

## Mobile Trade-In and Upgrade **Industry Trends**

**2023 ANNUAL SUMMARY** 

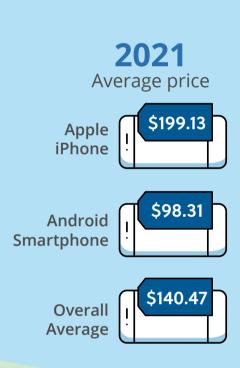


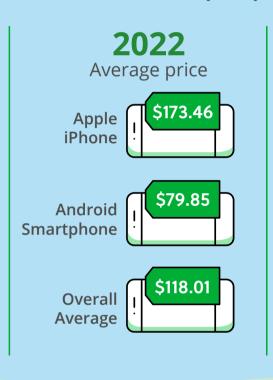
### **Top 5 Devices Received From** Trade-In and Upgrade Programs

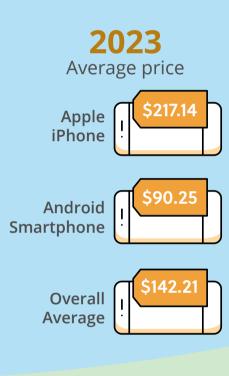


#### Trade-In Value (TIV)

iPhone 12 Pro Max: 17.87%







## Money in Customers' Hands







# Average Age of Used Devices Returned



#### \$195 Ultra

Apple Watches Average Trade-In Value



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