

ASX ANNOUNCEMENT

28 April 2021

Conference Presentation

Chris Hulls, Co-Founder and CEO of San Francisco-based Life360, Inc. (Life360 or the Company) (ASX:360) will today participate in Bell Potter's Decoded Conference. The conference presentation is attached.

Ends

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 2021, located in more than 195 countries.

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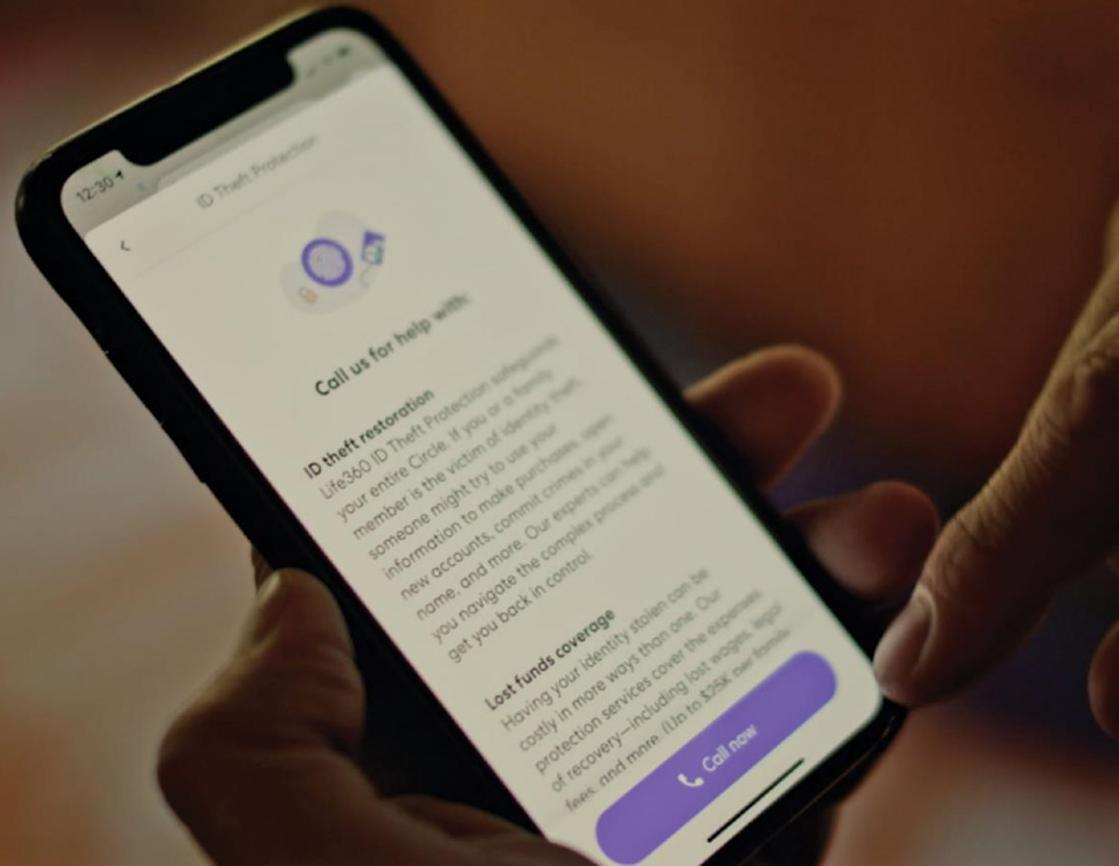
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Conference Presentation

Bell Potter Decoded

28 April 2021

Chris Hulls, Co-Founder & CEO



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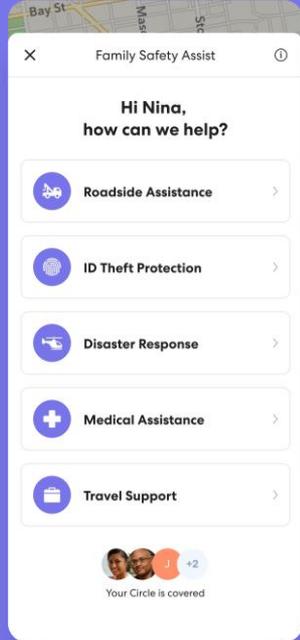
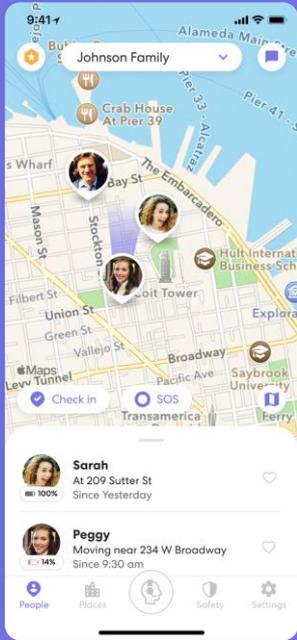
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Certain statements in this document constitute forward looking statements and comments about future events, including the Company's expectations about the performance of its business. Such forward looking statements involve known and unknown risks,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



