

ASX ANNOUNCEMENT

16 July 2020

Membership launch investor briefing

San Francisco-based Life360, Inc. (Life360 or the Company) (ASX: 360) will today host an investor briefing to provide an overview of the launch of its new membership offering. The accompanying slide presentation is attached.

Investor Conference Call details

An Investor Conference Call with Chris Hulls (Co-Founder and CEO) and Ariana Hellebuyck, Vice President of Marketing, will be held today **Thursday 16th July at 9.30am AEST (Wednesday, 15th July at 4.30pm US PT)**. The call will be held as a Zoom webinar.

Participants wishing to view the presentation slides and ask questions should register and join via their browsers [here](#)

Participants joining via telephone will be in a listen only mode.

Dial in details

Australia: +61 2 8015 6011

US: +1 669 900 6833

Other countries: <https://life360.zoom.us/j/abVO4mVP89>

Meeting ID: 928 5087 5165

Representatives of the media are welcome to join as listen only participants. A replay will be available after the call at <https://investors.life360.com>.

Authorisation

Chris Hulls, Director, Co-Founder and Chief Executive Officer of Life360 authorised this announcement being given to ASX.

About Life360

Life360 operates a platform for today's busy families, bringing them closer together by helping them better know, communicate with and protect the people they care about most. The Company's core offering, the Life360 mobile app, is a market leading app for families, with features that range from communications to driving safety and location sharing. Life360 is based in San Francisco and had more than 28 million monthly active users (MAU) as at March 2020, located in more than 160 countries.

Contacts

For investor enquiries:

Jolanta Masojada, +61 417 261 367,
jmasojada@life360.com

For media enquiries:

Giles Rafferty, +61 481 467 903
grafferty@firstadvisers.com.au

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Membership Launch Investor Briefing

16 July 2020 AEST

15 July 2020 PDT

Disclaimer

This document dated 16 July 2020 has been prepared by Life360, Inc. (ARBN 629 412 942) (Company) and is provided for information purposes only. It contains summary information about the Company and its activities and is current as at the date of this document. It should be read in conjunction with the Company's periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au.

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Certain statements in this document constitute forward looking statements and comments about future events, including the Company's expectations about the performance of its business. Such forward looking statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward looking statement. Subject to any continuing obligations under applicable law the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in this document to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any such statement is based.

Investors should note that this document may contain unaudited financial information for the Company that has been prepared by the Company's management. The Company's results are reported under US-GAAP. Investors should be aware that certain financial data included in this presentation including direct revenue, indirect revenue, average revenue per paying circle (ARPPC), average revenue per User (ARPU) and annualised monthly revenue (AMR) is "non-IFRS information" under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by ASIC or "non-GAAP financial measures" within the meaning of Regulation G of the US Securities exchange Act of 1934. Note that the Company is not required to comply with Regulation G, and it does not provide a reconciliation and other disclosures about its non-IFRS information or non-GAAP financial measures that would be required by Regulation G.

All values are stated in US dollars unless otherwise stated.



Ariana Hellebuyck

VP of Marketing



Chris Hulls

Co-founder and CEO

Note: Use “raise hand” option through conference browser to ask a question. You will be prompted to unmute your audio. Questions will be answered at the end of the call.



Life360 Membership is here.



The safety needs of modern families have evolved

Modern life has become complex. Today, we are living through an unprecedented pandemic, and the quick-changing world demands new ways to keep families safe.

We believe family safety should not come at a premium, nor be a lengthy process. **Life360 membership provides comprehensive peace of mind from the digital world to the physical world, seamlessly through the Life360 app.**

