HBO ORIGINAL

THE WHITE LOTUS

S1-3 Sponsorship

AMERICAN EXPRESS

WARNER BROS. DISCOVERY

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The White Lotus Viewership Highlights

Critical Acclaim

Making a strong initial impact, TWL won 10 Primetime Emmy Awards out of its 20 nominations for S1.

TWL was consistently ranked as one of the top 5 most in-demand TV shows globally during its airing.

Most Viewed Title on the Platform

TWL climbed to become HBO's #1 streaming show during its airing of S2 in late 2022.

It remains one of Max's most streamed shows, attracting over 15 million U.S. viewers per episode

Season 3 Success

By the end of S2, viewership for the show had nearly tripled from S1. S3 surpassed previous seasons with 16M viewers in the US alone.

The S3 Finale drew in 6.3M Viewers

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Travel Booms

After S1 White Lotus, the Four Seasons Resort Maui at Wailea, Hawaii, reported that it saw a 425% uptick in website visits and 386% increase in hotel availability checks. ‘

During S3, Hotels.com reported a 40% spike in booking interest for the Four Seasons Resort Koh Samui, the primary filming location in Thailand.

Source: https://www.bbc.com/travel/article/20250213-how-tv-and-film-locations-impact-travel-the-white-lotus-effect

Social Media Buzz

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$3.2M Title Sponsorship Campaign

- TS In-Front: S1-3
- 2x Interactive Units
- 2x Brand Blocks
- Co-Branded Promo Bumper
- 4x Character Vignettes on Social
- Run of Max (Targeted to 21-44 & HHI $75K+)

Meet the Cast: Character Moments

"Meet the Guests" and "Meet the Management" Extras where viewers get to meet the cast of the show, accompanied by:

Custom co-branded Amex bumper cards on Extras content

Character Vignettes on Social

TWL Expandable Video Gallery Interactive Unit

LA Four Seasons Event & AMEX Travel Packages

We partnered with American Express to organize a White Lotus Themed event, transforming the Four Seasons Westlake Village into a luxurious paradise. Read more here on AMEX's website .

AMEX also offered its customers TWL inspired travel packages to Thailand.

Brand Lift Study

We collaborated with our research team to develop a cohesive Brand Lift Study

Goal: To evaluate how AMEX's sponsorship of The White Lotus influenced the perception of owning an AMEX card as a pathway to luxury.

SOURCE: TBD

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Digital Campaign Elements

Title Sponsorship

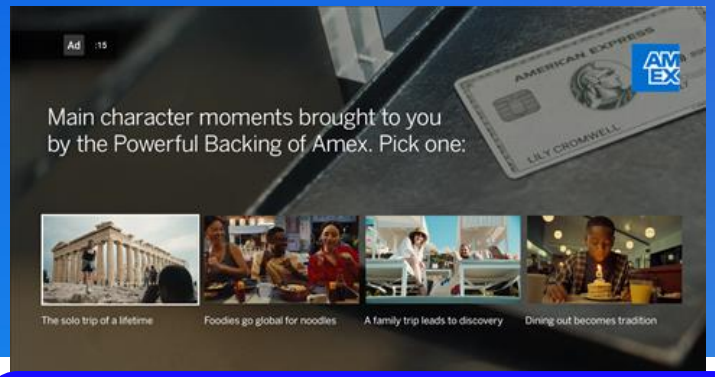
20% SOV *The White Lotus* Season 1-3

Audience Targeted Max

AT Run of Max to 21-44 & HHI $75K+

Co-Branded Promo Bumper

AMEX & MAX Branded Bumpers



Interactive Ad Units

1x Standard AMEX Viewer's Choice and 1x Co-Branded AMEX x TWL Expandable Video Gallery

Brand Blocks

1x BB for Gold Card & 1x BB for Platinum Card

Character Vignettes

Meet The Guests & Meet the Management Extras Bumper + Character Vignettes on Social

