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SiriusXM Unveils Next Generation Consumer Brand

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*New brand identity & logo reflect SiriusXM's value proposition,
bringing listeners closer to what they love*

November 8, 2023 – New York, NY – Today at SiriusXM's Next Generation Industry & Press Preview, the Company revealed its refreshed brand platform and identity – including a new logo, master color palette, and mascot – bringing to life the Company's brand proposition of bringing listeners closer to what they love. SiriusXM's updated brand accompanies the unveiling of the Company's next generation Streaming app, new pricing, exciting original programming, and more, all aimed at welcoming new listeners to go deeper into what they love with SiriusXM.

The new SiriusXM logo takes inspiration from the night sky, putting a star at the center of its iconic "S" to represent Sirius, the "Dog Star." The star harkens back to the brand's origins as well as gives a nod to the service's consumer value proposition, bringing subscribers closer to the artists, hosts, celebrities, journalists, newsmakers, and personalities they love. Interwoven into the new logo is this concept of "Closer," a refreshed brand platform that aligns with the heart and soul of the SiriusXM brand.

Adding to the brand evolution's perfect mix of past, present, and future, SiriusXM is honoring its history by taking inspiration from the classic Sirius logo and reintroducing its mascot, a next generation puppy affectionately named "Stella."

"We're thrilled to introduce the world to the new SiriusXM brand, which brings to life the best of what we have to offer and welcomes in a new generation of listeners while staying true to our roots," said Suzi Watford, SVP, Chief Growth Officer at SiriusXM. "Our new brand platform, Closer, showcases the unique nature of our offering, giving true fans a space to go deeper into what they love."

SiriusXM's updated logo and branding come with a new color system, born of the Company's name and star, Sirius, the brightest in Earth's night sky. The blue, black and white logo colors reflect those that can be seen when observing the Sirius constellation from Earth. The brand's secondary color palette, the firepower colors, reflects how stars vary in color and heat during their life cycle.

Alongside the new branding, the Company will be launching a new store, encouraging SiriusXM fans to rep their passion with pride. The online shopping destination launches today and is anticipated to grow in 2024 to offer limited releases, host favorites, signed items, and more. To check out all the gear available, head to www.siriusxmstore.com.

The founding client of Uncommon Creative Studio's newly-opened New York office, SiriusXM worked closely with the leading creative agency to create a strategic brand platform and creative vision that is inviting to both current and future subscribers, aligning with the Company's vision to shape the future of audio, where everyone is effortlessly connected to the voices, stories, and music they love. Uncommon will continue to be a key collaborator with the SiriusXM brand as it looks to launch its first creative campaign around the upcoming holiday season, with more to come in 2024.

For more information on all the news made at SiriusXM's Next Generation Industry & Press Preview, as well as access to visuals featuring the new SiriusXM brand, please visit www.corporate.siriusxm.com/media-assets.

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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.

Source: SiriusXM

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