

Mobility Offers & Promotions (MOP) Guide

AT&T National Business Marketing

October 9, 2020

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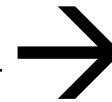
AT&T 5G

Devices

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Q4 Offer Update Summary

	ENDING 10/1	BEGINNING 10/2
National Device Offers	FREE Galaxy Note20 5G w/ trade-in (\$1,000 off)	\$700 Off Galaxy Note20 w/ trade-in
	Trade-in Plus Up: Galaxy S20 5G \$15/mo or \$10/mo w/ trade-in	Trade-in Plus Up: Galaxy A71 5G & A51 5G remain in offer
	Apple Upgrade Offer: \$300 off iPhone 11 Pro/11 Pro Max	N/A
	LG G8X \$5/mo (Tiered Special Device Offer – New lines)	All other current eligible devices remain in offer
	N/A	Motorola razr trade-in offers; \$700 off w/ port, \$400 off AAL, \$300 off upgrades
	N/A	Samsung Watch BOGO (\$200 off second line)
CRU Only Voice Offers	90 Days Free Service w/ new lines on Unlimited (\$90 in credits)	\$100 smartphone activation credit for new lines AND upgrades on Unlimited (spread over installment period); Also available to Mobile Select/2-yr activations
CRU Only Data Offers	\$150 Tablet Credit – new lines only on installments	\$100 Tablet Credit – new lines and upgrades on installments
	iPad Pro (2018 models) promotional pricing	N/A
	N/A	\$0.99 Galaxy Tab A 8.4 w/ AT&T Fleet Complete Bundle



Summary of Generally Available National Promotions effective 10/9

Offer Overviews and other supporting documents available on the Business Sales Tool (BST): <https://mst.att.com/bst/#/promotions>

	Offer	Description	End Date
 Smartphone Offers	\$100 CRU smartphone credit	CRU customers who buy a new smartphone on A) an installment plan and Business Unlimited OR B) 2-yr and Mobile Select – Pooled plan (2-yr not available to AMB customers thru most sales channels) will get \$100 in total credits spread over the life of the installment plan/contract. Good for new lines and upgrades!	Limited Time
	Grow Wireless + Fiber Offer	Beginning 10/9, new and existing internet customers who also have CRU mobility will get a \$10 monthly discount per line for life on their AT&T Business Unlimited plan purchase a new smartphone. Max 10 lines per account can receive discount.	Everyday Pricing
	Samsung Trade-in Offer for New and Existing Customers	AT&T customers who upgrade or activate a new line can get \$700 off Samsung Galaxy Note20 5G or Note20 Ultra 5G, Galaxy S20+/S20 Ultra/S20 FE 5G with qualifying trade-in; 10/1 is last day for \$1,000 off Note20	Limited Time
	Trade-in Plus Up Offer	AT&T customers who upgrade or activate a new line can get a great price on select Samsung Galaxy smartphones and an additional \$5/mo off if they trade in a device worth at least \$35 and purchase on installments	Limited Time
	National Trade-in offer for new lines	Business customers can get up to \$700 in promotional credits when porting in a new line, purchasing an eligible smartphone on installments, and trading in a device* (min \$60 value). Add-a-lines (non-port new lines) can get \$400 guaranteed. CRU does not require Unlimited plan.	Limited Time
	National Trade-in offer for upgrades	Business customers who trade-in a smartphone (min \$35 value) and upgrade to an eligible Apple, Samsung, or LG smartphone can get \$300 in guaranteed credits. CRU does not require Unlimited plan.	Limited Time
	Special Device Offers (Tiered)	Get a monthly credit on select smartphones when activating a new line or upgrading on installments. Prices/credits vary by device and activation type (new line vs. upgrade)	Limited Time
	50% off iPhone 11 w/ Unlimited	Eff 5/1, Customers who purchase iPhone 11 on installments and activate a new line on AT&T Business Unlimited Elite, Performance, or Starter will get \$350 in promotional credits over the installment period.	Limited Time
 Tablet Offers	\$0.99 Tab A 8.4 w/ Fleet or AML	CRU customers who buy AccessMyLan (AML) or Fleet Complete (eff 10/2) can get a Samsung Tab A 8.4 for \$0.99 on installments	Limited Time
	\$100 CRU Tablet Credit	CRU only can get \$100 in credits when purchasing a tablet on an installments and activating a new line or upgrading an existing one	Limited Time
 Wearable Offers	Apple Watch BOGO	Buy one Apple Watch and get \$200 off a second when you activate at least one new line of service. Includes Apple Watch Series 6 and Apple Watch SE effective 9/18.	Limited Time
	Samsung Watch BOGO	Buy one Samsung Watch and get \$200 off a second when you activate at least one new line of service.	Limited Time

AT&T CRU Promotions: Pricing Grids | Stacking Matrix | Rate Plan Eligibility



NEW Grow Wireless + Fiber Offer: Exclusive discount for CRU Mobility customers who also have Internet!

Beginning 10/9, Small Business customers get a \$10 monthly discount on up to 10 new lines when they purchase a new Smartphone on a qualifying Business Unlimited plan and have qualifying AT&T Internet or AT&T Business Fiber Service



Bundle	Eligibility	Discounts	Offer Timeframe
<p>Fiber <i>New or Existing</i></p> <p>+</p> <p>Mobility <i>New or Existing</i> <i>with at least one new line</i></p>	<p>Eligible Consumer or Business Fiber Tier¹</p>	<p>Continue to Receive All for Less Discount on Business Fiber³</p>	<p>\$10 discount remains for life of service as long as customer keeps all required products</p> <p>BONUS! Stacks with All National Fiber & Mobility Offers</p>
<p>New CRU lines activated on Business Unlimited Elite, Performance, or Starter w/ new smartphone purchase on installments</p>	<p>NEW! Get \$10 off each month on up to 10 new lines per account</p>		

¹100mbps+ for Consumer Fiber or 100Mbps+ for Business Fiber

²Available on Unlimited Starter, Performance or Elite; excludes Web Only

³All For Less discount in market today – no change (\$10 to \$30 per month discount)

Grow Wireless + Fiber Offer: Example Scenarios

Qualifying Internet (Consumer or Business 100Mbps+)	+	HAS Existing smartphone lines on Business Unlimited Starter/Performance/Elite	+	BUYS new smartphone lines on installments and Business Unlimited Starter/Performance/Elite	=	Total Monthly Credits max \$100 per account
		0		5		\$50 (\$10 x 5 lines)
HAS EXISTING		0		10		\$100 (\$10 x 10 lines)
	OR	5	+	5	=	\$50 (\$10 x 5 lines)
9		1		\$10 (\$10 x 1 line)		
BUYS NEW		10		0		\$0 (\$10 x 0 lines)
		10		10		\$100 (\$10 x 10 lines)

Samsung Device Offers include the latest 5G devices for both new lines and upgrades!

Samsung Trade-in Offer for New and Existing Customers updates effective 10/2:

All devices \$700 off w/ qualifying trade-in:

- Galaxy S20 FE 5G 128GB (\$699.99 retail) = FREE after credits
- Galaxy S20+ 5G 128GB (\$1,199.99 retail) = \$16.67/mo after credits
- Galaxy S20+ 5G 512GB (\$1,349.99 retail) = \$21.67/mo after credits
- Galaxy S20 Ultra 5G 128GB (\$1,399.99 retail) = \$23.34/mo after credits
- Galaxy S20 Ultra 5G 512GB (\$1,599.99 retail) = \$30/mo after credits
- Galaxy Note20 5G 128GB (\$999.99 retail) = \$10/mo after credits
- Galaxy Note20 Ultra 5G 128GB (\$1,299.99 retail) = \$20/mo after credits
- Galaxy Note20 Ultra 5G 512GB (\$1,449.99 retail) = \$25/mo after credits

Purchase Requirements:

- New lines AND Upgrades eligible
- Installment plan required: AIP 30, EIP 24 or 36
- All postpaid rate plans eligible

Trade-in Requirements:

- \$60 minimum value for trade-in device
- Follows same trade-in process as existing national offers

Trade-in Plus Up Offer pricing effective 10/2:

New lines (Port/AAL) OR upgrades without Trade-in:

- Samsung Galaxy A51 5G @ \$5/mo = \$350 off
- Samsung Galaxy A71 5G @ \$10/mo = \$300 off

Trade-in Plus Up Credit:

- Additional \$5/mo credit with qualifying trade-in = \$150 max =
 - FREE A51 5G
 - \$5/mo A71 5G
- Minimum \$35 trade-in value required
- Uses same process as existing National Trade-in Offer

SAMSUNG Galaxy S20 FE 5G



New Line Offers without trade-in (pricing effective 10/2)

Offer	Requirements	Eligible OEM	Eligible Device	MSRP	Max Promo Value	Promo Price	Installment (30-mo)			
50% off iPhone 11 w/ Unlimited	<ul style="list-style-type: none"> New Line (port or AAL) Smartphone purchase on installment plan Activation on Business Unlimited Starter, Performance or Elite 	Apple	iPhone 11 64GB	\$699.99	\$350	\$349.99	\$11.67			
			iPhone 11 128GB	\$749.99	\$350	\$399.99	\$13.34			
			iPhone 11 256GB	\$849.99	\$350	\$499.99	\$16.67			
Special Device Offer: New Lines (Tiered Offer)	<ul style="list-style-type: none"> New Line (port or AAL) Smartphone purchase on installment plan Activation on any CRU postpaid rate plan 	Apple	iPhone SE 64GB	\$399.99	\$250	\$149.99	\$5.00			
			iPhone SE 128GB	\$449.99	\$150	\$299.99	\$10.00			
			iPhone SE 256GB	\$549.99	\$100	\$449.99	\$15.00			
			iPhone XR 64GB	\$599.99	\$150	\$449.99	\$15.00			
			iPhone XR 128GB	\$649.99	\$150	\$599.99	\$20.00			
			iPhone XR 256GB	\$899.99	\$150	\$749.99	\$25.00			
			iPhone XS 64GB	\$899.99	\$600	\$299.99	\$10.00			
			iPhone XS 256GB	\$1,049.99	\$600	\$449.99	\$15.00			
			iPhone XS 512GB	\$1,249.99	\$650	\$599.99	\$20.00			
			iPhone XS Max 64GB	\$999.99	\$400	\$599.99	\$20.00			
			iPhone XS Max 256GB	\$1,149.99	\$400	\$749.99	\$25.00			
			iPhone XS Max 512GB	\$1,349.99	\$600	\$749.99	\$25.00			
			-----	-----	-----	-----	-----	-----	-----	-----
			Samsung	Galaxy A11	\$179.99	\$180	FREE	FREE		
	Galaxy S9	\$499.99	\$350	\$149.99	\$5.00					
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LG	K40	\$179.99	\$180	FREE	FREE					
	VELVET 5G	\$599.99	\$300	\$299.99	\$10.00					
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Motorola	one 5G	\$444.99	\$295	\$149.99	\$5.00					
Trade-in Plus Up (pricing without trade-in)	<ul style="list-style-type: none"> New Line OR Upgrade Smartphone purchase on installment plan Activation on any CRU postpaid rate plan Qualifying trade-ins add an extra \$5/mo credit (\$150 total) 	Samsung	Galaxy A51 5G	\$499.99	\$350	\$149.99	\$5.00			
			Galaxy A71 5G	\$599.99	\$300	\$299.99	\$10.00			

New Line offers with trade-in (pricing effective 10/2)

