



Wholesale Customer Onboarding Flows

PARTNER PICKER FLOW

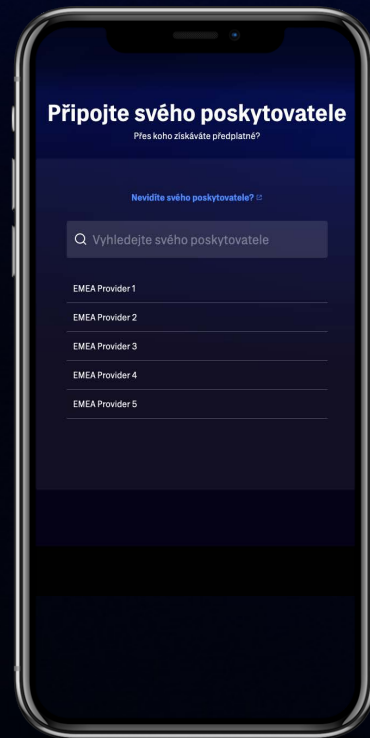
March 2024

Partner Picker Flow – New User Journey

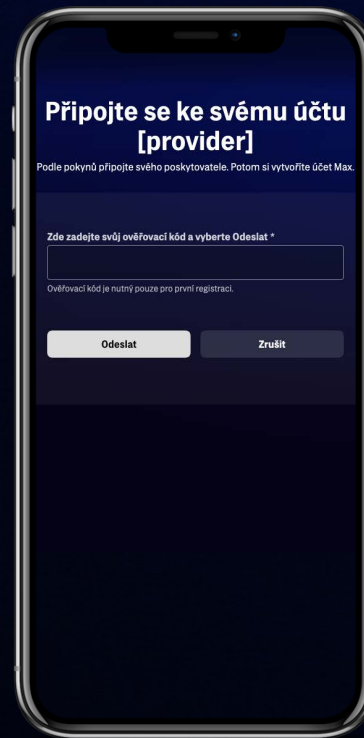
Journey Starts on Max Website / UI (Desktop or Mobile)



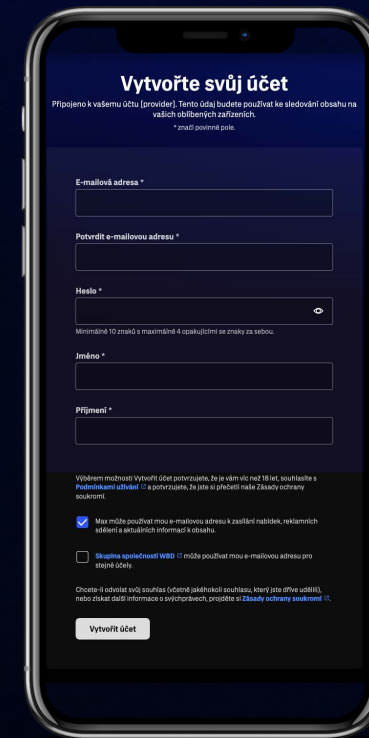
On the Sign In click “Create a Max account by connecting your TV, mobile, or internet provider”