The New York Times

Coronavirus Has Become a Pandemic, W.H.O. Says

FORTUNE

Facebook admits another blunder with user data

Los Angeles Times

Fires burn across Southern California as dangerous winds continue through Friday

CHICAGO SUN-TIMES

Semi rollover, lumber spill block right lane of I-294 in Rosemont

T Mobile

Stolen Phone
Reimbursement

\$45/month

Teladoc
HEALTH

\$20/month

LifeLock

\$140/month



Geozilla
Driver Reports

\$16/month



\$15/month

verizon^v

Smart Family™

\$5/month

NOONLIGHT

\$10/month

**Crime
Report**

\$10/month

Total Cost*

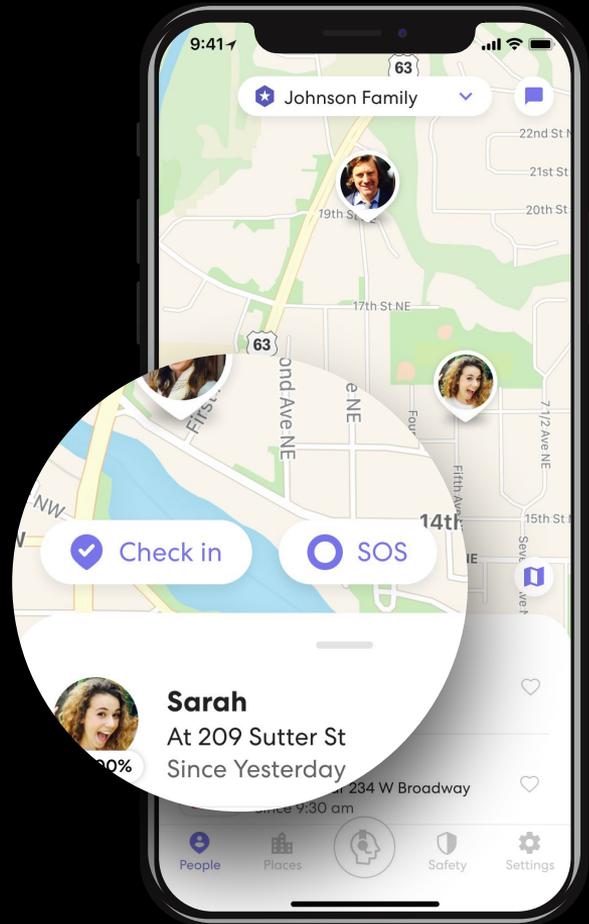
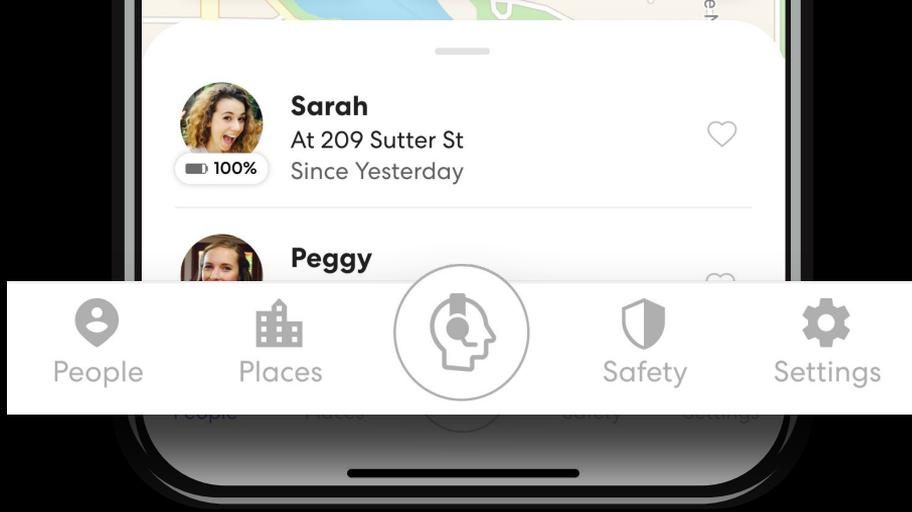
\$256.34/month



- ✓ Roadside Assistance
- ✓ Nurse Helpline
- ✓ SOS Alert
- ✓ Driver Reports
- ✓ Stolen Phone Reimbursement
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Disaster Assistance
- ✓ Travel Assistance
- ✓ Location Sharing And more...

