additional 3% on top of Total Contract Cost (TCC), strengthening our profit margins and supporting sustainable financial health.
- ▶ **Partner experience:** Our commitment to becoming the #1 choice as an OEM technology provider was reinforced through a partner satisfaction score of 85%, reflecting our focus on enhancing the partner experience.
- ▶ **Operational excellence in partnership management:** We advanced operational efficiency by automating key partnership processes and providing governed, real-time data access to executives. This shift improved decision-making speed and accuracy, surpassing our 2023 benchmarks for process efficiency.

Strategic Partnerships continued

Financial performance in 2024: Growth compared to previous years and key drivers

Our financial performance saw a robust increase, with organic partners' revenue growth reaching +11% year-over-year (YoY) through our strategic partnerships. This growth was primarily driven by three key factors:

- ▶ **Early partner engagement:** Aligning with partners early helped us seize new market opportunities and deliver high-value solutions swiftly.
- ▶ **Capability development:** Continuous training and certifications enabled our teams to stay competitive and adept in advancing technologies.
- ▶ **Leadership support:** Strategic oversight ensured each growth initiative contributed to our revenue and service capabilities, driving accountability and streamlined execution.

And the Partner satisfaction and advocacy metrics for 2024 are:

- ▶ **Partner CSAT:** Achieved a high score of 85%, reflecting strong partner alignment and satisfaction.
- ▶ **Partner NPS:** Reached 69%, showing that most partners would recommend us as a preferred collaborator.

New product and service launches powered by strategic partners

In 2024, we expanded our Managed Services portfolio by launching four strategic products in partnership with leading technology providers. These include Managed SD-WAN services with Fortinet and Cisco, and Managed SASE solutions with Huawei and Palo Alto Networks, enhancing network security and agility for our customers.

Additionally, we became exclusive partners for managing Oracle OCI Infrastructure, offering comprehensive professional services and business development under the brand name Alloy. This strategic partnership introduces a sovereign cloud solution for Oracle OCI, jointly invested with stc, and serves two key regions in Saudi Arabia.



Services and Solutions

As every aspect of our professional and personal lives becomes even more reliant on the exponential progress and essential reliability of technology, solutions by stc continues to deliver outstanding products and services which not only match but drive innovation. As a provider, integrator, architect, and connector, we have worked with many of the largest and most successful global tech giants creating outstanding economic value for all stakeholders in our ecosystem.

During the year that saw solutions by stc being awarded significant new engagements by some of the Kingdom's most prestigious entities, we also strengthened our leadership as the Kingdom of Saudi Arabia's most effective and diverse digital disruptor. As we remain at the forefront of ICT innovation, we continue to anticipate, as well as participate, in new discoveries, initiating application development and implementation capabilities.

Pivotal partnerships

In transforming the technology landscape for both public and private sectors, solutions by stc's contribution to the national economy continues on its growth trajectory. In 2024, we became one of the first companies in the Kingdom to receive Category A qualification to practice digital government business under the shared revenue model. Issued by the Digital Government Authority, this qualification certifies solutions by stc to deliver services on behalf of public sector entities under the Public-Private Partnership (PPP) model, highlighting our advanced capabilities in providing innovative technology to the highest industry standards.

In our capacity as one of the few qualified PPP entities, we signed a landmark PPP with Remat Al-Riyadh, the development arm for Riyadh Region Municipality, which will contribute to the recurring revenue stream of our Company for the next 10 years.

The massive project to establish, develop, and manage smart public parking services for vehicles in Riyadh will target 164,000 public parking spaces covering 12 zones in the city. The total value of the contract has the potential to exceed 5% of our recorded revenue based on the last audited financials at the time of the agreement.

Similarly, a 5-year agreement with Saudi Aramco to provide and manage computing devices and peripherals for all Aramco sites within the Kingdom is a landmark deal which may also exceed 5% of our revenue recorded, based on the last audited financials at the time of the agreement. In addition to the substantial income potential, these 2 partnerships alone are an outstanding endorsement of solutions by stc's capabilities and expertise.

solutions by stc signed an agreement with the Ministry of Culture for the Incubators Project, with the contract valued at ₪ 217 million. The project delivers professional consulting and operational services that foster transparency and adhere to high standards of governance in the Kingdom. In addition, it provides the essential tools and frameworks to support businesses in process design, enabling ministry-affiliated entities to focus on their core functions. This model emphasizes efficiency, empowerment, and productivity, with operational tasks structured to serve customers through specialized departments. It further allows for flexible adjustments in capacity as needed.

solutions by stc in a global context

solutions by stc have always played a leading communications role in the Middle East and in 2024 we continued to broaden our horizons in terms of solutions and partnerships. In collaboration with the world's largest technology innovators, we maintained our strategy of building engagement models and joint business plans with hyperscalers and other technology providers and partners, such as Google/CNXT, Oracle, VMware, IBM, and Huawei Cloud. Through our alliances with the industry's most prominent digital organizations, we are able to provide localized and customer-centric solutions.

