

# Carrier & Wholesale Unit

The Carrier & Wholesale Business Unit (C&W) stands as the Kingdom’s preferred wholesale partner, delivering comprehensive, top-tier solutions and services to customers and partners both locally and internationally. C&W sets itself apart with high-quality, efficient technology offerings and a steadfast commitment to continuous innovation and enhancement.

Evolving into an agile technology-driven unit, C&W embraces new work methodologies and remains proactive in navigating the fast-paced digital landscape by adopting and integrating the latest digital advancements. Aligned with stc’s DARE 2.0 strategy, C&W’s strategic focus drives growth and supports stc’s broader objectives, positioning the unit as a key driver of innovation within telecommunications and digital infrastructure.

With a strong emphasis on next-generation technologies and digital solutions, C&W explores new revenue streams through creative and unconventional initiatives. Its expansion efforts aim to enhance profitability, diversify stc’s business portfolio and solidify Saudi Arabia’s role as a regional digital hub.

The continued expansion of center3 operations made 2024 a landmark year for C&W. This subsidiary has further enhanced data center hosting and subsea connectivity within the Kingdom and beyond, generating significant value for stc, its customers

and Saudi Arabia. This ongoing growth reinforces the Kingdom’s position as a digital hub and paves the way for a new digital era for the region.

Supporting Saudi Arabia’s vision to become a leading digital hub, center3 leverages the Kingdom’s strategic location to connect Europe, Asia and Africa. Its robust network infrastructure attracts major players – including hyperscalers, gaming and content providers, cloud giants and international carriers – delivering unmatched speed and scalability to seamlessly reach regional customers.

### Strategic partnerships and agreements

C&W achieved substantial milestones, further solidifying its position as a leader in global communications and digital infrastructure. These achievements were driven by strategic partnerships and technological advancements designed to improve customer experiences and promote sustainable digital ecosystems.

At the local level, C&W empowered licensed telecommunications companies within the Kingdom to deliver their services through stc’s robust connectivity infrastructure. Supported by a strategic agreement with Dawiyat to expand IoT services and accelerate the adoption of smart solutions across Saudi Arabia.

Internationally, as part of stc’s ongoing efforts to expand its services from local and regional markets to the global stage, C&W secured a significant win by becoming the exclusive international gateway for the Philippines’ largest telecom operator PLDT, providing international traffic hubbing and termination services for its fixed (PLDT) and mobile networks (SMART).

In its commitment to improving customer experiences, C&W launched voice call services over 4G (VoLTE) for inbound roamers visiting the Kingdom, enhancing the international roaming experience and strengthening partnerships with global operators.

Further advancing its leadership in telecom infrastructure, C&W secured 3 critical Neutral Host Infrastructure agreements with DGCL, Mawani and Modon, underscoring its role as a key enabler of digital connectivity and innovation in the region.

### Sponsorship and participation in key conferences and events

In 2024, C&W actively participated in and sponsored prominent global and regional industry events, underscoring its commitment to advancing digital infrastructure, driving innovation and fostering strategic partnerships across the telecommunications and technology sectors. Through these engagements, stc reinforced its leadership in 5G, AI and digital transformation, playing a pivotal role in shaping the future of connectivity.

The key events included:

- Capacity Middle East, Dubai – 6 February
- MWC, Barcelona – 26 February
- LEAP24, Riyadh – 4 March
- GCCM Europe, London – 5 March
- International Telecoms Week (ITW) – 14 May
- ACC 2024 – 2 September
- WAS#20 – 23 September
- Capacity Europe, London – 15 October
- Connected World KSA 2024, Riyadh, hosted by stc – 19 November

These participations highlighted stc’s leadership in connectivity, driving discussions around 5G expansion, AI integration and the region’s digital transformation.





Carrier & Wholesale Unit continued

Loyalty, retention and digital transformation initiatives

C&W prioritized customer loyalty and retention through targeted digital transformation initiatives. These efforts focused on optimizing customer experiences, streamlining processes and fostering long-term partnerships.

- mywholesale portal: The continued development of mywholesale portal digitized the customer journey, introducing advanced features such as contract management, service requests and streamlined communication, enhancing efficiency and user experience.
- Customer360: A data-driven initiative designed to transform customer engagement, utilizing insight to improve satisfaction, loyalty and business outcomes.

These initiatives reflect stc's commitment to delivering a seamless, data-driven customer experience while strengthening its leadership in digital transformation and customer-centric solutions.

Innovative products and solutions

C&W drove significant advancements in products, solutions and service delivery, reinforcing its leadership in global innovation and excellence.

- Launched innovative services, including the Bandwidth and Demand (BoD) concept, APN service and Phase 1 of the A2G service on six Flynas routes.

- Submitted tailored offerings, including a new IoT solution for Dawayit and a customized Dark Fiber service for Zain.
- Revamped the Dense Wavelength Division Multiplexing (DWDM) offering for enhanced performance and value.
- Advanced IoT aggregator capabilities by preparing the platform for CMI, enabling IoT services and activating aggregator pipelines.
- Successfully launched the Newtrack campaign, highlighting our commitment to neutrality and ensuring customer confidence in unbiased service delivery, multiple agreements have been signed.

Business operations

- Digital transformation and customer experience: Onboarded 93% of customers to the mywholesale portal and digitized over 10 business functions, enhancing efficiency and customer satisfaction.
- Network resilience and optimization: Improved IGW availability and optimized network utilization to ensure service reliability and scalability, strengthening market competitiveness.

These achievements highlight stc's relentless focus on global innovation, operational excellence and customer-centric solutions. By continually pushing the boundaries of technology and streamlining processes, stc sets a regional benchmark for excellence and shapes the future of connectivity.

Awards and recognitions

In 2024, stc's C&W Unit received significant industry recognition for its leadership and performance, further establishing its role in driving regional and global connectivity.



Carrier & Wholesale in 2025

Looking forward, C&W is poised to accelerate growth and embrace transformation, driving value creation and contributing to the objectives of stc's strategy. C&W will focus on reinventing customer experiences by unlocking the full potential of digital and analytics, transforming into an agile technology powerhouse that redefines operations and pioneers new ways of working.

C&W aims to solidify its leadership in digital infrastructure by expanding availability and modernizing its fiber network footprint. The ORYX project, a new terrestrial stc fiber backbone, will play a pivotal role in capturing the AI and cloud opportunity. This initiative supports Saudi Vision 2030 by enabling a robust, scalable and high-performance terrestrial network, a key enabler for positioning the Kingdom as the digital hub of the MENA region.

C&W will lead the regional evolution through innovation, strategic partnerships and exceptional experiences that drive sustainable growth. By leveraging its expertise, innovation and market leadership, C&W will set the pace for the wholesale telecom industry, shaping trends and defining the industry's direction as it transitions from a regional leader to a global player.

Furthermore, C&W will significantly expand its A2G connectivity services in collaboration with SkyFive Arabia. By providing seamless in-flight Wi-Fi access to passengers, we aim to enhance the travel experience and solidify stc's position as a leading provider of innovative digital solutions. Key initiatives for the year include expanding network coverage, ensuring reliable network operation and collaborating with SkyFive Arabia to expand A2G services across the Middle East, while adhering to all relevant regulations.

As a catalyst for progress within stc, C&W will continue to steer digital transformation, securing its position at the forefront of the technological landscape and shaping the future of connectivity for years to come.