Offer	Requirements	Eligible OEM	Eligible Device	MSRP	Max Promo Value	Promo Price	Installment (30-mo)
National Trade-in Offer for Port-ins/ AALs	<ul style="list-style-type: none"> Port-in* Trade-in (Minimum \$60 trade-in value per attbusinesstradein.com)** Smartphone purchase on installment plan Activation on any CRU postpaid rate plan (Unlimited not required for Business) <p>*Non-port new lines are eligible for \$400 in total credits.</p> <p>See Offer Overview for details</p>	Apple	iPhone 11 Pro 64GB	\$999.99	\$700	\$299.99	\$10.00
			iPhone 11 Pro 256GB	\$1,149.99	\$700	\$449.99	\$15.00
			iPhone 11 Pro 512GB	\$1,349.99	\$700	\$649.99	\$21.67
			iPhone 11 Pro Max 64GB	\$1,099.99	\$700	\$399.99	\$13.34
			iPhone 11 Pro Max 256GB	\$1,249.99	\$700	\$549.99	\$18.34
			iPhone 11 Pro Max 512GB	\$1,449.99	\$700	\$749.99	\$25.00
		LG	V60 ThinQ 5G	\$899.99	\$700	\$199.99	\$6.67
Motorola	razr	\$1,399.99	\$700	\$699.99	\$23.34		
Samsung Trade-in Offer for New and Existing Customers	<ul style="list-style-type: none"> New Line (Port/AAL) OR Upgrade Trade-in (Minimum \$60 trade-in value per attbusinesstradein.com)** Smartphone purchase on installment plan Activation on any CRU postpaid rate plan (Unlimited not required for Business) 	Samsung	Galaxy Note20 5G 128GB	\$999.99	\$700	\$299.99	\$10.00
			Galaxy Note20 Ultra 5G 128GB	\$1,299.99	\$700	\$599.99	\$20.00
			Galaxy Note20 Ultra 5G 512GB	\$1,449.99	\$700	\$749.99	\$25.00
			Galaxy S20 FE 5G 128GB	\$699.99	\$700	FREE	FREE
			Galaxy S20+ 5G 128GB	\$1,199.99	\$700	\$499.99	\$16.67
			Galaxy S20+ 5G 512GB	\$1,349.99	\$700	\$649.99	\$21.67
			Galaxy S20 Ultra 5G 128GB	\$1,399.99	\$700	\$699.99	\$23.34
			Galaxy S20 Ultra 5G 512GB	\$1,599.99	\$700	\$899.99	\$30.00
Trade-in Plus Up (pricing with trade-in)	<ul style="list-style-type: none"> New Line OR Upgrade Smartphone purchase on installment plan Activation on any CRU postpaid rate plan Min trade-in \$35 value 	Samsung	Galaxy A51 5G	\$499.99	\$500	FREE	FREE
			Galaxy A71 5G	\$599.99	\$450	\$149.99	\$5.00

**Non-Retail Business Sales channels using OPUS Business Sales/OPUS Business Care should NOT use the Business Trade-in tool to initiate the actual device trade (only to check values). Qualifying new smartphone orders will automatically trigger a Business Trade-in kit to be mailed to customer.

Upgrade Offers without trade-in (pricing effective 10/2)

Offer	Requirements	Eligible OEM	Eligible Device	MSRP	Upgrade Credit	Promo Price	Installment (30-mo)
Special Device Offer – Upgrades (Tiered)	<ul style="list-style-type: none"> Upgrade existing line only Purchase on installments Activation on any CRU postpaid rate plan 		iPhone SE 64GB	\$399.99	\$100	\$299.99	\$10.00
			iPhone SE 128GB	\$449.99	\$100	\$349.99	\$11.67
			iPhone SE 256GB	\$549.99	\$100	\$449.99	\$15.00
			iPhone XS 64GB	\$899.99	\$450	\$449.99	\$15.00
			iPhone XS 256GB	\$1,049.99	\$450	\$599.99	\$20.00
		LG	VELVET 5G	\$599.99	\$300	\$299.99	\$10.00
Trade-in Plus Up (pricing without trade-in)	<ul style="list-style-type: none"> New Line OR Upgrade Smartphone purchase on installment plan Activation on any CRU postpaid rate plan Qualifying trade-ins add an extra \$5/mo credit (\$150 total) 	Samsung	Galaxy A51 5G	\$499.99	\$350	\$149.99	\$5.00
			Galaxy A71 5G	\$599.99	\$300	\$299.99	\$10.00


Upgrade Offers with trade-in (pricing effective 10/2)

Offer	Requirements	Eligible OEM	Eligible Device	MSRP	Max Promo Value	Promo Price	Installment (30-mo)
National Trade-in Offer for Upgrades	<ul style="list-style-type: none"> Upgrade Trade-in (Minimum \$35 trade-in value per attbusinesstradein.com)** Smartphone purchase on installment plan Activation on any CRU postpaid rate plan (Unlimited not required for Business) 	Apple	iPhone 11 64GB	\$699.99	\$300	\$399.99	\$13.34
			iPhone 11 128GB	\$749.99	\$300	\$449.99	\$15.00
			iPhone 11 256GB	\$849.99	\$300	\$549.99	\$18.34
			iPhone XS Max 64GB	\$999.99	\$300	\$699.99	\$23.34
			iPhone XS Max 256GB	\$1,149.99	\$300	\$849.99	\$28.34
			iPhone XS Max 512GB	\$1,349.99	\$300	\$1,049.99	\$35.00
		Motorola	one 5G	\$444.99	\$300	\$144.99	\$4.84
			razr	\$1,399.99	\$300	\$1,099.99	\$36.67
Samsung Trade-in Offer for New and Existing Customers	<ul style="list-style-type: none"> New Line (Port/AAL) OR Upgrade Trade-in (Minimum \$60 trade-in value per attbusinesstradein.com)** Smartphone purchase on installment plan Activation on any CRU postpaid rate plan (Unlimited not required for Business) 	Samsung	Galaxy Note20 5G 128GB	\$999.99	\$700	\$299.99	\$10.00
			Galaxy Note20 Ultra 5G 128GB	\$1,299.99	\$700	\$599.99	\$20.00
			Galaxy Note20 Ultra 5G 512GB	\$1,449.99	\$700	\$749.99	\$25.00
			Galaxy S20 FE 5G 128GB	\$699.99	\$700	FREE	FREE
			Galaxy S20+ 5G 128GB	\$1,199.99	\$700	\$499.99	\$16.67
			Galaxy S20+ 5G 512GB	\$1,349.99	\$700	\$649.99	\$21.67
			Galaxy S20 Ultra 5G 128GB	\$1,399.99	\$700	\$699.99	\$23.34
			Galaxy S20 Ultra 5G 512GB	\$1,599.99	\$700	\$899.99	\$30.00
Trade-in Plus Up (pricing with trade-in)	<ul style="list-style-type: none"> New Line OR Upgrade Smartphone purchase on installment plan Activation on any CRU postpaid rate plan Min trade-in \$35 value 	Samsung	Galaxy A51 5G	\$499.99	\$500	FREE	FREE
			Galaxy A71 5G	\$599.99	\$450	\$149.99	\$5.00

**Non-Retail Business Sales channels using OPUS Business Sales/OPUS Business Care should NOT use the Business Trade-in tool to initiate the actual device trade (only to check values). Qualifying new smartphone orders will automatically trigger a Business Trade-in kit to be mailed to customer.

Summary of Targeted Promotions (local market, select channels, limited availability, etc.)

Offer Overviews and other supporting documents available on the Business Sales Tool (BST): <https://mst.att.com/bst/#/promotions>

Offer	Description	End Date
 <p>Retail Only (ATTR/AR): CRU Exclusive Rewards Closing Card</p>	<p>Effective– 2/3 -LTO Business customers that are serviceable in retail, ATTR and AR. Customer will be mailed a AT&T Visa® Reward Card (\$150 for smartphones, \$50 for voice only or data only) that can be used as a closing offer for CRU activations. Should be requested only after all other promotions, offers and discounts have been considered. CANNOT be used in conjunction with ACT.</p> <ul style="list-style-type: none"> • Available only to Business Customers who are serviceable in retail. Have a standard AMB agreement, at least 3 active lines on the acct, & activating a NEW line of service on AIP/EIP • Business who keep service for 30 consecutive days in good standing • Can be a new or existing customer adding lines 	Limited Time
<p>BAT/BIR/MMM Only: ACT \$250 smartphone credit</p>	<p>Effective 8/14 for a limited time, AT&T Business customers (CRU) who purchase a new smartphone on installments and activate a new line on Business Unlimited may be eligible for an extra \$100 on top of the standard \$150 credit via the AT&T Closing Tool (ACT). This is only available to BAT, BIR, and Mid-Market Moduled Mobility sellers under Jace Barbin or Chris Donan. See your assigned channel marketing manager for details and provisioning instructions.</p> <p>NOT stackable with Retail CRU Exclusive Rewards.</p>	Limited Time
<p>BAT/BIR/MMM Only: FREE Tab A 8.4 w/ smartphone bundle</p>	<p>Effective 8/20 for a limited time, AT&T Business customers (CRU) who purchase a Samsung Galaxy Tab A 8.4 and any new smartphone on installments while activating new lines for each via a National Business BAT, BIR, or Mid-Market Moduled Mobility seller will get the tablet for free after monthly credits totaling \$240 across the installment period. Order must be placed by eligible seller under Jace Barbin or Chris Donan. See your assigned channel marketing manager for details and provisioning instructions.</p> <p>NOT Stackable with any generally available tablet offer.</p>	Limited Time
<p>4Q Local Port-in Offers: Rocky Mountain Region Northern Plains</p>	<p>Exclusive additional port-in credits may be available to National Business Mobility Sellers in the Rocky Mountain Region (West) and Northern Plains market (Central). Please consult with your sales and/or channel marketing leaders for additional details.</p>	Limited Time

Promotions Stacking Matrix (National Offers)

Y = offers can stack, multiple promotional credits can be applied to a single device/CTN





N = promotional credits cannot both be applied to a single device/CTN. Generally, greater value promotion takes precedent

N/A = Stacking does not apply due to the conditions of the offer, i.e. smartphone offers and tablet offers or offers requiring specific rate plans which may not be available via ICB.

	50% off iPhone 11 w/ Unlimited	National Trade-in Offers	Special Device Offers (Tiered)	Samsung Trade-in Offer	Trade-in Plus Up	\$100 CRU Smartphone Credit	Grow Wireless + Fiber Offer	Tab A 8.4 Bundles	\$100 CRU Tablet Credit	ACT*	ICB Turnkey*	ICB Custom Agrmnt*
50% off iPhone 11 w/ Unlimited		N/A	N/A	N/A	N/A	Y	Y	N/A	N/A	Y	N/A	N/A
National Trade-in Offers	N/A		N/A	N/A	N/A	Y	Y	N/A	N/A	Y	Y*	Y
Special Device Offers	N/A	N/A		N/A	N/A	Y	Y	N/A	N/A	Y	Y*	Y
Samsung Trade-in Offer	N/A	N/A	N/A		N/A	Y	Y	N/A	N/A	Y	Y*	Y
Trade-in Plus Up	N/A	N/A	N/A	N/A		Y	Y	N/A	N/A	Y	Y*	Y
\$100 Smartphone Credit	Y	Y	Y	Y	Y		Y	N/A	N/A	Y	N/A	N/A
Grow Wireless + Fiber	Y	Y	Y	Y	Y	Y		N/A	N/A	Y	N/A	N/A
Tab A 8.4 Bundles	N/A	N/A	N/A	N/A	N/A	N/A	N/A		N	Y	Y*	Y
\$100 CRU Tablet Credit	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N		Y	Y*	Y
ACT*	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y*	N
ICB Turnkey*	N/A	Y*	Y*	Y*	Y*	N/A	N/A	Y*	Y	Y*		N
ICB Custom Agreement*	N/A	Y*	Y*	Y*	Y*	N/A	N/A	Y*	Y*	N	N	

*ICB/Custom pricing and ACT require approvals. NB non-moduled sellers (BAT/BIR) may not stack Turnkey/ICB with ACT. Other channels may, but total combined credits cannot exceed the standard ACT credit amounts. Any Turnkey containing an activation credit MAY NOT stack with ACT for ALL segments and sellers. Customer will receive the best equipment price available but equipment offers do not stack.

