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Pandora Expands 'Billionaires' Artist Milestone Program with Launch of New Stations

Building on its 2018 program, Pandora's eight new stations highlight the top artists who have achieved one Billion streams on Pandora in Pop, Country, Hip Hop, Alternative, Dance, Classic Rock, R&B, and Hard Rock

OAKLAND, Calif., July 15, 2021 /PRNewswire/ -- Pandora today announced the expansion of its 'Billionaires' artist milestone program with the launch of programming highlighting the top streamed acts on Pandora across key genres. Available now, Pandora has launched eight new stations for Pop, Country, Hip Hop, Alternative, Dance, Classic Rock, R&B and Hard Rock that feature music from artists who have hit one Billion streams on Pandora, and will continue to be updated as more artists hit that threshold.



Pandora today announced the expansion of its 'Billionaires' artist milestone program with the launch of new programming.

In 2018, Pandora kicked off its 'Billionaires' program by presenting artists with a commemorative plaque. From Taylor Swift, Lil Wayne, and Mariah Carey, to Bad Bunny, Ed Sheeran, The Weeknd, and more, Pandora has honored hundreds of artists over the past three years.

Now, Pandora is rolling out complementary stations so fans can also celebrate and enjoy the music from their favorite artists, in their favorite genres. Available now, each 'Billionaire' station is composed of top tracks from all of the artists who have one Billion or more streams in that genre. When an artist hits that threshold, they will be added, and their music will be featured at the beginning of the station to mark the occasion. New 'Billionaire' genre stations will also be added to the series in the coming months.

"Pandora's Billionaires stations are cool to be a part of because they're the biggest songs. So, to be the most streamed Country artist is huge to me," said Jason Aldean, the top Country artist on Pandora with over 11 Billion streams to date.

Pandora listeners can find the new stations below in the 'Billionaires' module on For You on the Pandora App:

[Country Billionaires](#): Featuring music from Jason Aldean, Chris Stapleton, Miranda Lambert, Florida Georgia Line, and more.

Pop Billionaires: Featuring music from Rihanna, Justin Bieber, Ariana Grande, J Balvin, Taylor Swift, and more.

Hip Hop Billionaires: Featuring music from Drake, DaBaby, Cardi B, Migos, DJ Khaled, and more.

Dance Billionaires: Featuring music from Calvin Harris, Dua Lipa, Marshmello, The Chainsmokers, Avicii, and Martin Garrix.

Alternative Billionaires: Featuring music from Coldplay, Billie Eilish, Imagine Dragons, Machine Gun Kelly, Lana Del Ray, and more.

Classic Rock Billionaires: Featuring music from The Beatles, Eagles, Queen, Pink Floyd, Fleetwood Mac, and more.

R&B Billionaires: Featuring music from Usher, H.E.R., Frank Ocean, The Weeknd, Trey Songz, and more.

Hard Rock Billionaires: Featuring music from Linkin Park, Five Finger Death Punch, Foo Fighters, Metallica, TOOL, and more.

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.

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