



ASX ANNOUNCEMENT

4 November 2020

Virtual conference presentation

Life360, Inc. (Life360 or the Company) (ASX: 360) will present at the NWR virtual investor conference today, Wednesday 4 November 2020.

Conference details

CFO Russell Burke will present at the conference as follows:

Date: Wednesday 4 November 2020

Time: 9.35am AEDT for 30 minutes

Access: Register to view the presentation [here](#)

A copy of the investor presentation is attached.

Investors and shareholders are invited to attend and can submit questions prior to the event to simon@nwrcommunications.com.au.

Further information on the conference is available [here](#)

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 25 million monthly active users (MAU) as at September 2020, located in 195 countries.

Contacts

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Investor Presentation

A photograph of two women sitting in the front seats of a car. The woman on the left has blonde hair and is smiling towards the woman on the right. The woman on the right has red hair and is smiling at the camera. The car's interior, including the dashboard, steering wheel, and rearview mirror, is visible. The background shows a blurred green landscape through the car windows.

4 November 2020
Russell Burke, CFO



Disclaimer

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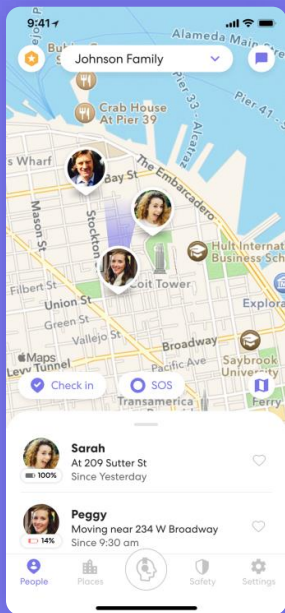
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Certain statements in this document constitute forward looking statements and comments about future events, including the Company's expectations about the performance of its business. Such forward looking statements involve known and unknown risks, 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.

Life360

The world's leading family mobile app and safety membership



As at September 2020

25m+ Monthly Active Users in 195 countries

884k Paying Circles

\$59.3m net cash

~200 employees

San Francisco based

CY20 Q3 Results

~\$81m Annualised Monthly Revenue

+24% revenue growth YoY in spite of COVID

Second consecutive positive cash flow quarter

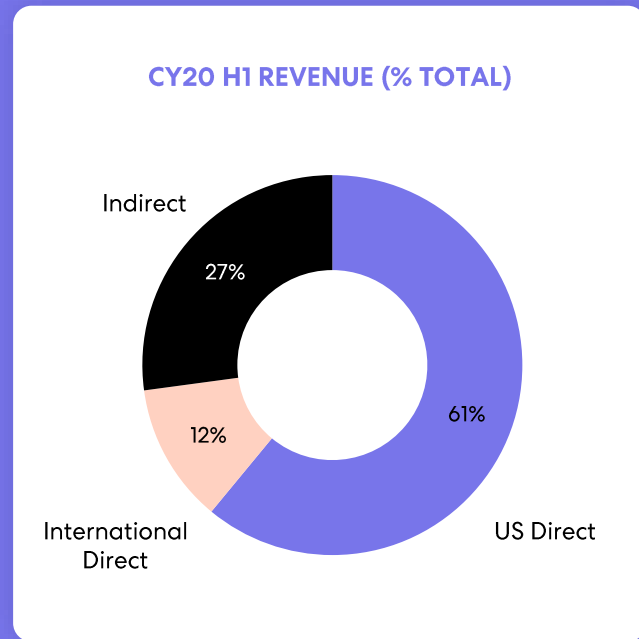
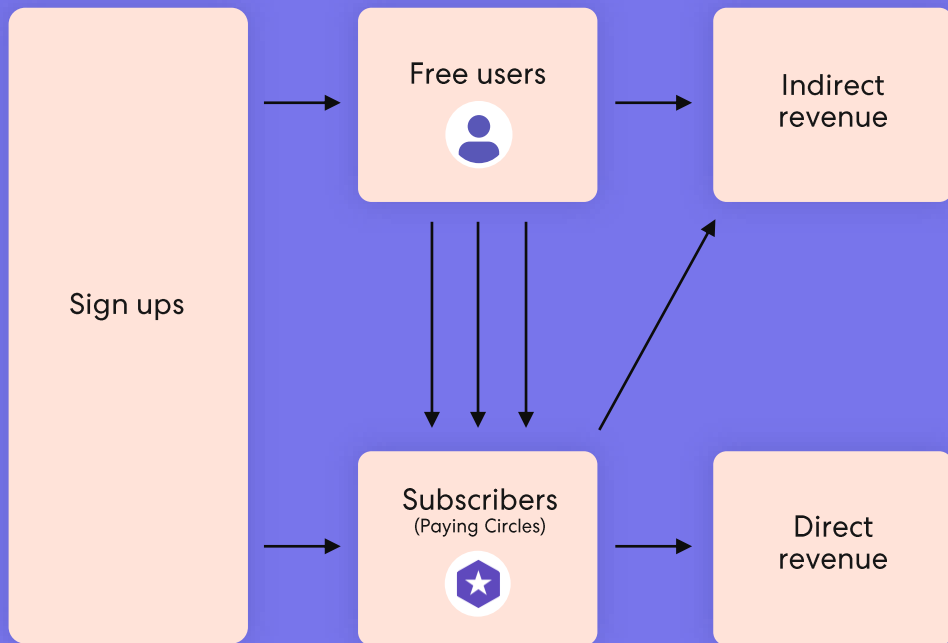
~30% ARPPC uplift from membership launch*