2,038,768

Help alerts sent

52,957,392,571

Miles driven with Life360
Crash Detection

14,209

Ambulances dispatched

11,269,693,552

Safe arrival notifications

My family is grateful
this app exists!!!



Life360 is an absolute lifesaver!
It detected that my son had
been in a car accident and
IMMEDIATELY called him! They
asked if he was in an accident
and if he needed them to
contact our local emergency
department for help!"

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.
Note: Numbers are based on internal database sampling and are not exact. All numbers are worldwide except for Ambulances dispatched which is a US only service

Life360

Key Metrics

As at March 2021

-  **28m+** Monthly Active Users in 195 countries
-  **916k** Paying Circles
-  **\$53.5m** net cash
-  **~250** employees
-  **San Francisco** based
-  Constituent of **ASX 300** index

CY21 Q1 Results

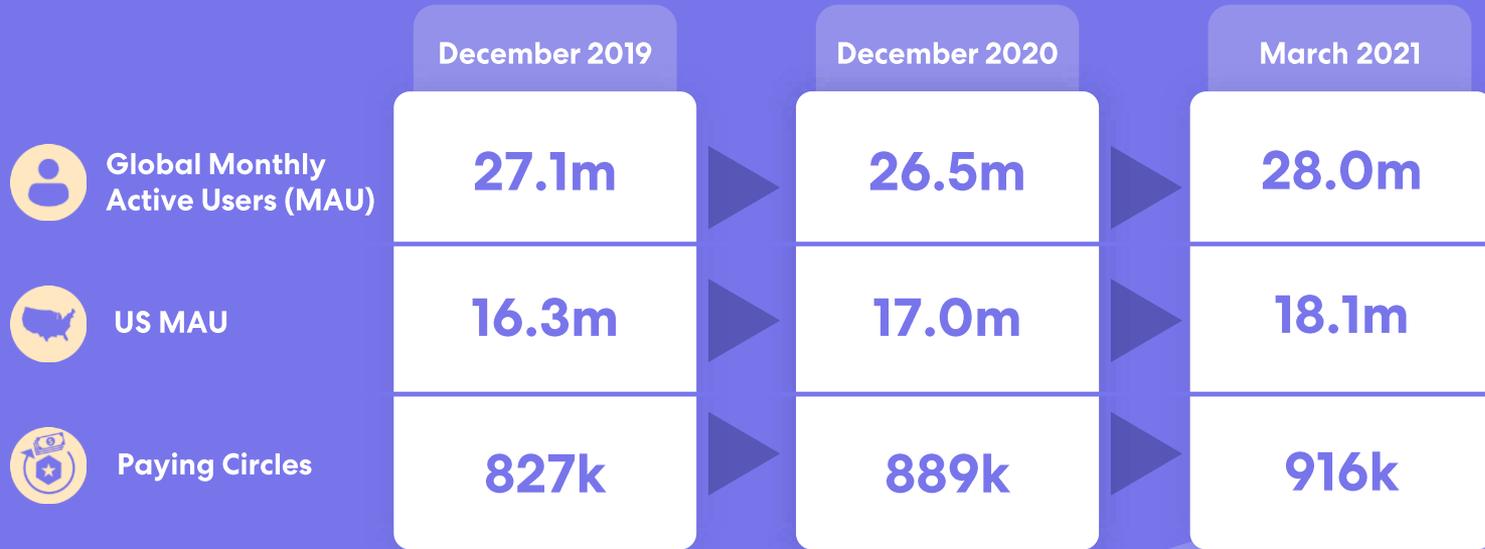
-  **~\$95.8m** Annualised Monthly Revenue
-  **+20%** revenue growth YoY in spite of COVID
-  **~36%** ARPPC uplift from Membership launch*

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 Key Operational Metrics

Return to growth post-COVID



Life360's technology platform

10 + years of investment and innovation

Timeline of key developments

2008 2014 2015 2016 2017 2018 2019 2020 2021



R&D investment since 2016



* Patents cover the following areas: Battery Power Conservation; Location Fixing and Tracking; Behavioural Pattern Assessment in the Use of a Mobile Device; User Safety; Notification Management; Usage Monitoring and Access Control of Applications; Generation of Notifications in a Workout Group; Generation and Sending of Prepopulated Messages to a Selected Group of Mobile Devices.