Life360 Cost

\$19.99/month

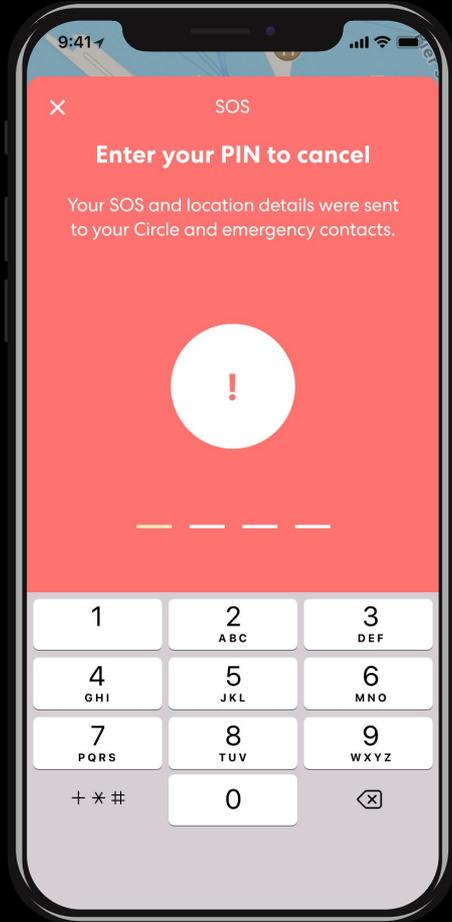
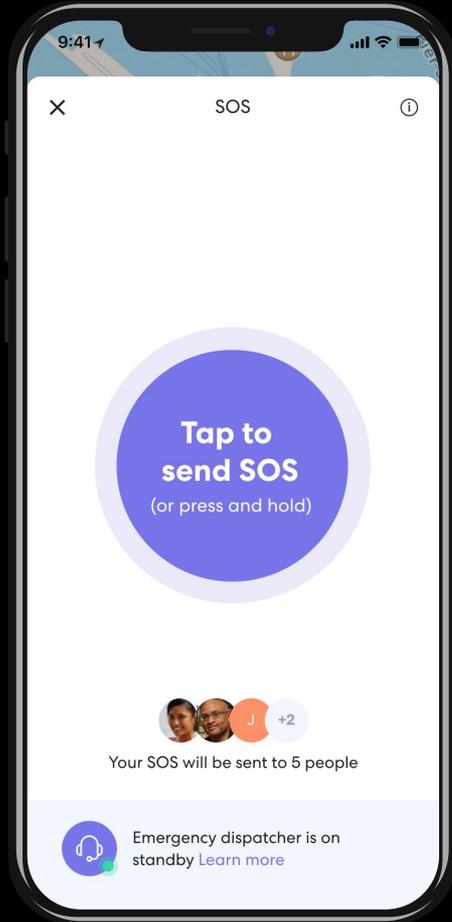


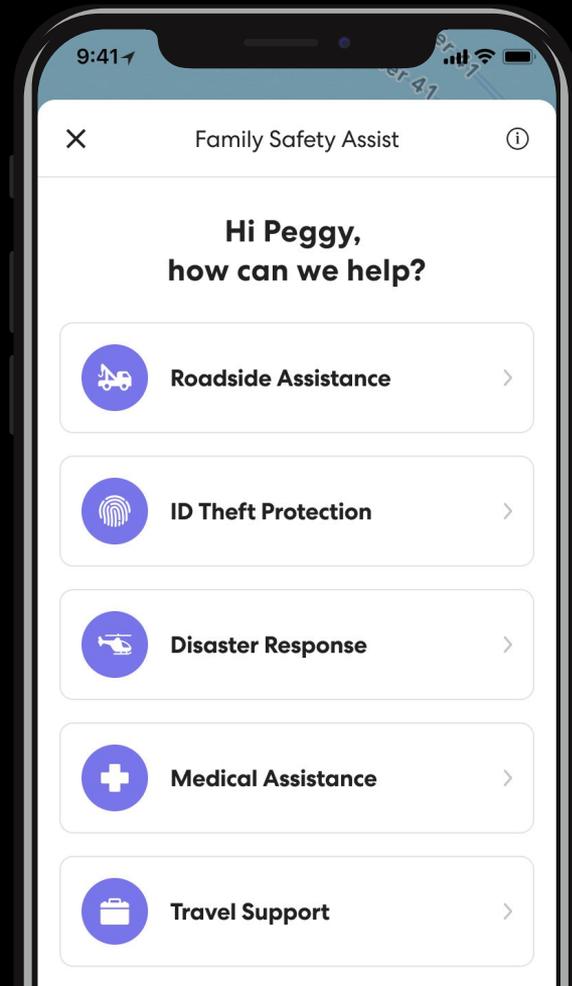
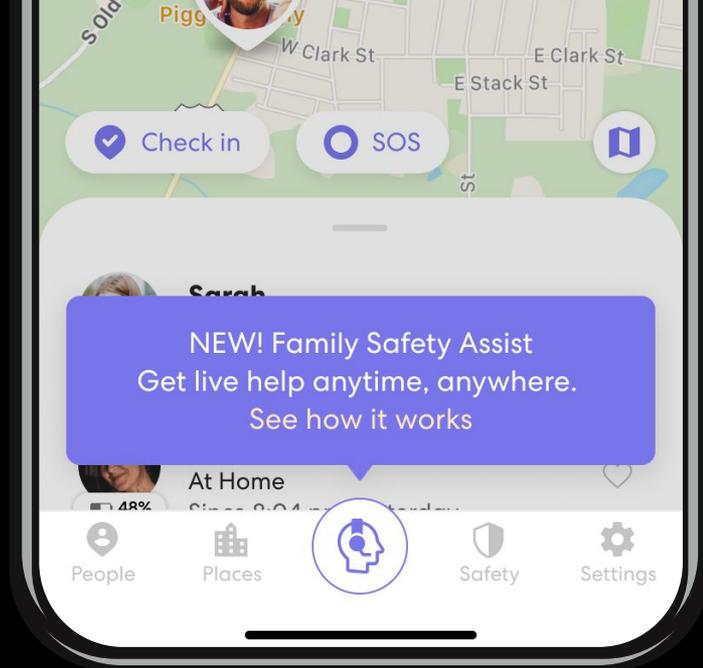
Core User Experience
New Membership Architecture