Note : All references in this presentation to \$ are to US\$

*Average Revenue Per Paying Circle uplift for first new membership cohort post launch versus CY20 H1

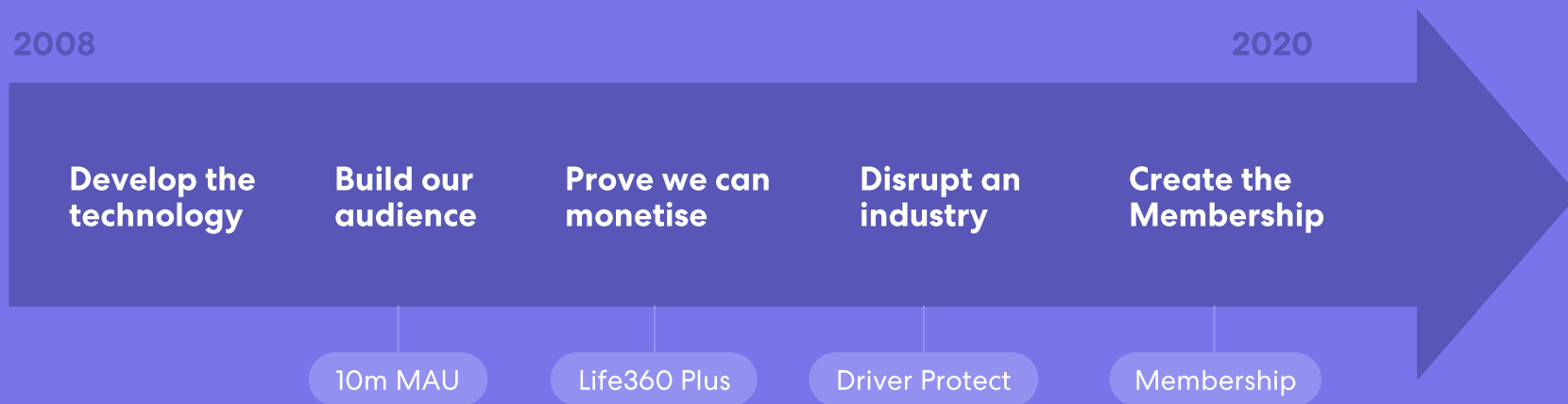
Life360's "freemium" consumer model

Monetises free users and subscribers



Life360 Membership: Putting the “360” into the Life360 name

Scaling from location tracking app to suite of membership services



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



Location and Communication

Crash and Roadside Assistance

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 offering

Membership tiers

<p>Basic Life360 Account</p> <p>Free</p> <ul style="list-style-type: none">✓ Real-time Location Sharing✓ 2 Place Alerts✓ 2 days of Location History✓ Unlimited Check-Ins✓ Crash Detection✓ Family Driving Summary✓ SOS Alert	<p> Silver</p> <p>Make daily coordination a breeze</p> <p>\$4.99/mo</p> <p>All basic Life360 features, plus...</p> <ul style="list-style-type: none">✓ 5 Place Alerts✓ 7 days of Location History✓ Crime Reports✓ \$100 Stolen Phone Coverage	<p> Gold</p> <p>Protect your family on the go</p> <p>\$9.99/mo</p> <p>All Silver features, plus...</p> <ul style="list-style-type: none">✓ 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	<p> Platinum</p> <p>Be prepared for anything, anywhere</p> <p>\$19.99/mo</p> <p>All Gold features, plus...</p> <ul style="list-style-type: none">✓ Disaster Response✓ Medical Assistance✓ Travel Support✓ Credit Monitoring✓ 50 miles free towing✓ \$500 Stolen Phone Coverage✓ \$1M in ID Theft Coverage