Stack to Win – combine promos and closing tools to offer up to \$1,239 in value for a smartphone & tablet!

	Start with a great deal on a new smartphone Samsung Trade-in Trade-in Plus Up Special Device Offer for New Lines 50% off iPhone 11 National Trade-in Offer for new Lines	=	up to \$700* in device promo credits applied monthly over the device installment period <small>*varies based on promotion/device, \$700 is based on available trade-in offers</small>
ACTIVATE			+
	on Business Unlimited Starter, Performance, or Elite to qualify for \$100 CRU smartphone activation credit offer	=	\$100 in total service credits applied over the installment period
BUNDLE			+
	a \$0.99 Samsung Galaxy Tab A 8.4 w/ purchase of AML (\$9.99/mo)	=	\$239 in tablet device credits
CLOSE			+
	with ACT credits (non-Retail) OR CRU Acquisition Exclusive Rewards (Retail) with required approvals from sales leadership and minimum line qualifiers (5+ for ACT, 3+ for Excl. Rewards)	=	up to \$200* in total value for smartphone + tablet <small>*CRU Exclusive Rewards Visa Gift Card = \$150 + \$50 ACT = \$150 + \$50 one-time bill credits</small>

Promotions Compatibility by Rate Plan and Device Purchase Type

	AIP/EIP installment plans	2-yr
AT&T Business Unlimited Elite/Performance/Starter	<ul style="list-style-type: none"> ✓ \$100 CRU Smartphone Credit ✓ Grow Wireless + Fiber: \$10 monthly discount ✓ 50% off iPhone 11 w/ Unlimited ✓ National Trade-in Offers ✓ Special Device Offer: New Line/Upgrades ✓ Samsung Trade-in Offer ✓ Trade-in Plus Up ✓ \$0.99 Tab A 8.4 w/ AML ✓ \$100 CRU Tablet Credit ✓ \$150 ACT/\$100 RCT credit* 	<ul style="list-style-type: none"> ✓ \$100 ACT/RCT credit*
Mobile Share Plus for Business	<ul style="list-style-type: none"> ✓ National Trade-in Offers ✓ Special Device Offer: New Line/Upgrades ✓ Samsung Trade-in Offer ✓ Trade-in Plus Up ✓ \$0.99 Tab A 8.4 w/ AML ✓ \$100 CRU Tablet Credit ✓ \$150 ACT/\$100 RCT credit* 	<ul style="list-style-type: none"> ✓ \$100 ACT/RCT credit*
Mobile Select - Pooled	<ul style="list-style-type: none"> ✓ National Trade-in Offers ✓ Special Device Offer: New Line/Upgrades ✓ Samsung Trade-in Offer ✓ Trade-in Plus Up ✓ \$0.99 Tab A 8.4 w/ AML ✓ \$150 ACT/\$100 RCT credit* 	<ul style="list-style-type: none"> ✓ \$100 CRU Smartphone Credit ✓ \$100 ACT/RCT credit*

*ACT/RCT envelope requires sales leadership approval

AT&T Closing Tool (ACT) Pricing Envelope Overview

The ACT Envelope is a CRU offer that enables sellers to respond to customer demand and competitive market pricing and should be requested only after all other promotions, offers and discounts have been considered.

- CRU only, minimum 5 lines per request
- Requires competitive need and Director or higher approval (min. Level 3, no delegation permitted outside of peer Level 3 or higher)
- Credit amounts selected should be based on competitive need and price disadvantage
- Offer cannot be re-purposed or altered w/o approval from MPM Product & Pricing
- Submissions only permitted by Direct Sales Teams (SP's handled via Channel Manager or ISS/FMM team)
- Excludes Retail store reps

Available activation credits:

Smartphones (no rate plan restrictions – all plans now eligible for the same credit amounts including Business Unlimited)

- Installments: \$50, \$100 or \$150 + \$50 Trade-In Bonus*
- 2-yr: \$50 or \$100 for Smartphones + \$50 Trade-In Bonus*

Other device types

- \$50 for data devices (tablets, hotspots, etc.); No trade-in Bonus option
- \$25 or \$50 for Feature Phones; no Trade-In Bonus option

FirstNet ACT Credits

- \$50, \$100, \$150 or \$200 for Smartphones + \$50 Trade-in Bonus*
- \$25, \$50 or \$75 for Feature Phones / QMDs - No Trade-in Bonus Option
- \$25, \$50 or \$75 for Data Only Devices - No Trade-in Bonus Option

ACT requests and additional resources: <https://workspace.web.att.com/sites/ACTENVELOPE/SitePages/Home.aspx>

*Trade-in Bonus requires use of AT&T Business Trade-in Program via <http://www.attbusinesstradein.com>; Bonus not applied if using other generally available trade-in offers

Custom Pricing – ICB (Individual Case Basis)

If you have a customer who has 100 or more lines of service and you need custom pricing and the Turnkeys don't fit the requirement, you can work with National Business Technical Team (see next slide for engagement process).

A few things to keep in mind:

- Who is the competitor?
- How many lines of service do they have to bring to AT&T?
 - How many Smartphones, Data Only devices?
- How much data do they need per user?
 - How much are they paying with the competitor today?
- How much will it cost them to cancel their current service (ETFs, pay off devices, etc.)?
- How do they purchase devices (BYOD, Installment Plans, 2 year)?
- How is the service being used, who are the end users?
- What will it take to win the business?

Be sure to have a good understanding of the situation and what you will need to win based on a two year total cost of ownership before engaging the NB Tech Team.

Once your request has been submitted to the team, they will submit to ICB. All 1-2 days for submission, 3 or so days for ICB to provide a rate letter back and then you will be able to provide a proposal to your customer. After acceptance, allow 3-7 days for contract, and countersignature and implementation.

*****NEW MOBILITY SUPPORT ENGAGEMENT PROCESS*****

The entire National Business Technical Team has transitioned to a new workflow tracking resource starting April 1, 2020.

If you need ICB/Mobility/Turnkey support, please submit all related requests and inquiries at the below link in order to receive a response - email will be the communication of last-resort moving forward.

Thank you and I look forward to hearing from you!

Mobility TC SharePoint: <https://workspace.web.att.com/sites/NBTechTeam/SitePages/Home.aspx>

and scroll down to Mobility Support

Other helpful numbers:

SSO (internal) 866 907-4565/ KCC (customers) 866 288-7629

Advanced Networking Services – 800-331-0500 – 24/7

- End user support for troubleshooting advanced data products
- Voice/voicemail support.

Porting and Activation Group – 888-898-7685

- Telecom Mgr's & AOP's (Authorized Order Placers) can call to port a number & check on port request status.

Warranty Exchange – 800-801-1101

- Equipment purchases are covered under mfg warranty up to 1 year. Call to order replacement devices if equipment is damaged or defective.

Insurance – 888-562-8662

- Use if line of service/equipment is provisioned with equipment insurance.

Premier Support – 866-499-8008 – Order Management Center – Mon-Fri 7am-8pm

- Use this # for issues and Order Tracking after order is placed through Corporate Premier web portal.
- If customer has equipment in hand and needs to activate (Premier orders only).
- Premier Order Returns/Exchanges Within 30 days.

Competitive Intelligence & Positioning



Competitor Voice Offer Summary (as of 10/2/20)

See the [Mobility Competitive Intelligence Sharepoint](#) (internal only) for more offer details and updates

✓ = AT&T Match

	AT&T	Verizon	T-Mobile
Acquisition Offers	<p>UPDATE! \$700 Port in/ \$400 AAL w/ Trade in Eff 10/2 - LTO Eligible Devices: 11 Pro, 11 Pro Max LG V60 Motorola razr Port bill credit increase to \$1,000 for iPhone: 11 Pro/ Pro Max only Online (Nationwide) & Private Offer in NE/IA Only</p> <p>UPDATE! Tiered Device Offer Eff 10/2 - LTO FREE: LG K40, SA11; \$5/mo. SE 64GB, Pixel 4 64GB; motorola one 5G; \$10/mo. SE 128GB, XS 64GB, Pixel 4 128GB, Pixel 4XL 64GB, LG Velvet 5G; \$15/mo. SE 256GB, XR 64GB, XS 256GB, Pixel 4XL 128GB; \$20/mo. XR 128GB, XS 512GB, XS Max 64GB; \$25/mo. XR 256GB, XS Max (256/512GB)</p> <p>UPDATE! Samsung Trade-in Offer New Lines Eff 10/2 - LTO \$700 Samsung Note20/Note20 Ultra \$700 S20+5G/S20 Ultra 5G/S20 FE 5G</p> <p>UPDATE! Trade-in Plus Up for New Lines: Eff 10/2 - LTO \$0 Samsung A51 5G (\$5 w/o Trade-In) \$5 Samsung A71 5G (\$10 w/o Trade-In)</p> <p>NEW! \$100 Installment Bill Credit with Smartphone Purchase w/Unlimited for New Activations Eff 10/2 - LTO</p> <p>50% off iPhone 11 On Installments Eff 5/1 - LTO</p>	<p>NEW! Up to \$850 off iPhone 11 Pro/Pro Max w/trade-in, new line & DPP Eff 10/2 - 11/8</p> <p>✓ NEW! Up to \$550 off Select Smartphones w/DPP, new line, trade-in & premium unl plan Eff 10/2 - 11/8</p> <p>NEW! CRU: 4Q20 \$250 port-in credit for smartphone purchase on DPP Eff 10/2 - 12/31</p> <p>NEW! CRU: \$300 off iPhone 11 Pro/Pro Max w/trade-in, new line & 2yr. Contract Eff 10/2 - 12/31</p> <p>✓ NEW! Samsung Galaxy Note 20 Series, S20 Series, Zfold2 BOGO (Up to \$700) w/new line & premium unlimited, Up to \$350 off with other unlimited Eff 10/1 - LTO</p> <p>CRU: Up to \$200 iPhone 11 Trade-in Credit w/new line & 2yr contract Eligible models: iPhone 11 Eff 8/3 - LTO</p> <p>BYOD: (\$180 or \$360) \$10 or \$20 off per line per/mo. on select unl plans Eff 2/15/19 - 12/31</p>	<p>\$250 Prepaid Virtual MasterCard w/BYOD & Port-in Eff 9/18 - LTO</p> <p>2020 "Line on Us" New cust. activating 3 lines, existing single line cust. adding 2 lines or existing cust. with 2-11 lines will receive one line free Eff 9/18 - LTO</p> <p>CRU: \$150 Rebate with new Magenta Plus voice line Eff 9/1 - LTO</p> <p>Apple iPhone 11 Pro, Pro Max Trade-in (Up to \$1000) Eff 8/28 - LTO</p> <p>✓ iPhone 11, 11 Pro, 11 Pro Max BOGO (Up to \$700) w/new line(s) Eff 8/28 - LTO</p> <p>CRU: \$100 Port-in rebate Via virtual Mastercard Eff 8/20 - LTO</p> <p>T-Mobile Perks Discount (\$10 off Magenta Plus) Eff 8/20 - LTO</p> <p>✓ CRU: 90 Days Free w/port-in Eff 8/12 - LTO</p> <p>Breakfree for Business, Reimburse up to \$650 of the outstanding device payment plan balance or up to \$350 of any ETF incurred Eff 3/30/18 - LTO</p> <p>✓ Samsung Galaxy Note20 BOGO (Up to \$1000) w/new line Eff 8/6 - LTO</p> <p>✓ Samsung Galaxy Note20 & Z Flip Trade-in Offer (Up to \$500) Eff 8/6 - LTO</p> <p>✓ 50% off iPhone SE (Up to \$200) w/Trade-in on "Plus" unlimited plan Eff 7/27 - LTO</p> <p>✓ Up to \$500 off Samsung S20/S10/Note10 w/Trade Eff 7/27 - LTO</p> <p>Up to \$450 Virtual Prepaid Mastercard w/port-in from Verizon or AT&T Eff 6/12 - LTO</p>
Upgrade Offers	<p>UPDATE! \$300 Upgrade w/ Trade-in Eff 10/2 - LTO Eligible Devices: XS Max/11 Google Pixel 4/XL motorola one 5G / razr</p> <p>Samsung Trade-in Offer Upgrades Eff 8/6 - LTO \$700 Samsung Note20/Note20 Ultra \$700 S20+5G/S20 Ultra 5G</p> <p>UPDATE! Trade-in Plus Up for Upgrades: Eff 10/2 - LTO \$0 Samsung A51 5G (\$5 w/o Trade-In) \$5 Samsung A71 5G (\$10 w/o Trade-In)</p> <p>Tiered Device for Upgrades Eff 2/17 - LTO \$10/mo. SE 64GB; \$10/mo. VELVET 5G; \$12/mo. SE 128GB; \$15/mo. SE 256GB; \$15/mo. XS 64GB; \$20/mo. XS 256GB</p> <p>NEW! \$100 Installment Bill Credit with Smartphone Purchase w/Unlimited for Upgrades Eff 10/2 - LTO</p>	<p>✓ \$250/\$150 with upgrade & eligible trade-in on UNL Eligible models: Apple iPhone XS Series, 11 Series, 11 Pro series, Samsung S20 Series, Note 20 Series, Z Fold 2, A71, A51, LG V60, Velvet, Moto RAZR, Edge+ Eff 8/27 - 9/30</p> <p>✓ \$200 off Note20 or \$300 off S20 Series w/upgrade (Online Only) Eff 9/21 - LTO</p> <p>✓ CRU: \$300 off select devices w/ upgrade, trade-in & 2 yr contract Eff 8/11 - LTO</p> <p>CRU: Up to \$300 off select phones with upgrade & DPP, (Loyalty Credit) Eff 8/1 - 9/30</p> <p>✓ CRU: \$300 off iPhone XS 64GB, \$200 off iPhone 11, \$160 off iPhone SE w/ upgrade w/DPP Eff 8/1 - 9/30</p> <p>CRU: Samsung Galaxy S10 128GB for \$49.99 w/2yr. Contract Eff 7/1 - 9/30</p> <p>✓ CRU: \$200 off Samsung XCover Pro Eff 4/1 - 9/30</p>	<p>✓ 50% off iPhone SE (Up to \$200) w/Trade-in Eff 7/27 - LTO</p>

