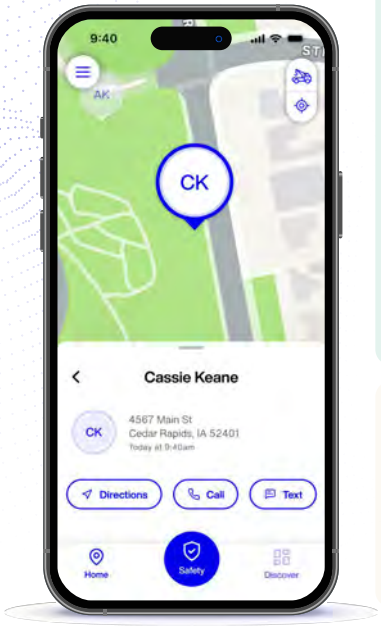
SiriusXM CONNECT

LOCATION SERVICES

Stay connected to your circle of contacts

Location Services provide real-time location capabilities that help users stay connected, share their location, and access support when it matters most. With real-time location information built directly into your app or device experience, users can easily share their location with trusted contacts or enable support teams to better understand where assistance is needed. Location Services support everyday check-ins, location sharing, and safety situations where knowing a user's location can help deliver a faster, more informed response.

For travelers, families, commuters, and anyone who wants an added layer of visibility and connection, Location Services make it easier to share where they are and help others respond with greater context when support is needed. For businesses, it creates a flexible way to enhance digital experiences with location-aware features, support more informed safety interactions, and deliver added value through greater connection, convenience, and greater peace of mind.



Enhanced Peace of Mind

Immediate Reassurance

FOR THE USER

- The user shares their real-time location with a trusted circle of group contacts
- The user controls who can see them, when, and for how long
- Group contacts can view owners location on a live map
- Sharing is always user-initiated — no location services without permission

FOR YOUR BUSINESS

- Provides a daily-use feature that keeps users engaged with the app
- Creates a natural entry point for Crash Detection, Safety Check-In, and SOS features

Why This Matters: In stressful or unfamiliar situations, users may not always know exactly where they are or be able to clearly communicate their location. With Location Services, users can quickly share their location with trusted contacts or safety agents when support is needed. This helps provide greater visibility into where a user is, making it easier to coordinate assistance and connect them to help when every second counts.

THE USER EXPERIENCE

1. User creates a group of their selected friends or family
2. User shares real-time location with group members and invites them to join the app
3. User can manage group members (invite or remove)
4. Group members can view users real-time location
5. Group members can pause or stop sharing their location at any time

BENEFITS

- Active location-sharing sessions with group members
- Identify missed arrivals, unplanned stops, or unexpected locations
- Natural funnel from map sharing into SOS and Check-In feature adoption
- Escalate location-based safety events for follow-up when needed

OUTCOMES

- Reduce time-to-assistance with precise, actionable location data
- Improve situational awareness during safety and emergency events
- Reduce friction for users when sharing or confirming their location
- Enable more effective emergency response and escalation workflows

INTEGRATION

Mobile SDK

- Easily embedded into mobile native apps
- White glove onboarding engagement
- Pilot readiness for scaled rollout

ANALYTICS

- Group Owner and Group Member onboarding counts
- Daily Active Users

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