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Life360 Membership offering

Benefiting 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

Q3 membership performance

93k

New and upsell subscribers

~13%

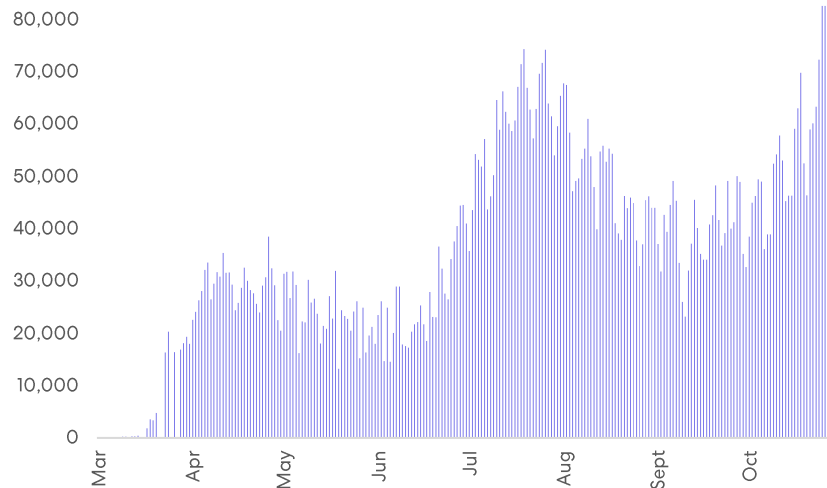
of US subscribers in the Membership tier

~30%

ARPPC uplift for new Membership cohort vs CY20 H1

Strongly positioned to navigate COVID-19 challenges

Daily new US COVID-19 cases



Organic growth and retention

Growing US MAU and Paying Circles despite pause in User Acquisition spend



Building brand trust

Growing recognition of Life360's leadership in the family space



Stable balance sheet

Net cash of US\$59.3 million and no debt

Post-COVID Strategy and Membership Next Steps

Life360 is well positioned to return to accelerating growth in the post-COVID world

Invest

Leverage strong Membership launch by bringing forward R&D investment in new features

Evolve

Evolve from core location to emotion-based digital family communication

Adapt

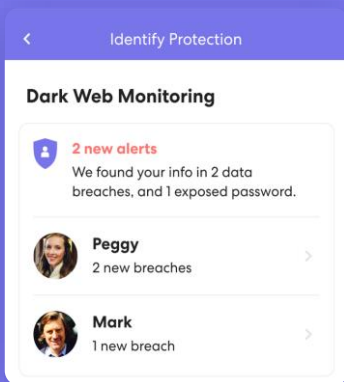
Build new marketing channels to drive growth when operating environment returns to normal

Invest

Accelerating Membership due to successful early results – one example is launch of freemium identity theft

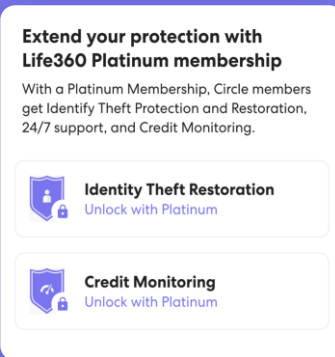
Step 1

Show ID breaches for free



Step 2

Provide ID breach solutions through premium upsell



- A subset of premium features will be offered to free users to drive discovery of the value of membership
- Features such as freemium identity theft expand the total addressable market beyond families with teens

