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Pandora LIVE featuring Ed Sheeran With Special Guests Tones And I and Maisie Peters

OAKLAND, Calif., July 7, 2021 /PRNewswire/ -- Pandora announced today that Ed Sheeran will headline Pandora LIVE in celebration of his recently released new single "Bad Habits," with special guest performances from Tones And I and Maisie Peters. The virtual event will take place on July 14 at 9:00pm ET / 6:00pm PT. Pandora LIVE is the continuation of the streaming service's popular live turned virtual series that features top artists across all genres, including country, pop, rock, R&B and more. RSVP for the free event [HERE](#).



Mikey Piff of SiriusXM Hits 1 (ch. 2) will host the evening featuring an in-depth interview with Ed and a game of "The Hot Seat" where he will be quizzed in a speed round about his career.

In collaboration with State Farm®, Pandora has launched [Pandora Live Backstage with Ed Sheeran](#), a new station for fans to hear behind-the-scenes stories from Ed and a mix of songs that inspire him. After the event, this station will be updated to include live performance tracks and commentary from the show.

Pandora LIVE headliner Ed Sheeran is an era-defining artist. From record-breaking sales across his recorded music and live performances, and a plethora of award wins to his name, the British singer-songwriter is known for writing some of the biggest songs in history. The four-time GRAMMY award winner has consistently resonated with fans across the world with his peerless songcraft and music palate. Ed has amassed more than 7 billion lifetime streams on Pandora and is only one of six artists to have three songs earn RIAA Diamond-certification, for sale equivalents exceeding 10 million in the US alone; "Thinking Out Loud," "Perfect" and "Shape Of You."

"Feels great to be back with new music and performing live again" says Ed, "I've missed all of you so much. It's going to be a fun gig with Tones And I and my friend Maisie Peters also on the bill. Can't wait!"

Tones And I exploded onto the music scene with her worldwide smash "Dance Monkey," which was #1 in 31 countries and 4x platinum in the US. Now preparing to release her debut album "Welcome To The Madhouse" on July 16, Tones And I has amassed over 223 million lifetime streams on Pandora and has appeared numerous weeks on the Pandora Top Spins and Trendsetter charts.

Taking the mundane normalities of life and elevating them into stories of love, heartbreak and bumping into your sister's ex at a house party, Maisie Peters has amassed millions of fans worldwide. With her debut album "You Signed Up For This" arriving August 27 via Ed Sheeran's Gingerbread Man Records, Maisie's relatable, diary-entry songs have already racked up 2 million lifetime streams on Pandora and landed her on the Pandora Predictions chart.

Event sponsors will enhance the Pandora LIVE viewing experience by curating unique content and activities throughout the event. During the pre-show, Neutrogena® Hydro Boost will invite fans to test their artist knowledge with interactive trivia, Frito-Lay® will provide "tips and tricks" for the most enjoyable viewing experience, and Volvo Cars will showcase their focus on sustainability, inspiring fans about the future with their electric cars.

Wendy's® will host the event's interactive chat and provide an exclusive delivery offer on Grubhub, for fans to enjoy Wendy's at home during the show. Throughout the event, fans will have the opportunity to watch together with their friends via live video chat rooms, thanks to QVC®, a world leader in live video shopping. Fans will also be able to create their own hype reel via the virtual photobooth, presented by Mattress Firm.

Thanks to Hertz, some of Ed's top listeners will have the opportunity to participate in a virtual meet and greet with him, and at the end of the event, they will also provide a limited amount of Ed Sheeran t-shirts to attendees on a first-come, first-served code redemption.

Pandora LIVE featuring Ed Sheeran will air on SiriusXM Hits 1 on Friday, July 16 at 6:00 pm and 9:00 pm ET available to subscribers nationwide in their car (ch. 2) and on the SXM App with multiple rebroadcasts throughout the weekend. Additionally, the performance will also air on SiriusXM's The Pulse (ch. 15) on Friday, July 23 at 3:00 pm and 9:00 pm ET, SiriusXM's The Blend (ch. 16) on Friday, July 23 at 6:00 pm ET, and on SiriusXM's Coffee House (ch. 14) on Thursday, July 22 at 12:00 pm ET all with multiple rebroadcasts as well.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's properties, which include Pandora and leading podcast company Stitcher, reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

About Pandora

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast

Genome Project[®] technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

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: the COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; a substantial number of our Sirius XM 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 as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in large part on the auto industry; failure of our satellite would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora 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, particularly in mobile advertising, our results of operations will be adversely affected; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; 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; 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; 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; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; 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 new rates may adversely affect our business; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; rapid technological and industry changes and new entrants could adversely impact our services; 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; 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, 2020, 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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