

December 14, 2023



The Next Generation of SiriusXM Begins: New App Starts Rolling Out Today

The Reimagined SiriusXM App Includes Access to Over 400 Channels and New Features Across Music, Sports, Talk & Podcasts

New Technology Puts a Spotlight on SiriusXM's Curated Audio Experiences, Connecting Listeners with More of What They Love

December 14, 2023 – New York, NY – Today, SiriusXM began debuting its new streaming app within the App Store, on Google Play, on Amazon Fire devices and on web. With discoverability and personalization at the forefront, listeners can quickly and easily find and dive into the content they love across SiriusXM's 400+ channels and tens of thousands of hours of on-demand content and podcasts. The new SiriusXM app allows fans to go deeper into their passions and get closer to their favorite music, artists, personalities and sports.

Uninterrupted, Live As-It-Happens Premium Audio

The new SiriusXM app puts SiriusXM's unique content offering at the forefront, including: live human curated music channels, one-of-a-kind celebrity talk shows, and a one-stop destination for the most comprehensive live sports coverage and analysis. From in-studio performances to interviews with the biggest stars to the late game comebacks, listeners using the new app will enjoy upgrades across every content type, including:

- **MUSIC:** Discover the perfect soundtrack for every moment with access to SiriusXM's full music lineup, including its many hosted and exclusive artist, brand and homegrown stations; more than 200 streaming-only music channels; and additional features and functionality such as skips and a new pivot feature that presents listeners with alternative recommendations to quickly and easily jump into content better suited to their vibe.
- **SPORTS:** Access SiriusXM's unparalleled sports offering and never miss a game with a new centralized sports hub with all the latest live broadcasts, dedicated league and team pages, start of game notifications, local feeds, and more.
- **TALK & PODCASTS:** Dive into talk and podcast programming across comedy, news, entertainment and more with transcription, playback speed adjustment, key moment markers, auto downloads, and an expanded library.

Seamless Experience, Everywhere You Listen

The new SiriusXM app provides a seamless listening experience across streaming devices that reflects listener preferences and interests and ensures subscribers never miss a moment wherever they are and whenever they want to listen.

The new SiriusXM app began rolling out today on web as well as the App Store, Google

Play, and on Amazon Fire devices, with additional platforms and features to come in early 2024. To download or update the new SiriusXM app click [here](#).

New Compelling Price Point

Aimed at welcoming in a new generation of SiriusXM listeners, beginning today, SiriusXM's All Access (App Only) Plan is available at a simple, new, lower price, giving subscribers access to all of SiriusXM's content for just \$9.99 a month*.

So Much More to Come

The app launch is the next phase of SiriusXM's ongoing commitment to delivering current and new listeners unparalleled experiences, cultivated by the hosts and experts who share their passions. Ramping up in 2024, upcoming initiatives include: exclusive live events; [new channel and show launches](#); an extensive, connective brand campaign highlighting how SiriusXM brings fans closer to the music and stars they love (with creative takes such as today's [Metal Holiday Sweater](#)); and over 175 guest DJs – the world's top artists and bands from across genres – airing on more than 40 channels on SiriusXM. Additionally, with new features and functionalities rolling out both in-app and in-car over the course of the coming year, SiriusXM subscribers have never had more to look forward to.

For more information and access to hi-res imagery, please visit:
<https://corporate.siriusxm.com/media-assets>.

**Price is exclusive of applicable tax. Prices may vary by seller.*

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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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