PRESS RELEASE

Paris, June 11, 2024

Max – the new streaming service – is coming to Free!
3 months included for Freebox Ultra and Pop subscribers



The Max streaming service is launching today in France, and to mark the event Free is offering its Freebox subscribers a special deal so they can get blockbuster series and movies, featuring the worlds of Harry Potter, the DC Universe, HBO and Discovery. And subscribers will also be able to watch every moment of the Olympic Games Paris 2024.

An unprecedented deal for Freebox subscribers

The **Max Basic with Ads plan is included for three months at no extra cost** (and then €5.99/month), on a no-contract basis, for all existing and new Freebox Ultra and Pop subscribers.

Other Freebox subscribers[1] can get Max Basic with Ads **at no extra cost for one month** (and then €5.99/month). The Max Basic with Ads plan can be watched on two screens simultaneously with HD quality.

Subscribers who prefer an ad-free experience can sign up to the **Max Standard plan for €9.99/month or to Max Premium for €13.99/month.**

Basic with ads	Standard	Premium
2 screens simultaneously **Full HD** (1080p) 3 months included	**2** screens simultaneously **Full HD** (1080p) Up to 30 downloads 10 TV channels included	**4** screens simultaneously **Full HD or 4K, Dolby Atmos sound** (subject to availability) Up to 100 downloads 10 TV channels included
€5.99/month No contract	**€9.99/month** No contract	**€13.99/month** No contract

A new streaming experience that offers access to the universe of beloved brands

Max is a brand-new streaming experience in France, bringing together series, movies and unmissable live sports from iconic and beloved brands like HBO, Warner Bros., Eurosport, and Discovery.

Max offers great family content, such as:

- **Iconic series including** "*House of the Dragon*", the HBO original (season 2 available from June 17), or "*And Just Like That …*" (season 2 available from June 22), and the animated series "*Rick et Morty*" (season 7 available as from the launch).

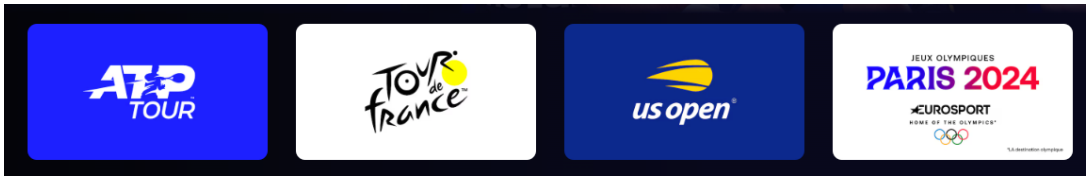






- **Prestigious live sports events:** this summer, Freebox subscribers will be able to watch **every moment of the Olympic Games Paris 2024** via Eurosport with any Max plan (Basic with Ads, Standard and Premium), **with over 3800 hours' coverage.**

  The Sports add-on (€5/month, no-contract) gives comprehensive front-row access to prestigious live events, including via Eurosport 1 and 2. With the add-on, subscribers can watch **tennis Grand Slams** (the Australian Open and the US Open), the **three Grand Tours cycling races** (the Giro d'Italia, the Vuelta and the Tour de France), the Tour de France Femmes, the 24 hours of Le Mans, and major world championships in winter sports.



Available on all screens as of today

Freebox subscribers will be able to get Max as from today on channel 136 or via their online Subscriber Area.

Max will be available on all devices: the Freebox TV Player[1], smartphones[2], tablets[2], smart TVs, etc.

Subscribers will be able create up to five profiles so every member of the family can have their own streaming experience!

About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-March 2024, it had 22.7 million retail subscribers (15.2 million Mobile subscribers and 7.5 million Fixed-line subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

www.free.fr

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[1] Excluding the Freebox Crystal/V5
[2] Connection costs included in the subscriber's data allowance and/or billed depending on the subscriber's mobile plan.
Offers subject to terms and conditions. Subject to eligibility in unbundled or fiber-connected areas, apart from the Freebox Ultra/Ultra Essentiel plans, which are only available on fiber (in areas where the optical fiber network has been rolled out and provided the subscriber's home is connected up to fiber). **See free. fr for full terms and conditions and eligibility.**

Max Basic with Ads included at no extra cost for 3 months, then €5.99/month as an add-on to the Freebox plan. Applies to Freebox Ultra, Ultra Essentiel and Pop subscribers that are not already signed up to Max. Offer subject to the subscriber signing up within two months of their Freebox line being activated or before August 11, 2024 for subscribers who signed up for their Freebox prior to June 11, 2024.
Max Basic with Ads included at no extra cost for 1 month, then €5.99/month as an add-on to the Freebox plan. Applies to Freebox Revolution, Mini 4K and Delta subscribers that are not already signed up to Max. Offer subject to the subscriber signing up before August 11, 2024.
2 screens simultaneously, Full HD video quality, available in Metropolitan France. Creation of a Max account and acceptance of the Max terms and conditions of use required (max.com/fr/fr). Service available on the Free 4K TV Player, Free Devialet, Revolution and Mini 4K, smartphone, tablet and PC. Max and all related brands are the property of Home Box Office, Inc.