MESSAGES now

890-50
 Sarah has triggered an SOS on Life360. An emergency dispatcher will reach out to them and send police if needed or if there's no answer. Please check on them by viewing their current location: <life360:uhf784LgVX>

New Feature
SOS with 24/7 Emergency Dispatch





Introducing
Family Safety Assist

Introducing
Family Safety Assist



Roadside Assistance

Car towing
If you're stuck on the road, we'll get your car towed to safety (5 free miles with Gold, 50 free miles with Platinum).

Tire change
We'll send help to your vehicle's location to change a flat or blown tire.

Vehicle lock out
Keys missing or stuck in the car? We'll send a locksmith to get you back in.

Jump-start
If your battery is drained, we'll get you a jump-start to power it back up.

How our members roll
"Life360 immediately located my son and had a tow truck on the way in 3 minutes. Roadside Assistance was stress-free and super convenient!"
- Angela



Your Circle is covered
[Call now](#)



ID Theft Protection

ID theft restoration
Life360 ID Theft Protection safeguards your entire Circle. If you or a family member is the victim of identity theft, someone might try to use your information to make purchases, open new accounts, commit crimes in your name, and more. Our experts can help you navigate the complex process and get you back in control.

Lost funds covered
Having your ID in more ways than one can be a pain. Life360 ID Theft Protection covers recovery services, lost fees, and more.



Disaster Response

Emergency assistance amid the COVID-19 outbreak
Provide real-time information and resources about infectious outbreaks, including COVID-19, if your family member falls ill, we'll help you find the best medical care and testing.



Medical Assistance

Medical and health advice
Access a 24-hour helpline to speak with a registered nurse for advice and referrals to appropriate medical care.

Emergency medical evacuation
Get support coordinating medical transportation from a hospital or medical facility to another that can provide the appropriate care for serious illness, infection, or injury.

Medical, dental, pharmacy referrals
Traveling, and need a specialist or prescriptions? Get referrals to English-speaking pharmacies and medical professionals when your family members are abroad.

Please note: Medical Assistance is not available in all areas. For more information, visit life360.com/medical-assistance. In the event of an emergency, always dial 911. Life360 Medical Assistance isn't available in all areas.



