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SiriusXM Signs New Exclusive Podcast Agreement with Dale Earnhardt Jr.'s Dirty Mo Media



New Deal Brings Select Dirty Mo Programming to SiriusXM NASCAR Radio for the First Time Ever

SiriusXM Media Secures Exclusive Advertising Sales Rights to Dirty Mo's Complete Podcast Slate, Including the "Dale Jr. Download"

NEW YORK – May 23, 2024 –Today, SiriusXM announced a new, exclusive podcast agreement with Dirty Mo Media, the multimedia content platform of NASCAR Hall-of-Famer Dale Earnhardt Jr. The deal brings both exclusive advertising and distribution rights to Dirty Mo's impressive slate of programming to the SiriusXM Podcast Network, as well as unique opportunities for exclusive-to-SiriusXM crossover events between Dirty Mo and SiriusXM NASCAR Radio. Earnhardt Jr.'s own podcast, "Dale Jr. Download," will begin airing twice a week on the SiriusXM NASCAR Radio channel starting in early June. Additionally, the two companies will collaborate on several special event broadcasts throughout the year, including at the Daytona 500.

"This is a great day for our company," said Earnhardt Jr. "This agreement allows us to continue producing the shows we want to produce and telling the stories we want to tell to an audience that values our brand of originality, passion and candor.

"This also brings my relationship with SiriusXM full circle. I first started hosting my own show nearly two decades ago on XM Satellite Radio. We did it for a couple years. Since then, nothing has changed other than I'm now a married father of two, I don't race as much, XM is called SiriusXM, and I am bringing an entire media company back with me."

Founded in 2013 by Earnhardt and executive producer Mike Davis, Dirty Mo Media emerged as perhaps the most influential platform in motorsports thanks in large part to Earnhardt's rise to podcast prominence. In addition to building the podcast network, the company created and produced the TV/streaming series "Lost Speedways" in which Earnhardt visited and explored abandoned race tracks across America. Dirty Mo Media is now involved in the newly announced documentary series on Dale Earnhardt Sr. by Prime Video and Imagine Documentaries.

“One of our main areas of emphasis over the past year has been increasing our collaborations and expanding relationships,” said Davis. “A lot of that is simply knowing who we are, what we are trying to be and where we can be most effective. For Dirty Mo Media, we are a relatable, personality-driven brand of content creators and documentarians. Combine that with the reach, resources and credibility of SiriusXM, this relationship will produce fruit and serve our fans well.”

SiriusXM Media, the company’s advertising division, gains exclusive global ad sales rights to Dirty Mo Media’s slate of sports podcasts, including “Dale Jr. Download,” “Actions Detrimental with Denny Hamlin,” “Door Bumper Clear,” and more. These podcasts join the SiriusXM Podcast Network’s growing stable of sports programming, which, alongside SiriusXM’s incredible sports radio lineup, allows marketers to reach more passionate sports fans at scale. The SiriusXM Podcast Network reaches 1 in 2 podcast listeners in the US each month.

“We are very excited to team up with Dale Jr. and the team at Dirty Mo to bring several of the leading NASCAR podcasts into the SiriusXM Podcast Network,” said Sarah Van Mosel, SiriusXM’s SVP of Podcast Strategy. “This not only bolsters the strength of our podcast offerings, but the addition of the ‘Dale Jr. Download’ to the SiriusXM NASCAR Radio channel enhances the programming available to our SiriusXM subscribers. This is another great example of the unique ways SiriusXM and talented creators like Dale and his team can work together.”

Dirty Mo Media joins the unparalleled lineup of podcasts and media companies represented exclusively by SiriusXM Media, including: “Conan O’Brien Needs a Friend” and the complete Team Coco roster; SmartLess Media and its hit show “SmartLess” from Will Arnett, Jason Bateman, and Sean Hayes; Ashley Flowers’ audiobook and its chart-topping “Crime Junkie;” Crooked Media and its flagship “Pod Save America;” and many more; in addition to SiriusXM’s own award-winning shows such as “The Mel Robbins Podcast” and “How Did This Get Made?”

Podcasts play a central role in the new SiriusXM app, which features transcription, playback speed adjustment, key moment markers, auto downloads, and an expanded library, with more to come in future releases. With discovery at the heart of the listening experience, SiriusXM offers a new platform for Dirty Mo’s hosts to engage and connect with fans and listeners.

About Dirty Mo Media

Dirty Mo Media is the original entertainment and creative production company of Dale Earnhardt Jr. The company was founded in 2013 as a way for the 16-time NASCAR Most Popular Driver to have direct-to-consumer communication with fans. Since then, the platform has grown in reach and significance by expanding its programming lineup with dynamic, credible personalities, all while staying true to Earnhardt’s brand of honesty and transparency.

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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