

Amazon and DIRECTV announce new partnership in South America

Vrio, parent company of DIRECTV Latin America, incorporates Amazon Prime Video and Amazon Prime Gaming to its service offering, providing its customers with benefits in a wide range of entertainment options, including live events, sports, movies, series, documentaries, reality shows and video games.

Vrio Corporation, parent company of DIRECTV Latin America and SKY Brasil, and Amazon announced a new partnership that will allow DIRECTV to offer an additional benefit to its customers with plans that include Amazon Prime Video and Amazon Prime Gaming. This alliance covers seven countries, with a total population of 384 million people.

DIRECTV customers and customers of its streaming and live TV platform DGO will be able to subscribe to new packages that include Prime Video and Prime Gaming subscriptions, which will allow them to enjoy multiple benefits.

The new proposal of the alliance between DIRECTV and Amazon will be available from April in Argentina and Chile, and from May in Uruguay, Colombia, Peru and Ecuador.

"The partnership with Amazon strengthens the content offer that DIRECTV Latin America provides to millions of people. It simplifies access in a fragmented industry and exponentially improves the user experience. The goal is to facilitate the daily lives of those who choose us to enjoy the best entertainment and information offerings," said Mariano Montaldo, General Manager for Latin America at Vrio Corp.

Access to the new proposal can be obtained through the DGO app, by visiting the website www.directvla.com or in person at DIRECTV's commercial offices. Thanks to this simplified experience, DIRECTV customers can enjoy their Prime Video and Prime Gaming subscriptions in a simple and direct way, all on a single bill.

The details of the new services

DIRECTV is expanding its offering by integrating Prime Video and Prime Gaming subscriptions with new plans. In Argentina, Chile, Colombia, Ecuador, Peru and Uruguay, customers will benefit from Prime Video's premium streaming content, such as The Boys, Fallout, Desconectados, Los Tinelli and the long-awaited second season of Betty La Fea: La Historia Continúa.

Meanwhile, Prime Gaming offers free games, a Twitch channel subscription and benefits for players.

The agreement is the first important step in the execution of the collaboration that both corporations established in 2024 for the development of the satellite internet industry in South America, through the use of Amazon's Project Kuiper low-latency, high-bandwidth satellite network.

**About DIRECTV Latin America**

DIRECTV Latin America delivers the best entertainment experience in the region. Subscribers enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most differentiating high-definition content including original and exclusive series, complete coverage of the most important events, leagues and sports packages and the ability to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit www.directvla.com

About DGO

DGO is DIRECTV Latin America's streaming platform. Subscribers access the best of national and international programming live and on demand, to enjoy content how and when they want on devices such as smartphones, tablets, laptops, computers or Smart TVs. The service includes access to live TV and on-demand content such as series, movies and documentaries. This Vrio service is offered by affiliated companies Latam Streamco Inc. in Chile, Colombia, Ecuador, Mexico, Peru and Uruguay, DIRECTV Argentina S.A. in Argentina, and Streamco Distribuição de Vídeo Brasil Ltda. in Brazil. DGO and DIRECTV's pay television service are separate services that require subscriptions with separate fees and charges. DGO is available at no additional cost to DIRECTV subscribers in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay, thanks to an agreement between Vrio and DIRECTV's satellite television service providers. More information at: www.directvgo.com