

Commercial Unit

2025 was a defining year for the Commercial Unit: a year of transformation, acceleration and renewed ambition. As stc group continued to lead Saudi Arabia's telecommunications market, the Commercial Unit evolved its model to become leaner, smarter and more customer-centric.

Guided by a relentless focus on value creation, the Unit advanced digital and AI capabilities, deepened customer engagement and strengthened foundations for sustained growth. This year marked a pivotal step toward its vision of shaping the Kingdom's next era of intelligent connectivity.

On the mobility market, the Commercial Unit sustained its leadership despite intensifying competition. Its strategy centered on value-based differentiation, leveraging brand strength and network leadership to deliver exceptional experiences across all segments. The Unit continued to attract and retain high-value customers through targeted engagement, personalized offers and seamless digital journeys. During the 2025 Hajj season, it ensured a smooth, connected experience powered by enhanced readiness and agile on-the-ground enablement. A continued focus on premium positioning and disciplined value management has allowed the Unit to maintain healthy growth in subscribers by 5% year-on-year and protect long-term profitability, even amid heightened market dynamics.

Jawwy, the Commercial Unit's digital sub-brand, continued to embody stc group's youth and digital-first DNA, delivering an app-led experience built on simplicity, control and empowerment. In 2025, the brand enhanced its performance and stability through a new digital platform, paving the way for scalable innovation and richer service integration. This evolution reinforces Jawwy's role as a key growth engine and a model for digital savviness across the portfolio.

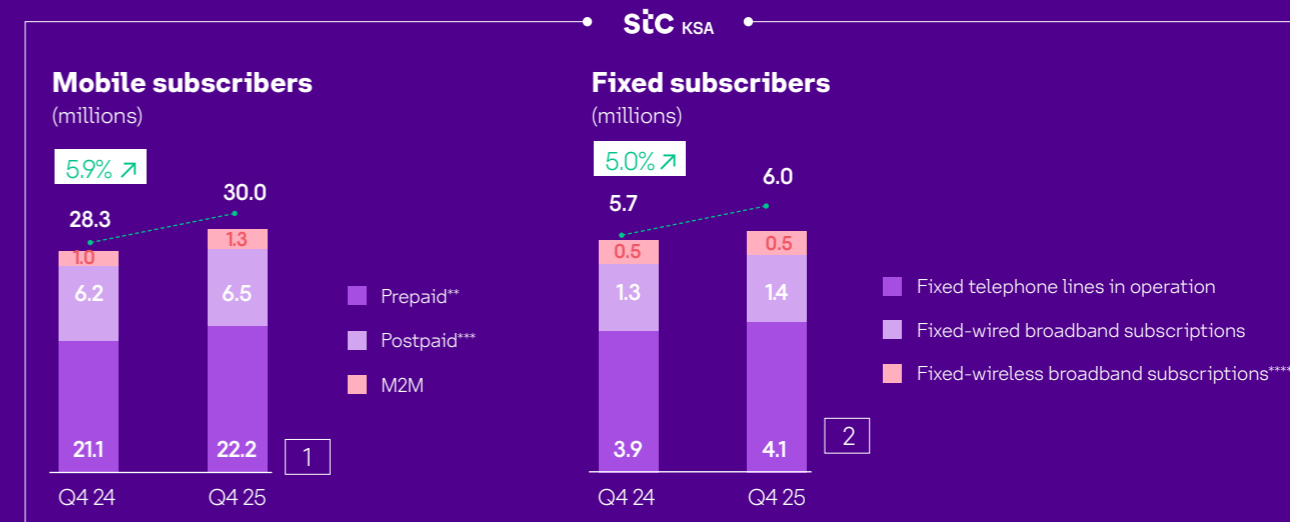
On fixed services, the Commercial Unit maintained its leadership across both FTTH and FWA, balancing growth, quality and profitability. Fiber rollout continued at pace, expanding high-speed access to more households across the Kingdom, while migration efforts accelerated the transition from legacy infrastructure. FTTH remained a strategic priority, delivering superior margins and an exceptional customer experience. The Commercial Unit also expanded its CVM and analytics engines across fixed services, strengthening its ability to deliver greater value to customers and enhance lifetime value.

The Commercial Unit's adjacent services portfolio continued to expand and evolve, reinforcing stc group's position as a key enabler of Saudi Arabia's digital lifestyle. This evolution drove the increase in the total number of stc tv registered subscribers, supported by richer local content, enhanced user experiences and new AI-powered interactive features. Collectively, these efforts strengthened the Commercial Unit's presence at the intersection of connectivity, content and community. **Consumer electronics** continued to deliver strong performance in 2025, consolidating its role as a key lever of growth and differentiation. The Commercial Unit expanded its portfolio into higher-margin categories and enhanced its go-to-market strategy with stronger bundling and direct-to-customer channels. The result was a 14% increase in device contract sales and continued growth in revenues. Beyond products, the Commercial Unit is redefining the consumer electronics experience through end-to-end service excellence, from purchase and financing to installation and after-sales support, reinforcing stc group's presence in customers' everyday lives.

On the loyalty program side, qitaf program members grew, driven by the launch of the stand-alone app and an expanded network of lifestyle and retail partners. qitaf continued to foster loyalty and cross-service value across the ecosystem.

As part of the Commercial Unit's ongoing digital transformation efforts, AI-powered analytics, automation and seamless omnichannel integration enabled it to accelerate response times and improve customer satisfaction indicators. Meanwhile, the mystc platform continued to evolve with enhanced gamification features and interactive digital campaigns, such as the "Mercedes Every Week" campaign, which attracted up to 40 million participants. The campaign aimed to raise awareness of digital services and empower customers to complete their transactions through the app, resulting in an increase in digital-only customers and a huge uplift in overall digital transactions. These achievements reflect the Commercial Unit's continued commitment to innovation, operational efficiency and delivering exceptional customer experiences.

Subscribers at a glance*



* Percentage changes are calculated based on full figures.

** Prepaid subscribers includes mobile voice, standard mobile broadband, and dedicated data mobile broadband subscriptions.

*** Postpaid subscribers includes mobile voice, standard mobile broadband, and dedicated data mobile broadband subscriptions.

**** Fixed-wireless broadband subscribers includes 4G and 5G subscribers.

1-2 Figures are not audited.

Commercial Unit in 2026

Looking ahead to 2026, the Commercial Unit stands at the threshold of a new era, one defined by AI at scale, digital savviness and emerging technologies such as low-earth-orbit (LEO) connectivity. The Unit is poised to lead this next chapter with a renewed commercial focus, deeper understanding of customer needs and a clear commitment to innovation. The Commercial Unit is going beyond the evolution of technological connectivity to the social aspects impacting how its customers live, work and play.

Awards and recognitions



Awarded by CST



Awarded by Saudi CX Association