Competitive Device Offers for New Lines (as of 10/5/20)



iPhone 11



iPhone 11 Pro/Max



iPhone SE



iPhone XR



iPhone XS



A51 5G



A71 5G



GS20 FE 5G



GS20 5G



GS20+ 5G; Ultra



Note10; Note10+ 5G



Note20 5G; Ultra

	iPhone 11	iPhone 11 Pro/Max	iPhone SE	iPhone XR	iPhone XS	A51 5G	A71 5G	GS20 FE 5G	GS20 5G	GS20+ 5G; Ultra	Note10; Note10+ 5G	Note20 5G; Ultra
AT&T	\$11.66/mo (50% off)	Trade-in: \$700 off port/\$400 off AAL	\$5/mo.	\$15/mo.	\$10/mo.	No Trade-in Plus Up; \$0/mo. w/ Trade promo	Trade-in Plus Up; \$5/mo. w/ Trade	FREE w/ trade-in		Trade-in; \$700 off port/\$400 off AAL		Trade-In; \$700 Off
	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit
VZ			\$5/mo	\$25/mo		\$15/mo	\$20/mo			BOGO \$700 or Trade-in; \$550 off	BOGO \$700 or Trade-in; \$550 off	BOGO \$700 or Trade-in; \$550 off
	Trade-in; \$550 off	Trade-in; \$800 off	.			Trade-in: \$360 off	Trade-in: \$360 off			\$400 GS20+		
	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit		\$250 Port Credit	\$250 Port Credit	\$250 Port Credit	\$250 Port Credit
TMO	Trade in; \$700 off	Trade in; \$1000 off		\$300 off	\$300 off	\$10.50/mo (50% off)	\$12.50/mo (50% off)	Free (max 4)	Trade-in; \$500 off	Trade-in; \$500 off	Trade-in; \$500 off	Trade-in; \$500 off
	BOGO \$700	BOGO \$1000	50% off; \$8.35/mo						BOGO \$1000	BOGO \$1000	BOGO \$1000	BOGO \$1000

Competitive Device Offers for Upgrades (as of 10/5/20)



	iPhone 11	iPhone 11 Pro/Max	iPhone SE	iPhone XR	iPhone XS	GS10e	A51	A71 5G	GS20 FE 5G	GS20 5G	GS20+ 5G/ Ultra 5G	Note10	Note10+ 5G	Note20 5G/ Ultra 5G
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AT&T

	\$300 off w/ trade in	No Promo	\$10/mo.	No promo	\$15/mo.	No promo	\$5/mo. or free w/ trade in	\$10/mo. or \$5/mo. w/ trade in	Trade-in; \$700 off	\$15/mo. or \$10/mo. w/ trade in	\$700 off; w/ trade-in	No promo	No promo	\$1,000 off; w/ trade-in
	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit	\$100 CRU Credit

VZ

	\$250 off w/ trade in	\$350 off w/ trade in	No promo	\$250 off w/ trade in	\$250 off w/ trade in	No promo	\$250 off w/ trade in	\$250 off w/ trade in	\$250 off w/ trade in	\$250 off w/ trade in	\$250 off w/ trade in	No promo	No promo	\$250 off w/ trade in
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TMO

	No promo	No promo	No promo	No promo	No promo	No promo	No promo	No promo	Trade-in; \$500 off	No promo	No promo	No promo	No promo	No promo
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T-Mobile Test Drive vs. AT&T DEP

Test Drive

✓	Customer initiated order – external portal
	Wi-Fi Calling (COAM devices)
	1 Hotspot Per Shipping Address
	30 Days; 30GB of Data Usage
	200MB of Domestic Roaming
	Requires marketing consent



Demo Equipment Program

	Seller-initiated order – internal portal
✓	Real, Upgraded Devices for trial
✓	Up to 5 Devices Per Customer
✓	30 Days; No Usage Caps
✓	Unlimited Domestic Roaming
✓	No marketing consent required

Additional Resource: [AT&T Demo Equipment Program Training Deck](#)

T-Mobile Test Drive: Talking Points for AT&T Business Sales



Value
Prop

Business mobility was born at AT&T, so our enterprise-grade mobility solutions give businesses of any size unsurpassed solution choices, connectivity strength, and security expertise that can help continuously move you forward.



Network
Claims

AT&T has
the Fastest Most Reliable Network

AT&T now has
5G Nationwide

- Get an extra \$100 off all smartphone purchases on Business Unlimited on the fastest network in the nation!
- AT&T 5G is now Nationwide
- 30 Day is standard Buyers Remorse Period (BRE for CRU)



Plan Details
Talking Points

AT&T Business Unlimited Rate Plans Features Set Us Apart from T-Mobile

AT&T FastTrack Included (Elite Only):

- TMo doesn't offer a similar service
- Prioritizes all CRU data during the session
- Simple to use
- Just the press of a button

Monthly Mobile Hotspot Data:

- Performance 30GB
 - (10x more data than TMo Magenta Plan)
- Elite 100GB
 - (5x more data than TMo Magenta Plus Plan)

Mobile Security/Call Protection Performance and Elite:

- Block unwanted or fraudulent calls
- Highly secure Wi-Fi VPN (Not Included with TMo)
- Access to network protection (Not Included with TMo)
- Safe browsing functions (Not Included with TMo)
- Theft alerts (Not Included with TMo)

AT&T 5G



What is 5G?

The AT&T **5G** transformation

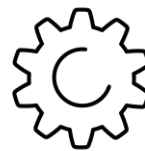
Will ultimately give us ultra reliability, better capacity, improved coverage, lower latency, and massive device connectivity.



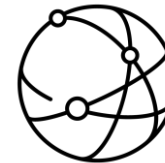
Better Capacity & Ultra High Speeds



Ultra Responsive



Massive Device Connectivity



Extreme Consistency



Data-Driven Insights

5G Key Capabilities

Speed



The pace at which data moves within the network, particularly between the base stations and devices. 5G is designed to be faster than 100Mbps, up to 300Mbps or even exceeding 1Gbps in a few years.

Data volume



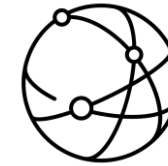
The amount of data that a network can carry for many simultaneous users.

Latency



The length of time it takes for data to go from the user, through the network to the central processor, and return.

Reliability



The trustworthiness that a network will operate with low latency and high speeds even with a high volume of users across many geographic regions.

SOURCE: eCornell, - Innovating with 5G - DYs561_tool-key-capabilities-of-5g-networks.PDF

AT&T Nationwide 5G is here!

How to Experience 5G:

1) Be in a 5G coverage area

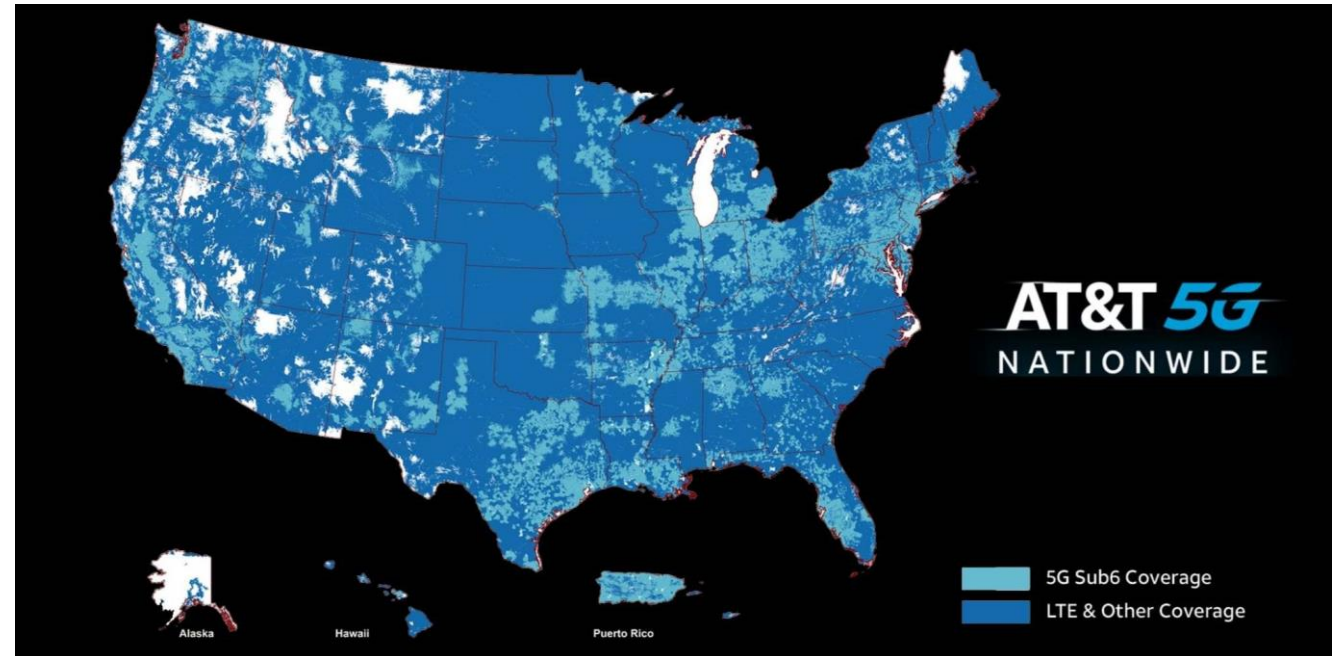
- 395 markets as of 7/28
- 49 states + Washington D.C. & Puerto Rico
- ~205 million people

2) Use a 5G capable device

- Samsung Galaxy Note20 5G and Note20 Ultra 5G
- Samsung Galaxy Z Flip 5G
- Samsung Galaxy Note10+ 5G
- Samsung Galaxy S20 series
- Samsung Galaxy A71 5G
- Samsung Galaxy A51 5G
- LG V60 ThinQ 5G
- LG Velvet 5G
- Coming soon: Samsung Galaxy Tab S7 5G
- More to come!

