DALLAS, October 6, 2025

AT&T Rewards New Bundled Customers: Enjoy a Free Smartphone Every Year for Three Years, Guaranteed.

The Ultimate Package: Get 20% off your wireless or home internet bill, up to $800 to switch for a limited-time, and enjoy a free phone every year for three years.

Key Takeaways:

- **Upgrade Every Year, Free**: For a limited time, new customers who combine AT&T Home Internet and AT&T Wireless get AT&T Next Up Anytime free for three years, so they can upgrade to the latest iPhone or any eligible smartphone for free, every year, for three years.[1]
- **Stackable Savings**: Enjoy 20% off your wireless or home internet bill when you bundle[2], plus, for a limited time, get up to $800 to help you switch from your current mobile carrier.[3]
- **The Best Networks, Made Easy**: Enjoy America's fastest, top-rated home internet[4] and the wireless network that outperforms T-Mobile in speed, reliability, and performance[5], all with a simple, rewarding switch to AT&T.

Whether you're an existing wireless or home internet customer, or brand new to AT&T, we're making it a no-brainer to bundle your connectivity experience with big savings.

While other providers might lure customers with a one-time offer or a flashy upgrade, AT&T is committed to delivering value year after year. For a limited time, customers who combine AT&T Wireless and AT&T Home Internet (including AT&T Internet Air or AT&T Fiber) can unlock **Next Up Anytime free for three years** when they purchase a new eligible smartphone. That's a $10-per-month feature, now complimentary for new bundled customers – empowering you to upgrade to the latest iPhone or any eligible smartphone every single year for the next three years for free. At a time when every dollar counts, this deal gives you

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peace of mind knowing you'll always have the newest smartphone in hand. No more waiting, no buyout hassles, and no hidden fees.

How It Works:

- **Existing AT&T Wireless customers** can add AT&T Home Internet (AT&T Fiber 300 Mbps or higher or AT&T Internet Air) and purchase or upgrade to a new eligible wireless smartphone to activate the offer, starting a three-year cycle of free upgrades.
- **Existing AT&T Home Internet customers** can add AT&T Wireless, pick up a new smartphone and begin their own journey of free yearly upgrades for the next three years.
- **New AT&T customers**: Sign up for both AT&T Wireless and AT&T Home Internet (AT&T Fiber or AT&T Internet Air), purchase a new eligible wireless smartphone and unlock three years of free Next Up Anytime upgrades – so you can get the latest smartphone every year for the next three years at no cost.

Making the Obvious Choice Even Easier

Choose AT&T and experience the difference that comes from America's top-rated fiber home internet and the wireless network that outperforms T-Mobile in speed, reliability, and performance.

And, it only gets better with the **AT&T Guarantee**. We are the first and only provider bold enough to offer a guarantee that includes both wireless and fiber networks. In the rare instance you experience a network interruption, we'll credit you for a full day's service, no action required on your end[6].

Customers win by subscribing to both home internet and wireless:

- **Bundled customers get 20% off** either their wireless or home internet bill, delivering deep savings.
- **Switcher Bonus**: For a limited time, AT&T will pay off a customer's phone balance, $800 a line (up to 10 lines) when switching from another provider, allowing for discount stacking and more value[3].
- **AT&T Internet Backup**: If your home internet ever goes down, your wireless data steps up. This is a perk for customers who subscribe to both AT&T Wireless and AT&T Home Internet and is included at no extra cost, unlike with Verizon or T-Mobile.[7]

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[1] Req's eligible smartphone on installment plan with Next Up Anytime feature, eligible wireless plan (min. $75.99/mo. before discounts for AT&T Unlimited Starter SL; AT&T may temporarily slow data speeds if the network is busy) and eligible home internet (min. $65 before discounts). Yearly free smartphone upgrade req's qualifying turn-in with 1/3 of existing device balance paid, purchase of new eligible smartphone on installment plan and must keep Next Up Anytime. Free after up to 36 monthly credits. Next Up Anytime at no cost for 3 years after bill credits for 36 mos. (starts w/in 3 bills; pay $10/mo. until credit starts). After 36 mos., pay then prevailing rate (currently $10/mo.). If Next Up Anytime is cancelled, Next Up Anytime credits and any promo credits on smartphone upgrade will stop. If wireless svc cancelled, credits stop & device balance due. If home internet svc is cancelled, Next Up Anytime credits stop. $35 Activation/Upgrade, add'l fees, taxes & other charges, & restr's apply. Subject to change. See att.com for more details.

[2] Savings applied to one service based on eligibility and service(s) purchased/added. Wireless and Internet accounts must match addresses to qualify. Must maintain eligible services for continued receipt of 20% discount. Wireless and internet services billed separately. One discount per customer account.

[3] Ends 10/9/25. Requires port-in of new line(s) and eligible postpaid service. Up to $800 via reward card (redemption required). Reward Card amount based on remaining balance owed on your competing wireless provider smartphone (up to $800/line, up to 10 lines). Must submit most recent bill within 60 days of activation; card delivered w/in 8-10 weeks. $35 Activ./line, add'l fees, & other charges, & restr's apply.

[4] Based on analysis by Ookla® of Speedtest Intelligence® data for 1H 2025.

[5] Based on RootMetrics® United States RootScore® Report: 1H 2025. Tested with best commercially available smartphones on three national mobile networks across all available network types. Your experiences may vary. RootMetrics rankings are not an endorsement of AT&T.

[6] Credit for fiber downtime lasting 20 minutes or more; or for wireless downtime lasting 60 minutes or more caused by a single incident impacting 10 or more towers. Must be connected to impacted tower at onset of outage. Restrictions and exclusions apply. See att.com/guarantee for full details.

[7] Based on publicly available data as of Oct. 3, 2025. Req's an active AT&T Fiber plan and BGW320 residential gateway and an eligible active unlimited postpaid AT&T Wireless plan. Backup service will not work during power outages. Account holder and authorized wireless user must activate Internet Backup feature via the Smart Home Manager app. Customers' names and addresses on the fiber and wireless accounts need to match to be eligible. The smartphone for the authorized wireless line must be at home for the duration of the Fiber outage. Location tracking must be enabled on all devices. Android Devices only: Call managing must be enabled. Wireless Data Restrictions: AT&T may temporarily slow data speeds if the network is busy. Speed, coverage, and performance not guaranteed. Feature subject to change and may be discontinued at any time without notice. Feature and both services subject to the AT&T Customer Service Agreement (att.com/CSA) and AT&T's network management practices (att.com/broadbandinfo).

About AT&T

We help more than 100 million U.S. families, friends and neighbors, plus nearly 2.5 million businesses, connect to greater possibility. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at about.att.com. Investors can learn more at investors.att.com.

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