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SiriusXM Inks Exclusive Deal with Star YouTube Storyteller MrBallen, Further Expanding SiriusXM's Footprint in Video Podcasts

Agreement brings the MrBallen podcast and YouTube channel to the SiriusXM Podcast Network, gives SiriusXM Media exclusive advertising sales rights

NEW YORK, NY – October 27, 2025– **SiriusXM** today announced a new multi-year agreement with **John Allen (aka MrBallen)**. Beginning November 1, '**The MrBallen Podcast: Strange, Dark & Mysterious Stories**"—one of the world's most popular storytelling podcasts—will be distributed exclusively on the SiriusXM Podcast Network. The deal also includes MrBallen's hit YouTube channel, which boasts millions of subscribers and billions of views.

"I am thrilled and honored to be part of the SiriusXM family, and excited to welcome even more people around the world to the strange, dark, and mysterious community," **said John Allen (aka MrBallen)**. "Telling stories that entertain, inform, intrigue, excite, and maybe sometimes frighten the millions of people who share my passion for storytelling is a dream come true. Working with the incredible team at SiriusXM will allow me to take that dream to the next level, and I can't wait to show our fans the new projects we're developing together."

Hosted by former Navy SEAL turned master storyteller John Allen (aka MrBallen), the podcast has built a massive global audience with chilling accounts of unexplained stories and extraordinary encounters. Since its launch in 2022, "The MrBallen Podcast" has consistently ranked among the top shows across platforms, garnering over 10 million subscribers on YouTube alone and earning praise for its gripping delivery and loyal community of listeners who tune in weekly for "strange, dark and mysterious" stories.

As part of the deal, SiriusXM Media, the company's advertising division, gains exclusive advertising sales rights across both the audio and video editions of "The MrBallen Podcast," including new programming and formats currently in development, as well as the MrBallen network of shows. With a diverse portfolio that spans comedy, true crime, wellness, business, and entertainment programming, the SiriusXM Podcast Network represents more of the top 20 podcasts than any other network*, reaching 1 in 2 podcast listeners in the US each month.

Today's announcement further grows the SiriusXM Podcast Network's stable of marquee Youtube channels, including Team Coco, Rotten Mango, Mel Robbins, Call Her Daddy, and more, as Youtube cements its place as the largest and fastest growing global platform for podcasts; and solidifies SiriusXM's strength in true crime following the addition of the top-ranking* "Morbid" and "Rotten Mango" podcasts earlier this year.

"John Allen has built 'The MrBallen Podcast' into a global phenomenon," said**Scott Greenstein, President and Chief Content Officer at SiriusXM**. "His distinctive storytelling has captivated millions and set a high bar in the genre. This signing further underscores SiriusXM's place as home to the biggest names in podcasting, whether they are audio or video stars. And as the premier destination for fans of mystery, suspense, and true crime storytelling, we're excited to help John and the MrBallen team reach even more audiences."

New episodes of "The MrBallen Podcast: Strange, Dark & Mysterious Stories" will continue to be available on the SiriusXM app and all other podcast platforms. SiriusXM Podcasts+ subscribers will enjoy early access to new episodes and can sign up directly in Apple Podcasts or on their favorite listening app by visiting siriusxm.com/podcasts-plus-subscription.

**According to the Edison Research ranking of the top 50 podcasts of Q2 2025 based on listenership.*

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About Ballen Studios and MrBallen

Ballen Studios is a global, multi-platform content company developing and producing projects spanning film, television, publishing, live touring, merchandising, audio, and digital-first platforms. Founded by top podcast host and one of the internet's biggest storytellers, John B. Allen—better known to fans globally as MrBallen—Ballen Studios was established to propel the art of storytelling to new heights and connect audiences globally through authentic, engaging storytelling across mediums. MrBallen, a former US Navy SEAL turned prolific content creator, had a meteoric rise to fame in 2020, first on TikTok and YouTube, and most recently in audio when he launched the hit show, MrBallen Podcast: Strange, Dark & Mysterious Stories, a true crime-focused series that also explores strange and mysterious occurrences and continues to fascinate new and established audiences globally. Allen uses his platform to give back and founded the MrBallen Foundation with the mission to honor victims and support families of heinous crimes through education, training, and financial support. Allen resides in Austin, Texas, with his wife and three children.

