Max to launch on february 27 in all 39 territories across Latin America and The Caribbean

HBO Max will become Max, the entertainment destination to watch that will bring Latin American audiences together with an unparalleled catalog of fan-favorite content, iconic brands, and exclusive new productions through an enhanced user experience.

MIAMI, FL. – January 24, 2024 – Warner Bros. Discovery announced today that its streaming platform Max will launch on February 27 in Latin America, the first international region to introduce the platform as part of its global rollout. Max will be the entertainment destination that will bring local audiences closer to extraordinary stories for every moment, every emotion and every member of the family, providing an unparalleled offering of the best entertainment for everyone, all in one place. Max will bring a new streaming experience to Latin America, with an unparalleled catalog including more than 37,000 hours of content – more than double the amount currently on HBO Max – on a more robust platform with more personalization features, inviting consumers to find their favorite stories or discover a new passion.

Max will feature extraordinary stories for everyone, with a diverse collection of content of the highest quality in entertainment across all genres and formats, from Warner Bros. Discovery's extensive family of iconic brands in Latin America, including HBO, Warner Bros., the DC Universe, Discovery, Discovery Home &

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Health, ID, Discovery Kids, Cartoon Network, and Adult Swim, as well as the most beloved franchises by fans around the world, including GAME OF THRONES, the Wizarding World of HARRY POTTER, THE BIG BANG THEORY, DC superheroes, LOONEY TUNES characters, RICK & MORTY, NAKED AND AFRAID and 90 DAY FIANCÉ, among others. In addition, the platform's content offering will include the first-window streaming rights of films from major studios such as Sony Pictures and NBCUniversal (in Spanish speaking markets); as well as live programming, including "Awards' Season" and live sporting events (in some countries); and a variety of local original productions developed with the talented community of Latin American creators and artists. All this, accompanied by an enhanced user experience that will allow each consumer to choose and discover their own journey through the platform.

Max will bring subscribers a unique experience with options to choose from the first moment they visit the platform, starting with the selection of the plan that best suits their preference.

PLANS

At launch, Max will offer 3 plans(*) for new subscribers, each with a monthly or annual payment option, the latter offering savings (**), when subscribing directly

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through Max.

Basic with Ads Plan:

- This plan will allow users to enjoy Max at a lower price and will include advertising.
- Users will be able to stream content on 2 devices simultaneously.
- Content will be available in Full HD resolution.

Standard Plan:

- Users can stream content on 2 devices simultaneously.
- Content will be available in Full HD resolution.
- This plan will allow up to 30 downloads of available content to watch offline.

Platinum Plan:

- Provides the best consumer experience.
- Users can stream content on up to 4 devices simultaneously.
- Content will be available in Full HD or 4K resolution, and with Dolby Atmos sound, for available content.
- This plan will allow up to 100 downloads of available content to watch offline.

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For additional information about plans and pricing by country, click here.

On February 27, HBO Max will become Max. Current subscribers of HBO Max, whether they have subscribed directly to the platform or through one of HBO Max's partners in the region, will have access to Max on the day of launch. Current subscribers will keep their existing HBO Max plan features and price for a limited time following the launch of Max. Those who subscribed to HBO Max with the 50% launch offer billed through HBO Max, will keep the promotion as long as they comply with the terms and conditions of that promotion.

HBO Max subscribers will be able to discover this new experience on Max while keeping their current profiles, settings and viewing history, continuing their Max journey exactly where they left off. In some cases - depending on device or operating system - the HBO Max app will be automatically updated to the Max app on February 27th. In other cases, when users open their HBO Max app, they will be prompted to download the new Max app, allowing them to begin exploring the new platform in just a few clicks.

Additional details about Max's streaming experience will be announced in the coming weeks.

*Full HD, 4K Ultra HD, and Dolby Atmos not available on all content within each plan. Live content in Standard and Platinum

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plans may contain ads. Downloads may include restrictions in certain content.

(**) Savings based on lowest priced annual plan vs. its monthly version paid over 12 months.

