Enterprise Segment

In 2024, **stc**'s B2B segment - powered by its specialized arms, **solutions by stc** and **e-Portal Holding** Company with its subsidiaries - solidified its position as a critical enabler of Kuwait's digital transformation. Through strategic partnerships, technological innovation, and a customer-centric approach, the B2B division contributed significantly to **stc**'s overall performance and advanced its reputation as a trusted partner for enterprises and government entities.

solutions by stc

In 2024, **solutions by stc**'s Wholesale division demonstrated remarkable growth by expanding its international connectivity offerings, providing businesses with innovative services such as MPLS, IP Transit, and cloud express routes. These solutions have empowered enterprises to efficiently manage data across global networks, enhancing **stc**'s reputation as a leading provider of advanced digital solutions.

A pivotal achievement this year was securing a strategic contract with the Ministry of Electricity, Water & Renewable Energy to deploy smart electricity meters, enhancing Kuwait's digital infrastructure and expanding into municipal utilities.

solutions by stc also leveraged synergies with subsidiaries like **e-Portal** to deliver advanced content delivery network services and managed IT frameworks, driving growth in ICT and connectivity.

To simplify account management and boost customer satisfaction, it launched the 'My Business' portal and enhanced the 'Quick Pay' service. It also introduced an advanced SIEM platform powered by AI/ML, strengthening cybersecurity and real-time threat detection for SMEs.

These milestones underscore **stc**'s comprehensive and forward-thinking approach to driving digital transformation in Kuwait. By combining cutting-edge technologies, integrated solutions, and a customer-centric mindset, **stc** continues to lead the way in enabling Kuwait's Vision 2035.

e-Portal Holding Company And Its Subsidiaries

2024 was a notable year for e-Portal in which the System Integration services reached the highest level of revenue resulted from winning more projects compared to 2023 through strategic alignments and collaborations.

and system integration cyber security services to the enterprise segment, which will be further enhanced over the coming years.

Accordingly, it is worth mentioning that our 2024 strategy served as a strong pipeline for the year 2025, which carries a number of promising opportunities ahead.

Performance Highlights: Sustained Growth and Market Leadership

In 2024, **stc**'s B2B segment demonstrated resilience and steady growth, maintaining its significant contribution of 24% to the company's total revenues, growing by 16.6% compared to that in 2023. Demonstrating a consistent performance that reflects the effectiveness of **stc**'s strategic initiatives and operational excellence.

Key Performance Indicators (KPIs), such as enhanced Average Revenue Per User (ARPU) and reduced customer churn rates, highlighted the segment's ability to retain and grow its enterprise client base while reinforcing its competitive edge in Kuwait's telecom and ICT sectors.

The B2B division also achieved notable market expansion by targeting high-growth verticals, including energy, education, and healthcare. These efforts resulted in increased penetration across enterprise accounts, allowing **stc** to solidify its position as a market leader in providing tailored ICT solutions.

Enhancing Customer Experience

24/7 Support via WhatsApp Chatbot
  • Launched a dedicated B2B chatbot to offer real-time support, ensuring faster issue resolution and seamless account management.

Country-Wide Delivery System
  • Enhanced logistics ensured timely distribution of routers and SIM cards, promoting uninterrupted business operations for clients.

Integration of Business Support Systems (BSS)
  • Advanced BSS platforms enabled agile service deployment and personalized customer interactions, improving overall satisfaction.

Awards & Recognitions

"Best Customer Experience Digital Platform for B2B - My Business" by Global Business Outlook.

Strategic Outlook for 2025

In 2025, **stc**'s B2B segment's strategic roadmap aims to deepen penetration into high-growth verticals, such as healthcare, education, and energy, while enhancing its cloud, IoT, and cybersecurity offerings. The full-scale deployment of 5.5G technologies will strengthen connectivity infrastructure, supporting next-generation business solutions and reinforcing **stc**'s position as a leader in digital innovation.

By fostering strategic partnerships and delivering scalable ICT solutions, **stc** aims to achieve substantial revenue growth while powering Kuwait's evolving digital economy.