In recognition of our success with these titans of technology, solutions by stc received a host of accreditations.

Advanced Certifications of solutions by stc teams

30+

Certifications on NVIDIA



62+

Certifications on Google Cloud



10+

Certifications on Huawei Cloud



17+

Certifications on AWS



13+

Certifications on VMware



19+

Certifications on Red Hat



Services and Solutions continued

Strategic alliances

As solutions by stc builds upon its scope of services and capabilities for the future, we have entered into a number of agreements which will enhance ICT technology for both public and private enterprises alike. In a major step forward for transformation of network technologies, we signed an agreement with Mavenir to launch the first commercial Open RAN network in Saudi Arabia as part of our mission to enable greater flexibility, interoperability, and innovation in network deployment.

By forging partnerships to break into new territories and broaden our customer base, solutions by stc's completion of a 40% stake in Devoteam Middle East in 2024 will strengthen our focus on strengthening our capabilities in digital consulting and emerging business sectors.

In addition, a joint venture with US-based Nile, a leading provider of Network as a Service, will increase system reliability and optimize business operations through network management powered by AI technology.

As part of our Cloud roadmap, we launched a new SSL Certificate add-on in late 2024, which will support customers as part of our broad product suite.

Solid financial performance

In translating services to revenue, solutions by stc's retention of existing clients and growth in new customers have been significant. Our mission to make state-of-the-art technology the fulcrum of business success in the region has highlighted our crucial role as the most advanced ICT provider in the Kingdom.

Digital services were among the key growth drivers for solutions by stc, contributing to ₪ 1,929 million in revenue for the year, compared to ₪ 1,784 million in 2023, reflecting an 8.1% increase.

Services and Solutions in 2025

solutions by stc has consistently increased its ambitions and has nurtured a service synonymous with integrity, reliability, and progress. In maintaining that ICT leadership status, we surpassed our own rigorous standards for the year, exceeding KPIs in terms of business and portfolio growth, diversification, cost optimization, and greater productivity in projects and delivery.

As the worlds of invention and technology continue to accelerate at such an unprecedented pace, solutions by stc has played an integral role in ensuring the MENA region is at the forefront of innovation. Through partnerships, acquisitions, and a mix of business models that delivers unwavering support and flexibility to our clients, we remain the most effective driver of digital transformation, and a regional focal point of connectivity.

solutions by stc's sharp commercial focus and strategic acumen were pivotal in driving our progress throughout 2024, enabling us to deliver innovative solutions that met the evolving needs of our clients across the Kingdom while creating substantial value for shareholders and stakeholders alike. By leveraging technological advancements, fostering strong partnerships, and capitalizing on market opportunities, we were able to strengthen our market leadership while also reinforcing our unique position as a key enabler of Saudi Arabia's digital transformation and economic growth, in line with the ambitions of Vision 2030.



Yousef Abdulrahman AlMarshad
Chief Commerical Officer



Customer Experience

As solutions by stc continued to prioritize customer experience as the mainstay of daily operations, a range of new initiatives and the enhancement of existing practices have ensured that clients remained at the center of all activities. Customer service excellence has never been more relevant, and solutions by stc have never been more proactive in delivering it.

solutions by stc continued to build on its unrivalled customer experience, embracing further opportunities to develop dialogue with partners and clients and to enhance its services to maintain total satisfaction.

Reinforcing customer communication

Having established a strategic 360-degree framework, solution by stc's closed loop communication ensures a highly organized and wholly transparent customer-centric process, where solutions and resolutions are actioned promptly and successfully. From initial engagement to successful closure, the cross-functional reporting ensures consistent messaging, reliable services, and client confidence.

solutions by stc has digitalized its manual customer experience operations, significantly enhancing efficiency, streamlining workflows, and elevating overall effectiveness.

As solutions by stc continues to expand, it has broadened the reach of its "voice of the customer" automated survey program in order to gain a greater understanding of client experiences and expectations. Feedback has always played an essential role in developing the Company's interactions, as it highlights the areas of excellence as well as creates awareness of opportunities for improvement. Driven by valuable feedback, our interactions continuously evolve, reinforcing our unwavering commitment to delivering a highly efficient, effective, and engaging service.

