

Europe and Africa are characterized by having significantly different economic conditions, all of which can affect the operations of STC. As for Africa, Saudi Telecom Company must deal with a variety of different legal systems to ensure compliance with the set of laws and regulations that exist there. Legal Challenges: Saudi Telecom Company must comply with a wide range of legal and regulatory issues in Europe and Africa. In Africa, where the mobile phone services group is growing rapidly, the economic instability within Africa and low incomes within Africa make it possible for the telecom company to provide a range of challenges related to changing the pricing and demand strategy there. As for within Africa, the cultural and economic diversity within the continent is an opportunity and a challenge for the company, and STC must provide a range to meet the specific needs of the different regions within Africa. Cultural Challenges: The cultural differences in different countries play a very important role in STC's international strategy. In Europe, consumers are characterized by having long-term relationships with companies that provide telecommunications services and these companies are well-established in providing this field, and customers are characterized by having a strong connection with the companies that use telecommunications. In Europe, the communications market is located within it, and there are new and strong opportunities for growth significantly.