

max

Wholesale Customer Onboarding Flows

PARTNER LINK FLOW

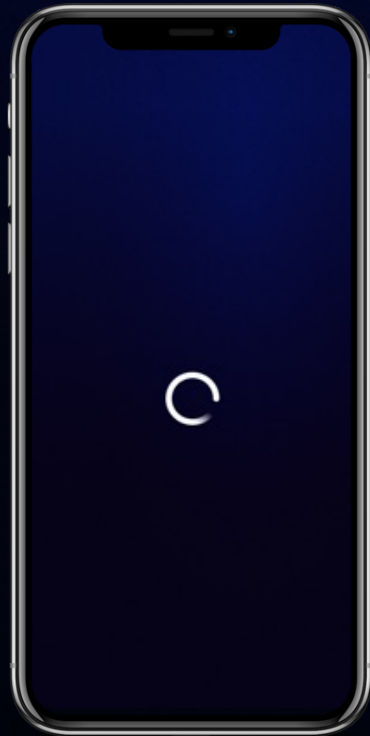
March 2024

Partner Link Flow – New User Journey

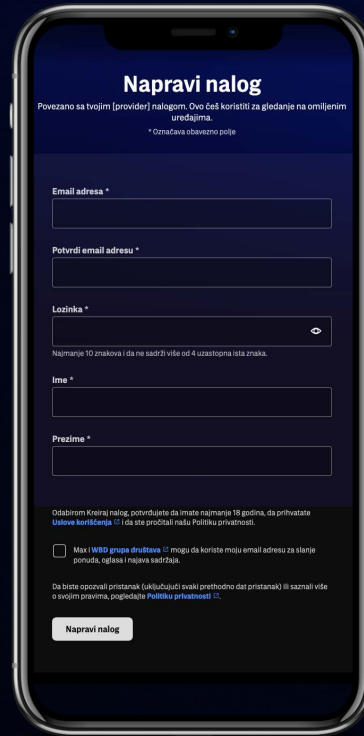
Journey Starts on Partner Website / UI (Desktop or Mobile)



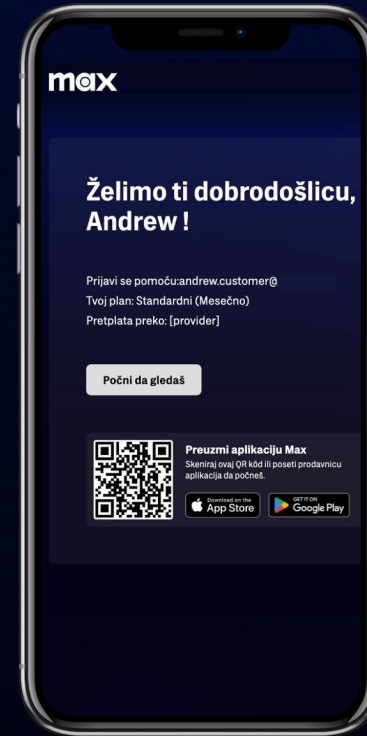
Subscribe and activate Max on Partner's website and redirect to Max.com



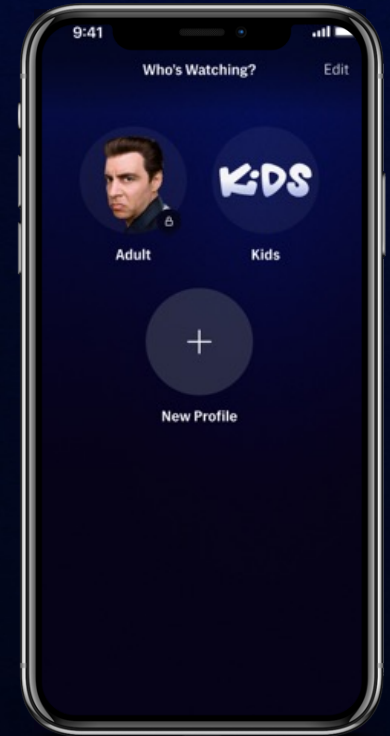
Checking entitlement in the background



Create your Max account



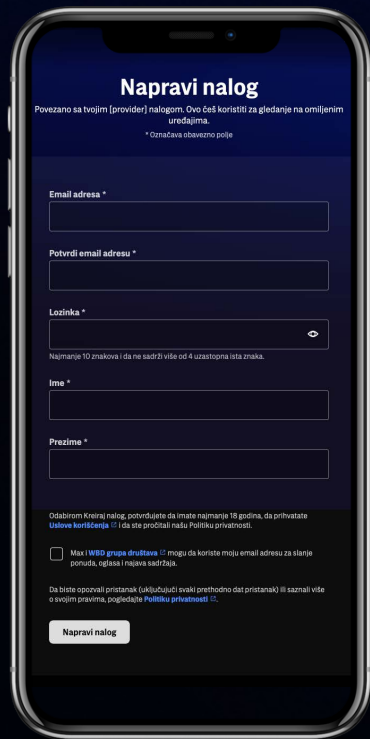
Ready to stream!