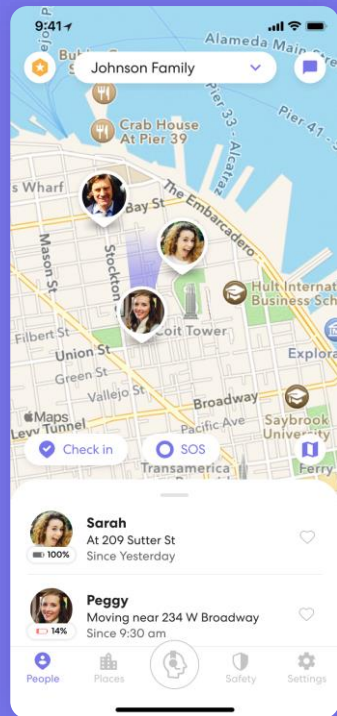
Evolve

From “Where are you?” to “How are you?”

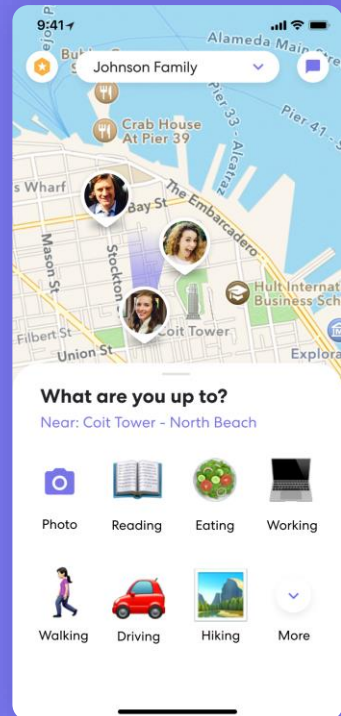
COVID is driving the rapid acceleration of all digital communication trends, allowing the speeding up of Life360’s long-planned evolution from “Where are you?” to “How are you?”

- Prioritising the free user experience, specifically communication features, for CY20 H2 and CY21
- Users are now primed for Life360’s expansion beyond pure location features. These initiatives will augment how families communicate emotion through digital platforms

Parent-centric Where are you?



Family-centric How are you?



Note: image is conceptual

Evolve

From Parent centric to Family centric

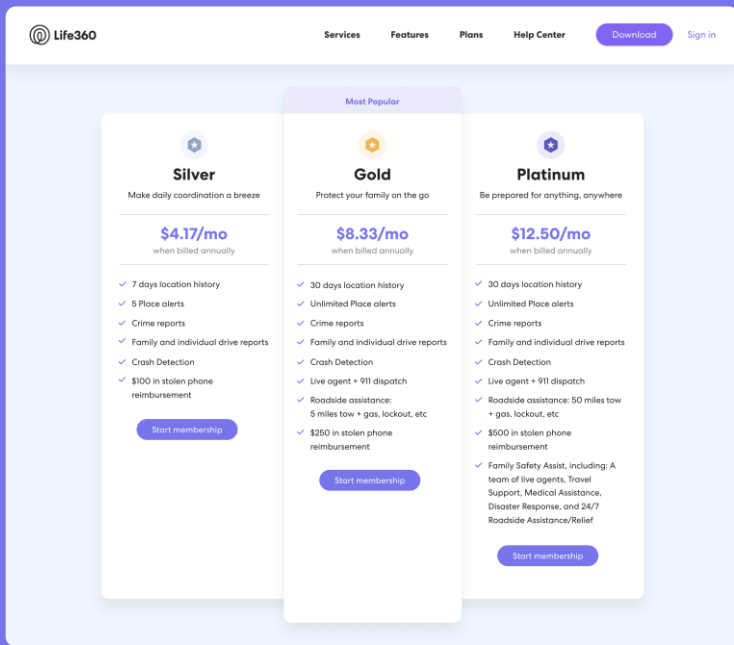
Broadening appeal to a teen audience while maintaining core focus on safety

- Launch of “Bubbles”, a feature providing teens greater location privacy while ensuring that security is never compromised
- Parents are able to “burst the bubble” in emergency situations
- Further opportunities are being explored to incorporate the needs of teenagers and young adults and enhance the value provided to families



