

Limited Time Offer Guide

Dedicated fiber, Shared fiber, and Business Voice

Alliance

December 2025

Mid-Markets Limited Time Offer Guide

AT&T Business Fiber (ABF)

Offer	Timing	Target Customer	Description	Qualifications	Stackability
AT&T Business Fiber (ABF)					
Up to 2 Months Free	7/20-12/31	Acquisition	<ul style="list-style-type: none"> Nationwide (in footprint) 1-month free 500M 2 months free 1G+ 	<ul style="list-style-type: none"> New ABF on 500M+ only All business channels qualify ABF only (no HSIA-E) 	<ul style="list-style-type: none"> AIO-B; AIO-B credits will appear after last free bill and in up to 3 bill cycles of full MRC billing, non-retroactively Stacks with ETF Buyout
ETF Buyout Offer	3/16-12/31	Acquisition	<ul style="list-style-type: none"> ETF buyout offer up to \$750 reward card when switching to AT&T from another provider (proof of term fee required) 	<ul style="list-style-type: none"> ETF buyout only eligible on 500M speeds or above Once customer is in good standing (~30-60 days), they will receive notification to redeem Post card mailed to billing address with call to action to redeem online 	<ul style="list-style-type: none"> All In One for Business 1 or 2 months free Stacks with all channel exclusive offers

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AT&T Business Dedicated Internet (ADI)

Offer	Timing	Target Customer	Description	Qualifications	Stackability
AT&T Dedicated Internet (ADI)					
ADI ETF Buyout	9/5/25 – 12/2/25	Acquisition	<ul style="list-style-type: none"> Up to \$7,500 check to help cover a competitors early termination fee for each new qualifying purchase of ADI Customer must sign new connectivity contract and ETF addendum to qualify Check is sent after customer completes TTU and submits final ETF bill copy 	<ul style="list-style-type: none"> Purchase of New ADI, ADI+Flex, ADIVB Min of 50M 36 Months Term or greater OnNet Buildings Only In footprint (AT&T Access Only) 	<ul style="list-style-type: none"> Not stackable with any other ADI Offers
Up to 2 Months Free- Field Authority	10/1/25 – 12/31/25	Acquisition	<ul style="list-style-type: none"> One time credit up to 2 months depending on the speed tier selected: <ul style="list-style-type: none"> - 100M-500M: 1 Free Month - 1G+: 2 Free Months Applied in ADI buy flow in Salesforce only Credit should appear in first 1-2 bill cycles Credit applies to Port, Access, Router Charges 	<ul style="list-style-type: none"> 36-month contract minimum required ADI Only See speed tiers New or Existing customer order new circuit In region/In footprint only 	<ul style="list-style-type: none"> Competitive Response Offer Pricing NOT STACKABLE with ETF Buyout
CRO Additional Month	10/1/25 – 12/31/25	Acquisition	<ul style="list-style-type: none"> One time credit up to 2 months depending on the speed tier selected: <ul style="list-style-type: none"> - 50M: 1 Free Month - 100M-500M: 2 Free Months - 1G+: 3 Free Months Can be applied through CRO process, submit for deal to be reviewed Credit should appear in first 1-2 bill cycles Credit applies to Port, Access, Router Charges 	<ul style="list-style-type: none"> 36-month contract minimum required ADI Only See speed tiers Competitive documentation New or Existing customer order new circuit In region/In footprint only 	<ul style="list-style-type: none"> Competitive Response Offer Pricing NOT STACKABLE with ETF Buyout

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ASEoD

Offer	Timing	Target Customer	Description	Qualifications	Stackability
AVPN/ASEoD					
ASEoD Activation Credit	10/1/25-12/31/25	Acquisition	<ul style="list-style-type: none">• One Time Activation credit for new customers or existing customers adding a new ASEoD site• \$1,000 credit for all speed tiers• Seller must submit completed sales information to the ASEoD Activation Credit QuickBase Site for customer to qualify• Credit would appear in 1-3 bill cycles	<ul style="list-style-type: none">• New customers or new sites• 36-month contract minimum required• In region/In footprint Only• Min of 10M CIR to qualify	