Life360's technology platform

A unique and proprietary technology engine operating at global scale

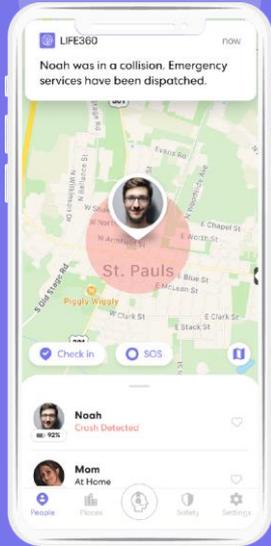


Life360's technology platform

A unique and proprietary technology set to operate at scale globally



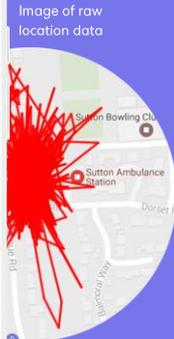
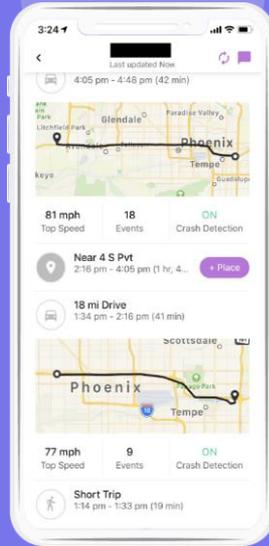
Reliability