Select your Provider from the list



Provide authorization information required by your Provider



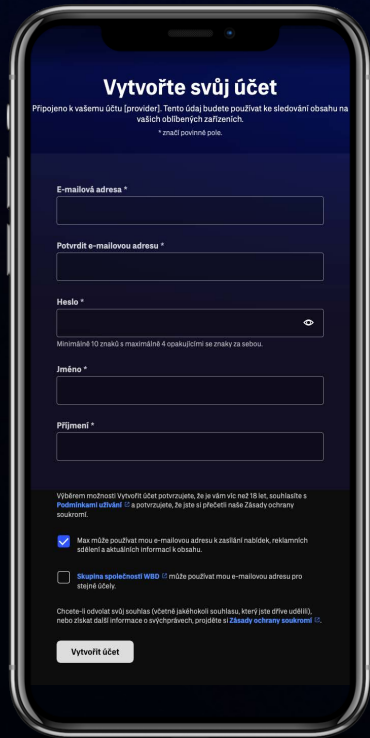
Create your Max account



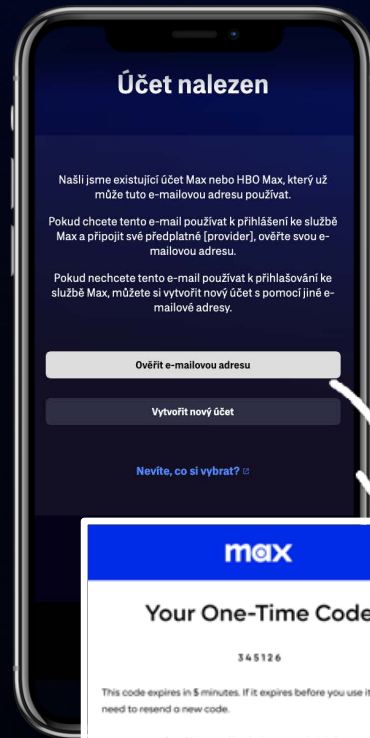
Ready to stream!

Partner Picker Flow – Existing User Journey

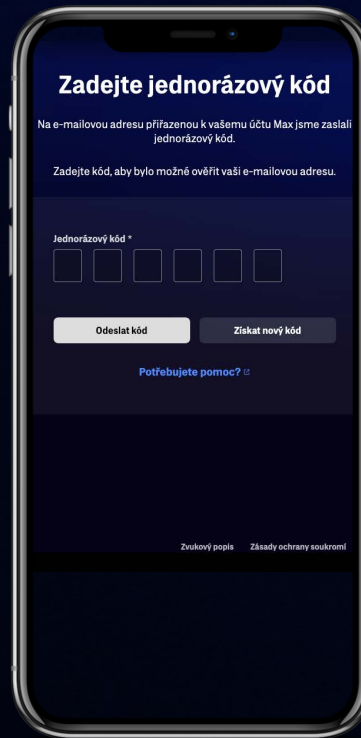
Journey Starts on Max Website / UI (Desktop or Mobile)



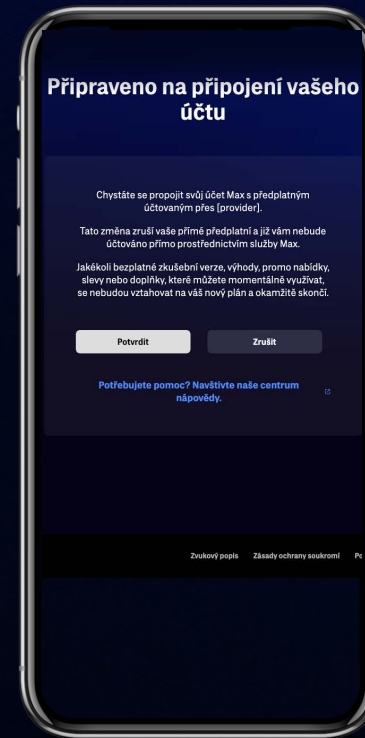
During account creation process customer uses email address of an existing Max account



One time passcode sent to customer's email address to confirm their identity



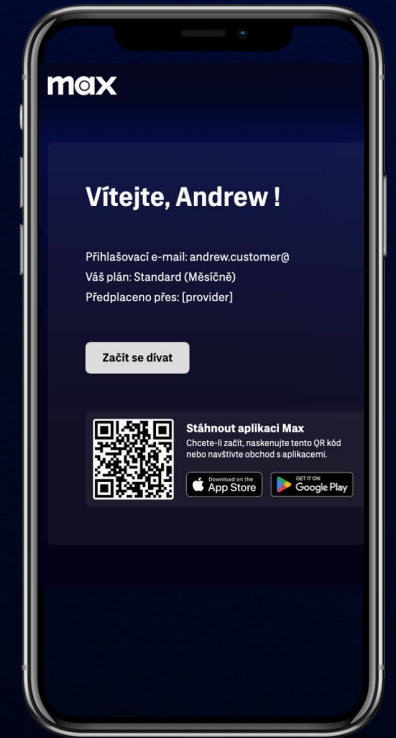
Customer provides correct one-time passcode



