

October 6, 2021



Pandora LIVE El Pulso con J Balvin

Virtual Event Captured As Part of SiriusXM and Pandora's Small Stages Series & Continues Celebration of Latinx and Hispanic Heritage Month

OAKLAND, Calif., Oct. 6, 2021 /PRNewswire/ -- Pandora announced today that 5 time Latin GRAMMY winning artist J Balvin will perform for the Pandora LIVE El Pulso virtual event on October 13th at 9pm ET / 6pm PT. Pandora LIVE is the continuation of the streaming service's popular virtual series that features top artists from all genres, including country, rock, R&B and more. This event also continues SiriusXM and Pandora's celebration of Latinx and Hispanic Heritage Month. RSVP for the free event [HERE](#).



Johnny "El Picoso" from SiriusXM's Caliente (ch. 158) hosts the show, which was captured as part of SiriusXM and Pandora's *Small Stage Series*, with the performance in front of a limited live studio audience from Brooklyn, New York. Viewers of the virtual event will get to enjoy an animated short entitled "Yeah, That Happened" in which Balvin tells the story of when he first performed in Colombia as J Balvin. Johnny and Balvin also play a rapid fire game of "Hot Seat" where Balvin will be quizzed on life and his career.

J Balvin, known as the global ambassador of Reggaeton, recently released his highly anticipated sixth album *Jose* with multiple tracks landing on the Pandora Top Spins Chart. Additionally, he has 4.8 billion lifetime streams on Pandora, many from Pandora's #1 Latin station, El Pulso.

"I'm so grateful to Pandora for the opportunity to play in front of my fans again," said Balvin. "Being able to share new music with the people that support my art means more than anything to me and I'm so happy to be able to do that once more. For those who couldn't be there in person I hope you enjoy!"

Leading up to Pandora LIVE, some of J Balvin's top listeners on Pandora had the opportunity to participate in a virtual meet and greet. Prior to the start of the performance during the event, fans will be invited to test their knowledge of J Balvin with interactive pre-show trivia. During the show, fans will have the opportunity to strike a pose in the virtual photobooth and chat live with other fans. Additionally, a limited amount of complimentary J Balvin collectibles will be available for attendees on a first-come, first-served code redemption basis.

Hear J Balvin perform, as part of SiriusXM and Pandora's Small Stage Series, on SiriusXM's J Balvin Radio (ch. 104) and Caliente (ch. 158) channels on Wednesday, October 13 at 10:00 pm ET via satellite and on the SXM App with multiple rebroadcasts throughout the

week. Additionally, the performance will also air on SiriusXM's Pitbull's Globalization (ch. 13) on Thursday, October 14 at 11:00 am ET with multiple rebroadcasts as well.

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, sports, talk, news, comedy, entertainment and podcasts. 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 organization, which operates as 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.

About Pandora

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

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: the COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; 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; a substantial number of our Sirius XM 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 large part on the auto industry; failure of our satellite 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, particularly in mobile advertising, 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; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; 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; 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, 2020, 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.

Source: SiriusXM

Media contact:

Heidi Anne-Noel

Hanne-Noel@pandora.com

 View original content to download multimedia <https://www.prnewswire.com/news-releases/pandora-live-el-pulso-con-j-balvin-301393650.html>

SOURCE Sirius XM Holdings Inc.