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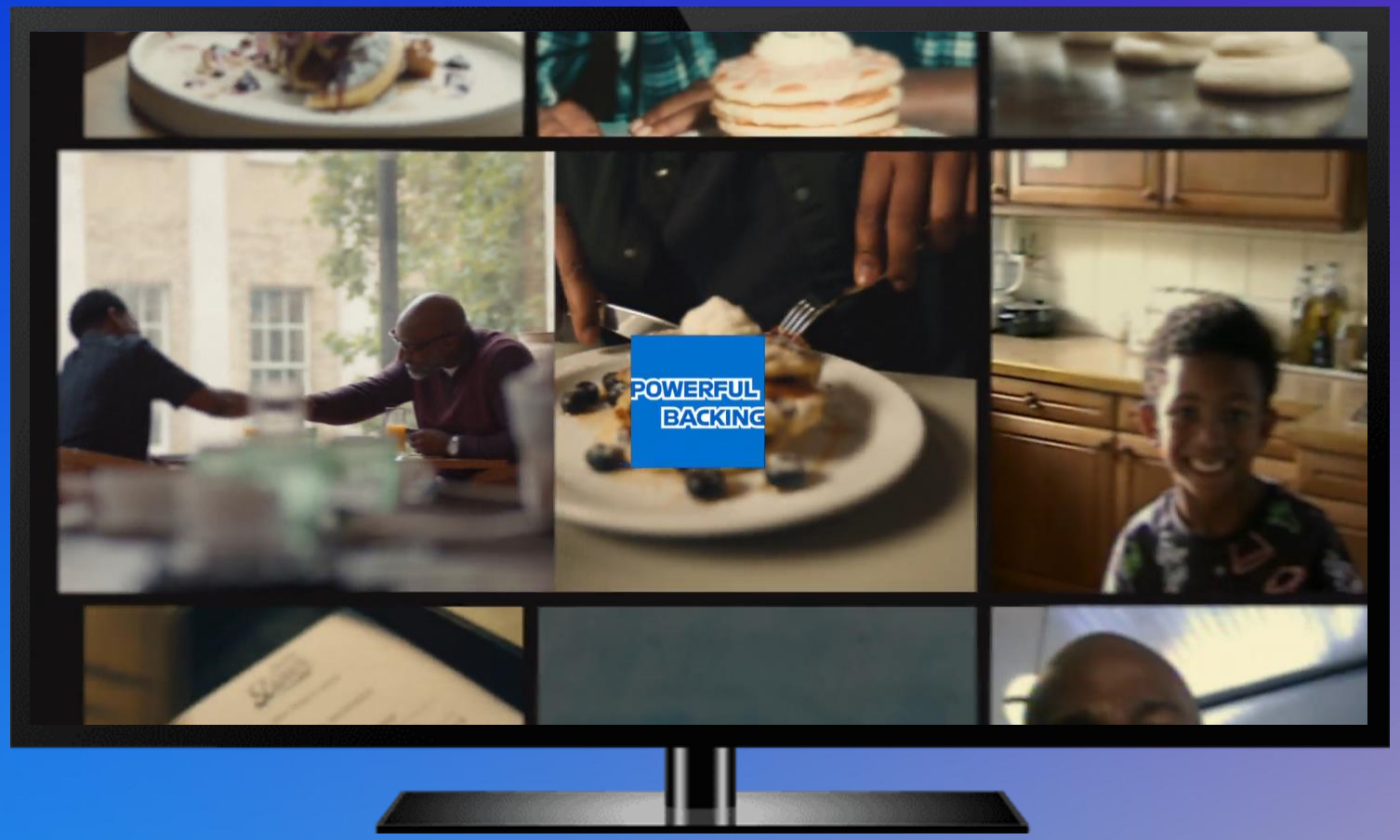
Title Sponsorship Pre-Roll Viewer Experience



