Discover Max: everything to know about the streaming experience coming to Latin America on February 27

Max will be the entertainment destination in the region with an expansive content catalog, an improved product features, an easy to navigate interface, and a delightful kids' experience.

Max announces multiple new local productions such as the new novela COLISIÓN and the documentary MASSACRE OF THE MORMONS and provides sneak peaks into upcoming originals including SIERRA MADRE: NO TRESPASSING, DA PONTE PRA LÁ, MENEM JUNIOR, THE DEATH OF A PRESIDENT'S SON and THE OTHER SIDE.

MIAMI, FL – February 21st, 2024 – Warner Bros. Discovery presented additional details on **Max**, its streaming platform set to launch on February 27 across Latin America and the Caribbean. **Max** offers a broad array of choices for everyone through an improved product experience and expanded content catalog including HBO Originals, Max Originals, Warner Bros. films, the DC Universe, Harry Potter, Adult Swim, Cartoon Network, Discovery Kids; and best-in-class unscripted programming across competition, home, reality, lifestyle, true-crime from leading brands like Discovery, Discovery Home & Health and Investigation Discovery (ID). CONTENT OFFERING **Max** will be the entertainment destination for audiences in the region, offering over 37,000 hours of content across all genres and formats from Warner Bros. Discovery's extensive family of brands, fan-favorite franchises, acclaimed international titles, and exclusive original productions developed in Latin America.

Global Content Max will continue to be the streaming home for HBO, where it will live and grow with a dedicated experience, with its collection of culture-shaping programming including **GAME OF THRONES, THE SOPRANOS** and **TRUE DETECTIVE**. Highly anticipated upcoming titles include: **THE REGIME**, starring Oscar® winner Kate Winslet; **THE SYMPATHIZER**, based on the Pulitzer-Prize-winning novel; a new comedy created by Sam Mendes and Armando Iannucci, **THE FRANCHISE**; and the follow-up documentary to the riveting investigation into Robert Durst, **THE JINX, PART 2**. New seasons of fan-favorite series including **THE LAST OF US, EUPHORIA, MY BRILLIANT FRIEND, THE WHITE LOTUS**, and **HOUSE OF THE DRAGON** will also return on **Max**. A new HBO Original, the **GAME OF THRONES** prequel **A KNIGHT OF THE SEVEN KINGDOMS: THE HEDGE KNIGHT** was also announced last year. **Max** will open an entire universe for fans of globally recognized franchises and characters with series such as the upcoming Max Originals **THE PENGUIN**, expanding into the epic DC Universe; and **WELCOME TO DERRY**, the prequel to IT inspired by Stephen King's novels. Other recently announced new titles for **Max** include a Max Original **Harry Potter** series, an adaptation of the beloved original book series by J.K. Rowling, who will serve as executive producer; a Max Original comedy series derived from **The Big Bang Theory;** and a new series from the universe of **The Conjuring**.

From Cinemas to Max includes first-window streaming premieres – following their premiere in movie theatres and home entertainment - of a wide variety of hit blockbuster films from major studios including Warner Bros. Pictures, Sony and NBCUniversal (only in Spanish speaking countries). Exciting premieres include **AQUAMAN AND THE LOST KINGDOM, THE EQUALIZER 3** and **ASTEROID CITY**. Best-in-class unscripted content will be coming to **Max**, with iconic franchises such as **NAKED AND AFRAID, 90 DAY FIANCE, CELEBRITY IOU, FIXER UPPER, GOLD RUSH, DEADLIEST CATCH, MY 600-lb LIFE,** and new titles such as **DOWNEY'S DREAM CARS**, for car lovers and enthusiasts; **ON THE ROAM**, a Max Original documentary series hosted by Jason Momoa detailing an inspiring journey; and Investigation Discovery ID's **THE CURIOUS CASE OF NATALIA GRACE,** revealing aspects of a mystery that became a scandal around the world. [adult swim], with its irreverent and innovative animation for adults, will also have a dedicated space on the platform, where audiences

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will be able to enjoy existing and upcoming seasons of the global phenomenon **RICK AND MORTY**; the classic satire **ROBOT CHICKEN**; new seasons of **ROYAL CRACKERS** and **SMILING FRIENDS**; and the five-time Emmy® Award-winning series **GENNDY TARTAKOVSKY'S PRIMAL**, among others. There will be an extensive collection of international novelas in a dedicated space on **Max**, including some of the most successful titles from Turkey, such as new seasons of **WOMAN** and **FAMILY SECRETS,** along with Spanish novelas like **LA PROMESA**, produced by RTVE.