Customer confirms if they want to proceed with change or not*

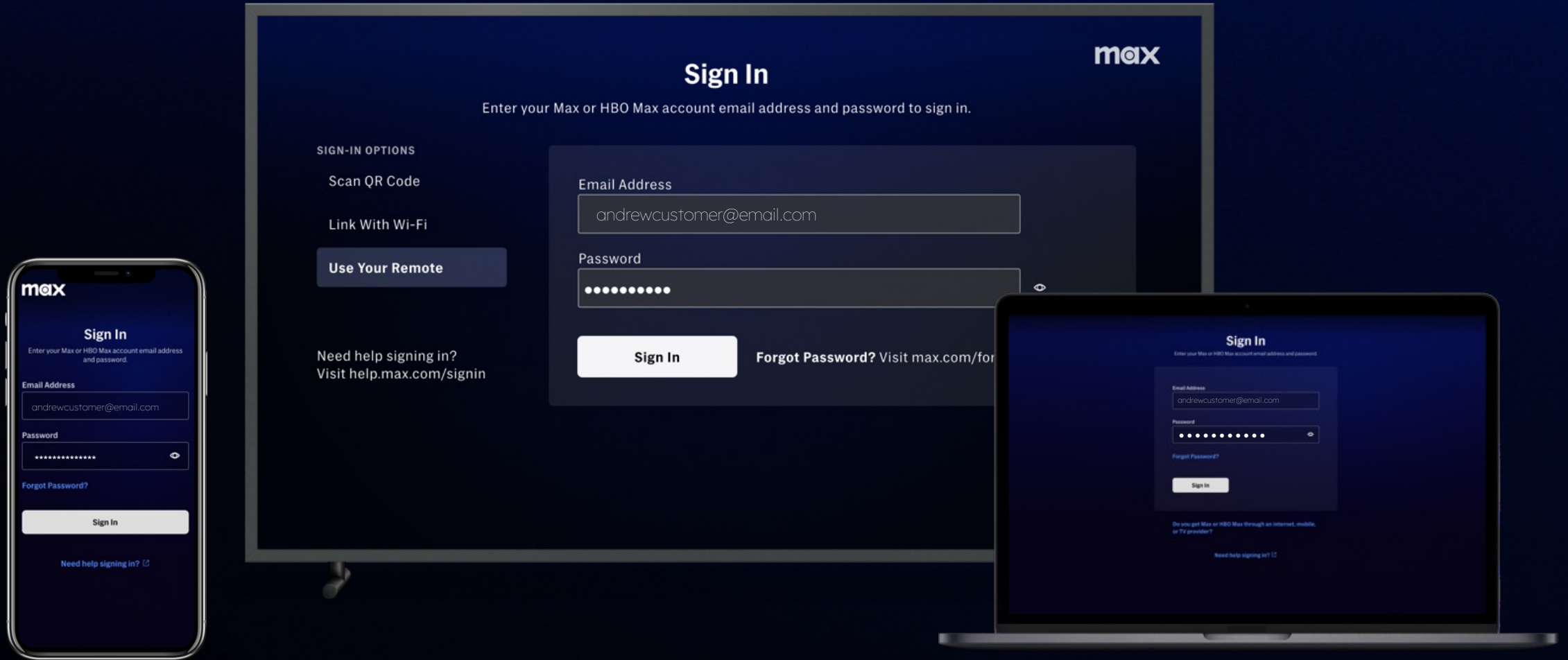


If the customer chooses to continue, D2C subscription linked with the account will be canceled, otherwise if the customer account currently has MVPD or IAP subscription linked, it will not be canceled and customer might be billed twice. Message displayed depends on subscription type currently linked to the account.



Ready to stream!

