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## **SiriusXM Unveils New Platinum VIP Subscription**

**SiriusXM's new top-tier plan doubles the access to SiriusXM with two car subscriptions, two streaming logins, plus first-of-their-kind VIP perks**

**Platinum VIP subscribers have access to a selection of more than 5,000 official live concert video and audio recordings on demand exclusively via nugs.net**

**SiriusXM is adding new preview and purchasing functionality to the SXM App**

NEW YORK, July 26, 2021 /PRNewswire/ -- SiriusXM announced today its newest and most comprehensive subscription tier - the Platinum VIP package. Platinum VIP provides subscribers with the full spectrum of SiriusXM content in up to two cars, with a SXM App login for each, as well as special perks, including opportunities to experience SiriusXM events with artists, athletes and stars, including VIP-only exclusives, and VIP Customer Service with priority call handling.



The Platinum VIP package also includes access to an extensive library of live concert video and audio recordings through nugs.net, the leading music platform for live concert streams, offering music fans VIP access to their favorite concerts anytime, anywhere. SiriusXM Platinum VIP subscribers will be able to log in to nugs.net using their SXM App credentials to instantly access more than 5,000 official, soundboard-quality live concert recordings and 250 full video-on-demand concerts handpicked from nugs.net's extensive streaming catalog, with new shows added every few months. Listeners can discover exclusive recordings and create custom playlists featuring artists with 24/7 SiriusXM channels including Bruce Springsteen, Phish, Pearl Jam and Dave Matthews, as well as hundreds of other fan favorites like Metallica, Wilco and many, many more – available via the [nugs.net mobile app](https://nugs.net/mobile) on iOS or Android devices or on a Mac or PC using a browser at [nugs.net here](https://nugs.net).



Platinum VIP subscribers get all of the content SiriusXM offers in both vehicles and on the SXM App - more than 300 channels. These include Howard Stern's two exclusive channels, live games and events from every major professional sport as well as hundreds of college games, an unparalleled selection of ad-free music channels covering every genre, plus entertainment, news, comedy and more. Platinum VIP is priced at \$34.99/month. For more info on all that it offers, go to [siriusxm.com/platinumvip](http://siriusxm.com/platinumvip).

"Platinum VIP is a terrific addition to our subscription choices and provides real value for those subscribers who love SiriusXM, want it in multiple vehicles, and want all of the premium programming that we offer," said Richard Beatty, SiriusXM's Chief Subscription Revenue Officer. "Not only are they getting the value of two subscriptions, they get added perks like special access to great SiriusXM events, concerts, in-studio shows and more. With the bundled-in access to thousands of great live performances via nugs.net, music lovers are getting a premium experience, and Platinum VIP will continue to evolve as SiriusXM's premium offering with more perks and content being added in the coming months."

Coinciding with the launch of Platinum VIP, several other SiriusXM subscription plans have been recently renamed, making it easier for subscribers to understand their choices.

The renamed SiriusXM in-vehicle satellite radio subscriptions, which all include access to the SXM App, are:

- Platinum (formerly "All Access")
- Music & Entertainment (formerly "Select")
- Music Showcase (formerly "Mostly Music")
- Choose & Save (formerly "Choice")

The renamed SiriusXM digital (no car required) subscriptions are:

- Streaming Platinum (formerly "Premier Streaming")
- Streaming Music & Entertainment (formerly "Essential Streaming")

The programming lineups in these subscription tiers remain unchanged. More info on what they offer can be found at [SiriusXM.com/Subscriptions](http://SiriusXM.com/Subscriptions).

With the rebrand of its subscription plans, SiriusXM is also improving the SXM App experience for potential new subscribers with new preview and in-app purchasing functionality, which is rolling out this month. A new user can open up the SXM App and "Try It Out" with a three-hour preview that will enable them to experience the spectrum of SiriusXM content. This includes one-of-a-kind programming like Howard Stern's channels, Drake's Sound 42, Dave Matthews' Friday Night Concert Series, the popular Highway Music Row Happy Hour with Buzz Brainard, Kevin Hart's comedy channel, a favorite team's hometown play-by-play broadcast and much more. Listeners get access to this preview

instantly, with no credit card required.

New subscribers will then be able to choose to sign up for SiriusXM's Streaming Platinum or Streaming Music & Entertainment packages, and get their first month free, without leaving the App experience.

"We're very excited to launch our new preview and in-app purchasing functionality in the SXM App," said Beatty. "Our 'Listen Free' events have always been a great introduction to our service for new listeners who want to try us out. Now you can try us out anytime and get access to so much great content with our new SXM App preview. And signing up for one of our streaming subscriptions is now easier than ever with in-app purchasing."

### **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](http://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: 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**

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