



## Stingray Launches a Co-Branded Music, Podcast and Radio Solution, Debuting with BYD to Power the Ultimate In-Car Entertainment Experience

MONTREAL, Dec. 10, 2025 -- Stingray (TSX: RAY.A; RAY.B), an industry leader in music and video content distribution, business services, and advertising solutions, today announced the launch of a co-branded music, podcast and radio solution for automakers worldwide. The service will debut as *BYD Audio by Stingray* in a unique partnership with BYD, a world-leading manufacturer of new energy vehicles. This launch is one of several automotive OEM deals underway and further strengthens Stingray's position as the premier provider for an unparalleled in-car entertainment experience, as BYD now integrates Stingray's full suite of music products, including *Stingray Karaoke* with microphone, and *Calm Radio*, which delivers a relaxing sanctuary for drivers.

Stingray's new offering transforms the driving experience by offering a seamlessly integrated in-vehicle infotainment (IVI) service that can be tailored to any automaker's brand identity and target demographic. With *BYD Audio by Stingray*, drivers and passengers will gain access to hundreds of expertly curated music channels refreshed weekly with the latest hits and new releases, over 4M popular podcasts and access to thousands of global radio channels. The service provides easy navigation by genre and era, features high-resolution album artwork, and includes a dynamic visualizer with customizable color themes, all managed through streamlined, driver-safe controls.

The platform is highly flexible, supporting both premium and ad-supported subscription models to meet diverse customer needs. This ensures every driver can enjoy a high-quality, uninterrupted listening journey.

"The launch of this new co-branded IVI product marks a significant milestone in our mission to deliver unparalleled entertainment experiences wherever consumers are," said Jim Riley, President of Stingray Music USA. "We are thrilled to deepen our partnership with an innovator like BYD and are excited by early consumer reactions to the product. By integrating our full suite of audio products, from chart-topping music to karaoke and wellness, we are collectively redefining what in-car entertainment can be and providing a co-branded engaging solution for automakers."

The introduction of *BYD Audio powered by Stingray*, completes the Stingray entertainment suite in BYD vehicles, creating a holistic and immersive audio environment. Drivers can now effortlessly switch between a vibrant music library, an interactive gamified karaoke experience, and calming soundscapes for a more relaxing drive.

"BYD is a technology company, and we're always focused on making the latest innovations accessible to customers," said BYD Executive Vice President Stella Li. "Stingray's suite of audio services will play an important role in our cutting-edge cabin features. We're excited that BYD Audio by Stingray will offer customers an exceptional, world-class music, podcast and radio experience to enhance every journey."

*BYD Audio by Stingray* is scheduled to begin rolling out over-the-air (OTA) in BYD's European markets across all vehicle models in early 2026 and will then expand to all BYD markets.

### About Stingray

Stingray (TSX: RAY.A; RAY.B), a global music, media, and technology company, is an industry leader in TV broadcasting, streaming, radio, business services, and advertising. Stingray provides an array of music, digital, and advertising services to enterprise brands worldwide, including audio and video channels, 96 radio stations, subscription video-on-demand content, FAST channels, karaoke products and music apps, and in-car and on-board infotainment content. Stingray Business, a division of Stingray, provides commercial solutions in music, in-store advertising solutions, digital signage, and AI-driven consumer insights and feedback. Stingray Advertising is North America's largest retail audio advertising network, delivering digital audio messaging to more than 33,500 major retail locations. Stingray has close to 1,000 employees worldwide and reaches 540 million consumers in 160 countries. For more information, visit [www.stingray.com](http://www.stingray.com).

### About BYD

BYD is a multinational high-tech company devoted to leveraging technological innovations for a better life. Founded in 1995 as a rechargeable battery maker, BYD now boasts a diverse business scope covering automobiles, rail transit, new energy, and electronics, with over 30 industrial parks in China, the United States, Canada, Japan, Thailand, Brazil, Hungary, Uzbekistan, and India. From energy generation and storage to its applications, BYD is dedicated to providing zero-emission energy solutions that reduce global reliance on fossil fuels. Its new energy vehicle footprint now covers 6 continents, over 90 countries and regions. Listed in both Hong Kong and Shenzhen Stock Exchanges, the company is known to be a Fortune Global 500 enterprise that furnishes innovations in pursuit of a greener world.

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