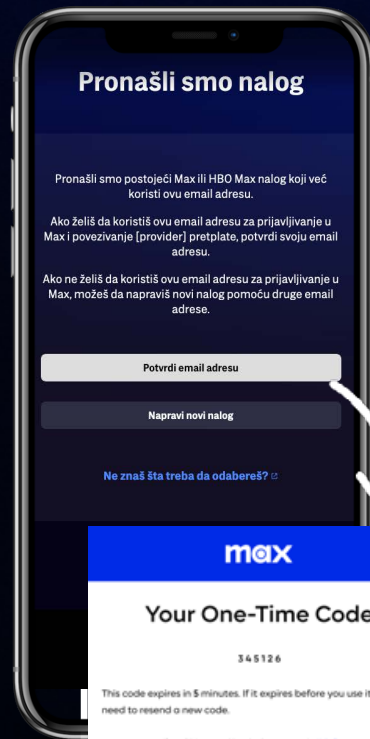
Select profile and start streaming

Partner Link Flow – Existing User Journey

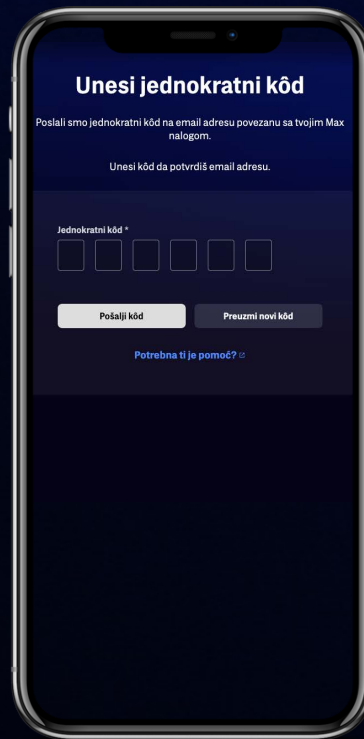
Journey Starts on Partner Website / UI (Desktop or Mobile)



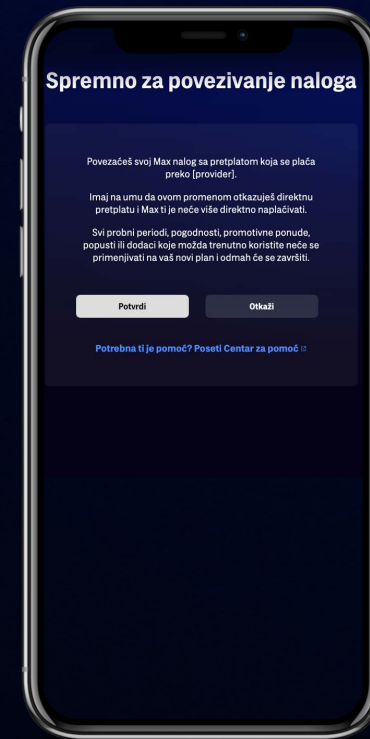
During account creation process customer uses email address of an existing Max account



