May 15, 2024

MINI USA Makes SiriusXM with 360L Standard Equipment

SiriusXM's advanced audio entertainment platform delivers more content, better discovery, and enhanced personalization

SiriusXM with 360L available now in MINI Countryman S ALL4, MINI JCW Countryman ALL4, and MINI Cooper S 2-door; complete model lineup expected to adopt SiriusXM with 360L in coming months

NEW YORK – May 15, 2024 –MINI USA and SiriusXM announced today that SiriusXM with 360L will be standard across the entire lineup of all-new MINI models sold in the United States. While SiriusXM first expanded across MINI's full lineup in 2022, SiriusXM with 360L's expanded content and personalization offering will now be available in all MINI vehicles, including the new MINI Countryman S ALL4, MINI JCW Countryman ALL4 and MINI Cooper S 2-door arriving at dealers this month. All other MINI models are expected to include SiriusXM with 360L in the coming months.

Amplified through MINI's industry-first 9.4" round OLED Samsung screen and next-gen Android-enabled operating system, SiriusXM with 360L combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience, which provides drivers and their passengers with more content, improved discovery, and a more personalized listening experience.

SiriusXM with 360L in MINI adds more than 100 additional music channels curated to match every mood, an expansive library of on demand content and a live sports category that makes it easier to find broadcasts of games and sporting events. Additionally, personalized "For You" and spotlight recommendations, as well as the ability to access related content, allow listeners to discover more of the programming they love. Drivers can also create and enjoy custom Artist Stations that can be originated from artists or bands and are continually personalized.

"MINI is the quintessential premium small car, offering the latest technologies and innovations in our new MINI family of vehicles arriving at showrooms now," said Patrick McKenna, Department Head, Marketing, Product and Strategy at MINI USA. "That is why we're pleased to offer the best in-car entertainment available with SiriusXM 360L as standard equipment across our entire model line."

"MINI offers an incredibly entertaining and "fun-to-drive" experience for both driver and passengers and we are very excited to enhance that experience, delivering our most advanced and driver-centric audio entertainment platform across their entire model lineup on their impressive, all-new OLED display," said Gail Berger, Senior Vice President and General Manager of Automotive Partnerships, SiriusXM. "MINI drivers can now enjoy even more of the SiriusXM content they love and a more personalized listening offering."

MINI customers purchasing or leasing a SiriusXM-equipped vehicle in the United States receive a 12-month trial subscription to SiriusXM that delivers SiriusXM's full lineup of varied content, plus access to SiriusXM outside the vehicle on the SiriusXM app and on connected devices and speakers in the home. The new SiriusXM app includes access to exclusive video content and podcasts and provides a seamless listening experience across streaming devices that reflects listener preferences and interests, ensuring subscribers never miss a moment wherever they are and whenever they want to listen.

SiriusXM is home to hundreds of expertly curated, ad-free music channels across all genres, decades, and moods as well as the must-hear moments in sports, news, entertainment, comedy, and more. From one-of-a-kind channels by some of the world's top musicians to first-listens and exclusive performances from emerging artists and bands, SiriusXM presents the perfect soundtrack for any moment. SiriusXM brings fans closer to their favorite sport by offering the most extensive lineup of live pro and college events, plus programming that delivers reactions and analysis from experts and insiders. Subscribers also stay informed and entertained with the latest in news and politics, entertainment, comedy, and beyond with celebrity interviews, iconic hosts, trusted opinions, non-stop laughs, and so much more, available only on SiriusXM.

For more information on all the programming that SiriusXM offers, and all the ways subscribers can listen, visit www.SiriusXM.com.

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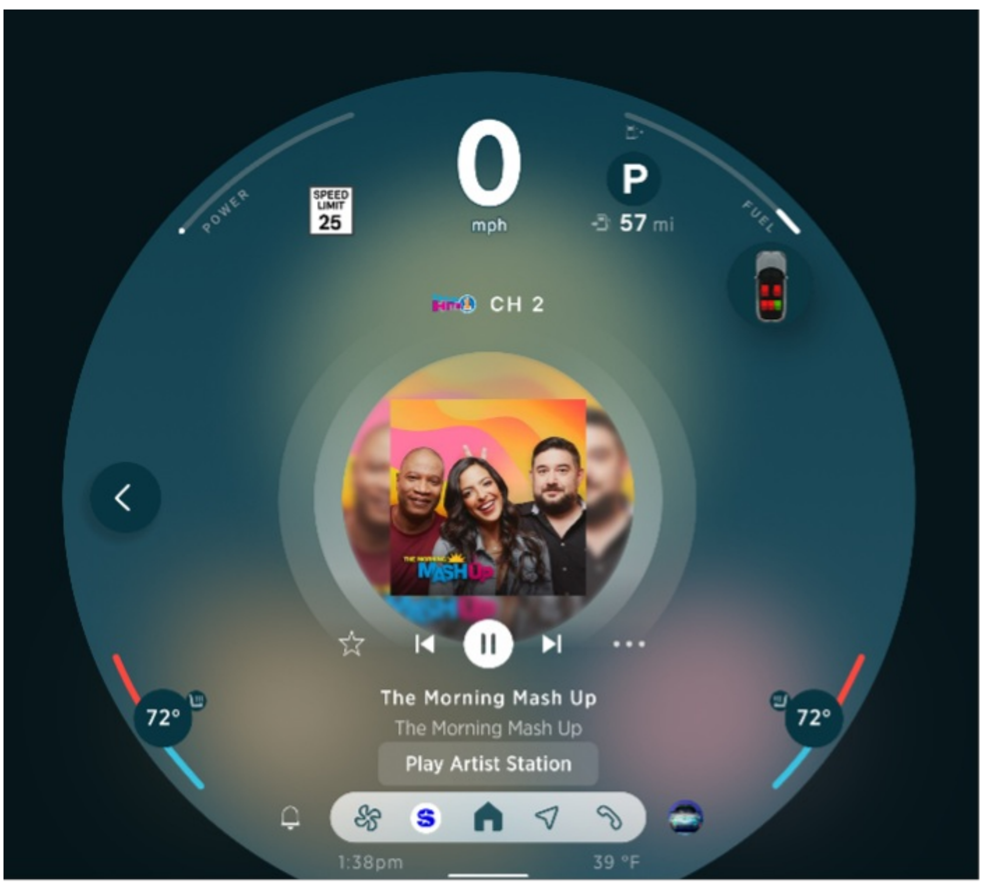

SiriusXM's Artist Stations available now on MINI's industry-first 9.4" round OLED screen

SiriusXM with 360L makes on demand content available on MINI's industry-first 9.4" round OLED screen

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 104 MINI passenger car sales and service dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI brand in the U.S. has grown to encompass a model range of five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at MINIUSANEWS.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 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 are migrating our billing system and payment processing function to a new service provider; 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 impact of economic conditions may adversely affect our business, operating results, and financial condition; and we may be adversely affected by the war in Ukraine.* ***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 and Off-platform Business:*** *Our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect 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; 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; failure to comply with FCC requirements could damage our business; environmental, social and governance expectations and related reporting obligations may expose us to potential liabilities, increased costs, reputational harm, and other adverse effects; and we may face* *lawsuits, incur liability or suffer reputational harm as a result of content published or made available through our services.* ***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:*** *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; 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; 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; the proposed transactions with Liberty Media may adversely affect our business and financial condition; and while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time.* ***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, 2023, 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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