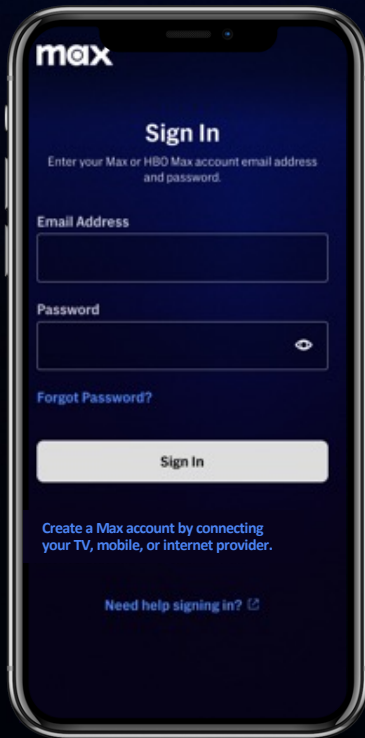
Existing Customer Sign In



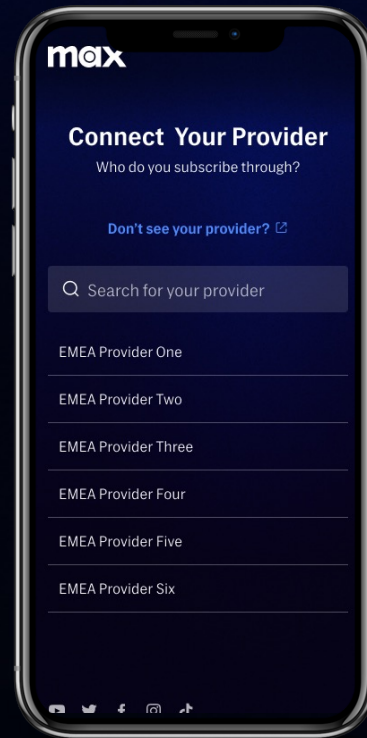
Customer can use Max or HBO Max credentials to sign in on any supported device.

Customer Attempts To Activate Already Linked Subscription

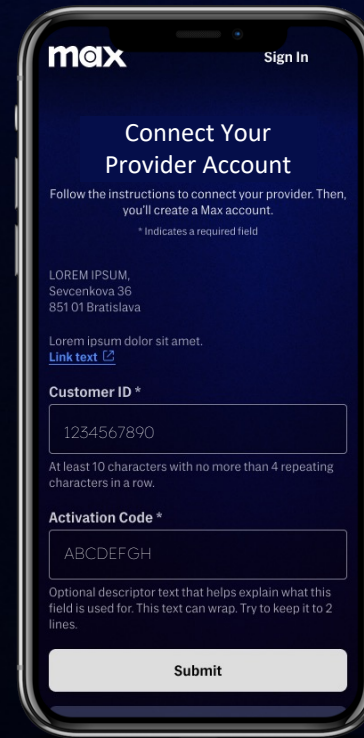
Journey Starts on Max Website / UI



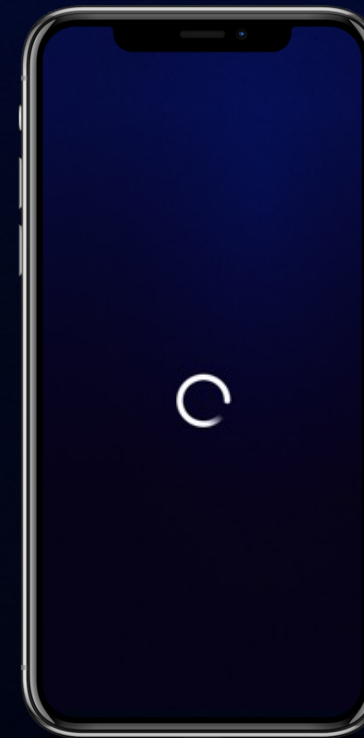
On the Sign In click "Create a Max account by connecting your TV, mobile, or internet provider"



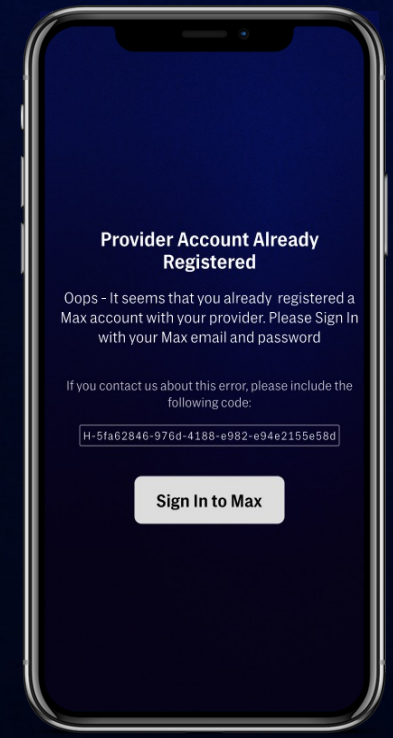
Select your Provider from the list



Customer provides previously successfully used authorization information required by your Provider



Checking entitlement in the background



Customer is notified that activation has been done already

Thank you!