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AT&T Business Security

Offer	Timing	Target Customer	Description	Qualifications	Stackability
Security					
<u>2 Months Free Meraki</u>	Through 3/31/2026	New ADI/ABF customer only	<ul style="list-style-type: none"> • 3 Offerings (Wi-Fi/ Security + Wi-Fi/ Security+LTE+Wi-Fi) • 2 Months Free of Meraki Monthly Re-occurring Charges (Does not include Amortized ProServices) • Amortized Professional Services • 36 Month Agreement • Must be sold with new ADI/ABF 	<ul style="list-style-type: none"> • New ADI/ABF + New Meraki in Mid-Markets 	<ul style="list-style-type: none"> • No exclusions from other promotions
<u>2 Months Free Advanced Dynamic Defense</u>	Through 3/31/2026	New/Existing ADI/ADIVB/ABF customer	<ul style="list-style-type: none"> • 2 Free Months of Dynamic Defense Advanced Tier 	<ul style="list-style-type: none"> • Salesforce and Business Center • LSCRM (ABF) 	<ul style="list-style-type: none"> • Exclusion from 2 Months Free Premium DD promo • Tier upgrades/downgrades are not eligible
<u>2 Months Free Premium Dynamic Defense</u>	Through 3/31/2026	New/Existing ADI/ADIVB/ABF customer	<ul style="list-style-type: none"> • 2 Free Months of Dynamic Defense Premium Tier 	<ul style="list-style-type: none"> • Salesforce and Business Center • LSCRM (ABF) 	<ul style="list-style-type: none"> • Exclusion from 2 Months Free Advanced DD promo • Tier upgrades/downgrades are not eligible

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Business Voice Services

Offer	Timing	Target Customer	Description	Qualifications	Stackability
Voice					
<u>AT&T Business Voice</u>	6/16/25-12/31/25	Acquisition	<ul style="list-style-type: none"> \$150 onsite install waiver per VAB-1 device 	<ul style="list-style-type: none"> New ABV customer with 24 or 36 mo. term Add orders submitted within 3 mos. of contract effective date ABV Install waiver promo selected in SF 	All access promotions
<u>Office@Hand 3 months Free + \$70 off *any device</u>	1/1/25-12/31/25	Acquisition	<ul style="list-style-type: none"> Standard & Premium Edition orders receive 3 months free service *\$70 off equipment 3 Mos free available up to 150 seats 	<ul style="list-style-type: none"> New O@H customers with 36-month term Order placed in Salesforce 	AIO-B
<u>Phone for Business Double Play \$15 First-line</u>	7/1/23-12/31/25	Acquisition & Migration	<ul style="list-style-type: none"> \$15 first-line (North America) \$24 lines 2-6 (North America) No contract 	<ul style="list-style-type: none"> New APB & new ABF ordered together 	All ABF Acquisition Offers

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All In One for Business - adding a wireless discount