Your Circle is covered
[Call now](#)

Your monthly protection update


0 alerts
SOCIAL MEDIA


0 alerts
CREDIT MONITORING


2
alerts
IDENTITY MONITORING

Resources



New Service
ID Theft Protection

 ID Theft Protection powered by IdentityForce **Claire Meixner** Platinum  [LOGOUT](#)

ALERTS

 DASHBOARD

 ALERTS

 MANAGE ACCOUNT

 RESOURCES

 SUPPORT

Identity 

Credit 

[VIEW ALL ALERTS](#)

MONITORED INFORMATION

0 Alerts sent this month

2 Identity elements scanned

PERSONAL INFORMATION		FINANCIAL INFORMATION	
NAME	CLAIRE MEIXNER	ADDRESS	DATE OF BIRTH
	Claire Meixner	123 Fake St	01/01/****
	+ UPDATE	Rochester, NY 01234	+ UPDATE
		+ UPDATE	
EMAIL ADDRESS	CLAUDE.MEIXNER@LIFE360.COM	PHONE NUMBERS	
	c.meixner+1360cabem.com	(123) 456-7890	
	+ UPDATE	+ UPDATE	

[MANAGE ACCOUNT](#)

PROTECTION STATUS

Life360 Perks



Your May perk is here.

For the next month, Life360 members have free access to more than 120 online classes from Brit + Co.

Claim your perk

No thanks

Life360 Perks



Your June perk is here.

Exclusive access to 25% off the JUDY emergency prep kit of your choice — so your family is prepared for anything.

Claim your perk

No thanks

Life360 Perks



Your July perk is here.

Enjoy a free 2-month subscription to Mindrise — a mood-lifting app with meditations, stories, and more.

Claim your perk

No thanks

Peggy
Moving near 234 W Broadway

Life360 Perks

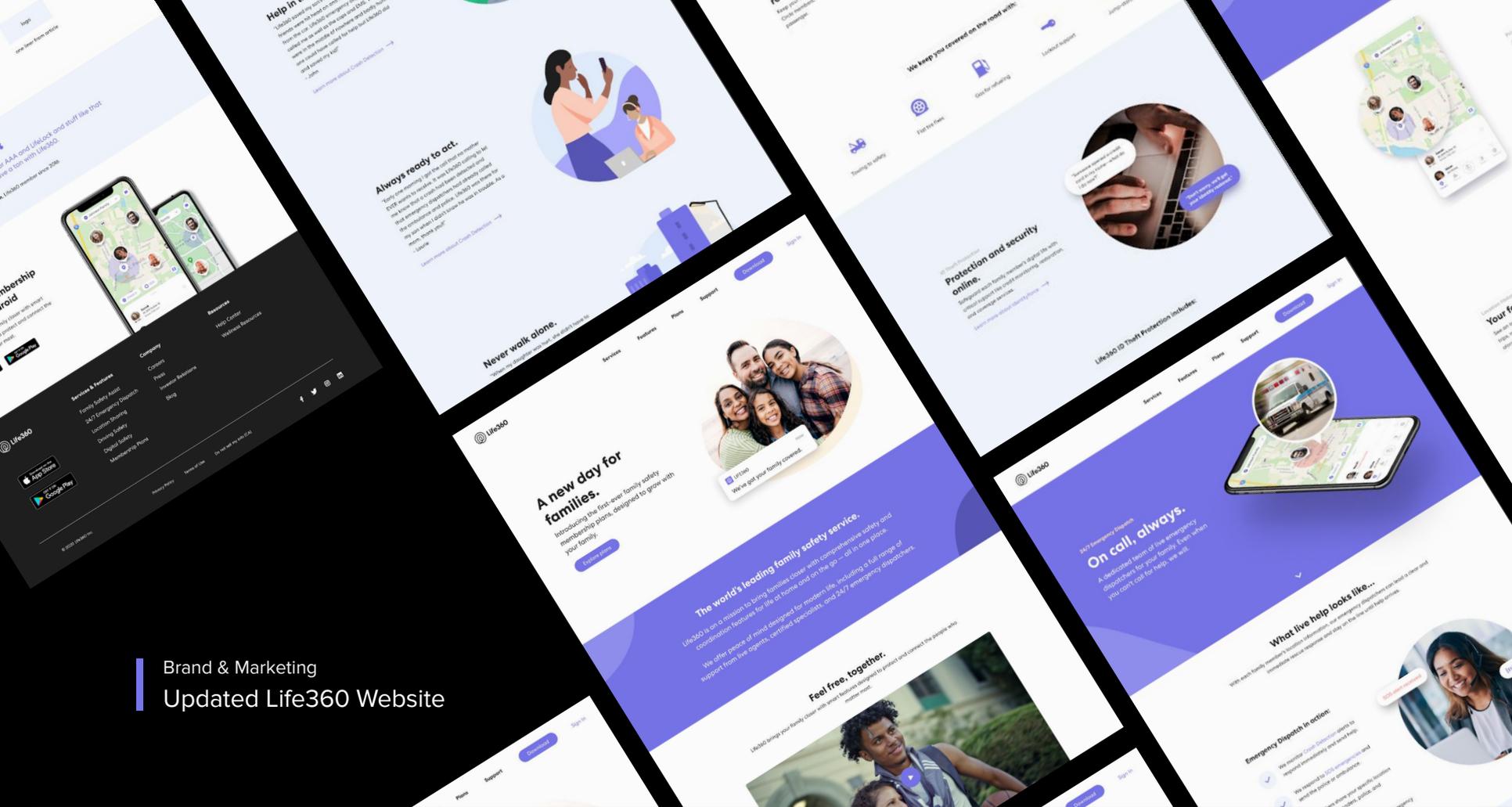
Your August perk is here.