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*

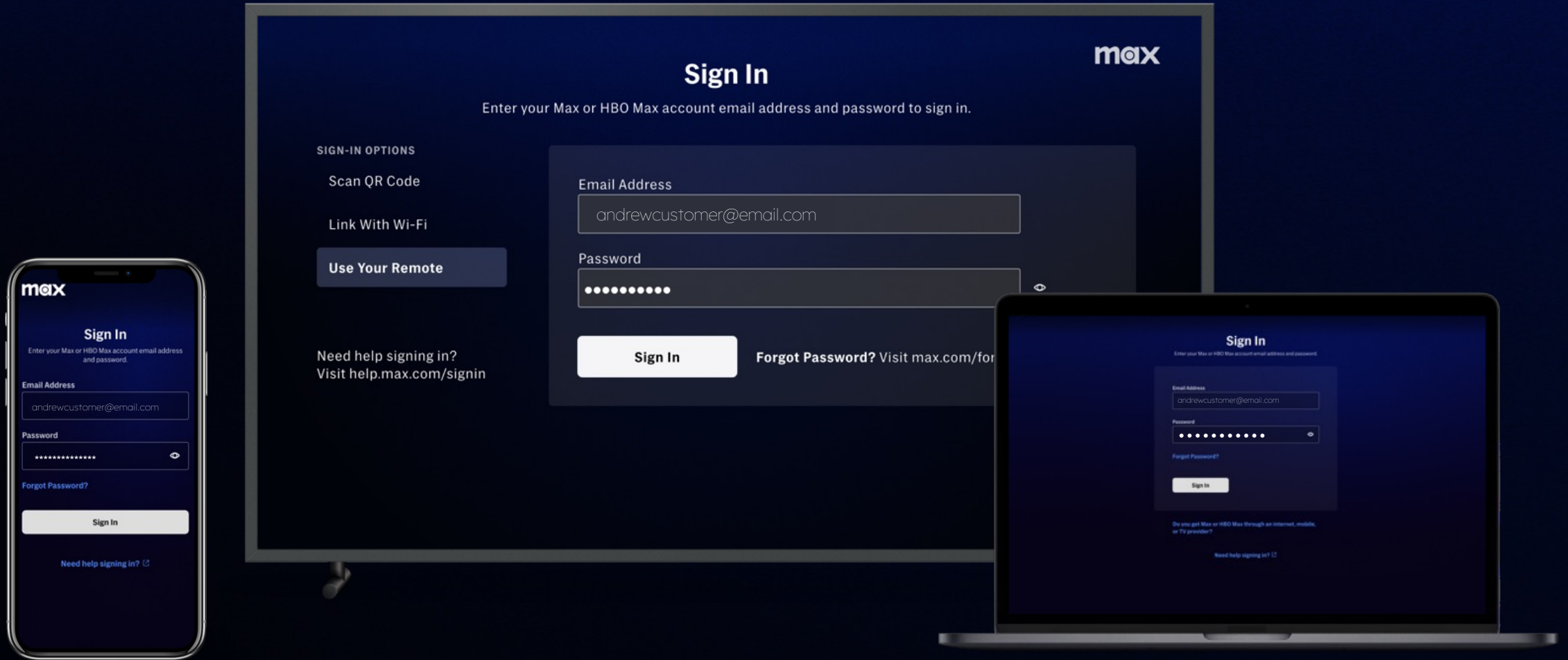


If the customer chooses to continue, D2C subscription linked with the account will be canceled, otherwise if the customer account currently has MVPD or IAP subscription linked, it will not be canceled and customer might be billed twice. Message displayed depends on subscription type currently linked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



Ready to stream!

Existing Customer Sign In



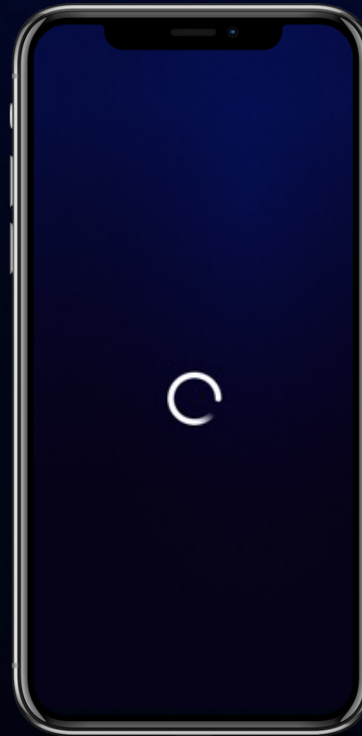
Customer can use Max or HBO Max credentials to sign in on any supported device.

Customer Retries Previously Used Deep Link

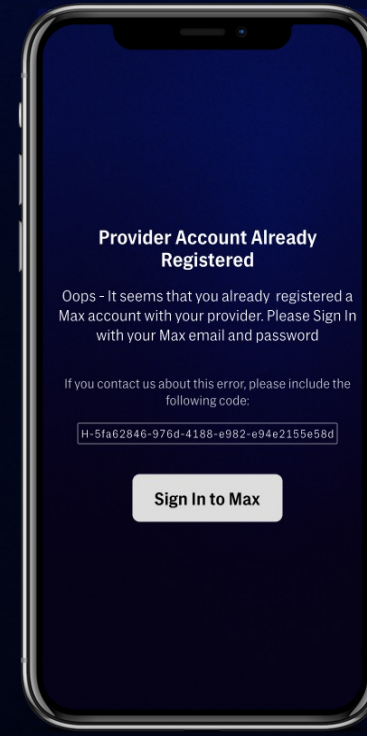
Journey Starts on Partner Website / UI



Subscribe and activate Max on Partner's website and redirect to Max.com



Checking entitlement in the background



Customer is notified that activation has been done already

Thank you!