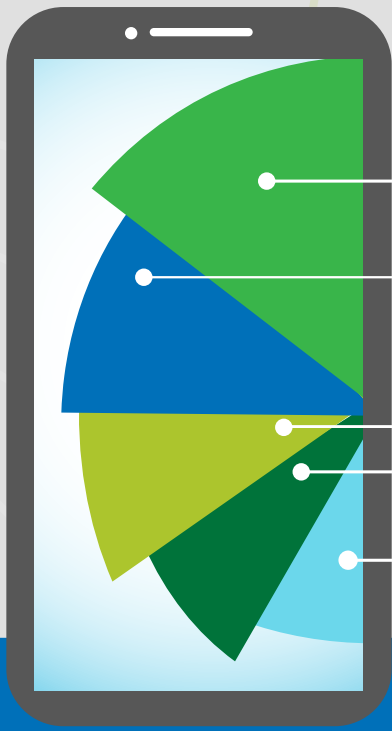


Mobile Trade-In and Upgrade Industry Trends

Q1 2025 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 28.73% iPhone 13
- 21.92% iPhone 13 Pro Max
- 19.57% iPhone 12
- 15.00% iPhone 13 Pro
- 14.78% iPhone 11

U.S.-only data

Average Trade-In Values Around the Globe (in U.S. Dollars)

	Android Smartphone	Apple iPhone
Asia*	\$117	\$213
Australia/New Zealand	\$117	\$191
Canada	\$ 52	\$131
Europe**	\$109	\$204
Latin America***	\$ 49	\$136
United States	\$ 71	\$139

Money in Customers' Hands

An estimated

\$1.24B

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



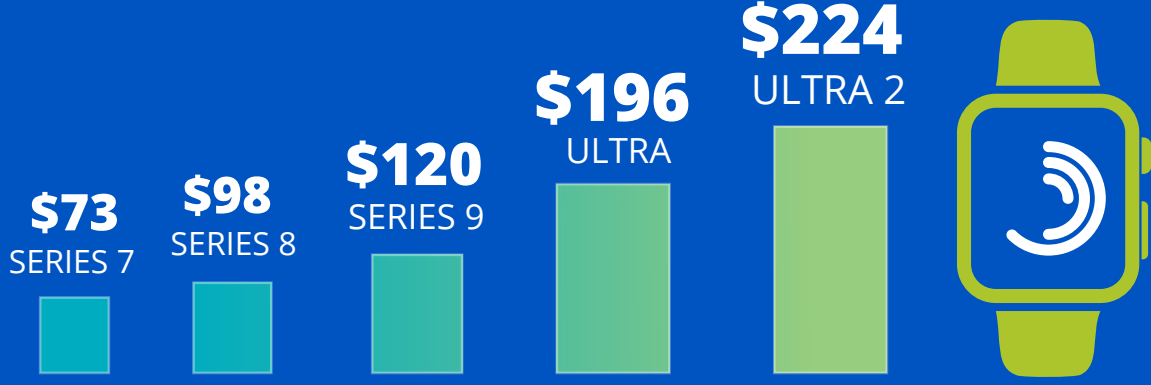
Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone 3.93
- Apple iPhone 3.79
- Combined 3.82

U.S.-only data

Apple Watches Average Trade-In Value



U.S.-only data

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* Data gathered from China (and Hong Kong SAR), India, Japan, Singapore, and South Korea
** Data gathered from Estonia, France, Germany, Italy, Russia, Spain, and United Kingdom
*** Data gathered from Brazil, Chile, and Mexico

Insights based on information from Assurant