

PREMIUM DEVICE TRADE-IN CREDIT- Up to \$1000 off Apple iPhone 15 Pro and 15 Pro Max or Up to \$700 off iPhone 15 with trade-in of eligible smartphone. Guaranteed.

15 Pro & Pro Max: 3-Tiered Trade-in Value Credit: \$1000 with \$290+ TIV; \$700 with \$130-\$289 TIV; \$350 with \$35-\$129 TIV)
15: 2-Tiered Trade-in Value Credit: \$700 with \$130+ TIV; \$350 with \$35-\$129 TIV)

Launched 1/3/24. Limited Time Offer

Details

• Requirements:

A. Purchase a new eligible smartphone on a qualifying installment plan

○ Eligible **Purchased** Smartphones:

- Apple iPhone 15 128GB (\$830), 256GB (\$930), 512GB (\$1130)
- Apple iPhone 15 Pro 128GB (\$1000), 256GB (\$1100), 512GB (\$1300), 1TB (\$1500)
- Apple iPhone 15 Pro Max 256GB (\$1200), 512GB (\$1400), 1TB (\$1600)

○ Eligible **Trade-in** Smartphones:

- **This is not an early upgrade program. Trade-in device may not be on existing installment plan and trade-in does not relieve obligations under any AT&T installment agreement program or other AT&T Return and Exchange programs.**
- **Eligible trade-in devices are subject to change at any time and without notice.**
- **To qualify for \$1000 credit, minimum Trade-In value must be \$290 or above after device condition questions have been answered.**

Eligible devices:

- **Apple iPhone:** 13 Pro, 13 Pro Max, 14, 14 Plus, 14 Pro, 14 Pro Max, 15, 15 Plus, 15 Pro, 15 Pro Max
- **Samsung Galaxy:** S23+, S23 Ultra, Z Fold 4, Z Flip5, Z Fold5
- **Google:** Pixel Fold, 8, 8 Pro

- **To qualify for \$700 credit, minimum Trade-In value must be \$130-\$289 after device condition questions have been answered.**

Eligible devices:

- **Apple iPhone:** 11 Pro Max, 12, 12mini, 12 Pro, 12 Pro Max, 13, 13 Mini
- **Samsung Galaxy:** Note20 Ultra, Note20 Ultra 5G, S21 Ultra 5G, S22 5G, S22+ 5G, Z Fold3 5G, Z Flip4, S22 Ultra 5G, S23
- **Google:** Pixel 6 Pro, 7, 7 Pro, 7a

- **To qualify for \$350 credit, minimum Trade-In value must be \$35-\$129 after device condition questions have been answered.**

Eligible devices:

Apple iPhone: X, XR, XS, XS Max, 11, 11 Pro, iPhone SE (2nd Gen), iPhone SE (3rd Gen)

Samsung Galaxy: A23, A23 5G, A32, A32 5G, A42 5G, A51 5G, A52, A52s, A52 5G, A53, A70, A71, A71 5G, A72, S10, S10+, S10 5G, S10e, S10 Lite, Note9, Note10, Note10 5G, Note10 Lite, Note10+, Note10+ 5G, Z Flip, Z Flip 5G, S20, S20 5G, S20 FE, S20 FE 5G, S20+, S20+ 5G, S20 Ultra 5G, Note20, Note20 5G, S21 5G, S21+ 5G, S21 FE 5G, Z Flip3 5G, Fold, Fold 5G, ZFold2 5G,

Google: Pixel 4, 4 XL, 4a, 4a 5G, 5, 5a, 6, 6a

LG: V50, WING™ 5G

OTHER: OnePlus 7, OnePlus 7 Pro, OnePlus 7 Pro 5G, OnePlus 7T, OnePlus 7T Pro, OnePlus 7T Pro 5G, OnePlus 8 5G, OnePlus 8 Pro, OnePlus 8T, OnePlus 8T+, One Plus 8, OnePlus 9 5G, OnePlus 9 Pro 5G, OnePlus 10 Pro, Moto razr 5G, Moto Edge, Moto Edge+, ZTE Red Magic 3, Asus Rog Phone3, Redmi Note 10 Pro, Moto edge+ 5G UW, Microsoft Surface Duo