Offer	Timing	Target Customer	Description	Qualifications	Stackability
Cross Sell: Internet+Mobility					
<u>All In One for Business with ABF & AIA-B/AWB</u>	6/16/25-LTO	<ul style="list-style-type: none"> New ABF, AIA-B/AWB customers New and Existing Business Mobility customers Existing Consumer Mobility customers (with New AIA-B only) 	<p>--Customer must initiate one new service to receive an AIO-B discount</p> <p>--When Wireless and Internet services are coupled and meet eligibility requirements <i>See below for wireline or wireless discount qualifications and eligibility</i></p> <ul style="list-style-type: none"> Recurring monthly discount on AT&T Business Fiber: \$30 for all AT&T Business Fiber speeds and/or Recurring monthly discount on AT&T Internet Air for Business and AT&T Wireless Broadband services: \$20 (up to 6 discounts per BAN/account) <p>OR</p> <ul style="list-style-type: none"> Recurring monthly discount on AT&T Business Wireless: \$30 for UYW plans or Recurring monthly discount on AT&T Business Wireless: \$5/line for Turnkey AT&T Business Enhanced plans 	<p>\$30/mo. ABF Discount</p> <ul style="list-style-type: none"> New Business Fiber adding New Business Wireless; Existing Business Wireless adding New Business Fiber; 1 discount per BAN <p>\$20/mo. AIA-B & AWB Discount</p> <ul style="list-style-type: none"> New or Existing AIA-B/AWB adding New Business Wireless; Existing Business Wireless adding new AIA-B/AWB, up to 6 per BAN <p>\$5/mo. BWB Advanced Discount</p> <ul style="list-style-type: none"> New or Existing BWB Advanced adding New Business Wireless; Existing Business Wireless adding new BWB Advanced, up to 6 per BAN <p>\$20/mo. AIA-B Discount</p> <ul style="list-style-type: none"> Existing Consumer Wireless adding New AIA-B; up to 6 per BAN <p>OR</p> <p>\$30/mo. Wireless Discount or \$5/line/mo.</p> <ul style="list-style-type: none"> Existing Business Fiber adding New Business Wireless (excludes AIA-B/AWB) <p><u>Wireline Eligibility (CRU below, by discount)</u></p> <ul style="list-style-type: none"> ABF, all symmetrical speeds AIA-B Std & Prem; AWB Std, Adv, & Prem 	<p>AIOB credits will appear after below promos complete and in up to 3 bill cycles of full MRC billing, non-retroactively</p> <ul style="list-style-type: none"> Up to 2 Months Free offer (ABF) ETF Buyout Offer (ABF) Wireless Activation Credits Mobility GM Wallet Office @ Hand Promo APB promo AIO-B wireline discounts 2 Months Free Meraki 2 Months Free Advanced DD 2 Months Free Premium DD
<p>Wireless Eligibility for ABF, AIA-B, AWB or BWB Adv AIO-B Discount: General: Qualified Voice plans, 1 smartphone line req'd</p> <p><u>For new business wireless customers:</u> New CRU BAN activation required for new business wireless customers</p> <ul style="list-style-type: none"> Generally available unlimited Business Wireless CRU voice plan; Unlimited Your Way-eligible AT&T Business Unlimited Standard, Advanced, Premium, Turbo; AT&T Business Mobile Preferred Custom: Select custom ICB (Turnkey contract-available) plans; Mobile Select, Key Enterprise Unlmted, AT&T Bus Enh <p><u>For existing business wireless customers</u></p> <ul style="list-style-type: none"> All above rate plans, plus legacy Unlimited Your Way-eligible AT&T Business Unlimited Premium, Starter, Perform, Elite <p><u>For existing Consumer wireless customers</u></p> <ul style="list-style-type: none"> Any existing Consumer mobility postpaid rate plan 					
<p>Wireless Eligibility for Wireless Discount: see one of the two eligibility requirements for \$30/mo. or \$5/line/mo.</p> <p>Wireless Eligibility for \$30 Wireless Discount: Qualified wireless voice and data UYW plans for smartphones on EIP/IP 36, 2-line minimum within 14 days of new AMB agreement</p> <ul style="list-style-type: none"> Generally available: Unlimited Your Way-eligible AT&T Business Unlimited Standard, Advanced & Premium <p>Wireless Eligibility for \$5 Wireless Discount: Qualified wireless voice and data AT&T Business Enhanced plan for smartphones on EIP/IP 36: 11-line minimum within 90-days of new ACDA agreement</p> <ul style="list-style-type: none"> Select custom ICB plans: AT&T Business Enhanced Pro, Advanced, Plus 					



AT&T Business