



NEWS RELEASE

# Armin van Buuren and Steve Aoki to Launch Exclusive New SiriusXM Dance Channels

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Top dance artists supported by SiriusXM getting their own full-time streaming channels

"A State of Armin" and "Steve Aoki's Remix Radio" to launch today, February 3

NEW YORK, Feb. 3, 2021 /PRNewswire/ -- SiriusXM announced today that both Armin van Buuren and Steve Aoki will launch their own dance music streaming channels exclusively on SiriusXM on Wednesday, February 3.

**A State of Armin** will feature the best selections in new and upcoming trance and progressive dance music, as well as classics from both Armin van Buuren and his collaborators from over the past 20 years. The channel will also feature **A State of Trance**, Armin van Buuren's long running weekly show where listeners get to hear Armin debut new and exclusive music and DJ sets from his studio in Amsterdam and from festivals around the world. Additional shows launching at a later date include Armin's recently launched **World Wide Club 20** show and **Armada Next**, the radio show of leading dance music label Armada Music, of which Armin van Buuren is a co-founder, hosted by Armada Music CEO Maykel Piron. Armin van Buuren is widely respected as one of the most successful artists in dance music over the last 15 years, having collaborated with everyone from Rudimental and Van Halen's David Lee Roth to the late Avicii. From mainstage performances at Ultra Music Festival and Tomorrowland, to his own widely celebrated **A State of Trance** imprint, Armin is a long-time festival headliner who has sold out arenas worldwide.

**Steve Aoki's Remix Radio** will feature Steve Aoki curating and playing dance remixes of the top pop and dance hits as well as his own original tracks. Additionally, listeners will hear Aoki's favorite songs handpicked by him. The new channel will air **Steve Aoki's Remix Rewind**, where Aoki hand picks his favorite 5 remixes of the week, and **Aoki's House**, Aoki's weekly mix show. Two-time Grammy-nominated DJ/producer, Dim Mak Records founder, fashion designer, author, and entrepreneur Steve Aoki stands as one of the most successful American

cross-genre artists, solidified via dozens of multi-platinum releases, multiple awards, billions of music and video streams and innovative cross-platform projects.

"I've been doing what I do for over twenty years now, and I can safely say that sharing the music you love with so many people is the most rewarding thing there is," said Armin van Buuren. "Launching this new full-time streaming channel on SiriusXM is a testament to the amazing relationship we have and gives me the chance to share my love for music with even more people. A State Of Armin is where it's at!"

"I am so excited to announce the launch of my first digital channel, Steve Aoki's Remix Radio, on SiriusXM. I've always loved how a remix is an opportunity for an artist to put their own creative spin on a track they love, and I'm stoked to be able to team up with SiriusXM to give these remixes a platform of their own. Launching today. Tune in then," said Steve Aoki.

Armin van Buuren's A State of Armin and Steve Aoki's Remix Radio will launch on Wednesday, February 3 at 12:00 pm ET on the SiriusXM app. Beginning February 3, Pandora will also debut two companion playlists, A State of Armin and Steve Aoki's Remix Radar, featuring a selection of tracks spinning on their SiriusXM channels plus some of their most popular music streaming on Pandora.

The launch of both new dance channels further expands SiriusXM's relationships with Armin van Buuren and Steve Aoki. Armin van Buuren has hosted a weekly show, A State of Sundays on SiriusXM for over 10 years. Steve Aoki has hosted a weekly show, Steve Aoki's Remix Rewind, on SiriusXM's BPM channel for the past 7 years.

Armin van Buuren's A State of Armin and Steve Aoki's Remix Radio are the latest addition to SiriusXM's stable of music channels created with iconic artists including The Beatles, U2, Bruce Springsteen, Tom Petty, Pearl Jam, Eminem, LL COOL J, Phish, Garth Brooks, Kenny Chesney, Kirk Franklin, Diplo, Bob Marley, B.B. King, Elvis Presley, Frank Sinatra and more.

Subscribers are able to listen online, on-the-go with the SiriusXM mobile app, and at home on a wide variety of connected devices including smart TVs, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to [www.siriusxm.com/ways-to-listen](http://www.siriusxm.com/ways-to-listen) to learn 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. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora's properties reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast,

alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. 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 March 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.

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