In order to further sustain and support solutions by stc's progress, a business review practice was activated with solutions by stc's Diamond customers to evaluate engagement and proactively resolve any challenges identified in the course of dialogue to ensure a sustained and long-term relationship.

Striving for an instinctive service

The ongoing training programs for all employees remain a cornerstone of our company's commitment to exceptional customer service. These initiatives not only equip our team with the essential tools to drive satisfaction but also foster a culture of excellence. Additionally, the distinguished Customer Happiness Program recognizes and rewards our front-line employees whose outstanding contributions reflect unparalleled dedication and care.

In efforts to apply the most holistic customer experience, a sophisticated set of targets and assessment criteria, based on international best practice, were implemented. This experience index was incorporated into the management balanced scorecard to reaffirm the significance of solutions by stc's customer services and ensure that the Company remains a customer-focused leader, constantly pushing boundaries to deliver a seamless and exceptional experience.

As the Company strengthens its customer relationships, several initiatives were implemented to reinforce our service approach and enhance engagements. These include expert-led sessions by distinguished speakers, interactive solution-based games for front-line staff, Customer Experience Day celebrations, and webinars.

Driven by excellence for 2025

As solutions by stc moves forward into 2025, its goal remains to improve the experience through ongoing dialogue and feedback with its customers and to engage on a wider scale to assess and enhance its processes. solutions by stc has an outstanding reputation as a customer centric organization which will be upheld and developed even further over the next years.

We are committed to innovation, agility, and customer excellence, continuously striving to meet our customers' evolving needs, through cutting-edge and seamless solutions, enhancing efficiency, elevating experiences, and set new benchmarks in service excellence.

Maher Salem Althiyabi

Chief Strategy Officer

Digital Transformation and Innovation

In continuing to spearhead the Kingdom of Saudi Arabia’s accelerating digital transformation and innovation, solutions by stc strengthened its existing product suite while bringing ground-breaking new services to its rapidly increasing base of clients. With a focus on refining and enhancing our world-leading technology, we created more secure, cost-efficient and time-effective services that have added a new dimension to the Kingdom of Saudi Arabia’s digital infrastructure.

Driving positive change

With more than 25 years’ experience in IT solutions and the number one service provider in the Kingdom of Saudi Arabia for the past 6 years, solutions by stc is the driver behind change and innovation with a focus on progress, not just in a Kingdom-wide arena but on a worldwide platform.

As we continue to introduce and implement the most innovative solutions in the public and private sector it is essential that we are future-ready and adopt and adapt even more productive processes to our world-class services. In acquiring strategic portfolio management to select, prioritize, and control resources, we have enabled greater flexibility and continuous assessments in preparation for scaling up and supporting further growth and innovation.

In addition to considerably broadening our pool of new customers, we have delivered on our strategy of offering more robust and productive initiatives, which have significantly enhanced our efficiency, customer excellence, and returns on our investment.



Enterprise Technology and Innovation (ETI) Strategy

In full alignment with our LEAP Strategy, our ETI Strategy lays out a transformation roadmap anchored in 5 main strategic streams, with a total of 28 supporting programs and 65 projects across 10 business domains, to drive positive change and future-ready excellence.

5 Strategic Pillars

Lean and Agile Operating Model	Service Excellence	Modernized Applications	Secured/ Scalable Infrastructure	Unlock Value from Data
Build a lean multi-speed tech operating model across people, processes and governance, flexible for scale and aligned to solutions’ business objectives	Deliver future-ready business-oriented technology services with seamless customer experience for the business and their customers	Develop resilient, future-ready, flexible & scalable application portfolio to enable the services provided and potential new business integration	Secure and scalable technology landscape through a mature infrastructure, governance and resilient security architecture	Ensure access to high quality data to enable accelerated and informed analytics driven and fact-based decisions
8 Programs 11 Projects	10 Programs 14 Projects	5 Programs 15 Projects	5 Programs 23 Projects	1 Program 2 Projects

By the end of 2024, we had delivered **85%** of our ETI Strategy.

Process and progress

Through migration and automation, we have not only created more streamlined, secure and integrated operations, we have also reduced expenditure and increased profitability. The introduction of more robotic process automation led to cost saving of ﷲ 1.8 million compared to 2023, 10,000 annual saved hours, 6.3 FTEs saved per month, and 209% ROI.

