



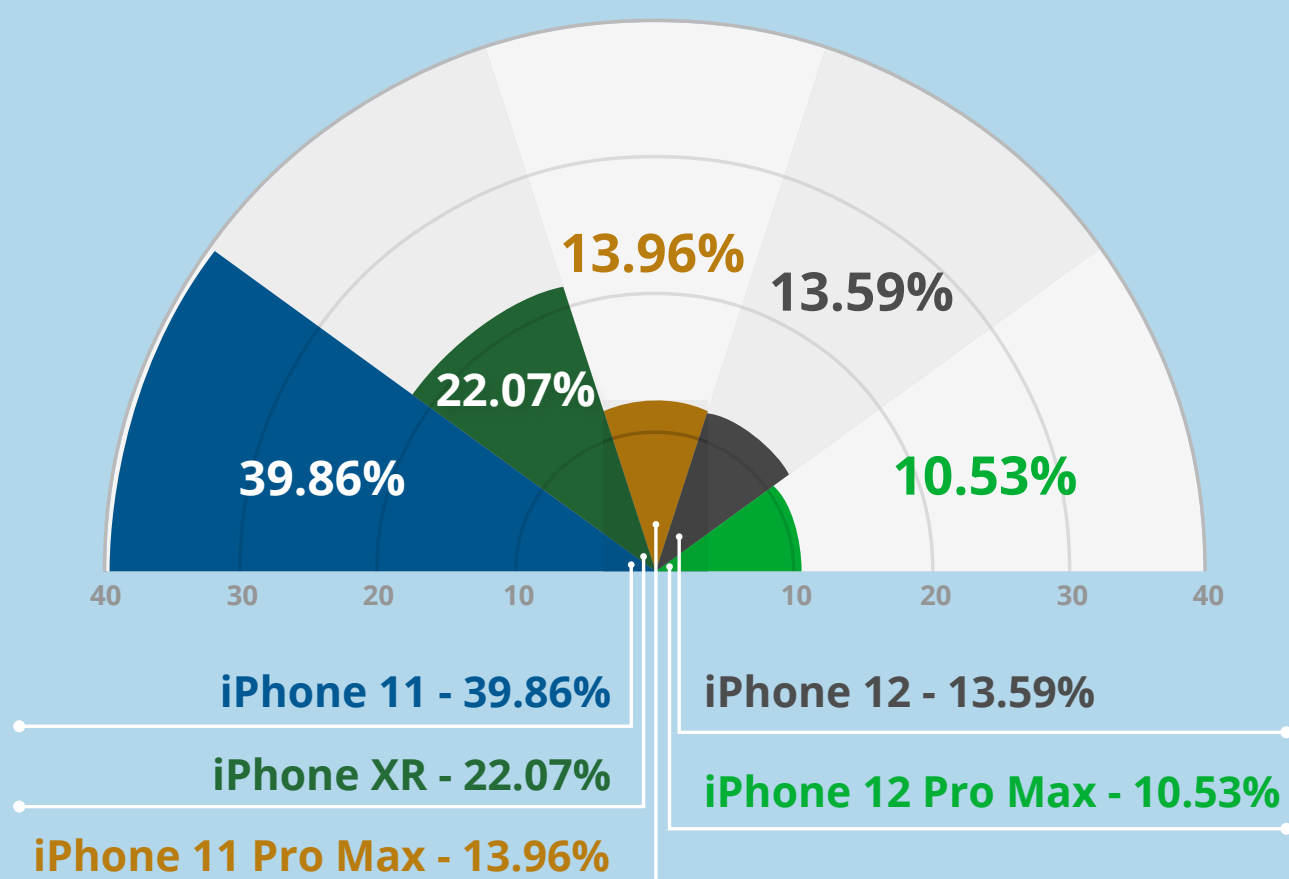
ASSURANT®

Mobile Trade-in and Upgrade Industry Trends

Q4 2022 SUMMARY



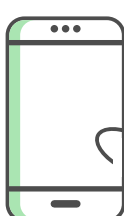
Top 5 Devices Received from Trade-in and Upgrade Programs



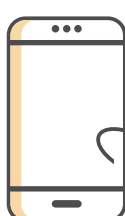
Trade-in Value (TIV)

Average price

Apple iPhone



Android Smartphone



Money in Customers' Hands



\$1.28B

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

Average Age of Device at Trade-in or Upgrade

Apple iPhone



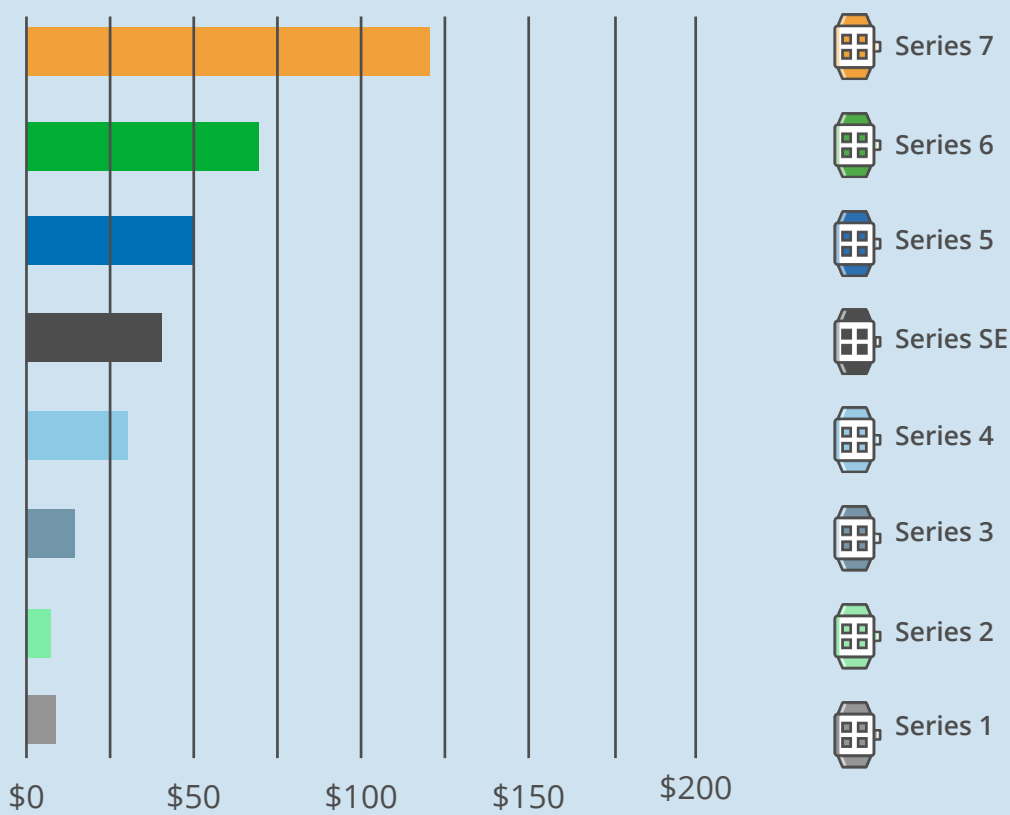
Android Smartphone



Combined



Apple Watches Average Trade-in Value



[Read the Q4 Trends Blog](#)

Insights based on information from Assurant, Gartner, IDC, and Deloitte for NA Market



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