

OFFICEWORKS UPGRADE+ LAUNCHES, OFFERING CUSTOMERS AN EXCLUSIVE NEW WAY TO SHOP APPLE

Australian-first offer rolling out in stores following online launch

2 April 2025 – Officeworks is offering customers an exclusive new way to get the latest Apple products and services they've always wanted with **Officeworks Upgrade+** launching in 170-plus stores across the country this week. The Australian-first program, delivered in partnership with Latitude, enables customers to access the latest Apple products and services with no upfront costs through participating Latitude credit cards*.

With Officeworks Upgrade+, eligible customers* can get their favourite Apple products, including iPhone, iPad, iMac, MacBook and Apple Watch, plus accessories and services on Latitude Interest Free Plans* (24 or 36 months, depending on device purchased). At the end of their plan, customers can choose to upgrade, trade in or keep their device (subject to eligibility and/or device assessment)*.

Officeworks Managing Director Sarah Hunter said: "The launch of Officeworks Upgrade+ reflects our ongoing commitment to helping customers access the latest and best in tech, and to offer customers more flexibility, choice and convenience when shopping."

"Tech is now embedded in the way we work, learn, create and connect every day so we're proud to be offering Officeworks customers a new way to get the Apple products and services they need to make bigger things happen," Hunter said.

Two plans are available on Officeworks Upgrade+:

- **Standard Plan:** The Standard Plan allows customers to get an Apple product of their choice on a Latitude interest-free payment plan using a participating Latitude credit card*.
- **Premium Plan:** The Premium Plan features all the benefits of the Standard plan, but also includes an Apple One Family plan. Apple One brings together Apple Music, Apple TV+, Apple Arcade and iCloud+ all in one place. Plus, receive a OnePass annual membership and 4,000 Flybuys points*.

The in-store rollout follows the launch of Officeworks Upgrade+ online in late 2024 and builds on the retailer's [existing partnership with Latitude](#).

"Latitude is delighted to be expanding its partnership with Officeworks, providing Officeworks' customers with even greater payment flexibility when it comes to financing the latest in Apple technology," said

Latitude CEO and Managing Director Bob Belan.

“The all-new Officeworks Upgrade+ showcases the benefits of Interest Free shopping by enabling eligible Officeworks’ customers to conveniently spread their payments over time when purchasing an Apple device on a Latitude Gem Visa or Latitude GO Mastercard® credit card.”

Learn more about how Officeworks Upgrade+ works, how to sign up and program T&Cs [here](#).

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**Officeworks Upgrade+ is available on participating Latitude credit cards. Latitude T&Cs, card fee and other charges apply. See program details and conditions [here](#).*

Assets

Click [here](#) to view image assets

Media contacts

For further information and imagery, please contact:

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ABOUT OFFICEWORKS

Established 30 years ago in Richmond, Victoria, Officeworks is one of Australia’s leading retailers, selling a range of products and services in a variety of areas including technology, stationery, education resources, furniture, art supplies, and print and create. Officeworks is convenient for its customers all over Australia, operating more than 170 stores, online channels with 40,000 products, and delivering to over 3,000 postcodes. The Officeworks Business team help Australian businesses of all sizes, including small businesses through to Government, Schools and Early Learning Centres, start, run and grow. Officeworks is helping its customers work, learn, create and connect, so they can help make bigger things happen.

ABOUT LATITUDE

Latitude is Australia and New Zealand’s largest non-bank consumer lender with 2 million customers and a partner network of 5600 retail outlets. It offers credit cards, including Interest Free Payment Plans, personal loans and motor loans.