Find some zen with a 2-month subscription to Mindrise — a mood-lifting app with meditations, stories, and more.

Claim your perk

No thanks

Membership Benefits
Life360 Perks



Brand & Marketing
Updated Life360 Website

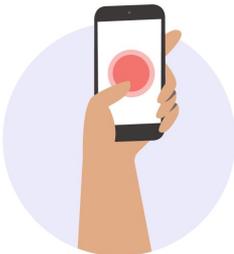
Introducing Life360 Membership!

Great news—you've been automatically upgraded to Life360 Gold at no extra cost.



You'll keep all the features you've enjoyed with Driver Protect, plus...

See what's new >



Your new features!

- ✓ SOS with Emergency Dispatch
- ✓ \$25K in ID Theft Coverage
- ✓ \$250 Stolen Phone Coverage

Swipe to continue >



Welcome to Life360 Gold!

As a Driver Protect member, you've been automatically upgraded to our Life360 Gold Membership at no extra cost. In addition to the features and tools you've enjoyed so far, we've added some exciting benefits. The best news? You don't have to do a thing!

Explore Gold

Your Life360 Gold Membership includes:

- ✓ \$250 in Stolen Phone Coverage
- ✓ 30 days of Location History
- ✓ Unlimited Place Alerts
- ✓ SOS Help Alert with 24/7 dispatchers
- ✓ Family Driving Summary &



Announcement emails
Member Welcomes



Collision Detection with 24/7 Emergency Dispatch
When a collision is detected, a dispatcher helps to the vehicle's exact location.



Individual Driver Reports
Know how (and what) your family is doing behind the wheel to become a family of better, safer drivers.



Roadside Assistance
Keep your family moving with 50 miles of free towing, tire fixes, and more.

9:41

Most popular

Silver **Gold** Platinum



SOS with 24/7 Emergency Dispatch

Silently access an emergency dispatcher who can send help to your location.

17% off with annual

\$9.99/mo \$99.99/yr

Scroll to compare plans



Includes all Circle members

Subscription terms: After free trial, Life360 Gold Membership monthly subscription is \$9.99, and automatically renews unless cancelled at least 24 hrs before current period ends. Payment is charged to your device.

Try 7 days for free
Then \$9.99/month. Cancel anytime.

Continue

Roadside Assistance

—	5 miles tow and gas	50 miles tow and gas
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Safety on your own

SOS Alert

✓	✓	✓
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24/7 Emergency Dispatch