In addition, further integration of our enterprise resource planning software to manage accounting, procurement, project progress, risk, compliance, and supply chain operations has increased productivity both in terms of internal processes and client efficiencies.

In our holistic approach to solutions by stc’s sister companies, partners, and subsidiaries, in 2024 we completed a CLM system migration to cloud for ccc, our leading customer experience management company, to improve efficiency in order to build the right solution architecture.

As the undisputed forerunner in digital transformation and innovation, solutions by stc constantly strives to introduce the most contemporary technology to benefit commercial and state organizations throughout the Kingdom of Saudi Arabia.

Services and solutions

In 2024, we provided essential services to many of the Kingdom of Saudi Arabia’s most prominent government departments and businesses, including leading the technological advancement at Saudi Aramco, driving digital transformation and operational efficiency across the Kingdom. As one of the largest global IT projects, it sets a benchmark for innovation and efficiency in the corporate sector.

In addition, our support for the Saudi Data and AI Authority provided immediate solutions and implementation in a critical air-gapped network situation, and for Saudi Electric Company, we deployed our first prototype truck for Hajj as a Mobile Command Center in case of any crises or emergencies.

Digital Transformation and Innovation continued

Capitalizing on our success

As we continue to advance and expand our initiatives and internal projects, we have the opportunity to monetize many of our in-house solutions. The introduction of the Takyah mobile app, specifically designed to enhance solutions by stc employee engagement, is now a trademarked product which is targeted for commercialization as an application for external clients.

In addition, many of our products, including the Mysolutions platform, E-shary, partner relationship management platforms, and investment relations solutions, are either enhancing existing applications or building new technology to serve solutions by stc business units.

Contributing to Vision 2030

Our dedication to Vision 2030 remains absolute and we are proud to play such a prominent role in furthering the Kingdom of Saudi Arabia's standing on the global technology stage. In accordance with this progress, in 2024, next generation critical facilities reinforced our network commitments in terms of trends and evolution, offering high availability, business continuity, and better flexibility. Our transformation program aims to fundamentally change the telecommunication architecture to digital software services.

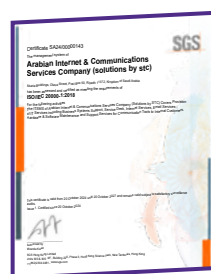
Delivering value for our clients across the Kingdom

stc: IP MPLS and expansion; Data Readiness Center; STC-cloud infrastructure

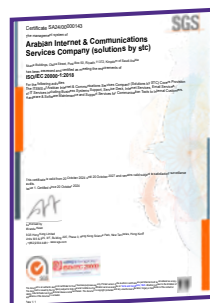
Ministry of Sport: Providing in-house PS and MS capabilities

Award winning year

Enterprise Technology and Innovation (ETI) Awards



ISO/IEC 27701:2019
Certified Privacy Information Management System



ISO/IEC 20000-1:2018
Certified IT Service Management



ISO/IEC 38500:2024
Governance of IT for the Organization



Informatica
Data & AI Excellence Award 2024



Incorta
The Master Architect

Future focus

As we look to the year ahead, our focus remains firmly on the development of innovative technologies and, equally importantly, how to most effectively apply them for our valued clients – the leading government departments and private enterprises across the Kingdom of Saudi Arabia. We will continue to execute our ETI Strategy, with the goal of delivering additional value and enhancements across our operations and for all our stakeholders.

In 2024 we witnessed the importance of not only leading the IT sector through discovery but by also being at the forefront of maximizing efficiency and productivity. We have created novel solutions as never before in both our development and execution and will continue to maximize our outstanding capabilities for invention and innovation.

In 2024, despite facing numerous business challenges, our accomplishments have been significant. We successfully delivered a wide array of projects and launched several new services designed to attract new customers while retaining our loyal base customers.

We initiated an internal program focused on optimizing efficiency across various sectors, particularly in our technical professional services and recurring managed services. This progress has been largely enabled by our greatest asset — our talented employees. Looking ahead, we have ambitious goals, including a transformative shift towards the future and a commitment to maintaining our position as the leading IT services provider in the Kingdom.



Saleh Abdullah Al Zahrani
Chief Technology Officer

Public-Private Partnership

As the Kingdom of Saudi Arabia embraces privatization and encourages stronger ties between public entities and private enterprises, solutions by stc has capitalized on new opportunities which have created significant and secure revenue streams. The company's newly established Business Diversification Division is a dedicated business unit focusing on Public-Private Partnerships (PPP) Engagements. Its mission is to forge strong, long-term alliances by developing innovative solutions that align with and support the objectives/ goals of Vision 2030.

