

STRATEGY AND KPIs

Arabian Drilling strives to fulfil its vision and create sustainable value for its shareholders and other stakeholders through the faithful execution of its corporate strategy, which is designed to drive growth, expansion, operational excellence, and organizational efficiency.

Our Vision

Leading sustainable drilling services.

Our Mission

Evolve our business to add value to our people, customers, and shareholders by following the highest safety, technological, and operational standards.

Our Values

Our core values define our Code of Conduct. We live by them always as we STRIVE for excellence in everything we do. Our high-performance culture is aligned with our creed, which is defined by our unique value model "STRIVE".

- **Safety:** The safety of our people is our guiding compass and guides all our actions. We adhere to the highest safety standards as we act to create operational excellence.
- **Integrity:** We are open and transparent in our conduct. We act with honesty, integrity, and in compliance with our code of ethics.
- **Teamwork:** We collaborate and coordinate our actions to empower each other to achieve exceptional outcomes.
- **Value:** We create value for those around us through responsible, cleaner, and safer access to energy for every community. We strictly adhere to Environmental, Social, and Governance (ESG) standards in everything we do.
- **Reliability:** We are consistent in our performance and always deliver on our commitment. We inherently value reliability to build long-term relationships based on trust.
- **Environment:** Our planet is our responsibility and all our actions are driven by our concern for the environment and our commitment to protect and preserve it.



Our Strategic Pillars

Arabian Drilling's 3 strategic pillars focus on delivering best-in-class operational performance, growing their core business in Saudi Arabia and expanding regionally, and upgrading their operating model.

Pillar 1

To deliver best-in-class operational performance, the Company promotes a culture of outstanding service quality, continually improves safety records, and optimizes rig move processes. Key performance indicators (KPIs) for this pillar include the Rig Efficiency Index (REI), Non-Productive Time (NPT), Total-Recordable Incident Frequency (TRIF), and days saved per rig move.

2024 Achievements

Arabian Drilling achieved an average REI of 94.3%, an NPT of 1.67%, a TRIF of 0.59 (4 times lower than the industry average) and saved 130 total days on rig moves compared to Aramco's KPI



2025 Goals

The Company intends to maintain its operational excellence and service quality, with an added focus on driving people's behaviors towards an incident-free environment, and execute its Sustainability road map to measure Green House Gas emission reductions.



Pillar 2

Growing the core business in Saudi Arabia and expanding regionally. This involves expanding the fleet size, growing revenue and backlog, and diversifying the client portfolio.

2024 Achievements

Arabian Drilling successfully deployed 13 unconventional rigs and gained qualifications in key markets outside of Saudi Arabia.



2025 Goals

The Company plans to contract all offshore suspended rigs and prove the effectiveness of the recent alliance signed with Shelf Drilling as an entry point with new clients and geographies.



Pillar 3

Upgrading the operating model, which includes implementing high-impact cost optimization initiatives, and enhancing digitalization and business processes.

2024 Achievements

- Arabian Drilling successfully upgraded its ERP with a more efficient, powerful, and future-proof ERP solution.
- Arabian Drilling also opened its Infinity Innovation Lab aimed at enhancing operational efficiency and innovation within the Company.



Infinity Innovation Lab

Key highlights

- Real-Time Data Streaming: The lab streams essential real-time data to the central operations center, displaying the performance of rigs, crews, and team dynamics. This system anticipates challenges and failures, optimizing performance and maintenance requirements.
- Predictive Maintenance and Data Transparency: It focuses on predictive maintenance, enhanced data transparency, and collaboration, leading to optimized drilling performance.
- Integration with AI: The lab's capabilities were significantly strengthened through the integration of AI, which plays a vital role in providing maximum efficiency and superior safety.
- Behavior Empowerment Center (BEC): The lab is closely linked with the Behavior Empowerment Center, which is a control room with real-time CCTVs to capture and share observations on unsafe acts or conditions on day-to-day operations to improve safety culture and behavior. The BEC observations are used for learning and continuous improvement, addressing potential hazards, and proposing corrective measures.



2025 Goals

Arabian Drilling aims to continue optimizing processes through AI and digitalization, and build a strong culture change by reinforcing the Company's values and behaviors.