3) Have a 5G compatible rate plan

- Business Unlimited Starter, Performance, and Elite
- Mobile Select Priority



Devices



Get \$150 off the new 8th generation iPad and \$200 off a second Apple Watch Series 6 or Apple Watch SE

iPad 8th Generation available beginning 9/18

More capable than ever. Faster A12 Bionic chip, support for Apple Pencil, and iPadOS 14

- 40% faster
- New note taking features
- 10.2 inch Retina display
- Available in Space Gray, Silver, and Gold
 - 32GB: \$459.99 No Commit | \$384.99 2-yr
 - 128GB: \$559.99 No Commit | \$484.99 2-yr
 - CRU only eligible for \$150 off on installments (\$5/mo x 30 mos)

iPad Air (2020) coming in October

All screen design. 10.9-inch liquid retina display and new A14 Bionic Chip.

- 10-hour battery
- Available in Space Gray, Silver, Rose Gold, Green, and Sky Blue
 - 64GB: \$729.99 No Commit | 2-yr TBD
 - 256GB: \$879.99 No Commit | 2-yr TBD

Apple Watch Series 6 and Apple Watch SE available beginning 9/18

in 40mm and 44mm cases

- 42 SKUs at launch starting at \$329.99 No Commit
- Eligible for existing BOGO (\$200 off second line on installments)

Resources

First Look Documents: [iPad 8th gen](#) | [iPad Air \(2020\)](#) | [Apple Watch Series 6](#) | [Apple Watch SE](#)
[SKUs and CRU Pricing](#)



Motorola razr – 5G device available 10/2 for 50% off w/ trade-in

Full Retail No Commit: \$1,399.99

Trade-in Promos:

- Port-ins: \$700 off
- AAL: \$400 off
- Upgrades: \$300 off

Minimal meets maximal

Iconic, pocketable design. The re-invented flip phone returns with a modern twist, crafted with premium materials and a main display that folds in half.

Interactive Quick View display. Stay connected even while the phone is closed—reply to messages, check email, get directions, and more.

Enterprise security and manageability. Android Enterprise Recommended with zero-touch enrollment support

Flipping fast 5G. Download business resources in minutes on the next gen wireless network.

All-day battery. Go up to 24 hours without recharging, and then fuel up fast with TurboPower™.

razr



Samsung Galaxy S20 FE 5G: Available for preorder 9/24, generally available 10/2 - FREE w/ trade-in!

Full Retail No Commit: \$699.99

Promo: \$700 off new lines OR upgrades w/ trade-in

Bold. Unique. Powerful.

6.5-inch FHD+ display. Swipe, scroll, and navigate with the smooth and stunning 120Hz refresh rate for low latency **and minimal buffering.**

Powerful battery. Power through your day and night with the long-lasting, 4,500 mAh super-fast charging battery.

Nationwide AT&T 5G. Stay connected with fast speeds for better productivity.

Samsung Knox. Built from the ground up to be highly secure to protect the hardware and software out of the box.

DeX. Connect your device to your monitor or TV to bring it to life on the big screen or use a USB cable to unlock possibilities on PC and Mac.

SAMSUNG
Galaxy S20 FE 5G



AT&T's first 5G hotspot: NETGEAR Nighthawk 5G Mobile Hotspot Pro available 9/18

MSRP: **\$509.99**

Installments: **\$17/mo (30 mos)**

- **Powerful 5G capability.** Enjoy all the transformative benefits of the next generation of mobile connectivity technology.
- **More connection capacity.** Provide a highly reliable connection so you can share it with up to 32 Wi-Fi devices such as smartphones, tablets, and laptops.
- **Longer battery life.** Power through your day with the long-lasting, powerful 5,040 mAh rechargeable battery.
- **Latest Wi-Fi technology.** Wi-Fi 6 helps provide fast surfing, downloading, and streaming so you can remain productive and stay connected.
- **Easy to use touch screen.** Set up your device and manage your usage on the NETGEAR Nighthawk 5G Pro touchscreen for better control of bandwidth.
- **Not FirstNet Ready at launch** - Update will come over the air post launch (TBD)



5G compatible rate plans for mobile hotspots

Mobile Select – Pooled	Data Device MRC
1GB	\$20
3GB	\$40
5GB	\$50
7GB	\$60
10GB	\$75
DataConnect	MRC (w/ \$10 Auto Pay & Paperless Bill discount)
15GB	\$50
35GB	\$75

Motorola one 5G available 9/18 for just \$5/mo



MSRP/No Commit: **\$444.99**

Promos:

Special Device Offer - New Lines: **\$5/mo (\$295 off)**

Upgrades w/ Trade-in: **\$4.84/mo (\$300 off)**

- **5G speed.** Reduces lag during video conferencing to help make connecting and staying connected to the office easier and more efficient.
- **6.7" CinemaVision FHD+ display.** The 21:9 ultra-wide screen allows you to swipe, scroll, and navigate with ease.
- **Multi-day battery.** Go for multiple days without recharging thanks to the 5000 mAh battery.
- **48 MP quad camera system.** Capture sharper, brighter photos in any light in case you need to share documents on the go.
- **Side-mounted fingerprint reader.** The combined power button/fingerprint reader is positioned ideally for your thumb, so unlocking is completely natural.
- **FirstNet Ready**



Samsung Galaxy Note20 5G & Note20 Ultra 5G now available!

SAMSUNG Galaxy Note20 5G

MSRP: \$999.99

More screen. Experience stunning color and contrast with the 6.7" Infinity-O Display at a 20:9 ratio—an immersive experience and enhanced viewing.

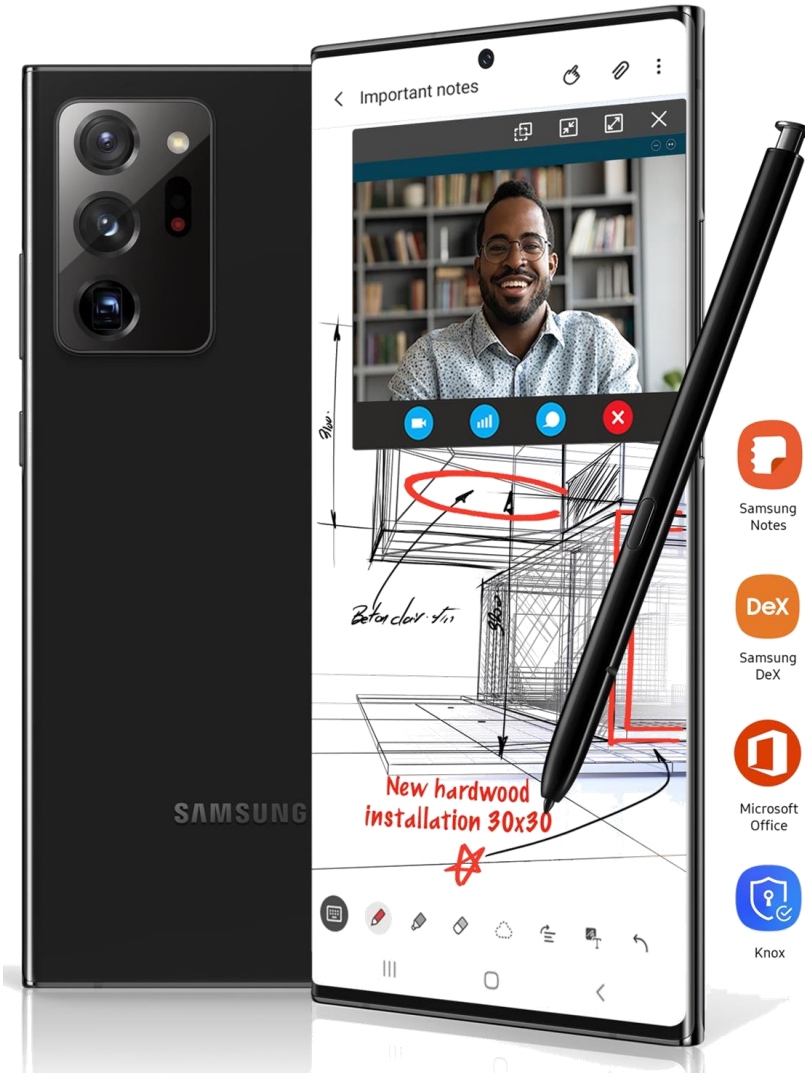
S Pen. With a more true pen to paper feel, experience more responsive writing when taking notes or sketching out your ideas.

Connect your world. Keep connected to your world and work with 5G's HyperFast connections.

Intelligent battery. Intelligent power that learns from how you work to optimize battery life.

Fast processor. With faster processing power and faster graphic rendering, you get a supercomputer in the palm of your hand.

Trusted security. Knox is a defense-grade security platform that protects your device from the moment you power up - so you can focus on what matters to you and your business.



SAMSUNG Galaxy Note20 Ultra 5G

MSRP: 128GB \$1,299.99 | 512GB \$1,449.99

AMOLED 2X. Enjoy a smoother viewing experience with the 120Hz Dynamic AMOLED 2X screen.

S Pen. Convert those ideas into a Microsoft Word document or PowerPoint with the more intelligent Samsung Notes.

5G connects you and your world. Do more with your device—stream with virtually no lag and share and download large files in near real time.

Adaptive power. Intelligent power that learns from how you work to optimize battery life.

Multitask with fast processor. Catch every idea, knock out work, and share all your presentations without slowing down.

Protecting you and your data. The Galaxy Note20 Ultra 5G's Secure Processor is dedicated to protecting your PIN, password, pattern and Blockchain Private Key.

AT&T's first 5G tablet: Samsung Galaxy Tab S7 5G preorders begin 9/10 @ \$849.99 no commit; \$699.99 2-yr

General Availability: 9/18

Powerful 5G capability. Enjoy all the transformative benefits of the next generation of mobile connectivity technology.

PC performance with tablet portability. Transform your tablet into a PC experience with the optional keyboard and expanded trackpad.

Boost your productivity. The redesigned S Pen5, now with lower 9ms latency can control presentations, take notes, and mark up papers with the press of a button.

128GB internal memory. Abundant storage for work and media content, with optional expanded memory up to 1TB with additional microSD6.

Power for hours. Go for hours on a single charge4, and back to 100% with the fast-charging USB-C port to help maintain your productivity.

SAMSUNG Galaxy Tab S7 5G



Samsung Galaxy Z Fold2 5G – preorder beginning 9/2 @ \$1,999.99

5G connectivity.

