

SiriusXM Canada Accessibility Progress Report – June 2025

A. INTRODUCTION

In 2023, SiriusXM Canada first developed its Accessibility Plan which focused on accessibility commitments in the following categories:

- Employment
- Built environment
- Information and communication technologies (ICT)
- Communications other than ICT
- Procurement of goods, services and facilities, and
- Design and delivery of programs and services (DDPS)
- Transportation

In 2024, SiriusXM launched the implementation of its Accessibility Plan. This report summarizes the progress SiriusXM has made in implementing its Accessibility Plan over the last 12 months.

SiriusXM Canada is committed to be a barrier-free organization and has published its first progress report (**“Progress Report”**) in accordance with the *Accessible Canada Act* (the “Act”), and the requirements of section 13 of the *CRTC Accessibility Reporting Regulations*. This is SiriusXM Canada’s second Progress Report and outlines the progress made in each of the above categories, the consultations performed, and the feedback received so far from customers, employees, and external consultants. What follows are the details on our progress under each category, including SiriusXM’s main priority within each category.

B. EMPLOYMENT

Our Accessibility Plan addresses barriers related to the employment category, as identified through consultations and through our feedback process, in the context of the following:

- The duty to accommodate, and
- Retention and promotion

In addressing barriers related to employment, SiriusXM Canada launched a centralized point of contact for all questions and requests related to accommodations to ensure employees have a direct channel available to them for disability-related issues. In 2024, we provided the following mandatory training sessions to all employees and executive leadership: “Including Persons with Disabilities”; and “Gender in the Workplace”; and “Conscious Inclusion for new and returning employees”. The training was provided by external third-party experts from the Canadian Centre for Diversity and Inclusion (CCDI) and is designed to foster awareness and education on effective ways to reduce barriers to accessibility.

Our current initiative is to develop a guide for management on how to reasonably accommodate employee requests stemming from temporary or permanent disabilities to streamline accommodation requests. Work on this initiative has already begun with the expert-led training the SiriusXM leadership has been mandated to attend. Our human resources department collaborates with managers to provide employees with reasonable accommodations whenever required. Feedback from both employees and managers on our accommodation process has been positive.

SiriusXM Canada addresses retention and promotion by ensuring that employees are not discriminated against for any accessibility-related issues.

C. BUILT ENVIRONMENT

In our Accessibility Plan, the barriers related to the Built Environment were due to structural limitations of our former head office building. Once we relocated to our new office, many of the deficiencies related to accessibility were significantly improved. We also consulted the Rick Hansen Foundation who performed an audit on our new facility. We are pleased to announce that our new office space has achieved accessibility certification with the CSA group. Our built environment was improved further with the implementation of a 'quiet zone' for neuro-divergent employees who may become over-stimulated in the hoteling style, open-floorplan workplace.

Our current initiative for our built environment is to make additional improvements to our office space by including high contrast outlines to office doors, meeting doors, and indoor wheelchair ramps to address any potential safety concerns from the visually impaired. We have also continued with our efforts of engaging the property management for additional improvements that may be required to the common areas of the building beyond our office space.

D. INFORMATION AND COMMUNICATIONS TECHNOLOGY

Our Accessibility Plan addresses barriers to information and communications technology by:

- Planning and acquiring new digital systems and technology
- Adapting and updating existing programs and technology, and
- Providing user training, guidance, and resources

To date, we successfully upgraded meeting spaces with additional microphones and automated closed captioning in video conferencing so that it may be enabled by anyone, not just meeting hosts.

Additionally, we continue to provide training to employees through a variety of learning models, including live assistance, one-to-one support, written instructions, and pre-recorded audio-visual content on new technology programs, to ensure resources are barrier-free for all employees.

E. COMMUNICATION, OTHER THAN INFORMATION AND COMMUNICATION TECHNOLOGY ("ICT")

Our Accessibility Plan addresses the following barriers to communication, other than ICT:

- Clear Enunciation; and
- Alternate formats

SiriusXM Canada implemented an anonymous feedback procedure on its website that is reviewed daily and addressed promptly. We also updated our customer communications including our order confirmations and offer details so that its contents are straight-forward and easy to understand. Call Centres are staffed with bi-lingual agents and are trained to provide customized accommodations for customers, or if such accommodations cannot be addressed at the agent level, to promptly escalate such accessibility requests so that they are addressed and resolved efficiently.

In the past, SiriusXM Canada received customer feedback regarding high contrast-coloured documents that negatively affected screen reader technology which is commonly used by the visually impaired. In response to this feedback, we replaced high contrast-coloured documents, which resolved the issue, and we continue to review customer feedback regarding accessibility on a regular basis.

Within the last 12 months, SiriusXM also implemented an online chat feature as an additional mode of communications for customers with verbal challenges. Our plan is to expand this feature for French speaking customers, and we are currently on track to begin this work mid-2026.

F. PROCUREMENT

SiriusXM addresses the following barriers in its Accessibility Plan:

- Existing procurement practices may not consistently account for accessibility
- Lack of common industry standards that account for accessibility for certain goods or services

This year, SiriusXM began requesting that vendors provide the accessibility features of their goods and services before we proceed with any purchases. We also required all employees, including those in the finance department to sign up for mandatory disability education and awareness training to further increase knowledge of accessibility issues.

SiriusXM's main priority for addressing accessibility within this category is to find common industry standards that account for accessibility for particular goods and services.

G. DESIGN AND DELIVERY OF PROGRAMS AND SERVICES (DDPS)

Our Accessibility Plan addresses the following barriers related to DDPS:

- Team members lack knowledge and awareness of the barriers encountered by customers with disabilities; and
- Alternate methods of communications available to our customers may not be readily apparent to customers or immediately be offered by our customer service centre

The company implements third-party accessibility audits, and each year address any deficiencies identified to make our services and purchase flows fully accessible to users with disabilities. The in-house accessibility team of product managers, engineering managers, and program managers meet regularly during the year to plan audits, education and training, and technological improvements to keep improving SiriusXM's accessibility to both SiriusXM's customers and staff. With each technological feature, a set of accessibility requirements were included that engineers were expected to address, and such accessibility requirements were what the quality assurance team referenced when testing new tech features before they could proceed to the production or implementation stage.

H. TRANSPORTATION

Transportation is one of the categories listed under the Act. SiriusXM listed it in its Accessibility Plan as required by the Act but is not included in the scope of SiriusXM's objectives.

I. CONSULTATIONS

Meetings are scheduled on a monthly basis with SiriusXM's Diversity, Equity, and Inclusion Council, in collaboration with Human Resources and our Compliance Officer to review feedback from a variety of sources, including expert consultants, customers, and staff to strategize effective solutions.

Expert consultants and their reports are invaluable in our efforts to becoming a barrier-free organization.

J. FEEDBACK

SiriusXM collects feedback on accessibility through the methods described in our Accessibility Plan. Each submission received within this past year was discussed with the appropriate stakeholder and promptly resolved to the satisfaction of the submitting party. As we continue to receive feedback, we will continue responding and taking the necessary reasonable actions to address them. SiriusXM relies on such feedback to continue efforts on being as barrier-free to persons with disabilities as possible.