>99% service reliability



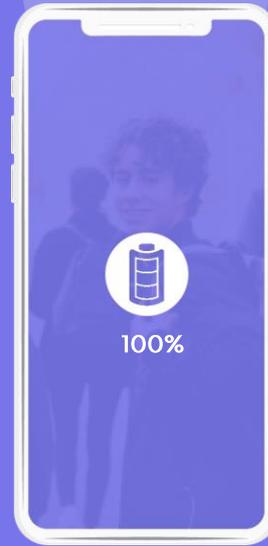
Accuracy



Optimised to reduce bounce-outs
Location data as shown on Life360 interface



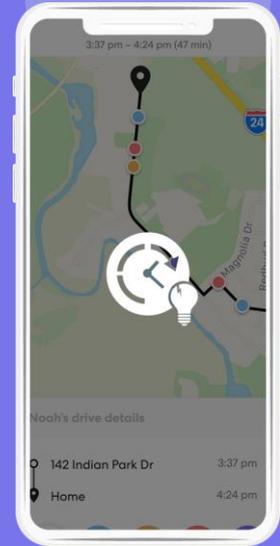
Battery Life



Efficient design avoids battery drain



Latency



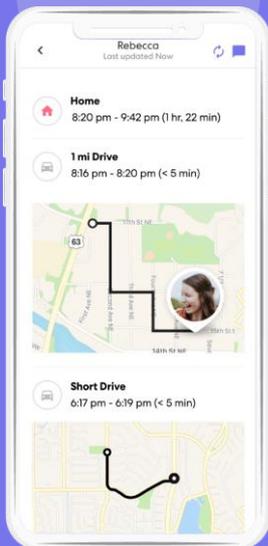
Smart real-time tracking mode

Life360's technology platform

A unique and proprietary technology set to operate at scale globally



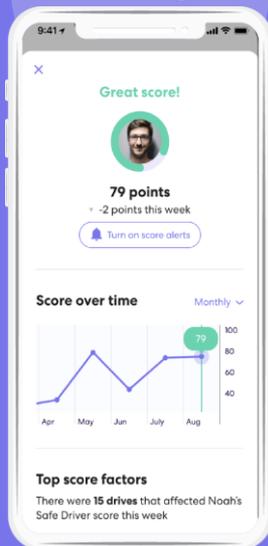
Scale



Processing 50 bn+ location points per week



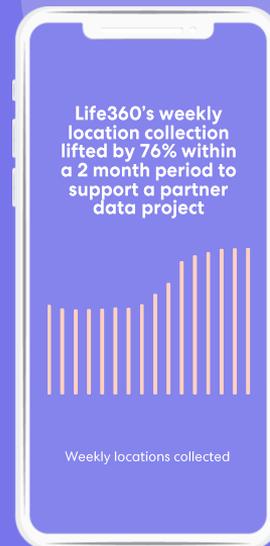
Actionable data insights



Unmatched global access to location data



Scalability



Capacity to scale up for new growth opportunities

Life360's technology platform

A unique and proprietary technology set to operate at scale globally



Services iOS and Android, with seamless servicing of mixed paying circles



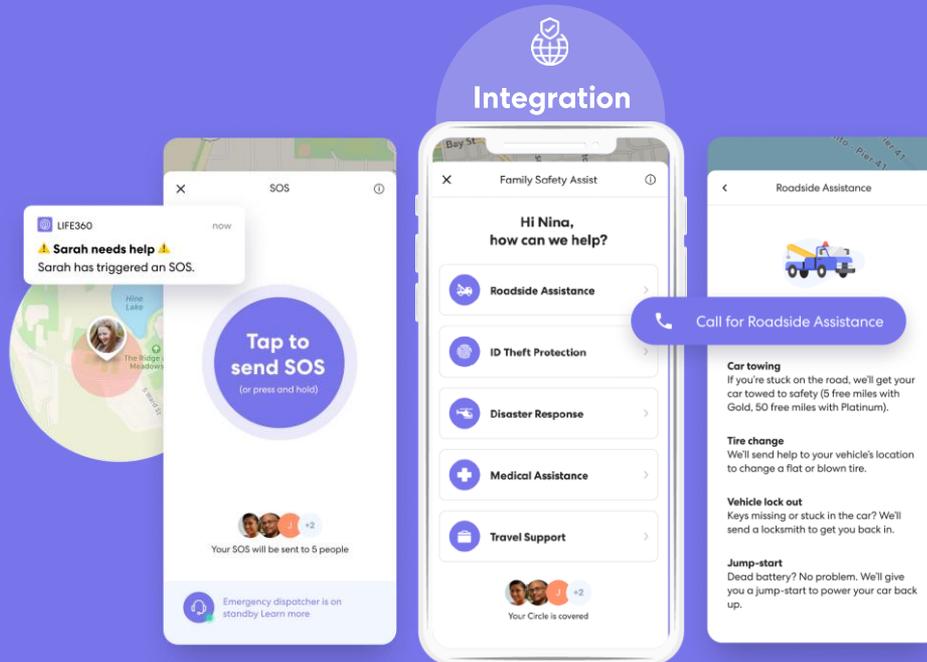
With thousands of handset models and operating systems



to respond to changes from platform providers

Life360's technology platform

A unique and proprietary technology set to operate at scale globally



With real world safety services

Ongoing investment will further strengthen Life360's platform

Technology and product roadmap:

Free dark web monitoring

- Development of new ID breach solutions to support premium upsell

"Where are you" to "how are you"

- Transition supported by development of advanced machine learning algorithms and sensor processing