Title Sponsorship Open Bumper

:30s Spot

Title Sponsorship Close Bumper

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TWL Branded Expandable Video Gallery Interactive Unit (Demo)

Character Vignette – Extras

Viewership Experience

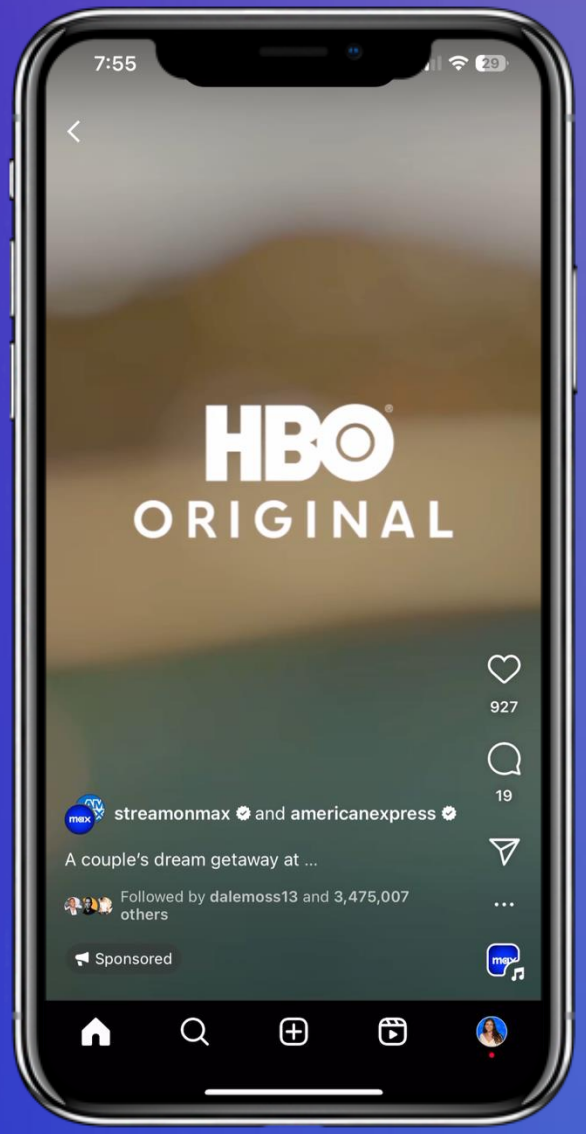
Character Vignettes live on the Extras Tab on The White Lotus Show Page

:08s Pre-Roll Bumper Card (Ran in AVOD only)

Character Vignette Content

These extras are 30-60s episodes that give fans a deeper look into some of the S3 characters.

Social CharacterVignette (Rick & Chelsea)



The White Lotus at The Four Seasons

We transformed The Four Seasons in Westlake Village, LA to a White Lotus Resort for two days in April during the airing of S3. In Partnership with American Express, we immersed fans and influencers in a luxurious paradise with cast members in attendance. The event also included dining experiences, spa treatments, themed parties, and an exclusive screening of the season premiere.