A commitment to the future

The increasing trend of the government's shift from a client-supplier relationship to PPP and revenue share models has had a significant impact on the ICT sector in terms of innovation, diversification, and client satisfaction – some of solutions by stc's greatest assets.

Through a deliberate emphasis on high-impact projects finely tuned to reflect national priorities, solutions by stc is not only reaffirming its stature as a premier provider of innovative solutions for the public sector but also cementing its commitment to driving progress in society as a whole. This strategic alignment ensures the Company remains at the forefront of forward-thinking initiatives which exceed the evolving needs of the Kingdom of Saudi Arabia, while acting as a pioneer in shaping the landscape of public service solutions.

Supporting government initiatives through PPPs

solutions by stc is leading the way in transforming urban mobility and our groundbreaking collaboration with Remat-Alriyadh, Riyadh's strategic enabler for private sector participation, has created one of the largest and most advanced smart parking projects in the world.

With more than 160,000 parking spaces over 12 zones, this initiative is not only redefining smart city solutions but also setting new benchmarks for innovation and efficiency in urban infrastructure.

In another significant development, the Company joined forces with Jeddah Development and Urban Regeneration Company (JedCo), a key entity under the Jeddah Municipality. The creation of Amanah Tech, a strategic joint venture to lead the technological enablement of all current and forthcoming projects, further supports our commitment to drive progress and digital transformation in the Kingdom of Saudi Arabia's metropolitan areas.

Contractual and financial rewards

As an alternative to the traditional procurement process, the public-private partnership model is based on a recurring revenue stream, adding significant value to solutions by stc's financial standing, including a positive equity outlook for long-term PPP engagements.

Market dynamics have the potential to change significantly through the promotion of PPPs, as private enterprises bid on new government contracts. However, solutions by stc has built unrivalled relationships with the public sector and continues to enable the digital transformation at the heart of Vision 2030. With the Company's technology and network expertise, unrivalled reliability, and constant support, the government already has a strong allegiance to solutions by stc.

PPP plans for the future

As greater opportunities for public-private partnerships continue in 2025, the Company's focused PPP division will build on its portfolio of government collaborations, emphasizing its peerless track record of previous and existing public projects. In creating a specialized PPP unit, solutions by stc has a unique proposition in contracting for government investment, providing an equally distinctive platform for the Company to showcase the most sophisticated and successful technology solutions in the Kingdom of Saudi Arabia. In addition, as solutions by stc continues on its journey of rapid innovation and growth, it will launch new technology, enhance sustainability practices and support key national initiatives.

In alignment with solutions' strategy in expanding its offerings through new business models and innovative solutions, we started in 2024 the deployment of PPP Smart Parking Services in Riyadh being the 2nd largest Smart Parking Project globally with 160K+ Managed Parking Spaces including 24K+ Paid Parking Spaces offering distinguished state of the art Smart Parking Services Management solution.

We managed as well to establish Amanah Tech, a JV with Jeddah Development and Urban Regeneration Company addressing municipality smart services offerings in Jeddah and targeting to contribute to the modernization of municipality services in the Kingdom.

Those engagements are considered part of solutions' strategic directions in partnering with governmental entities to enhance the quality of life and providing unique solutions addressing the community needs and offering unique user experience.

Abdullah Turki Alotaibi
Chief Business Diversification Officer

solutions Strategic Aspirations	PPP supporting the Aspirations
Additional revenue streams Revenue diversification for long-term growth & business resilience	PPP model goes beyond the clients' traditional procurement process adding significantly to the financials of the participating entities
Enhanced financial profile Increased contribution for recurring revenue	PPP model is based on recurring revenue stream strengthening financial position of the organization
Strengthen market positioning Extend solutions success with key clients to cover their emerging requirements for PPP partners	Long-term PPP engagements add positively to solutions equity story-leading to a better market sentiment

Our People

In 2024, our People Department has been instrumental in refining talent development, enhancing operational efficiency, and leveraging technology for strategic growth. Optimized processes now seamlessly support business objectives, while AI-powered tools boost productivity and solidify our position as a leader in People innovation. These efforts highlight our dedication to continuous improvement, cultivating the right culture, skills, and capabilities to propel the organization toward sustained success and value creation.

Strategic focus and alignment

This year, our People Department achieved strong strategic alignment with the corporate LEAP strategy, driving impactful organizational change where we refined our people strategy to support key business goals, creating a unified vision and clear objectives that elevate our impact on the company’s success.