New web channel

- To support direct paid Membership sign-up via the web

Canada launch

- Phase 1 of international Membership expansion

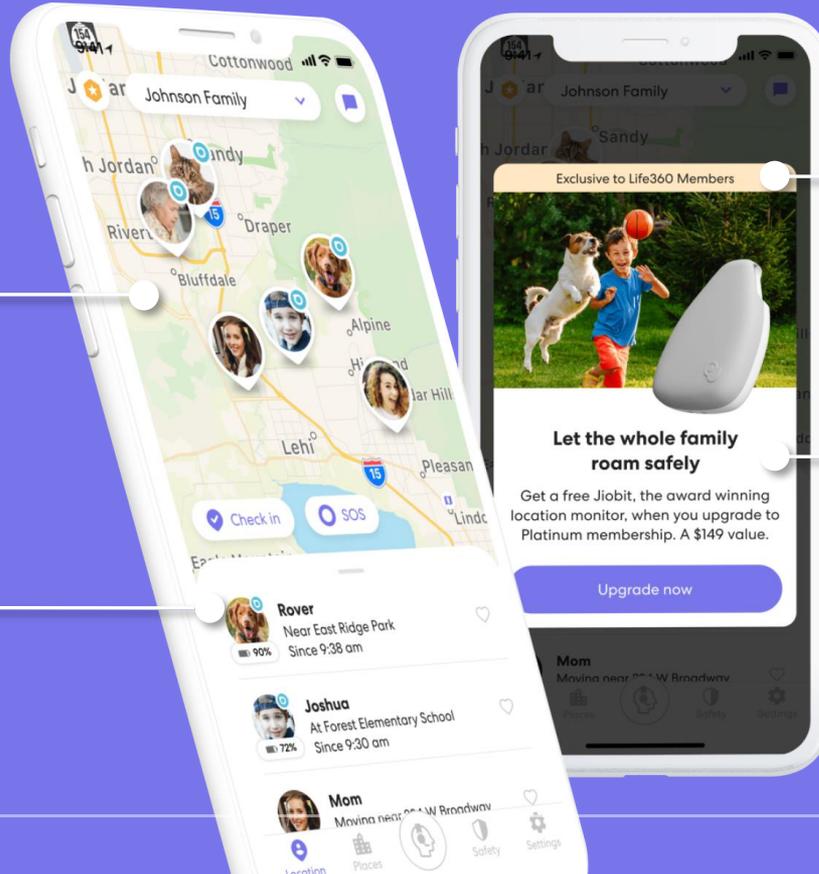
Expansion into adjacent disruptive businesses and technologies



Proposed acquisition of Jiobit

Families can seamlessly see all family members (even the furry ones) on all one map

Indicators easily highlight Jiobit devices



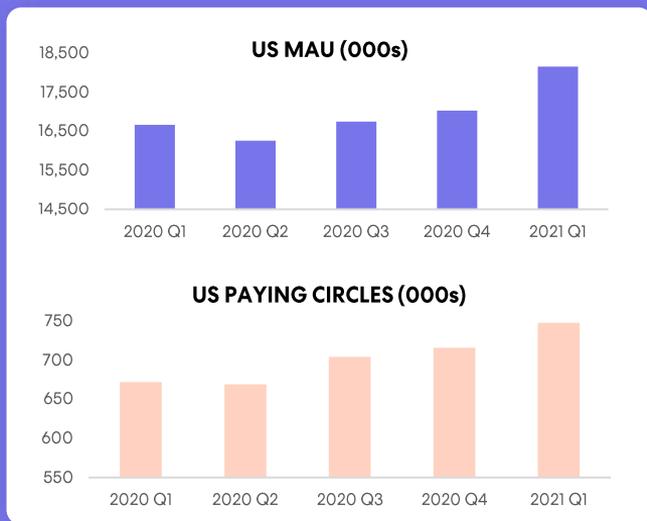
Jiobit adds to the ever growing list of safety products Life360 members have access to, at a fraction of the cost of comparable products

New bundle will drive Life360 members looking for safety solutions for pets & young kids to upgrade

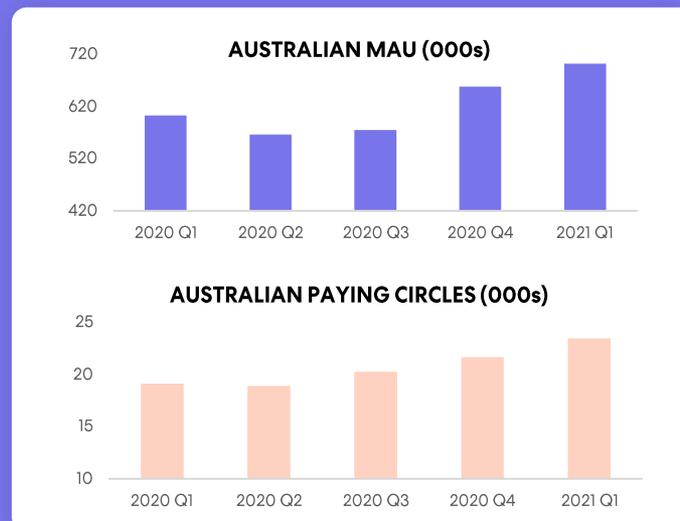
Life360 is leveraged to a COVID-recovery

COVID is turning from a headwind in 2020 to a tailwind in 2021

US vaccine rollout has seen accelerating growth in US MAU and Paying Circles



Australia has continued to deliver strong momentum reflecting strong management of COVID



Q&A





Thank you

Life360 Investor Relations

<https://investors.life360.com>