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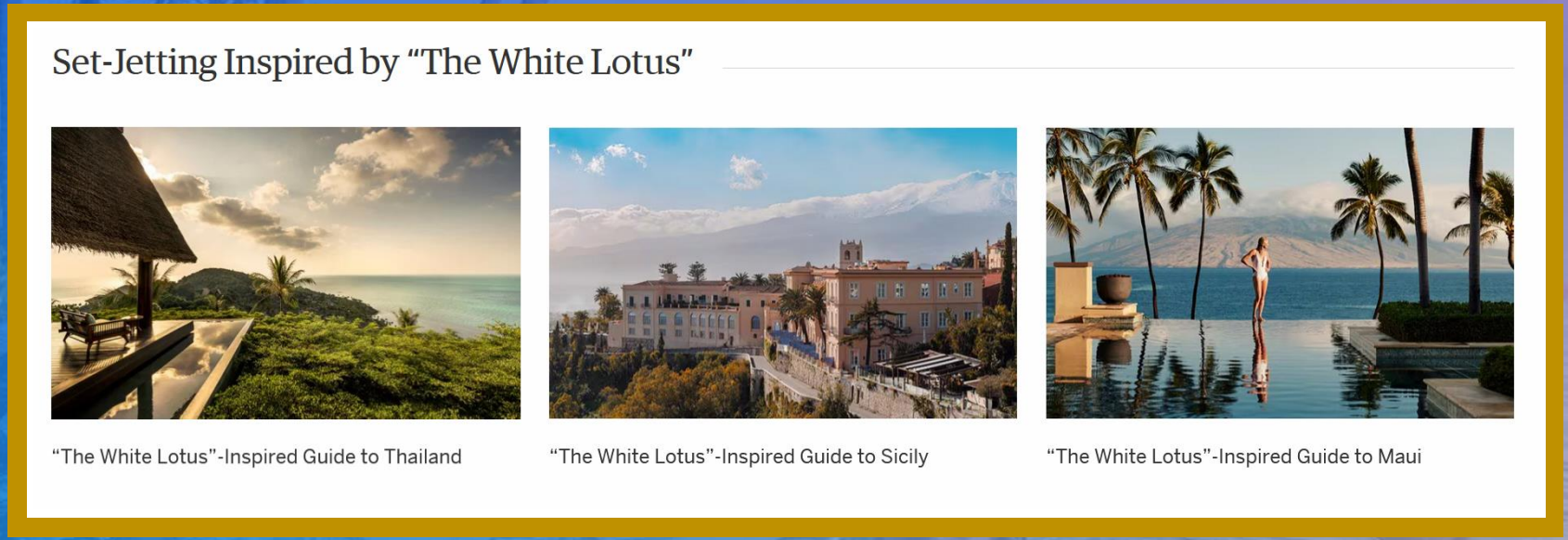
American Express x TWL Themed Travel Packages

AMEX cardholders were able to live out their White Lotus fantasies — as part of Amex's Premium Events Collection™, Platinum Card Members® and Centurion® Members were invited to enjoy a three-night international wellness retreat in March at Four Seasons Resort in Koh Samui, the primary filming location of The White Lotus S3.

AMEX also developed "The White Lotus" Inspired Guide to Thailand, with travel packages, hotel booking discounts, and perks like free breakfast and more in Thailand's most luxurious hotels.



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Brand Lift Study Results

- +35% lift in Sponsorship Association
- +15% lift in Brand Consideration
- +43% lift in Branded Search
- +14% lift in Branded Site Visitation

Source: DISQO x WBD Amex Campaign Effectiveness Brand Lift Study, 1/12/25-3/30/25, Adults 18+.
Survey sample: Control n=429, Exposed n=433. Outcomes sample: Control n=14096, Exposed n=14109.

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Industry Stats

Around 44% of credit card holders are now willing to pay more for enhanced rewards, reflecting a growing appeal of premium credit cards despite financial & regulatory challenges.

Up to 40% of WBD viewers are considering switching their credit card for better rewards and lower fees, showing the impact of incentives on viewer demographics.

Finance Category Insights – April 2025, WBD Ad Sales Research <wbd.ad.sales.research@wbd.com>

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Overperformance

63,044,083

Total Campaign Delivered Impressions

>100%

Total Campaign Delivery

Top Shows

ER, Friends, Impractical Jokers, One Tree Hill, PLL, South Park, Big Bang Theory

Top Genres

Comedy, Drama

Top Geos

New York, LA

Peak Time

Sundays (12am-6am)

Looking Ahead

A Continued Partnership

- $3.5M Scatter Spend to date in 2025 (Q1 &Q2)
- Continued conversations regarding content exclusion and exception capabilities
- Potential to combine select Titles from a Top 10 list into a sponsorship offering
- AMEX has already expressed interest in S4

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Thank You

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