Seamlessly work from your wireless device, including video viewing, immersive interactivity, shopping, learning, entertainment, augmented social, and family interactions and more.

Phone and tablet all in one.

We engineered Galaxy Fold to work like a phone—and transform into a tablet.

Flexible multi-window.

A gorgeous AMOLED 7.6-inch (unfolded) Infinity-O display which provides a hands-free experience for watching your favorite content or taking photos.

Samsung Knox

For highly secure functionality and peace-of-mind.

Camera.

With six pro-grade cameras, you're sure to capture stunning photos and videos.

Samsung DeX.

Connect your device to your monitor or TV to bring it to life on the big screen or use a USB cable to unlock possibilities on PC and Mac.

SAMSUNG **Galaxy Z Fold2 5G**



More from Samsung: Galaxy Z Flip 5G, Galaxy Watch3

SAMSUNG Galaxy Z Flip 5G



DF: 8/7 | GA: 9/18

\$1,449.99

A Galaxy to flip for

Flexible design. Ingenious folding glass design permits easy carry while supplying abundant screen space for serious productivity.

5G network. 5G on America's Best Network will change how you connect and interact with content.

Hideaway hinge. Transforms from a pocketable device into a fully-functional smart device with multi-window experience.

Multi-window experience. Easily pair and launch apps with App Pairs and configure integration options with Edge Panel.

Foldable camera. Google Duo with Flex Mode allows full HD video calls and 1080 FHD video calls over 5G.

SAMSUNG Galaxy Watch3

GA: 8/7

41mm \$449.99 | 45mm \$479.99

Timeless design with comfortable fit



Two model sizes. Choose a size, face, and band to match your particular work requirements.

Durable design. Be able to access your calls, texts, and needed apps from nearly anywhere in almost any type of conditions you face on the job.

Extended battery life. Maintain productivity and keep your devices connected for longer with Galaxy Watch 3's extended charge.

Stress management. Stay productive and informed about your wellness to help increase performance on the job.

Service across devices. Manage and control your connected devices from your watch.

Moxee Mobile Hotspot

Device Highlights

- **Connect up to 16 Wi-Fi connected devices.** The AT&T 4G LTE network lets you connect up to 16 tablets, laptops, gaming consoles, and internet devices.
- **Long lasting, rechargeable 2,300 mAh battery.** Maintain productivity and keep your devices connected for longer with Moxee's extended charge.
- **Dual Band Wi-Fi support.** Moxee uses the 5 GHz band for faster video and gaming and 2.4 GHz for extended coverage to maintain connection at further distances and when inside buildings.
- **Highly secure with password protection and Wi-Fi security protocols.** NAT firewall for enhanced security, VPN pass-through to connect to protected business networks, and you can manage your Wi-Fi Settings to block unwanted devices and view important messages
- **Convenient Web User Interface to manage settings and features.** Small, compact, and easy to use with a color display.









SKU: 6468C

No Commit MSRP: **\$84.99** | Installments: **\$2.84/mo**
2yr: \$24.99 only available via Care and Online to AMB customers

AT&T Cradlepoint Portfolio – Now available in OPUS

AT&T and Cradlepoint are helping businesses and public safety agencies take advantage of the AT&T 5G Evolution network today while providing a path to full 5G in the future. Cradlepoint can provide secure and reliable in-vehicle and all-in-one office connectivity for first responders and public safety, retail, and other mobile and distributed branch deployments.

Cradlepoint Devices						
						
Model	AER2200	IBR1700	IBR900	IBR600C	CBA850	MC400
Summary Description	Advanced Edge Routing for cloud-managed modern branch networking with Wi-Fi	Ruggedized Gigabit-Class LTE Router for in-vehicle, with Cloud-managed networking for first responders, mobile command centers, mass transit and more.	Compact, ruggedized Gigabit-Class LTE router for in vehicle, with Cloud-Managed networking for first responders, service vans, taxis and other applications.	Semi-ruggedized, cloud-managed LTE router built for IoT, M2M, and industrial networks.	Ideal for failover while extending management capability to any primary router	Add dual-modem capability and LTE Advanced Pro to branch, mobile, and IoT routers
No Commit price*	\$1,839.99	\$1,869.99	\$1,249.99	\$509.99	\$939.99	\$599.99
2-yr price (only available online or via Care for AMB)	\$1,229.25	\$1,251.75	\$786.00	\$302.99	\$554.25	\$349.99
Compatible Plans	AWB, Data Connect, Business Connect					
Customer Facing Presentation (Non-FN)	Enterprise AER2200	Enterprise IBR1700	Enterprise IBR900	Enterprise IBR600C	Enterprise CBA850	Enterprise MC400
Customer Facing Presentation (FirstNet)	FN AER2200	FN IBR1700	FN IBR900	FN IBR600C	FN CBA850	FN MC400
Datasheet	Datasheet AER2200	Datasheet IBR1700	Datasheet IBR900	Datasheet IBR600C	Datasheet CBA850	Datasheet MC400

*Based on MSRP and 3Yr Netcloud Solution Package

New powerful and affordable iPhone SE – starting at \$5/mo with new line

iPhone SE (2nd generation) brings advanced technologies to a beloved, smaller design. A13 Bionic, the fastest chip in a smartphone, delivers unparalleled speed to make photos, videos, gaming, and augmented reality apps even better. With camera features like Portrait mode with Portrait Lighting, advanced bokeh, and Depth Control, you can take your best photos and videos. iPhone SE includes a brilliant 4.7-inch Retina HD display with True Tone and Haptic Touch. And it features wireless charging, water resistance, faster wireless technologies, long battery life, Touch ID, and iOS13. It's ideal for those who want a smaller iPhone with powerful features at an affordable price.

Available options:

- Capacity - 64GB, 128GB, 256GB
- Color - Black, White, (PRODUCT)RED

Highlights:

- 4.7-inch Retina HD Display
- All-glass design features highly durable glass with a beautifully color-matched aluminum band
- Powerful A13 Bionic Chip – fastest chip in a smartphone, the same one in iPhone 11 and iPhone 11 Pro
- Innovative rear single-camera system integrates the 12MP wide-angle camera, A13 Bionic with Neural Engine, and advanced algorithms —so you get amazing photos
- 7MP front camera delivers Portrait mode with Depth Control and all six Portrait Lighting effects to create stunning selfies

	Standard No Commit Retail Pricing	30-mo IP new lines (Special Device Offer – New Lines)	30-mo IP upgrades (iPhone SE Upgrade Offer)	2-yr agreement (only available via Premier and Care to AMB customers)
iPhone SE 64GB	\$399.99	\$5/mo	\$10/mo	\$0.99
iPhone SE 128GB	\$449.99	\$5/mo	\$11.67/mo	\$0.99
iPhone SE 256GB	\$549.99	\$15/mo	\$15/mo	\$98.99



Samsung Galaxy A51 5G available via DF beginning 8/21 @ \$5/mo or FREE w/ trade-in

Samsung Galaxy A51 5G – MSRP \$499.99

Crisp. Colorful. Captivating.

5G connects you and your world. Do more with your device—stream with virtually no lag and share and download large files in near real time.

Long-lasting charge. Improved performance from larger, fast-charging battery lets you work throughout your day with minimal disruption.

Infinity-O display. Super AMOLED Plus display gives you realistic colors in dark and bright environments, plus the edge-to-edge experience offers a unified design.

Generous storage. 128GB of storage lets you keep important work documentation and media accessible at all times.

Camera clarity and quality. Large MP main camera lens captures images in day and low light, and the ultra-wide and depth lenses enable perfect landscape and portrait images.

Fingerprint scanner. Convenient integrated scanner provides highly secure functionality and seamless screen without



Samsung Galaxy A71 5G

AT&T-Building 5G on America’s Best Network. * Nationwide 5G network will change how we connect for generations to come. AT&T has launched a mobile 5G network using low band spectrum in 327 markets covering 160 million people and continues to expand coverage in 2020

Powerful, long-lasting 4,500 mAh battery. Maintain productivity and stay connected for longer with A71’s extended charge.

Beautiful 6.7-inch FHD+ Infinity display. Navigate menus and applications effortlessly with a vibrant, easy-to-use display.

Ample storage. Store important documents, images, and videos with 128GB of storage.

Quad camera. Use the feature rich, quad camera 64+12+5+5MP rear and 32MP front cameras to capture your needed documents.

Knox Security. Maintain security, manage deployments, and promote productivity with Knox Security.



LG Velvet 5G available @ \$10/mo with a new line or upgrade

Device Highlights

Robust 4300mah Li-ion battery.

Work extended hours with a long-lasting battery that enables greater flexibility between charges.

Large and beautiful display.

Navigate effortlessly through applications and content with an easy-to-read screen.

Gorgeous 6.8" OLED resolution.

Immerse yourself in your work and productivity resources with the Full Vision display and cinematic viewing ratio.

Powerful yet affordable 5G capability.

Enjoy all the transformative benefits of the next generation of mobile connectivity technology.

Enhanced 48MP+W8MP+D5MP rear and 16MP front facing cameras.

Capture bright images in low-light conditions and switch between resolution modes for optimal results.

128GB internal memory.

Abundant storage for work and media content, with optional expanded memory up to 2TB with additional microSD.



Samsung Galaxy Tab A (8.4”)

- **Pricing:** \$239.99 no commit | \$139.99 2-yr
- **Larger 8.4” Screen.** Get drawn into your work and content with this vivid, crystal clear display.
- **Octa core processor.** Next generation processor delivers breakneck performance to maximize your productivity.
- **Work-ready battery.** Be more productive with longer-lasting battery.
- **Samsung Knox Security.** Enjoy the peace of mind knowing that your data is protected by robust security features that separate personal and work information.
- **USB Type C.** The Fast-Charging USB-C port allows you to quickly get back to where you left off when you need to recharge.
- **8MP and 5MP camera.** Video conference with business associates with the 5MP front-facing camera. The 8MP rear camera is equipped with autofocus—ideal for recording, capturing, and sharing everything.
- **Mobile Hotspot** capable!



FNPTT ready Samsung Galaxy XCover FieldPro available now via DF @ \$1,104.99 no commit

Rugged Smartphone

Designed and optimized for the new First Net Push-To-Talk service for first responders. Also fits rugged business applications using Enhanced PTT and applications such as Work Force Manager. Physical navigation buttons for glove friendly use.

Key Features

- **Break through in emergencies.** First responders get network priority for voice, data and texts on FirstNet.
- **Rugged Design.** Water, drops, shocks, vibrations — the Galaxy XCover FieldPro is IP 68 rated and Meets MIL STD 810G
- **Firm grip on the conversation.** Dedicated push-to-talk button make it easy to converse
- **Glove friendly.** Physical buttons for navigation make the Galaxy XCover FieldPro easy to use. Gloves, dirt, sweat, darkness — nothing will get in your finger's way.
- **Pogo pin charging.** The 4,500mAh battery takes you through the workday. Inside the box is an additional battery and drop-in desk charger that charges the phone and spare battery simultaneously
- **Fingerprint authentication.** Security at the tip of your finger
- **Accessories.** Wide variety of AT&T stocked accessories : audio, cases, multi unit chargers, vehicle kits
- **Knox Security + Business Services.** The defense-grade mobile security platform encrypts all data by default, using a government-certified encryption module. No matter where you and your team go or what you do, you can be sure your device will help keep your business data highly secure with superior protection that's easy to manage.



