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Built With Audio Brings Together Leading Talent and Partners to Showcase SiriusXM Media's Expanding Ad Tech Ecosystem

NEW YORK, October 6, 2026 — SiriusXM Media's second annual Built With Audio event brought together leading creators, technology partners and advertisers to showcase the growing scale and capabilities of its cross-platform advertising business.

Held at the Perelman Performing Arts Center (PAC NYC) and featuring talent including Hannah Berner and Paige DeSorbo of Giggly Squad; MrBallen; Katie Nolan; Trixie; Stavros Halkias; Sona Movsesian; The Deep 3; Dave LaGreca; Nikki and Brie and more, the evening demonstrated how audio is increasingly extending across video, social and live experiences. The event concluded with a performance by Grammy Award-winning artist Leon Bridges.

YouTube Audio Significantly Expands Scale and Incremental Reach

SiriusXM Media highlighted its agreement to serve as the exclusive reseller of YouTube and YouTube Music audio-first U.S. inventory. The partnership, [announced](#) last April, expands SiriusXM Media's reach from 170 million monthly listeners at last year's Built With Audio to approximately 255 million unduplicated monthly listeners today - reaching nearly 90% of the U.S. population 13+.

SiriusXM Chief Ad Revenue Officer Scott Walker was joined onstage by Bo Pulito, Head of Ad Platform Partnerships at YouTube, to share early campaign results demonstrating the incremental reach YouTube Audio can bring advertisers. Across beta campaigns, adding YouTube Audio has expanded advertisers' total unique reach by up to 91%, underscoring the opportunity to reach millions of listeners beyond existing audio campaigns.

"At last year's Built With Audio, we made the case that audio remained underleveraged relative to the time and attention it commands. This year, we showed how brands can act on that opportunity," said Scott Walker, Chief Ad Revenue Officer, SiriusXM. "YouTube brings millions of incremental listeners and audio-first moments that advertisers may not have been reaching before. Combined with Apple's evolving podcast experience and our premium content and technology, we are making that opportunity easier to access, activate and measure across the media plan."

AdsWizz Powers the Infrastructure Behind Modern Audio Advertising

Underlying those expanded opportunities is AdsWizz, SiriusXM Media's open audio advertising technology platform, which connects premium publishers and creators with programmatic demand, audience intelligence and measurement.

Today, AdsWizz powers one in four audio ads across the global open ecosystem and has monetized more than 1.3 trillion streaming and podcast impressions over the past decade.

Its interoperable infrastructure enables advertisers to work with their preferred data, buying and measurement partners while accessing audiences across a growing range of platforms and formats.

“Listening and viewing are converging, but advertisers should not have to rebuild their media workflows every time consumer behavior changes,” said Sherene Hilal, Senior Vice President and Chief Advertising Product Officer, SiriusXM. “AdsWizz is designed to meet audiences wherever they listen - across publishers, creators, platforms and formats, now and in the future - giving advertisers one access point to premium audio and multimodal media that is easier to buy, more relevant and as measurable as the rest of the digital media plan.”

Trusted Creators Build Communities Across Platforms

Built With Audio also highlighted how leading creators are expanding beyond individual shows and feeds to build franchises and communities across podcasts, video, social media and live experiences.

Reflecting on SiriusXM’s new partnership with Giggly Squad’s Hannah Berner and Paige DeSorbo, SiriusXM President and Chief Content Officer Scott Greenstein said: “The strongest creators are building multi-platform businesses for their audiences and our role is to help support and grow their distinctive communities, while protecting the authenticity and trust at the heart of those relationships.”

SiriusXM Media is North America’s largest and most comprehensive digital audio advertising ecosystem and an access point to the creators, spaces, and communities shaping culture today. At last year’s Built With Audio, SiriusXM Media challenged the industry to put Audio In Every Media Plan. Since then, the Company has expanded the scale, technology and capabilities behind that ambition: partnering with YouTube audio; becoming one of the first partners integrated with Apple podcast video; expanding into the Amazon DSP; deepening its partnership with LiveRamp and RampID; and working with Barometer to bring audio-native brand-suitability signals at the podcast episode level.

Together, these capabilities give advertisers a simpler way to access premium audiences across an increasingly fragmented media landscape and position SiriusXM Media to capture a greater share of advertising investment as audio, video and creator-led media continue to converge.

Once available, photos and a recording of the Built With Audio event will be shared.

About SiriusXM Media

SiriusXM Media is North America’s leading digital audio advertising ecosystem, connecting brands with approximately 255 million unduplicated monthly listeners across music, podcasts, sports, entertainment, news and creator-led media. Its portfolio includes SiriusXM, Pandora, SoundCloud, YouTube and YouTube Music inventory, the SiriusXM Podcast Network and premium publisher partners. Powered by AdsWizz technology, SiriusXM Media helps advertisers access, activate and measure audiences across streaming audio, podcasts, video and emerging media environments.

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 complete ecosystem of advertising solutions through SiriusXM Media and AdsWizz. SiriusXM offers live, on-demand, and human-curated programming across music, talk, news, sports, and podcasts, and the company reaches approximately 255 million monthly listeners across its platforms. With deep automotive manufacturer relationships and unique spectrum assets, SiriusXM is built to reach listeners wherever they are. The company connects fans to the voices, creators, and moments they love - creating communities where listeners engage, participate, and belong. For more about SiriusXM, please go to:

<https://www.siriusxm.com/>

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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 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. All capitalized terms herein shall have the meaning attributable to them in our Quarterly Report on Form 10-Q for the period ended June 30, 2026 which is filed with the Securities and Exchange Commission ("SEC") and available at www.sec.gov.

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 new subscribers to our SiriusXM service is uncertain; our business depends in part upon the auto industry; failure of our satellites would significantly damage our business; increases in the cost of memory used in our satellite radio modules and other components included in our satellite radios could reduce equipment revenue and adversely affect 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 Increasing interest and expectations regarding sustainable business practices by our various stakeholders 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 actions 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 or previously 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, 2025, which is filed with the SEC and available at www.sec.gov, as updated by our periodic filings with the SEC. 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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