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National Football League and SiriusXM Announce Extension and Expansion of Broadcasting Agreement



SiriusXM will be the exclusive third-party audio provider to distribute every NFL game across North America

Starting this season, SiriusXM will air additional team focused content, including pre- and post-game shows

SiriusXM subscribers to continue to get NFL games and exclusive NFL content on SiriusXM radio and on the SXM App through Super Bowl LXI in 2027

NEW YORK – July 26, 2022 – The National Football League and SiriusXM announced today a five-year extension of their broadcasting and marketing agreement. SiriusXM and the NFL have been teaming up to deliver fans NFL games and exclusive content since 2004 and their new agreement extends their relationship beyond two decades.

Under the terms of this new agreement, SiriusXM becomes the exclusive third-party audio provider of every NFL game across North America. SiriusXM subscribers will continue to get access to every NFL game live through Super Bowl LXI in 2027 on SiriusXM radio and on the SXM App, as well as SiriusXM NFL Radio, SiriusXM's 24/7 radio channel dedicated entirely to the NFL.

The SXM App offers 32 NFL team channels, each dedicated to carrying the official radio broadcast for each NFL team, making it easy for fans to find and listen to their favorite team's announcers for every game. Starting this season, each team channel on the SXM App will now also feature the team's pre- and post-game shows before and after every game. All 32 team channels are also available in vehicles equipped with SiriusXM 360L radios.

SiriusXM will offer additional team-focused content from NFL clubs - including coaches shows, press conferences and more - to subscribers on the SXM App.

[SiriusXM NFL Radio](#) (channel 88) offers the most in-depth audio coverage of the NFL. The daily programming lineup features shows hosted by NFL experts and interviews with players, coaches and executives from around the league, live coverage of marquee NFL events like the Super Bowl, NFL Draft, NFL Combine, training camps, owners' meetings and more.

Every Sunday during the season, the channel offers an exclusive live show, SiriusXM NFL Sunday Drive, that takes listeners in and out of multiple live game broadcasts so they can hear the day's biggest plays and most exciting game action in one place, accompanied by live analysis and one-on-one postgame interviews with the day's star players.

"We are pleased to continue our agreement with SiriusXM," said Brian Rolapp, the NFL's Chief Media and Business Officer. "SiriusXM continues to be an important part of the NFL family, providing fans access to live game audio as well as all the news and information around their favorite teams in addition to SiriusXM's great 24/7, 365 League coverage on SiriusXM NFL Radio."

"The popularity of the NFL, and the passion of their fans, is extraordinary. Since 2004 the NFL has been an important component of SiriusXM's programming lineup as we deliver those fans exceptional access to all their favorite teams," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We couldn't be more pleased to now be expanding our relationship with the league, ensuring our listeners will continue to get comprehensive access to the NFL."

As an Official NFL Sponsor and the exclusive third-party audio provider to distribute every NFL game across North America SiriusXM will continue to have rights to use the NFL 'shield' logo and collective NFL team trademarks. For more information and a schedule of NFL games on SiriusXM, visit www.SiriusXM.com/NFL.

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. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, talk, news, comedy, entertainment and podcasts. SiriusXM offers the most extensive lineup of professional and college sports in audio. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales arm, SXM Media, leverages its scale, cross-platform sales organization, and ad tech capabilities to deliver results for audio creators and advertisers. 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.

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: we have been, and may continue to be, adversely affected by supply chain issues as a result of the global semiconductor supply shortage; 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; the ongoing COVID-19 pandemic has introduced significant uncertainty to our 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 as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in part on the auto industry; failure of our satellites 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 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; 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; 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, 2021, and our Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2022, which are 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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