

# Strategy and Vision 2030

## LEAP 2.0: A bold vision for a transformative era

**In an age of rapid technological evolution and a transformative national agenda, our journey in the Kingdom of Saudi Arabia and the region is defined by our unwavering commitment to innovation, growth, and excellence.**

Over the past year, we have established a robust foundation of capabilities and offerings, positioning ourselves as a trusted leader in the IT landscape both locally and regionally. As we enter 2026 with strengthened foundations, our enhanced LEAP 2.0 Strategy reaffirms our commitment to shaping the future of the Kingdom of Saudi Arabia and the region while delivering sustainable, long-term value to our stakeholders.

In the Kingdom, Vision 2030 serves as a guiding beacon, aligning our strategic priorities with the nation's goals for economic diversification, digital empowerment, and social development. This transformative momentum, coupled with the exponential growth of the global technology sector, creates an extraordinary opportunity for us to lead. LEAP 2.0 is our strategic blueprint to not only navigate this dynamic landscape but also actively shape it, creating meaningful and lasting value for our clients, partners, and the Kingdom.

LEAP 2.0 is structured around 4 core pillars, each designed to unlock opportunities, meet evolving customer needs, and ensure our operations drive a more technologically advanced, resilient, and sustainable future. Through disciplined execution of this strategy, we continue to build a digital ecosystem that empowers our customers to achieve sustainable growth, both regionally and globally. As we progress, LEAP 2.0 positions us to deliver a transformative impact, guided by the vision of a digitally empowered future.

and cohesive strategy to drive progress for both our Organization and the broader interests of our stakeholders and society.

We see ourselves as a catalyst for sustainable advancement, consistently adapting to emerging trends and challenges. Whether through cutting-edge service offerings, strategic partnerships, or cultivating a dynamic and skilled workforce, our focus is on delivering measurable impact for our customers, stakeholders, and community. Guided by our principles of innovation, excellence, and collaboration, we remain committed to shaping a brighter, more technologically advanced future for Saudi Arabia and the wider region.

### Charting the path forward

Through our LEAP 2.0 approach, we are steadfast in supporting the Kingdom's vision for digital transformation and economic diversification. Our 4 strategic pillars come together as an integrated



# Pillar

L

**Lead through service excellence**



We are driven to remain the undisputed leader in the Kingdom's ICT services market, setting a new standard for quality, innovation, and client satisfaction. We go beyond just providing services, delivering cutting-edge solutions every day that consistently exceed client expectations and redefine what is possible in the industry.

We achieve this through a deep commitment to continuous improvement, investing in core capabilities, and proactively addressing future market needs. By building the strongest and most reliable foundation for ICT capabilities, we ensure that the highest level of service excellence becomes the benchmark for the industry and a key driver of digital transformation.

E

**Empower business growth and diversification**



Our focus on embracing the future and actively pursuing growth opportunities drives meaningful impact. We remain committed to staying ahead of the curve by exploring emerging technologies and innovative business models, such as co-creation, PPPs, and revenue-sharing arrangements.

Through strategic investments in research and development (R&D) and by forging impactful partnerships, we push boundaries and expand our offerings to tap into new markets. Our role is to be a pioneer in the evolving technological landscape, ensuring that we are not just participants but leaders in shaping the next generation of digital solutions. Dynamic expansion and capturing the potential of tomorrow's technology today lie at the heart of this strategy.

A

**Achieve excellence in customer engagements**



Our customers and their ever-evolving needs are central to everything we do. We are committed to building meaningful, long-term relationships by deeply understanding our clients' unique needs and delivering a customer experience that sets us apart.

We aim to become a trusted advisor and a key contributor to our clients' success stories, moving beyond transactional relationships to create true partnerships. By refining every touchpoint, tailoring offerings to specific industries, and fostering loyalty, we ensure that every client interaction is personalized, positive, and productive. Our goal is to transform satisfied customers into advocates who champion the solutions by stc brand and its impact on their businesses.

P

**Promote efficiencies and sustainability**







We work each day to create a responsible, sustainable business that aligns growth with long-term economic, social, and environmental goals. We are prioritizing operational excellence by streamlining internal processes, optimizing resources, and reducing environmental impact through sustainable practices.

Our commitment extends to fostering a strong internal culture, investing in our people through skills development, leadership training, and strategic workforce planning, ensuring we build a future-ready Organization. Additionally, we support the Kingdom's broader economic and social development goals by aligning our efforts with initiatives like Saudization and fostering community engagement. By creating a foundation of efficiency, sustainability, and responsibility, we ensure our growth is impactful, ethical, and aligned with national priorities.

## Strategy and Vision 2030 continued

### Supporting the goals of Vision 2030

At solutions by stc, we are proud to align with and actively support the transformative goals of Saudi Vision 2030 through strategic initiatives and partnerships:

 <p><b>Driving digital transformation</b></p> <p>We collaborate with businesses of all sizes to implement digital transformation initiatives that enhance efficiency, boost productivity, and open access to new markets</p>	 <p><b>Advancing mega government projects</b></p> <p>Through our involvement in landmark projects such as NEOM and the Red Sea Smart Cities initiatives, we contribute to positioning the Kingdom of Saudi Arabia as a leading global digital economy and society</p>
 <p><b>Partnering with global innovators</b></p> <p>By partnering with global technology leaders, we ensure the latest innovations are brought to Saudi Arabia, enabling the Kingdom to maintain a competitive edge in the global technology landscape</p>	 <p><b>Developing local talent</b></p> <p>We provide training and education programs designed to equip Saudis with the skills required to thrive in the technology sector, supporting a skilled workforce and advancing Saudization</p>

**We have sharpened our strategic lens to ensure that every solution we deliver is future-proof, customer-focused, and socially responsible. Our commitment to excellence positions us as more than just a provider - we aspire to be a trusted partner in progress for the Kingdom and beyond.**



**Maher Salem Althiyabi**  
Chief Strategy Officer