—	✓	✓
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Crime Reports

✓	✓	✓
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Stolen Phone Coverage

\$100	\$250	\$500
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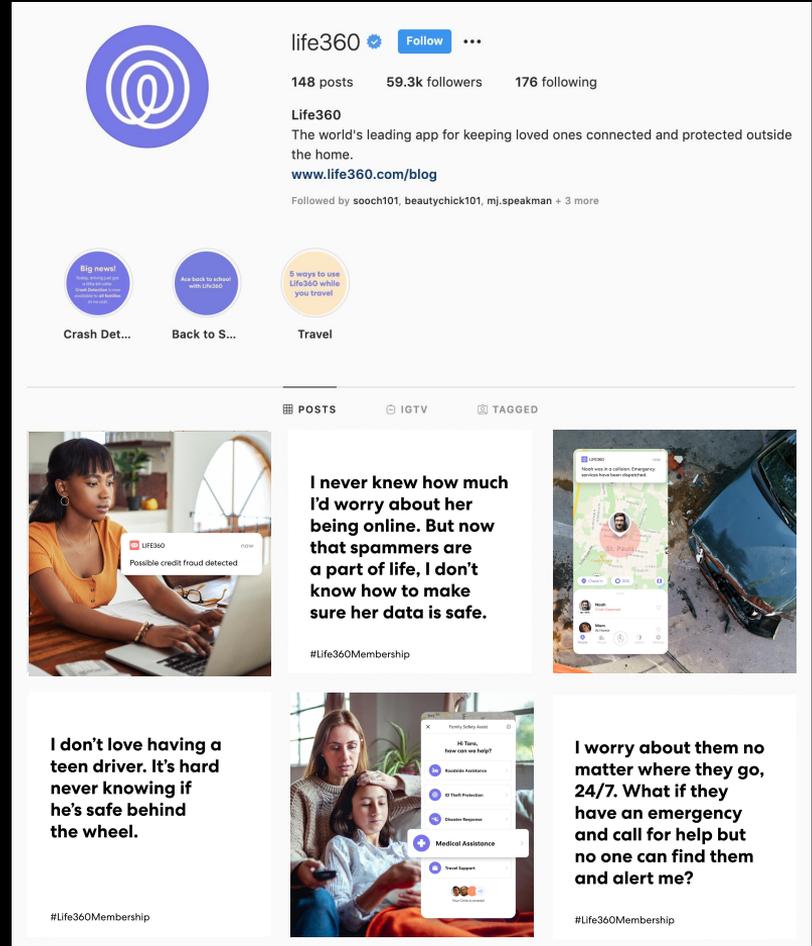
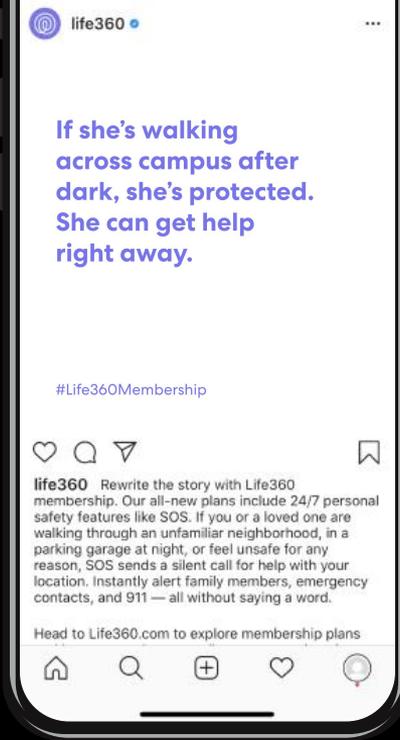
Safety online

ID Theft Coverage

—	\$25K per member	\$1M per member
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ID Theft Restoration

Product Marketing
In-App Membership Upsells



Brand & Marketing

Social Media & Marketing Campaign

Life360 Membership Tiers

Basic Life360 Account

Free

- ✓ Real-time Location Sharing
- ✓ 2 Place Alerts
- ✓ 2 days of Location History
- ✓ Unlimited Check-Ins
- ✓ Crash Detection
- ✓ Family Driving Summary
- ✓ SOS Alert



Silver

Make daily coordination a breeze

\$4.99/mo

All **basic** Life360 features, plus...

- ✓ 5 Place Alerts
- ✓ 7 days of Location History
- ✓ Crime Reports
- ✓ \$100 Stolen Phone Coverage



Gold

Protect your family on the go

\$9.99/mo

All **Silver** features, plus...

- ✓ Unlimited Place Alerts
- ✓ 30 days of Location History
- ✓ Individual Driver Reports
- ✓ 24/7 Emergency Dispatch for Crash Detection & SOS Alerts
- ✓ Roadside Assistance
- ✓ 5 miles free towing
- ✓ \$250 Stolen Phone Coverage
- ✓ \$25K in ID Theft Coverage
- ✓ ID Theft Restoration



Platinum

Be prepared for anything, anywhere

\$19.99/mo

All **Gold** features, plus...

