

May 26, 2022



"MasterClass Hour" to Launch Exclusively on SiriusXM on May 27

SiriusXM's collaboration with MasterClass enables listeners, for the first time, to experience MasterClass programming from their cars, homes, and on-the-go streaming devices

Airing on SiriusXM Stars and Business Radio, the new program will feature MasterClass instructors from the worlds of culture and business

Classes from Hillary Rodham Clinton, Bob Iger, Steve Martin, Metallica, Issa Rae, RuPaul, Howard Schultz, Serena Williams, and Anna Wintour to air in the opening weeks

NEW YORK, May 26, 2022 /PRNewswire/ -- SiriusXM and MasterClass announced today the launch of *MasterClass Hour*, a new program that will air on SiriusXM Stars channel 109 and Business Radio channel 132. Focusing on both culture and business, the new show will feature programming from MasterClass, the streaming platform where anyone can learn from the world's best across a wide range of subjects. *MasterClass Hour* will debut on Friday, May 27 before moving to its regular air times on Saturdays.



MasterClass

MasterClass Hour on SiriusXM's Stars channel will be dedicated to lessons from some of the world's best instructors. The programming will kick off with **former U.S. Secretary of State Hillary Rodham Clinton** on The Power of Resilience, **Metallica** on Being a Band, **Steve Martin** on Comedy, **Issa Rae** on Creating Outside The Lines, **RuPaul** on Self-Expression and Authenticity, **Gordon Ramsay** on Cooking, **Malala Yousafzai** on Creating Change, and much more. After launching on Friday, May 27 at 7 am ET, the 3-hour program will regularly premiere Saturdays at 8 am ET with replays throughout the weekend.

On Business Radio, *MasterClass Hour* will focus on lessons from the most inspiring leaders in the world, including **Sara Blakely** on Self-Made Entrepreneurship, **Howard Shultz** on Business Leadership, **Anna Wintour** on Finding Your Voice and Succeeding, **Elaine Welteroth** on Designing a Unique Career Path, and **Bob Iger** on Business Strategy and Leadership. The weekly one-hour program will premiere on Business Radio on Friday, May 27 at 5 pm ET and then move to every Saturday at 7 am ET, with replays throughout the weekend.

"As we return to our on-the-go lifestyles—whether that's commuting, going on summer road trips or running errands—our collaboration with SiriusXM comes at the perfect time," said David Rogier, founder and CEO of MasterClass. "While video is a powerful tool for learning, this new audio experience gives people an additional opportunity to learn from the world's best via audio on SiriusXM's channels."

"We're thrilled to collaborate with MasterClass and to offer their informative and inspiring programming to SiriusXM listeners nationwide," said Megan Liberman, SiriusXM's Senior Vice President of News, Talk & Entertainment Programming. "MasterClass instructors are leaders of their fields, and now their classes will be specially curated for SiriusXM listeners and can be heard wherever they go."

Through the collaboration, SiriusXM will enable listeners for the first time to enjoy the MasterClass listening and learning experience from the comfort of their cars, homes and on-the-go streaming devices. In addition to airing on SiriusXM Stars and Business Radio, select lessons will be available as podcasts on the SXM App.

In addition to *MasterClass Hour*, MasterClass will also have a dedicated, limited-run channel on SiriusXM later this year, which will make the special programming available 24/7. The channel is currently scheduled to run from September 1-15, 2022.

SiriusXM's Business Radio and Stars channels are available to subscribers nationwide on SiriusXM radios, the SXM App, and with Amazon Alexa, the Google Assistant or however they stream at home. Streaming access is included with all of SiriusXM's audio trials and most popular plans.

For more information on SiriusXM, go to www.SiriusXM.com. For more information on MasterClass, go to www.MasterClass.com.

About MasterClass

MasterClass is the streaming platform where the world's best come together so anyone, anywhere, can access and be inspired by their knowledge and stories. With an annual membership, members get unprecedented access to 150+ instructors and classes across a wide variety of fields, including Arts & Entertainment, Business, Design & Style, Sports & Gaming, Writing and more. Step into Nas' recording studio, Gordon Ramsay's kitchen and go behind the big screen with James Cameron. Design your career with Elaine Welteroth, get ready to win with Lewis Hamilton, perfect your pitch with Shonda Rhimes and discover your inner negotiator with Chris Voss. Each class features about 20 video lessons, at an average of 10 minutes per lesson. You can learn and discover at a pace that best serves your lifestyle—in bite-size pieces or in a single binge, on mobile, tablet, desktop, Android™ TV, Amazon Fire TV and Roku® players and devices. Cinematic visuals and close-up demonstrations make you feel like you're one-on-one with the instructors, while the

downloadable class guides help reinforce your learning. For those looking to learn by doing, [Sessions by MasterClass](#) offers a structured, 30-day curriculum where members can roll up their sleeves, get hands-on and learn meaningful skills through step-by-step guidance from world-class instructors and an active community of peers. With [MasterClass at Work](#), companies can keep their employees engaged and boost morale and motivation with immersive, short-form lessons from the world's best.

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 arm, 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.

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: we have been, and may continue to be, adversely affected by supply chain issues as a result of the global semiconductor supply shortage; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; 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 may not realize the benefits of acquisitions and other strategic investments and initiatives; 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 as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in part on the auto industry; failure of our satellites 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 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; 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; 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, 2021, 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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