LG V60 ThinQ 5G available

\$899.99 MSRP

Work. Live. Create. From urgent business tasks to real-world conveniences—produce, share, and relive the finer details with the LG V60 ThinQ 5G Dual Screen. Record every intricate detail with next-level audio and video capabilities, share at fast speeds, and experience twice as much on the LG Dual Screen™. With a nearly infinite number of ways to multi-task, this 5G phone with 6.8" OLED display will transform the way you work, live, and create.

- **5G functionality** takes full advantage of innovative advances available through the AT&T 5G network
- **LG Dual Screen's** multitasking possibilities are virtually endless with 2 screens (* accessory required)
- **6.8" FHD** and OLED FullVision display and with stereo sound
- Do it all for longer with a **5000mAh battery**
- The LG V60 ThinQ 5G comes an astounding **64MP super resolution camera**
- On-screen **Fingerprint sensor** for added security and convenience



The new Apple iPad Pro available beginning 3/20

iPad Pro redefines what iPad is capable of. It features the Liquid Retina display —the world’s most advanced mobile display. Powered by the A12Z Bionic chip, iPad Pro is faster and more powerful than most PC laptops. It also adds an Ultra Wide camera and studio-quality mics, enabling new pro workflows. And the breakthrough LiDAR Scanner makes iPad Pro the world’s best device for AR. The Magic Keyboard combines the best typing experience with a trackpad, for a whole new way to interact with iPad. And Apple Pencil2 delivers precision whether you’re writing, drawing, or designing. The powerful and advanced iPad Pro enables new workflows and AR experiences never before possible on iPad—or any other device.

Models	Storage	MSRP	30-mo IP	2-yr
12.9-inch iPad Pro Wi-Fi + Cellular	128GB	\$1,149.99	\$38.34	\$1,049.99
	256GB	\$1,249.99	\$41.67	\$1,149.99
	512GB	\$1,449.99	\$48.34	\$1,349.99
	1TB	\$1,649.99	\$55.00	\$1,549.99
11-inch iPad Pro Wi-Fi + Cellular	128GB	\$949.99	\$31.67	\$849.99
	256GB	\$1,049.99	\$35.00	\$949.99
	512GB	\$1,249.99	\$41.67	\$1,149.99
	1TB	\$1,449.99	\$48.34	\$1,349.99



Samsung Galaxy S20 series



Samsung Galaxy S20 5G

128GB: \$999.99

- 6.2” Infinity Display
- Four colors: Cosmic Gray, Cloud Blue, Cloud Pink
- 5G E, 5G sub6 capable
- 64MP Telephoto rear camera and 30X Space Zoom
- Long lasting 4000 mAh battery



Samsung Galaxy S20+ 5G

128GB: \$1,199.99 | 512GB: \$1,349.99

- 6.7” Infinity Display
- Three colors: Cosmic Black, Cosmic Gray, Cosmic Blue (512GB only available in Cosmic Black)
- 5G E, 5G sub6, and 5G+ mmWave capable
- 64MP Telephoto rear camera and 30X Space Zoom
- Long lasting 4,500 mAh battery



Samsung Galaxy S20 Ultra 5G

128GB: \$1,399.99 | 512GB: \$1,599.99

- 6.9” Infinity Display
- Two colors: Cosmic Black, Cosmic Gray (512GB only available in Cosmic Black)
- 5G E, 5G sub6, and 5G+ mmWave capable
- 108MP wide rear camera and 100X Space Zoom
- Long lasting 5,000 mAh battery

iPhone 11

iPhone 11 features a breakthrough dual-camera system with new Ultra Wide and Wide cameras that capture gorgeous videos and photos. An immersive new camera interface means you can see and capture outside the frame, and you can use Night mode to take astonishing photos in low light. And the new A13 Bionic chip delivers unparalleled speed and advanced machine learning to make photos, videos, gaming, and augmented reality apps even better. iPhone 11 is a great choice for first-time iPhone owners or those looking for advanced features at a more affordable price.

Available options:

- Capacity - 64GB, 128GB, 256GB
- Color - Black, White, Purple, Green, Yellow, (PRODUCT)RED

Highlights:

- 6.1" Liquid Retina HD display
- Strong and durable aerospace-grade aluminum band and the toughest glass in a smartphone—front and back
- Powerful A13 Bionic Chip – fastest chip in a smartphone
- Dual rear 12MP Ultra Wide and Wide cameras
- 12MP TrueDepth front camera with FaceID
- Night mode - Take astonishing photos in low light
- Spatial audio produces a theater-like experience
- Battery lasts up to 1 hour longer than iPhone XR
- iOS 13 introduces a bold new look, major updates to the apps you use every day, and new ways to help you protect your privacy



64GB	128GB	256GB
\$699.99	\$749.99	\$849.99

iPhone 11 Pro and Pro Max

iPhone 11 Pro introduces a triple-camera system with new Ultra Wide, Wide, and Telephoto cameras. They're tightly integrated to create pro-level camera features like Night mode and an enhanced Portrait mode. Photos look great on the new Super Retina XDR, the brightest and sharpest display ever in an iPhone. And iPhone 11 Pro is powered by A13 Bionic — the fastest chip in a smartphone — which delivers real-time photo and video analysis, immersive augmented reality, and epic mobile gaming, all with an unprecedented leap in battery life. iPhone 11 Pro and iPhone 11 Pro Max are the most advanced iPhone models yet.

Available options:

- Capacity - 64GB, 256GB, 512GB
- Color - Space Gray, Silver, Gold, Midnight Green

Highlights:

- 5.8" & 6.5" Super Retina XDR display
- Stainless steel band and textured matte glass design, with the toughest glass in a smartphone—front and back
- Powerful A13 Bionic Chip – fastest chip in a smartphone
- Triple 12MP Ultra Wide, Wide, and Telephoto cameras
- 12MP TrueDepth front camera with FaceID
- Night mode - Take astonishing photos in low light
- Spatial audio produces a theater-like experience
- iPhone Pro battery lasts up to 4 hours longer than iPhone Xs
- iPhone Pro Max battery lasts up to 5 hours longer than iPhone Xs Max
- iOS 13 introduces a bold new look, major updates to the apps you use every day, and new ways to help you protect your privacy



	64GB	256GB	512GB
iPhone Pro	\$999.99	\$1,149.99	\$1,349.99
iPhone Pro Max	\$1,099.99	\$1,249.99	\$1,449.99

AT&T NumberSync® for Apple Watch (Cellular)

Use your smartphone mobile number on up to 3 LTE connected Apple Watches.

Features

Make and receive calls using your mobile number, whether or not your smartphone is handy.

Inbound calls ring both Smartphone and LTE connected Apple Watch simultaneously.

LTE connected Apple Watch can call and message on behalf of the smartphone identity.

Smartphone Caller ID used for outbound calls from both devices.

Requirements

- HD Voice activated iPhone on iOS 11 or newer; **Must be on same BAN as Apple Watch**
- Apple Watch requires a rate plan; NumberSync must be enabled to use on AT&T Cellular network
- For messaging, iMessage must be enabled, your smartphone must be on and connected to AT&T's network
- International calling from the Apple Watch supported on WiFi only
- **AT&T Access ID used to establish initial twinning**

Benefits

Convenience: Make and receive calls from whichever NumberSync wearable device you choose.

Freedom: Use your mobile number with multiple devices

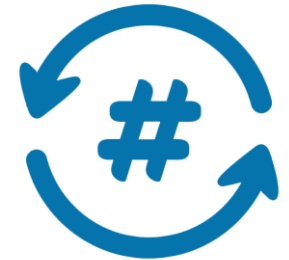
Works even if your smartphone is turned off.

No additional cost to use NumberSync.

Familiarity: Call recipients can recognize your call even when you're not using your phone.

NumberSync

*“Leave your phone.
Bring your number.”*



AT&T Global Modem USB800

An easy-to-use USB Modem.

AT&T Global Modem USB800 is a tiny but mighty USB modem powered by LTE technology. It is simple, highly secure, easy to use, and provides a single connection for individuals on the go. Just plug it in and connect.

Easy to use, no setup required. Just plug it in and connect. Provides a single LTE connection for individuals on the go. Durably designed with a swivel hinge to adjust to any USB port orientation.

Fast and global ready. Connects globally covering LTE, HSPA+, and UMTS bands¹.

Built-in security. Keep your most sensitive connections protected. Businesses can count on it for reaching customers at the point of sale, tracking customer behavior, monitoring inventory and equipment, or providing data transfer.

Failover protection. Eliminate downtime.



AT&T Global Modem USB800 Pricing

- AT&T Installment plan (30 months): \$6
- No-commitment SRP: \$179.99
- 2-Year: \$49.99
- EIP24: \$7.50
- EIP36: \$5.00

AT&T Installment Plan (AIP) with NextUp

At the end of business, July 8, 2019 AT&T Next/Next Every Year will no longer be available for new smartphone installment purchases.

Customers on AT&T Next/AT&T Next Every Year Installment plans will be honored up until the customer pays off, or upgrades/trades-in their smartphone under these plans. These customers are not impacted by the \$5/mo. Next Up feature charge unless they move to the AT&T Installment with Next Up on a new smartphone purchase. Customers purchasing new smartphones on installment have the choice between AT&T Installment Plan with Next Up (\$5/mo. early upgrade/trade-in feature charge applies) or the AT&T Installment Plan (early upgrade/trade-in isn't available).

AT&T Installment with Next Up	AT&T Installment
<p>30-month term installment plan for smartphones only.</p> <ul style="list-style-type: none"> • Full retail smartphone purchase price (less any optional/required down payment) over the term is billed to wireless number for customer's choice of smartphone. • 0% interest. <p>Customer agrees to a separate \$5/mo. Next Up feature charge.³</p> <ul style="list-style-type: none"> • \$5/mo. charge bills until the line is: <ul style="list-style-type: none"> • Upgraded. • Installment balance paid off. • Line is cancelled. • Customer has the option to opt-out of upgrade/eligibility by removing the Next Up \$5/mo. feature charge. <ul style="list-style-type: none"> • If customer chooses to opt-out: <ul style="list-style-type: none"> • Upgrade/trade-in eligibility is lost. • No credit/refund for previous \$5/mo. Next Up charges. • Once removed, not able to add Next Up to regain upgrade/trade-in eligibility. <p>Early upgrade/trade-in eligible once the customer pays 50% of the full retail price.</p> <ul style="list-style-type: none"> • Next Up upgrade feature required. • Option to pay to upgrade early or pay off. 	<p>30-month term installment plan for smartphones only.</p> <ul style="list-style-type: none"> • Full retail purchase price (less any optional/required down payment) over the term is billed to wireless number. • 0% interest. <p>No Next Up feature charge.</p> <p>Early upgrade/trade-in option isn't available.</p> <ul style="list-style-type: none"> • Pay off the installment plan at any time. • Absolutely no exceptions can be made to make the customer early upgrade/trade-in eligible once installment plan is activated and outside of BRE



Installment plan enhancements effective 9/5/19 for basic phones, tablets, wearables mobile hotspots, and other connected devices

Great news! Starting September 5, 2019, AT&T is simplifying installment (Basic/QMD phones, tablets, wearables, and connected devices) purchase options from 20-month to **30-month terms**.

Why is this so great?

- Simplifying AT&T installment plan terms across all devices (including smartphones) makes a simpler purchase experience for customers and representatives.
- Monthly installment charges for higher priced devices are lower when spread over 30-months.
- 30-month term installment plan payment option is 33% less monthly than the prior 20-month option.

Additional info

- Customers can purchase eligible devices on a 30-month term installment plan with 0% interest.
- Existing customer accounts must be active, current and in good standing as well as meet credit requirements.
- May require 30% Down Payment or variable flat fee down payment based on the customer's credit check.
- Optional down payment is available to well-qualified customers. (excludes att.com)
- Sales tax is due at time of purchase.
- The full retail price of the device is spread over a 30-month term installment charges and appears on the customer's wireless bill.
- Installment plans can be paid off at any time.
- Basic phones/QMD, tablets, and connected devices on installment plans aren't eligible for upgrade/trade-in. Customers do have the option to payoff a device on installment plan and trade it in through the AT&T Trade-in Program to receive value towards their next purchase.