About Sirius XM Holdings Inc.

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 170 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about our outlook and our future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning or the negative version of such these words or phrases. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: ***Risks Relating to our Business and Operations:*** *We face substantial competition and that competition has increased over time; our SiriusXM service has suffered a loss of subscribers and our Pandora ad-supported service has similarly experienced a loss of monthly active users; if our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, are not successful, our business will be adversely affected; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; failure to successfully monetize and generate revenues from podcasts and other non-music content could adversely affect our business, operating results, and financial condition; we may not realize the benefits of acquisitions or other strategic investments and initiatives; and the impact of economic conditions may adversely affect our business, operating results, and financial condition.* ***Risks Relating to our SiriusXM Business:*** *Changing consumer behavior and new technologies relating to our satellite radio business may reduce our subscribers and may cause our subscribers to purchase fewer services from us or to cancel* *our services altogether, resulting in less revenue to us; a substantial number of our SiriusXM service subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our SiriusXM service is uncertain; our business depends in part upon the auto industry; the imposition of tariffs by the United States government could have a major effect on the United States auto industry, which Sirius XM is dependent upon as a material source of new subscribers; failure of our satellites would significantly damage our business; and our SiriusXM service may experience harmful interference from wireless operations.* ***Risks Relating to our Pandora and Off-platform Business:*** *Our Pandora and Off-platform business generates a significant portion of its revenues from advertising, and reduced spending by advertisers could harm our business; emerging industry trends may adversely impact our ability to generate revenue from advertising; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain our advertising revenue our results of operations will be adversely affected; changes to mobile operating systems and browsers may hinder our ability to sell advertising and market our services; and if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners.* ***Risks Relating to Laws and Governmental Regulations:*** *Privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; we may face lawsuits, incur liability or suffer reputational harm as a result of content published or made available through our services; and environmental, social and governance expectations and related reporting obligations may expose us to potential liabilities, increased costs, reputational harm, and other adverse effects.* ***Risks Associated with Data and Cybersecurity and the Protection of Consumer Information:*** *If we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; we use artificial intelligence in our business, and challenges with properly managing its use could result in reputational harm, competitive harm, and legal liability and adversely affect our results of operations; and interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business.* ***Risks Associated with Certain Intellectual Property Rights:*** *Rapid technological and industry changes and new entrants could adversely impact our services; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; and some of our services and technologies use "open source" software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses.* ***Risks Related to our Capital Structure:*** *While we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; our holding company structure could restrict access to funds of our subsidiaries that may be needed to pay third party obligations; we have significant indebtedness, and our subsidiaries' debt contains certain covenants that restrict their operations; and our ability to incur additional indebtedness to fund our operations could be limited, which could negatively impact our operations.* ***Risks Related to the Transactions:*** *We may have a significant indemnity obligation to Liberty Media, which is not limited in amount or subject to any cap, if the transactions associated with the Split-Off are treated as a taxable transaction; we may* *determine to forgo certain transactions that might otherwise be advantageous in order to avoid the risk of incurring significant tax-related liabilities; we have assumed and are responsible for all of the liabilities attributed to the Liberty SiriusXM Group as a result of the completion of the Transactions, and acquired the assets of SplitCo on an "as is, where is" basis; we may be harmed by securities class action and derivative lawsuits in connection with the Transactions; it may be difficult for a third party to acquire us, even if doing so may be beneficial to our stockholders; we have directors associated with Liberty Media, which may lead to conflicting interests; and our directors and officers are protected from liability for a broad range of actions.* ***Other Operational Risks:*** *If we are unable to attract and retain qualified personnel, our business could be harmed; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands.*

Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2024, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (http://www.sec.gov). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

Source: SiriusXM

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