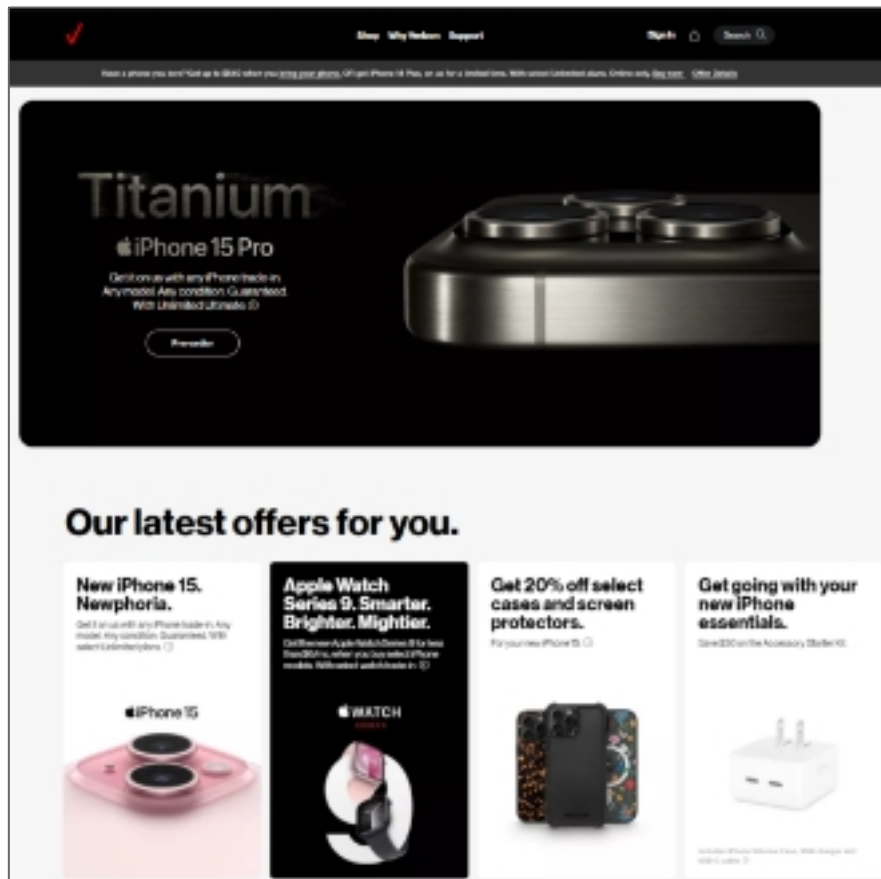


Evaluation Warning: The document does not contain any confidential information.

# verizon

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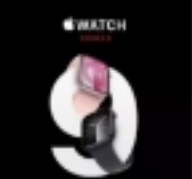
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iPhone 15 PDP



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iPhone 15 Pro PDP

# Portfolio Promo Comparison: Pixel v/s Apple 15

Models compared: Pixel 8 v/s iPhone 15 / +  
Pixel 8 Pro v/s iPhone 15 Pro / Max



**Pixel 7a**  
\$499  
128GB

**Pixel 7**  
\$599/\$699  
128/256GB

**Pixel 7 Pro**  
\$899/\$999/\$1099  
128/256/512GB

**Pixel 8**  
\$699/\$799  
128/256GB

**Pixel 8 Pro**  
\$999/\$1059/\$1179  
128/256/512GB

**iPhone 15**  
\$830/\$930/\$1130  
128/256/512GB

**iP15 Plus**  
\$930/\$1030/\$1230  
128/256/512GB

**iPhone 15 Pro**  
\$999/\$1099/\$1299/\$1499  
128/256/512/1TB

**iP15 Pro Max**  
\$1199/\$1399/\$1599  
256/512/1TB

Current offer

Pre-Order Offer  
(10/4 - 10/11)

Pre-Order Offer  
(9/15 - 9/22)

Verizon

No Offer

NLA: Free w/NLA  
UPG: <\$700 off w/TI  
Max Value: \$700

NLA: FREE w/TI (<\$900 off)  
UPG: <\$800 off w/TI  
Max Value: \$1099

NLA/UPG: \$800 w/TI  
GWP: Free Eos w/NLA  
+ 50% off Buds  
Max Value: \$1.2K

NLA: FREE \$1000 w/TI  
UPG: \$800w/TI  
GWP: Free Eos w/NLA  
+ 50% off Buds  
Max Value: \$1.5K

NLA/UPG: <\$830  
off w/GTI  
GWP \$300 Watch  
SE2 + \$460 iPad 9  
Gen  
Max Value: \$1.6K

NLA: <\$930 off  
w/GTI  
UPG: <\$830 off w/TI  
GWP \$300 Watch  
SE2 + \$460 iPad 9  
Gen  
Max Value: \$1.7K

NLA: <\$1K off w/GTI  
UPG: <\$830 off w/TI  
GWP \$300 Watch SE2 + \$460 iPad 9 Gen  
Max Value: \$1.8K

Total Promo Value based on OEM model: ■ = Pixel Advantage ■ = Pixel On Par ■ = Pixel Disadvantage

MSRP for 3P is \$30 higher v/s 1P on iPhone 15 and iPhone 15 Plus models YoY