AT&T Business Trade-In Program (Non-Retail)

NOTE: For FREE Smartphone w/ Trade-in promo use the AT&T Business Trade-in Program only to look up device values. Do NOT initiate actual trade-in via the tool.

Program Overview

Value	Security	Environmental Stewardship
Device value applied as credits to wireless bill, offsetting future investments.	Industry-leading data protection with certified sanitization process.	All devices are responsibly recycled with environmental certifications.

Key Program Features

						
From 1 – 25K devices in a single quote	Quote Honored for 75 Days	Competitive Trade-In Values	Multi-Location Shipping	Dedicated Call Center & Field Support	Customer Self-Service Tool in Premier	Internal Tools & External Marketing

Sales Resources

Easier-to-Configure Quotes	Call Center	Email	Field Sales Support	<u>OIL</u> / MyCSP (*646275)
<p>1. Integrated with OPUS - Recommended Log into customer's account. Navigate to link, Create Trade-in Quote:</p> <ul style="list-style-type: none"> a) Equipment section of Customer Summary b) Quick Links > Resources c) Device Order Confirmation <p>2. Standalone via Global Logon http://www.attbusinesstradein.com</p>	<p>Sales for quote support: 866-993-5800 (M-F, 9am –5pm CT)</p>	<p>support@attbusinesstradein.com</p>	<p>Marci Hetzel, Sales Director 717-395-6986 mhetzel@attbusinesstradein.com</p>	<ul style="list-style-type: none"> • Customer-facing collateral • Internal M&P

CRU Rate Plans



AT&T Business UnlimitedSM rate plan Portfolio – Features

Business Value

Features to support the pricing strategy

<i>AT&T Business Unlimited</i>	Top	Mid	Bottom
Plan names	AT&T Business Unlimited Elite	AT&T Business Unlimited Performance	AT&T Business Unlimited Starter
Network Access	LTE, 5G evolution, 5G	LTE, 5G evolution, 5G	LTE, 5G evolution, 5G coming soon
Speed Caps	5G @ 2Gbps max		none
5G Smartphones allowed (8P, 7P)	Yes		Yes – 5G coming soon
Data Mgmt Threshold	No data mgmt for Limited Time Only	50GB	0GB
AT&T Business FastTrack™	Yes QCI6 Always on	No	
Latency	Lower Latency 5G		Standard 4G LTE
Video	4K definition	HD/1080p	SD/480p
Stream Saver	Always off	On, toggle off avail	Always on
Tethering / line	100GB	30GB	0GB
Activation Fees	Waived activation fees (BAU)		
AT&T Private WiFi Secure VPN	No		
Other Premium Business Content	None		
Can/Mex IR & ILD	Included		
FAN Discounts	No		
Autopay Discounts	\$10/line		
2 yr agreement pricing	+\$25/line for Smartphones		

AT&T Business Unlimited SM rate plan Portfolio – Pricing

Smartphone/Voice <i>MRC with Auto Pay and Paperless Bill</i>	AT&T Business UnlimitedSM Elite	AT&T Business UnlimitedSM Performance	AT&T Business UnlimitedSM Starter
1 Line	\$85	\$75	\$65
2 Lines	\$150	\$130	\$120
3 Lines	\$180	\$150	\$135
4 Lines	\$200	\$160	\$140
5 Lines	\$225	\$175	\$150
6 Lines	\$240	\$210	\$180
7 Lines	\$280	\$245	\$210
8 Lines	\$320	\$280	\$240
9 Lines	\$360	\$315	\$270
10 Lines	\$400	\$350	\$300

<i>Pricing Construct</i>	AT&T Business UnlimitedSM Elite	AT&T Business UnlimitedSM Performance	AT&T Business UnlimitedSM Starter
Data Group (SDG)	\$100	\$80	\$70
Multi-Line Discount (SDG Discount)	Varies (See Chart)		
Access Line – Smartphone/Basic (SDF)	\$50/Line	\$45/Line	\$40/Line
2yr. Smartphone premium	+\$25/Line		
Auto Pay Discount	\$10/Line		
Tablets, AWI (voice), Connected Car and Cameras	\$20/Line		
Harman Spark	\$25/Line		
Wearables	\$10/Line		

Something for every type of business!

Business Unlimited Elite

An unlimited plan built for business customers that want it all; unlimited premium data with no restrictions (limited time only), 4k streaming, and 100GB of mobile hotspots on phones and tablets. 4 phones start at \$50/line!

Business Unlimited Performance

An unlimited plan best for business customers that want a few essentials such as 30GB of premium data² per line, 50GB of mobile hotspot on phone and tablets, and HD streaming capability.

Business Unlimited Starter

An entry level plan best for business customers who don't need additional features. 4 phones start at \$35/line!

Key Points:

- 10 Device limit per group
- Multi-Line discounts only apply for smartphone/voice lines
- Auto Pay Discount requires auto-pay and paperless billing
- 2yr premium is in addition to SDF

<i>SDG Discount</i>	Elite	Performance	Starter
1 Line	\$55	\$40	\$35
2 Lines	\$30	\$20	\$10
3 Lines	\$40	\$35	\$25
4 Lines	\$60	\$60	\$50
5+ Lines	\$75	\$80	\$70
6+ Lines	\$100	\$80	\$70

Consumer/Business Unlimited Portfolio Comparison

CRU Value Prop

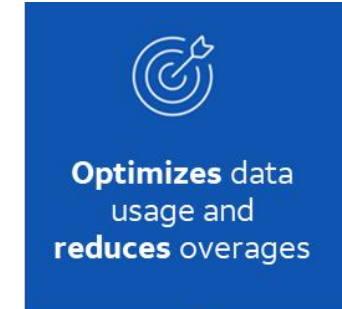
Attributes	AT&T Business Unlimited Elite	Consumer Top	AT&T Business Unlimited Performance	Consumer Middle (Extra)	AT&T Business Unlimited Starter	Consumer Bottom (Starter)
5G smartphones allowed	Yes – 5G provisioning	Yes – 5G provisioning	Yes – 5G provisioning	Yes – 5G provisioning	Yes - 5G access coming soon	Yes - 5G access coming soon
Data Management Threshold	None	None	50GB	50GB	Always	Always
Tethering	100GB	30GB (+15GB 4/2 – 5/13)	30GB	15GB (+15GB 4/2 – 5/13)	None	None
AT&T Business Fastrack	Yes (QCI6 always on)	No	No	No	No	No
Video	4K	SD/HD (based on Stream Saver)	HD/1080p	SD/480p	SD/480p	SD/480p
Stream Saver	Always off	Toggle on/off	Toggle on/off	Always on	Always on	Always on
Activation fees	Waived	Yes	Waived	Yes	Waived	Yes
Auto-Pay Discount	\$10/line	\$10/line	\$10/line	\$10/line	\$10/line	\$10/line
2 year agreements	+\$25/line	N/A	+\$25/line	N/A	+\$25/line	N/A
Call Protect Basic	Yes	Yes	Yes	Yes	Yes	Yes
Private WiFi/VPN	No		No		No	

Mobile Select – Pooled Plan: 5G enabled effective 9/2

PRICING	Mobile Select - Pooled		
	Smartphones		Data Devices
	2-yr	Non-2yr	
1GB	\$60	\$35	\$20
3GB	\$70	\$45	\$40
5GB	\$80	\$55	\$50
7GB	\$90	\$65	\$60
10GB	\$105	\$80	\$75
FEATURES			
Unlimited Talk/Text	Yes		No
MEX Roaming	Yes		Yes
CAN/MEX ILD	Yes		No
Data Network	5G, LTE		5G, LTE
Video Quality	Up to 1080p		Up to 1080p
Tethering	Yes		Yes

Pooled Data Overview

- Each user is added to the data pool
- Users deplete their own data allowances first and then incur overage charges at the specified rate
- If the data pool's total under usage exceeds the total over usage at month's end, the excess under usage is reallocated to help offset the overage charges
- As users come and go, the data pool goes up and down depending on individual contribution!



Share more info about Mobile Select – Pooled with customer using [this brochure](#)






Mobile Share Plus for Business

CRU Shared Data with simplified pricing, zero overages, and auto-pay discounting						
MS Plus for Business	3GB	9GB	20GB	30GB	60GB	120GB
Roaming benefits on MSF 20GB+ plans			Roam Mexico			
Multi-line Data Plan MRC	\$60	\$80	\$120	\$230	\$380	\$620
Single Line Data Plan MRC	\$40	\$50	N/A	N/A	N/A	N/A
Discounting	Auto-Pay (\$20 multi-line/\$10 single line plan discount) and FAN discount eligible (applies to plan MRC only before Auto-Pay discount)					
Max lines per plan	1 for single line and 10 for multi-line			25		
Smartphones Installments	+\$20/mo. each			+\$15/mo. each		
Smartphones 2-yr	+\$40/mo. each			+\$35/mo. each		
Basic Phones, Laptops, Mobile Hotspots, WHP	+\$20/mo. each					
Tablets/Wearables	+\$10/mo. each					
Data Packs	One-time charge: 1GB for \$15, 3GB for \$30, 5GB for \$40, 10GB for \$70					
For More information	Business Sales Tool (included rate plan calculator)					

Mobile Internet/Tethering Device and Rate Plan Comparison – choose the right solution for your customer

	Smartphone	Tablet	Mobile Hotspot	CradlePoint Router	AWI
Purchase options for AMB contracted customers (exceptions apply)	Installment No Commit	2-year Installment No Commit	Installment	No Commit	Installment

Best solution for most SMBs

Business Unlimited Performance or Elite 	<ul style="list-style-type: none"> Best value per GB Ideal for existing groups 35GB (Perf) OR 100GB (Elite) +15GB thru 6/30 	as low as \$35 <i>depends on line count, plan, and auto bill pay discount</i>	\$20 <i>+ SDG MRC Discounts N/A</i>	—	—	—
Mobile Share Plus	<ul style="list-style-type: none"> Shared data: up to 25 devices for 30GB+ plans Ideal for existing groups 3GB – 120GB 	\$20 <i>+ SDG MRC starting at \$30 for single line, \$40 for multi</i>	\$10 <i>+ SDG MRC starting at \$30 for single line, \$40 for multi</i>	\$20 <i>+ SDG MRC starting at \$30 for single line, \$40 for multi</i>	—	\$20 <i>+ SDG MRC starting at \$30 for single line, \$40 for multi</i>
Mobile Select – Pooled 	<ul style="list-style-type: none"> Pooled Data – poor per GB value 1GB – 10GB Overages apply 	\$35 - \$80	\$20 - \$75		—	—
Data Connect 	<ul style="list-style-type: none"> Standalone rate plans 15GB or 25GB Overages apply 	—	\$50 - \$75 <i>w/ \$10 AutoPay + Paperless Bill discount</i>		—	—
Business Connect (backup) 	<ul style="list-style-type: none"> Low data and high volumes 250MB – 200GB Overages apply 	—	\$20 - \$950		—	—
AT&T Wireless Broadband (AWB) 	<ul style="list-style-type: none"> MRC based on data speed 8Mbps – 100 Mbps Unlimited with restrictions 	—	—	\$80 - \$130		—
AT&T Wireless Internet (AWI)	<ul style="list-style-type: none"> Data and Voice solution 50GB – 100GB Overages apply 	—	—	—	—	\$60 - \$100



AT&T Business