



NEWS RELEASE

## Pandora LIVE El Pulso con Sech

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Chart-Topping Latin Singer-Songwriter to Perform for Virtual Event Series

OAKLAND, Calif., Sept. 16, 2020 /PRNewswire/ -- Pandora announced today that Latin Urban-Reggaeton sensation Sech will perform for Pandora LIVE El Pulso on September 22nd at 8:45pm ET. This is the third installment of the popular free live event turned virtual series that features top artists from all genres including country, rock, R&B and more. Pandora LIVE El Pulso is the live extension of El Pulso, the number one Latin musical destination on Pandora. RSVP for the free event [HERE](#).

Sech, who hails from Panama City, released his debut album Sueños last year, which debuted at #1 on Billboard's Top Latin Albums and Latin Rhythm Albums charts and earned him a Latin Grammy nomination. Sech kicked off 2020 with five Billboard Latin Music Award nominations, and collaborated with reggaeton heavyweights on some of the hottest tracks of the year, including the #1 radio singles "Definitivamente" with Daddy Yankee and "Sigues con el" with Arcangel and on Bad Bunny's "Ignorantes" which broke into the Top 50 of Billboard's Hot 100 and surpassed the 166 million views on YouTube. As one of the hottest artists in Latin music today, Sech followed his continued success with the release of "Confia" with Daddy Yankee and followed with the release of his sophomore effort 1 of 1. The album's lead single, "Relacion" quickly resonated with fans and peaked #1 in 9 countries. Off the heels of his global smash #1 hit single "Otro Trago", "Relacion" helped break Sech, once again, into the Top 25 of global viral streaming charts.

"I'm very excited to have the opportunity to team up with the Pandora team, and honored to be a part of this new digital series" said Sech. "I respect and admire all those who worked to make this virtual concert performance a reality, especially during these difficult times. I'm proud to be able to tell my story and share my music with fans through this unique and special experience."

The evening will be hosted by Marisol "El Bombón" Vargas, the on-air personality from SiriusXM's Caliente (ch. 158) who will also do a quickfire "hot seat" game as well as an in-depth interview with Sech. An animated short on a real event from Sech's life and a surprise guest during the performance will round out the evening. Also, select fans of Sech on Pandora will have the opportunity to participate in a virtual meet and greet with him prior to the performance.

Event sponsor Boost Mobile will upgrade the fan experience with an virtual after party on Instagram Live, hosted by a social influencer and fellow Sech superfan. Additionally, a limited amount of exclusive Sech merch will be available for attendees based on a first come, first served code redemption basis, with thanks to St. Jude Children's Research Hospital.

### 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.

### About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora together reach more than 100 million people each month with their audio products. 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 current coronavirus (COVID-19) pandemic is adversely impacting our business; our substantial competition that 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; our Pandora ad-supported business has suffered a loss of monthly active users, which may adversely affect our Pandora business; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; we engage in extensive marketing efforts and the continued effectiveness of those efforts are an important part of our business; consumer protection laws and our failure to comply with them could damage our business; 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 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; 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; 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; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; our business depends in part upon the auto industry; our Pandora business depends in part upon consumer electronics manufacturers; the market for music rights is changing and is subject to significant uncertainties; our ability to offer interactive features in our Pandora services depends upon maintaining licenses with copyright owners; 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 of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; failure to comply with FCC requirements could damage our business; economic conditions, including advertising budgets and discretionary spending, may adversely affect our business and operating results; if we are unable to attract and retain qualified personnel, our business could be harmed; we may not realize the benefits of acquisitions or other strategic investments and initiatives, including the acquisition of Pandora; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; we may from time to time modify our business plan, and these changes could adversely affect us and our financial condition; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; 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; 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; existing or future laws and regulations could harm our business; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; our business and prospects depend on the strength of our brands; 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. 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, 2019 and Quarterly Report on Form 10-Q for the quarter ended June 30, 2020, which are 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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