Evolve

From app only to full e-commerce



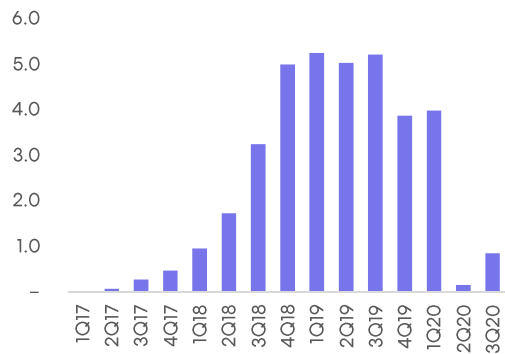
- Web-based sign-up will allow users to directly purchase a premium plan
- E-commerce provides new acquisition capabilities, the opportunity for customer segmentation and retargeting, and affiliate marketing
- Provides a platform for future localisation and international expansion
- Implementation likely to take effect over a multi-year period

Adapt

Our marketing spend to the COVID-19 environment

Disciplined user acquisition spend until the operating environment returns to normal

USER ACQUISITION SPEND \$M



Accessing new channels to acquire customers

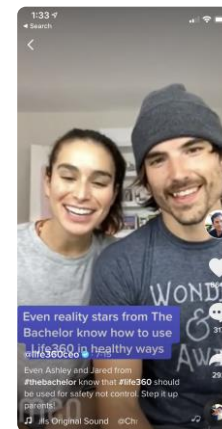
Over-the-top TV

Programmatic advertising opportunities to target mobile and desktop users for faster conversion



Influencer and celebrity channels

Extending audience reach and building brand credibility and trust



Adapt

Marketing to all family members

Expanding Life360's audience reach and developing new channels including engaging with teens through TikTok

- Now reaching teens as Life360's profile has grown through the pandemic
- Launching new content across multiple channels, including broadcast TV, TikTok and YouTube
- Creating new guerilla-style content that shifts brand perception in creative ways



Parody YouTube video reached 1 million views in ~24 hours

TikTok Case Study

Objective: Address teens on TikTok who had organised 1 star campaign attacking Life360

Strategy: Prioritise building features for teens and use unexpected tactics to shift perception

@Life360CEO TikTok account

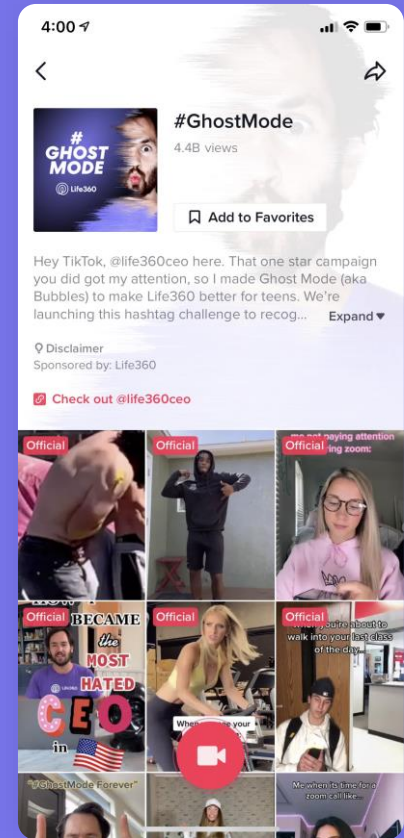
- Established human connection with teens
- Publicly creating “ghost mode” feature to demonstrate our commitment to balanced family relationships
- Drove over 50m views and 10m likes of #life360 content

Result: Significantly improved teen perception; app rating now climbing after initial fall



TikTok campaign

- More than 4 billion views of #GhostMode campaign and overwhelmingly positive sentiment from teens
- Significant lift in daily average ratings, now above 4 stars



Strongly positioned for the next decade of growth

Transitioning from an app to a comprehensive family safety brand



Expanded Product suite

Membership provides a platform for our next generation of services



Broadening reach

New channels are expanding our brand and cementing our leadership



Robust roadmap

International expansion, lead generation and new app features

Q&A



Thank you

Life360 Investor Relations

<https://investors.life360.com>