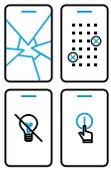


Get to know the new AT&T Protect Advantage for 1 and 4



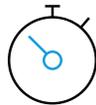
Offer your customers the protection and support of AT&T Protect Advantage – built for the way they really live.

Protect Advantage Benefits



Unlimited \$29 screen repair¹

- Cracked screens
- Backlight not working
- Dead pixels
- Non-responsive touch



As soon as SAME-DAY replacement²

with device delivery and setup



Unlimited storage and secure backup³

for photos and videos



\$0 battery replacements⁴

with regular checkups to improve device speed and signal



Live ProTech

to troubleshoot technical issues and to optimize device features



Unlimited

\$29 out-of-warranty malfunction claims

What is included

| | AT&T Protect Advantage for 1 (consumer & business) | AT&T Protect Advantage for 4 (consumer & business) |
|--|--|---|
| Number of Devices Covered | 1 | 4 |
| Protection | | |
| Loss, Theft and Physical Damage Claim Limit* (12 consecutive months) Ex: fire, flood, collision, lightning strike | 3 claims | 8 shared claims |
| Accidental Damage from Handling (ADH) Claim Limit (12 consecutive months) Ex: phone drops, liquid contact | 2 claims | 6 shared claims |
| Maximum Device Value | \$3,500 per claim | \$3,500 per claim |
| \$29 Screen Repair ¹ | Unlimited | Unlimited |
| \$0 Battery Replacement ⁴ | Unlimited | Unlimited |
| \$29 Out-of-Warranty Malfunction Claims | Unlimited | Unlimited |
| Support | | |
| Same-Day Replacement and Setup ² | Included | Included |
| In-store ProTech Support (in select locations for eligible devices) - Screen Repair - Battery Replacement | Included | Included |
| Photo and Video Storage with AT&T Photo Storage App ³ | Unlimited | Unlimited |
| Streaming and Tech Support with ProTech App | Included | Included |
| Performance Promise Checkups (speed, signal, battery) | Included | Included |
| Pricing | | |
| Monthly Recurring Price | \$14 (device tiers 1 & 2)** \$17 (device tiers 3 & 4)** | \$45** (any device tier) |

Tiers based on device model. To locate tiers, reference the brochure or go to phoneclaim.com/att.

* Excluding ADH

** For New York residents only, the following may be purchased separately: AT&T Protect Insurance for 1 for \$2.25/month (tier 1), \$2.35/month (tier 2), \$2.50/month (tier 3), \$4.00/month (tier 4) AT&T Extended Service Contract for 1 for \$6.00/month (tiers 1 - 4), AT&T ProTech for 1 for \$6.00/month (tier 1), \$5.90/month (tier 2), \$8.75/month (tier 3), \$7.50/month (tier 4), AT&T Protect Insurance for 4 for \$10/month (tiers 1 - 4), AT&T Extended Service Contract for 4 for \$14/month (tiers 1 - 4), and AT&T ProTech for 4 for \$21/month (tiers 1 - 4).

Who is eligible



Customers who are upgrading



Customers who are within 30 days of an eligible device activation



Any customer with existing insurance



Customers activating a new or BYOD device

Why protection matters



Customers with protection are **14% more likely** to stay with AT&T.*



4.9 stars out of 5

earned for same-day device replacement.*

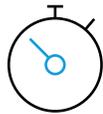
*Source: AT&T Analytics, July 2021

Perfect your Protect Advantage pitch



Focus on the benefits

“Customers love our screen repair benefits. Whether your screen is cracked, unresponsive, or doesn’t light up, AT&T Protect Advantage gets you back up and running fast with unlimited screen repairs, as soon as the same day, for only \$29 each time. Plus, you get unlimited video and photo storage.”



Your lifeline

“If you’ve ever lost or damaged your phone, you’ll realize that AT&T Protect Advantage is built to support your devices when you need them most. With fast repairs and replacements, you will be reconnected quickly and could have a replacement device delivered as soon as the same day.”



Devices are expensive

“Devices today are amazing, but they aren’t cheap and prices continue to rise. If you had to replace your device without protection, you are responsible for any remaining device balance and then may have to pay (current retail price) out of pocket. We can get you signed up for AT&T Protect Advantage so you can protect your investment.”

If a customer declines Protect Advantage, remind them:

1. Your device might not be protected if it’s lost, stolen, damaged, or has other issues not covered by warranty.
2. You may have to pay full retail price for a replacement.
3. You’re responsible for any existing balance on a lost, stolen, or damaged device.
4. You only have 30 days from activation or upgrade to sign up if you change your mind.

¹\$29 service fee applies. Limited to eligible devices in select areas. Newly launched device models may not be eligible for repair. Visit phoneclaim.com/att or call 888-562-8662 to check current eligibility. Same-day repair option depends upon claim approval time and technician availability. Repairs are performed by an Asurion-certified technician and come with a 12-month limited warranty. Repairs may use new or refurbished parts; may contain original or non-original manufacturer parts; and may void the manufacturer warranty. Some colors of eligible devices are not covered. Eligible devices and available areas are both subject to change at any time.

² This benefit is available in select areas for eligible devices and is subject to parts and technician availability. Eligibility is determined at the time of claim approval, and is contingent on certain criteria, including claim approval time.

³ Video size limitations may apply.

⁴ If an eligible wireless device powers on and the battery fails to maintain an adequate charge after diagnostic testing, we will repair the eligible wireless device by replacing the battery during the extended warranty period, for as long as you are enrolled in the program. Available for select devices in select areas.