Local Originals Max will offer audiences the expansive catalog of global content combined with authentic local originals, produced with the best creators and talent in Latin America, for the region and the world. **Max** provided first looks at exciting upcoming local originals: from Mexico, the HBO Original production **SIERRA MADRE: NO TRESPASSING** and the new Max Original documentary **MASSACRE OF THE MORMONS;** from Brazil, premiering this year, the Max Original series **DA PONTE PRA LÁ** and the animation **ASTRONAUTA**, based on the comic book series Turma Da Mônica. **Max** also presented sneak peaks into the new Max Original series from Argentina, **MARGARITA**, a spin-off of the series Floricienta by Cris Morena; as well as the trailer of the argentinian docuseries **MENEM JUNIOR, THE DEATH OF A PRESIDENT'S SON**; and the Colombian feature film **THE OTHER SIDE**, based on the autobiographical novel by Colombian poet Carlos Framb.

Other upcoming local productions for **Max** include the Mexican HBO Original **LIKE WATER FOR CHOCOLATE**, based on the novel by Laura Esquivel that crossed borders; **SIN QUERER QUERIENDO,** the first biographical series inspired by the life of Roberto Gómez Bolaños, better known as Chespirito, where it was also announced that actor Pablo Cruz will take on the role of the beloved character; the Max Original series **CÓYOTL,** starring Alejandro Speitzer; and the animated film **AZTEC BATMAN: CLASH OF EMPIRES**. The first Mexican novela was announced, **COLISIÓN**, inspired by the work of Corín Tellado, which is also being developed for **Max**. Local productions from Brazil include the first two original novelas produced for **Max** – **SCARS OF BEAUTY** and **MADAM BEJA**; as well as the HBO Original series **CITY OF GOD**, continuing the story of the award-winning and Oscar-nominated film 20 years after the events of the original plot. Argentinian Max Originals include **SIX IS NOT A CROWD**, starring Nicolás Furtado and Delfina Chaves. Besides, the series **MÁXIMA**, inspired on the life of the Netherlands' Queen, who was born in Argentina, will also premiere on **Max.** **Max** will also be a discovery to Latin American content based on real stories that captivate viewers with their authenticity. announced documentaries **ROMARIO: THE GUY,** where the Brazilian world champion gives insight into his soccer career; and **LUVA DE PEDREIRO: THE INFLUENCER'S UNTOLD STORY**, following a young Brazilian man that became a global internet phenomenon. Latin American reality shows will also continue to grow within **Max** with the local adaptations of the most successful global formats from Discovery, such as new seasons of **SUPERVIVENCIA AL DESNUDO LATINOAMÉRICA** and **LARGADOS E PELADOS BRASIL** (adaptations of **NAKED & AFRAID)**; **MUQUIRANAS**, the Brazilian version of **EXTREME CHEAPSKATES**; and the Brazilian and Mexican adaptations of **MY 600-lb LIFE**, among others. For [adult swim], the fan-favorite Brazilian production **SOCIETY OF VIRTUE** will also have the best episodes available on **Max** at launch, with new episodes premiering later on. **Live Programming Max** will also be the streaming home to Awards Season, with live streams of the most important international awards shows for film, music, and television, kicking off with the **Oscars**® on March 10th. For Sports lovers, all the passion can be experienced on **Max** with a dedicated space to the **UEFA Champions League** (available only in Mexico and Brazil), including live broadcasts of the tournament, matches available on-demand, and special programming analysis. Other sports content includes the men's and women's **Campeonato Paulista** (only available in Brazil) and the fights from **Mexico's Lucha Libre AAA** (only available in Mexico, Colombia and Argentina).

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Kids Programming

Max will be home to a wide offering of content for kids and families, opening a universe of fun, exploration and learning for children of all ages, as well as to share with the whole family.