- B. Must turn in an eligible Trade-in smartphone w/in 30 days from activation of Purchased smartphone:
 - Trade-in smartphone must meet AT&T Trade-In program requirements
- C. Must activate phone on qualifying postpaid wireless AT&T unlimited voice and data plan (min. \$75.99/mo. if new before discounts. Existing customers can add to their current unlimited plan, if eligible, which may be less.)
 - Unlimited & More
 - Unlimited & More Premium
 - Unlimited Plus
 - Unlimited Plus Enhanced
 - Unlimited Choice
 - Unlimited Choice Enhanced
 - Unlimited Choice II
 - Unlimited Double Play
 - Unlimited Value Plan
 - Unlimited Elite
 - Unlimited Premium
 - Unlimited Extra
 - Unlimited Starter
 - Unlimited Premium PL
 - Unlimited Extra EL
 - Unlimited Starter SL
 - Unlimited 55+

- AT&T Complete Connect
 - AT&T Accessibility (for eligible customers only)
 - Value Plus, Value Plus VL, Value Plus Unlimited plans are **NOT** eligible.
- D. Max credit will be split into equal monthly installment credits over the term of the installment agreement
- E. Remain active and in good standing on wireless installment agreements for the duration of the installment term.
- F. Credits:
- Monthly recurring bill credit can take from 1 to 3 billing cycles
 - Customer is responsible for payments until bill credit is issued
 - Will receive the first credit equal to the number of payments already paid
 - NOTE: for automated orders, monthly credits typically begin on 1st bill, for manual (Data Driven) orders, credits will begin within 3 bills.
 - If Credits start on 2nd to 3rd bill. Customer must pay his/her bill in full until the credits start to apply in up to 3 bill cycles.
 - Late fees may apply when bills are unpaid
 - Customer must pay installments until then.
 - Initially, customers may receive multiple credits at onset to bring them current. For example, when validation is confirmed, if the customer has had two or three installment charges, she will receive two or three credits on one bill to resolve the past installment charges.
 - All credits after the initial application are individual monthly credits based on Max Bill Credit outlined above
 - If the discounted phone is purchased with down payment, customer is responsible for down payment and receives it back as part of the recurring bill credit. Amounts are shown in above chart.
 - If customer purchases more expensive devices or higher memory variants, they will still only receive max bill credit based on OEM device purchase.
- G. **Channels:** COR, AR, DOR, NR, Frontier, att.com, DMDR, IHX, Mobile Events, Call Centers, MBS/Phoenix, NSP, LDC, Carriers
- H. **Eligible Customers:** Consumers (CON) only.
- I. **Restrictions:**
- Launched **1/4/5/24**, as **Limited Time Offer** at launch.
 - Limit (1) one offer credit and one trade-in device per device
 - Offer stackable
 - Eligible Purchased smartphone must be new; CLN/CPO, refurbs excluded and purchased on AT&T Installment Plan
 - Trade-in Device cannot be on an existing AT&T installment plan.
 - Trade-in value must be minimum \$35-\$129.99 for \$350 credit; \$130-\$289.99 for \$700 credit; \$290+ for \$1000 credit after device condition questions have been answered
 - Consumer customers purchasing online or through a call center may visit a store to complete the trade and receive the minimum value; OR use emailed promo code to process trade online for Take Home, Trade Later option.
 - 14-day BRE for CON but customers are not able to get their traded device back

- Up to \$55 restocking fee
 - Customer must complete trade-in process within 30 days of activation.
 - 90-Day churn rule applies on new lines.
- J. **Updates since launch:**
- **As of 2/23/24, iPhone 15 Plus removed from offer (Moved to tiered offer)**
 - **As of 3/28/24, added in AT&T Accessibility as eligible plan (for eligible customers).**

Disclaimer:

***iPhone 15 Series Credit w/ Trade-in: Limited time offer. Select locations only. iPhone 15, 15 Pro and 15 Pro Max Guarantee limited to current trade-in promos (up to \$700 off all eligible devices with min. \$130 trade-in value; up to \$1000 off iPhone 15 Pro/Pro Max with min. \$290 trade-in value) for new and existing consumer AT&T postpaid wireless customers; excludes offers available through select channels. Offers vary by device; subject to change.** Requires activation of a new line or upgrade of an existing line to receive up to \$1000 off iPhone 15 Pro or 15 Pro Max with trade-in of eligible smartphone with min. \$290 trade-in value; or up to (\$700 off all eligible devices with min. \$130-\$289 trade-in value (\$350 off with \$35-\$129 trade-in value). Req's purch. of new eligible smartphone on qualifying 0% APR AT&T installment plan (36 mos. at up to \$44.45/mo). Other installment options may be available and vary by location. **If you choose the optional AT&T Next Up early upgrade feature, you are responsible and will not receive any credits for an additional \$6/mo. for the Next Up upgrade feature. \$0 down for well-qualified customers only, or down payment may be required and depends on a variety of factors. Max discount will not exceed the lower of the device cost or the max credit you are eligible for under this offer. Eligible Smartphones:** After all credits, get Apple iPhone 15 (priced up to \$1130) for up to \$700 off; iPhone 15 Pro, 15 Pro Max (priced up to \$1600) for up to \$1000 off. **Tax on full retail price due at sale. Req'd Wireless:** Postpaid unlimited voice & data (min. \$75.99/mo. if new before discounts. Existing customers can add to current unlimited plan if eligible, which may be less). Eligible plans: Unlimited & More, Unlimited & More Premium, Unlimited Plus, Unlimited Plus Enhanced, Unlimited Choice, Unlimited Choice Enhanced, Unlimited Choice II, Unlimited Double Play, Unlimited Value Plan, Unlimited Elite, Unlimited Premium, Unlimited Extra, Unlimited Starter, Unlimited Premium PL, Unlimited Extra EL, Unlimited Starter SL, Unlimited 55+, AT&T Complete Connect, and AT&T Accessibility (for eligible customers only). Value Plus, Value Plus VL, Value Plus Unlimited plans are not eligible. On unlimited plans, video may be ltd to SD. Speed, usage & other restr's apply. See att.com/unlimited for current unlimited plans. **If you cancel wireless, credits will stop and you'll owe the remaining balance on the installment agreement for the device purchased. For new lines, if you cancel service on any other line within 90 days of activating the line under this offer credits will stop. Activation/Upgrade Fee:** \$35. **Return:** Return w/in 14 days. Restocking fee up to \$55 may apply. **Eligible Trade-In: This is not an early upgrade program. Trade-in device may not be on existing installment plan. Eligible devices only.** See att.com/trade-in for list of eligible devices. **For credit, trade-in must have min. trade-in value (as noted above) after device condition questions have been answered & must meet AT&T Trade-In Program reqmts.** Must trade in elig. smartphone at a participating location and complete trade-in within 30 days from activation of new phone. **Other Obligations:** Trade-in does not relieve obligations under AT&T installment or other AT&T Return and Exchange programs including recently-purchased device returns, Warranty, or Extended Warranty. Devices to be returned through these AT&T programs should not be traded in via this offer. If trade-in value of device is greater than the credit you are eligible for under this offer, you may receive a one-time trade-in credit (value via instant credit or promo card) in lieu of this bill credit offer. See att.com/tradein for terms and to check if your device is eligible. **Bill Credits:** will receive catch-up credits once credits start w/in 3 bills. Credits applied in equal amounts over entire installment term & will not exceed the lower of the device cost or max eligible credit amount as defined above. Line must be on installment plan, active & in good standing for 30 days to qualify. Installment agmt starts when device is shipped. To get all credits, device must remain on agmt., with elig. service for entire term. **If you cancel svc upgrade or pay up/off installment agmt early, credits may cease. Limits:** One trade-in per qual. purchase and one credit per line. May not be combinable w/other offers, discounts or credits. Purchase, financing, other limits & restr's apply. This offer may make your account ineligible for select other offers (including bill credit offers) for 12 months. Visit a participating store for offer details.

Gen. Wireless Svc.: Subj. to Consumer Service Agreement (att.com/consumerserviceagreement). Credit approval req'd. **Deposit:** may apply. **Limits:** Purch. & line limits apply. **Additional monthly fees & taxes:** Apply per line & include Administrative/Regulatory Cost Recovery Fee (up to \$3.49) & other fees which are not government-required surcharges as well as taxes. Additional one-time Fees may apply. See att.com/mobilityfees for more details. Usage, speed, coverage & other restr's apply. International and domestic off-net data may be at 2G speeds. AT&T services subject to AT&T network management policies. See att.com/broadbandinfo for details.

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