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AdsWizz Announces Launch of Synthetic Voice Ads on AudioGO

The first solution in AdsWizz's AI Ad Tools is available now in AudioGO's Ad Creative Suite, empowering small businesses to tap into audio

NEW YORK, NY - February 15, 2024 -AdsWizz Inc., the technology engine powering the monetization of audio content around the world and a subsidiary of SiriusXM, announced today that Synthetic Voice Ads are available on AudioGO, AdsWizz's self-serve platform for small and mid-sized businesses (SMBs). This is the first tool to launch in a suite of offerings that AdsWizz calls AdsWizz's AI Ad Tools. The tool is available now in AudioGO's Ad Creative Suite. The new suite of offerings is expected to complement AdsWizz's broader ad offering by delivering cost-effective and efficient solutions to advertisers, with an initial focus on lowering the barrier for entry into the world of audio advertising for SMBs.

"As part of our vision to shape the future of audio, we're excited to thoughtfully explore the ways AI can extend the power of our audio portfolio to new audiences and help us deliver smarter solutions for audio advertisers," said Chris Record, Senior Vice President, Ad Product, Technology, and Operations at SiriusXM Media and AdsWizz. "With the launch of Synthetic Voice Ads on AudioGO, we are beginning to bring a wider diversity of brands into the audio advertising space. We believe we have the ability to support the next generation of entrepreneurs around the world in a unique way, breaking down barriers and allowing advertisers of any size to tap into audio in ways they might not have thought possible."

A friction point in audio buying, especially for SMBs, is the lack of a self-service creative platform to quickly and easily launch customizable audio ads. Display advertising, by comparison, has long benefited from automated, self-service tools. The latest advancements can help unlock this growth in audio by removing this barrier to entry, encouraging new advertisers into the audio space and giving SMBs the opportunity to create and customize compelling, engaging audio campaigns generated by AI.

Synthetic Voice Ads, available now on AudioGO, is a cost-effective creative tool that is expected to allow brands to select from a variety of artificial voices when creating an ad. With multiple voices to choose from (and more languages and voice options to come), Synthetic Voice Ads allow advertisers to create attention-grabbing, and persuasive voiceovers in seconds. Unlike most voice ads, which would require re-records or expert editing to alter once recorded, with Synthetic Voice Ads, it's easy to do unlimited retakes or script rewrites and still publish without delay.

Synthetic Voice Ads is the most recent example of SiriusXM's continued investment in innovative audio ad technology and solutions across AdsWizz and SiriusXM Media, the Company's advertising arm. Additional Ad Tools based on artificial intelligence solutions are currently being researched and developed by AdsWizz, and future iterations of AdsWizz's AI Ad Tools may come to life across the broader AdsWizz platform.

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About AdsWizz

AdsWizz, a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally. From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

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 150 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 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. 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 have been, and may continue to be, adversely affected by supply chain issues; we may be adversely affected by the war in Ukraine; we face substantial competition and that competition is likely to increase over time; 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; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; and the impact of economic conditions may adversely affect our business, operating results, and financial condition. Risks Relating to our Sirius XM Business: A substantial number of our Sirius XM 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 Sirius XM service is uncertain; our business depends in part upon the auto industry; failure of our satellites would significantly damage our business; and our Sirius XM service may experience harmful interference from wireless operations. Risks Relating to our Pandora Business: Our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; our Pandora business generates a significant portion of its revenues from advertising, and reduced spending by advertisers could harm our business; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products 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; and failure to comply with FCC requirements could damage our business. 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; 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: 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; the rates we must pay for "mechanical rights" to use musical works on our Pandora service have increased substantially and these rates may adversely affect our business; 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; some of our services and technologies may 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; and rapid technological and industry changes and new entrants could adversely impact our services. Risks Related to our Capital and Ownership Structure: We have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; we are a "controlled company" within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; and our principal* *stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock. 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, 2022, 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.*

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