Our People strategy focuses on 4 core pillars which support our corporate strategy through high-impact initiatives that accelerate talent development and organizational growth.

People Strategy



This year, we've witnessed the incredible impact of collaboration, resilience, and innovation across our teams, and we remain deeply committed to fostering a culture where everyone thrives. Together, we've not only met challenges head-on but also built a stronger foundation for the future.

Saleh Tariq AlGroony
Chief People and Corporate Services Officer

Our People continued

Embracing our values

Our corporate values remain steadfast and are the foundation of our culture, continuously guiding our actions. However, this year we focused on deepening employee engagement with our values through several initiatives. Notably, we launched internal competitions designed to:

- ▶ **Increase awareness and adoption of our values:** We encouraged employees to actively demonstrate our values in their daily work
- ▶ **Clarify the meaning and importance of each value:** We provided detailed descriptions and sub-values to enhance understanding
- ▶ **Recognize and celebrate employees who exemplify our values:** We invited employees to nominate colleagues who consistently embody our values, with top nominees presenting their inspiring stories and recognizing their outstanding contributions

These initiatives have had a tangible impact on our culture and performance. By fostering a values-driven environment, we have:

- ▶ **Increased employee motivation and engagement:** Competitions create healthy competition and encourage employees to strive for excellence
- ▶ **Enhanced teamwork and cooperation:** Employees are collaborating more effectively and building stronger relationships to achieve shared goals
- ▶ **Improved productivity:** A motivated and engaged workforce is a productive workforce

We believe that by investing in our values, we are investing in our people and our future. This commitment to our values will continue to drive our success in the years to come.

Our People in numbers

	2024	2023	YoY % change
*Number of employees	1,464	1,777	-18%
Number of nations represented	24	25	-4%
*Number of Saudi employees	938	1,191	-21%
Average hours of training per employee	23 hours	16.7 hours	38%
% female employees	19%	19%	0%
*Number of people of determination	6	12	-50%

*Decrease due to Mobility of employees between solutions by stc and sister companies.

Building critical knowledge and skills

In 2024, a range of initiatives and workshops were implemented aimed at enhancing our team’s capacity and aligning our development efforts with the organization’s goals and needs. These programs have empowered our workforce and strengthened our overall effectiveness.

We conducted micro-audits of our current processes, allowing us to identify gaps and opportunities for automation and integration. This analysis has led to the development of customized, streamlined processes tailored specifically for Our People operations.

Our team is dedicated to leveraging the latest technology and AI solutions, striving to establish Our People Department as a leader in HR tech practices. These advancements not only enhance efficiency but also improve our ability to support the business effectively.

Elevating our talented workforce

In 2024, we launched key initiatives to enhance employee development, engagement, and wellness, reflecting our commitment to a collaborative, supportive work environment and to equipping employees with essential skills. These initiatives included team-building activities, cross-functional workshops, the “Leap by People” workshop for strategic alignment, and comprehensive training on project management tools and principles.

We also launched our first Leadership Coaching Program for Executive Management in collaboration with a leading global business school, marking a milestone in leadership development within our organization.

Through our partnership with the Ministry of Municipal and Rural Affairs and Housing (Sakani), we introduced exclusive real estate, and banking offers to support employees in achieving home ownership. Additionally, as part of our commitment to employee health, we collaborated with the Specialized Medical Center Hospital to host a wellness exhibition, offering a range of consultations and examinations.

To continue employee financial wellness, we worked with multiple banks to secure competitive card options for employees. Finally, in partnership with Tawuniya, we held a virtual session to provide insights into health insurance benefits and answer employee inquiries.

People Awards 2024



GCC GOV AWARD
Best Organization of the Year
for Digital Transformation
Pioneer for Rewards of the Year
in Private Sector 2024



Maven Insights
Digital Transformations
Excellence Award 2024

We won four awards from Inspiring Workplaces:



Our People in 2025

People in 2025 designed to strengthen and align our workforce with the company’s strategic objectives, a primary focus of the program are identified in different potential areas:

- ▶ Developing (L&D) programs in line with the company’s strategy and objectives for the upcoming years.
- ▶ Optimizing our workforce structure for efficiency and financial performance.
- ▶ Revolutionizing our performance evaluation framework.
- ▶ Revamping incentive and reward systems to better align with business goals. In addition to the retention of key talent is a priority, and we plan to offer specialized rewards to retain top performers.