- ✓ Disaster Response
- ✓ Medical Assistance
- ✓ Travel Support
- ✓ Credit Monitoring
- ✓ 50 miles free towing
- ✓ \$500 Stolen Phone Coverage
- ✓ \$1M in ID Theft Coverage

Membership allows us to offer services that hit the emotional triggers of every life stage



Families with newborns



Families with young kids



Families with teens



Families with college kids



Empty nesters



Aging parents

Location and Communication

Crash and Roadside Assistance

Identity Protection

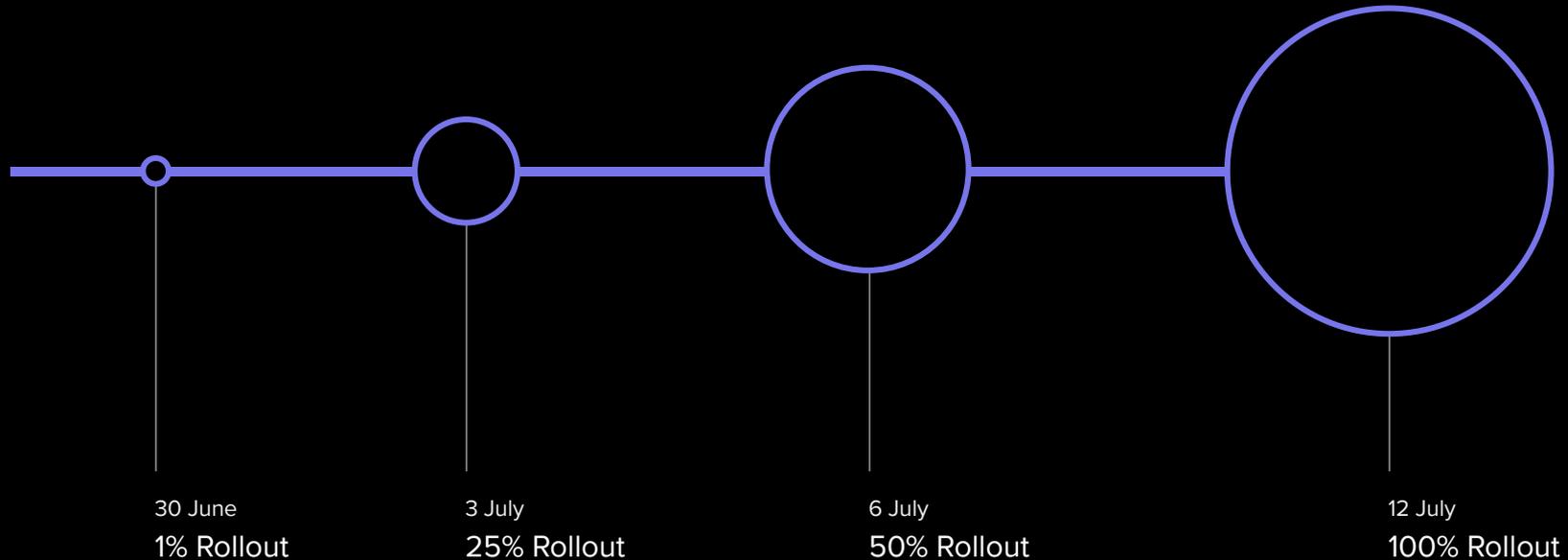
SOS

Disaster, Medical, and Travel Assistance

Ongoing Features & Services (i.e. wearables, Life360 insurance offerings, etc)

Life360 Membership

Launched US rollout on time in spite of Covid lockdowns



Membership will directly benefit Life360's most important financial drivers

-  **Increase in total addressable market and brand reach**
New features go beyond location to relevance at all life stages
- +
-  **Increase in Premium conversion**
Broader offering provides more opportunities to convert
- +
-  **Increase in Average Revenue Per Paying Circle**
Tiered offering and segmentation supports higher pricing
- +
-  **Decrease in churn**
Longer relevant lifecycle and higher value will reduce churn
- +
-  **Significantly higher user Lifetime Value and company revenue**

Q&A