Max will be the streaming home to shows from beloved kids' brands like Cartoon Network, Cartoonito, and Discovery Kids, with titles such as **PEPPA PIG, GHOSTFORCE**, as well as **BATWHEELS, MY ADVENTURES WITH SUPERMAN;** new seasons of **BUGS BUNNY BUILDERS** and **TINY TOONS LOONIVERSITY**, part of the Looney Tunes franchise; **JESSICA'S BIG LITTLE WORLD,** the preschool spin-off series from **CRAIG OF THE CREEK;** and **CG BARNEY'S WORLD™**, the new animated series part of Mattel's relaunch of the Barney franchise. Local kids programming produced in Latin America will also have a place in **Max**, with new content including **FRANKLIN AND MILENA ON THE QUEST FOR SCIENCE; IMAGINE-SE,** an animated series from the popular show, **MUNDO BITA**; **JOREL'S BROTHER,** which will premiere its fifth season as it celebrates its 10th anniversary later this year; **FRANKELDA AND THE PRINCE OF SPOOKS,** giving continuity to the extraordinary series **FRANKELDA'S BOOK OF SPOOKS**; and more episodes of **MINI BEAT POWER ROCKERS, CUQUÍN**, as well as **REY MYSTERIO VS. LA OSCURIDAD**, an animated series inspired by the legendary Mexican wrestling character.ENHANCED USER EXPERIENCE

The content offering on **Max** is complemented by an enhanced user experience with a much more robust and easier to discover product, including customization options and so that each user can choose and discover their own journey within **Max**: **Highlights: Stable Video Playback**: A new video playback experience will deliver smooth video to users, wherever and however they prefer to watch. Whether binging their favorites, watching offline on-the-go, or tuning in on Sunday nights for the latest episode of their favorite HBO content, users can count on seamlessly diving into their preferred worlds. **Personalization: Max** will have up to 5 unique profiles which can be personalized with an avatar, with over 350 avatar options to choose from, that best represents the personality of each member of your household. **Kids Experience:** The kids' experience on **Max** will have various categories according to age: Little Kids, Kids, Pre-teens, and teens, each with its own catalog of content, according to age and ratings, with tons of entertaining options to choose from. Parents will be able to set a profile PIN to lock access to their adult profiles and can also create and manage a parent code which, when enabled, will lock their children inside the kids' profile on **Max**.

Devices: A wide variety of devices is essential for consumers to enjoy the **Max** experience wherever they prefer.**Max** will be available on Web Desktop (Chrome OS, MacOS, WindowsPC), mobile devices & tablets (Amazon Fire tablet, Android phone and tablet, IPhone y IPad), TVs (Amazon Fire, Android TV, Apple TV, Chromecast, LG, Roku, Samsung), gaming consoles (PS4, PS5, Xbox One, Xbox Series X|S), and set-top boxes. **Simplified Navigation:** To facilitate the exploration of such a wide and diverse catalog, **Max** will introduce several access points to discover content in a simple way: by brand, by category, or by genre, including special access for the content most valued by Latin American audiences such as HBO series, novelas and kids' content. **My Stuff:** Each user is unique and has their own way of enjoying their journey on **Max.** The "My Stuff" section will save everything users love about the platform in one place, with quick access to the list of selected content, the "Continue Watching" history, and notifications. **Personalized Recommendations:** For those who haven't decided what to watch, **Max** will lead them to discover unlimited possibilities with personalized content recommendations based on their preferences.HOW TO SUBSCRIBE TO MAX Users will be able to choose various subscription and billing options for **Max.** The platform will be available directly to consumers via max.com, in app stores, and through third parties

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that sell subscriptions to **Max** - including cable or satellite TV providers, digital subscriptions, or internet or mobile phone providers. In addition, **Max** will be included at no additional cost with a subscription to the HBO premium channel pack through multiple Pay TV operators in the region. **Max** will include three plans, so that each user can choose the one that best suits their preferences. Each one will have the option of monthly or annual subscriptions. Plans will vary by subscription provider. For additional details on plans and pricing for **Max** in Latin America, click here.

On February 27th, HBO Max will become **Max**, the streaming platform that will provide the best entertainment for everyone, all in one place. #HBOMaxBecomesMax

About Max: Max® is a streaming platform from Warner Bros. Discovery, delivering unparalleled quality content for everyone in the household. With a personalized user experience that brings unique stories ranging from the best of unscripted, to the highest quality scripted programming, Max is the destination for HBO Originals, Warner Bros. films, Max Originals, the DC universe, and the Wizarding World of Harry Potter, as well as an expansive offering of kids and family content from brands such as Cartoon Network and Discovery Kids, adult animation from Adult Swim, and best-in-class programming across food, home, reality, lifestyle, and documentaries from leading brands like Discovery Channel, Discovery Home & Health, ID and more, all in one place. The platform launched in the United States in May 2023, and is scheduled to launch in 39 territories across Latin America and the Caribbean on February 27th.

