

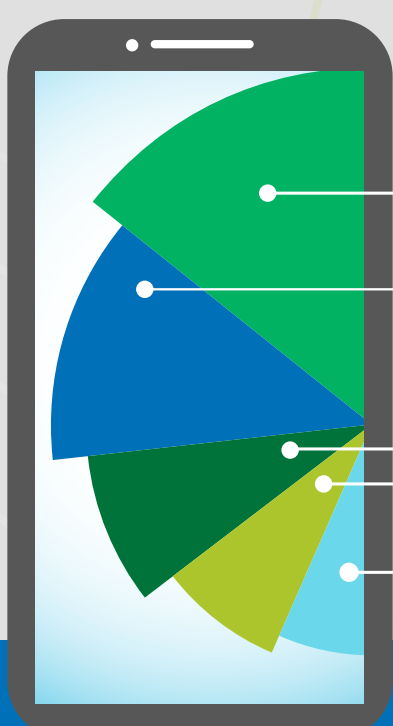


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q1 2024 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 28.75% iPhone 11
- 24.77% iPhone 12
- 17.31% iPhone 12 Pro Max
- 16.39% iPhone 13
- 12.78% iPhone 13 Pro Max

Average Trade-In Values (TIV)



Android Smartphone
\$75.41

Apple iPhone
\$163.47

Overall Average
\$110.87

Money in Customers' Hands

\$874M



was returned to U.S. customers through trade-in and buyback programs

Average Age (in Years) of Device at Trade-In or Upgrade



Android Smartphone **3.67**

Apple iPhone **3.63**

Combined **3.64**

Apple Watches Average Trade-In Value

\$97
SERIES 8

\$116
SERIES 7

\$152
ULTRA 1

\$243
SERIES 9

\$317
ULTRA 2



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Insights are based on information from Assurant.

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