

ASX ANNOUNCEMENT

25 May 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 Wilsons' Rapid Insights 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.

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

Life360's CDIs are issued in reliance on the exemption from registration contained in Regulation S of the US Securities Act of 1933 (Securities Act) for offers of securities which are made outside the US. Accordingly, the CDIs, have not been, and will not be, registered under the Securities Act or the laws of any state or other jurisdiction in the US. As a result of relying on the Regulation S exemption, the CDIs are 'restricted securities' under Rule 144 of the Securities Act. This means that you are unable to sell the CDIs into the US or to a US person who is not a QIB for the foreseeable future except in very limited circumstances until after the end of the restricted period, unless the re-sale of the CDIs is registered under the Securities Act or an exemption is available. To enforce the above transfer restrictions, all CDIs issued bear a FOR Financial Product designation on the ASX. This designation restricts any CDIs from being sold on ASX to US persons excluding QIBs. However, you are still able to freely transfer your CDIs on ASX to any person other than a US person who is not a QIB. In addition, hedging transactions with regard to the CDIs may only be conducted in accordance with the Securities Act.



Conference Presentation

Wilsons Rapid Insights
25 May 2021

Chris Hulls, Co-Founder & CEO



Disclaimer

This document dated 25 May 2021 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.

This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

The information contained in this document is not intended to be relied upon as advice or a recommendation to investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. An investor must not act on the basis of any matter contained in this document but must make its own assessment of the Company and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision.

By reading this document you agree to be bound by the limitations set out in this document. No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, opinions, forecasts, reports, estimates and conclusions contained in this document. To the maximum extent permitted by law, none of the Company and its related bodies corporate, or their respective directors, employees or agents, nor any other person accepts liability for loss arising from the use of or reliance on information contained in this document or otherwise arising in connection with it, including without limitation any liability from fault of negligence.

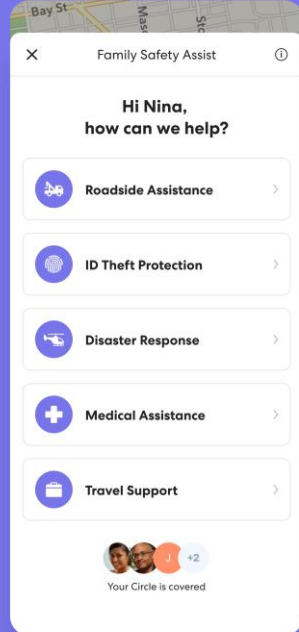
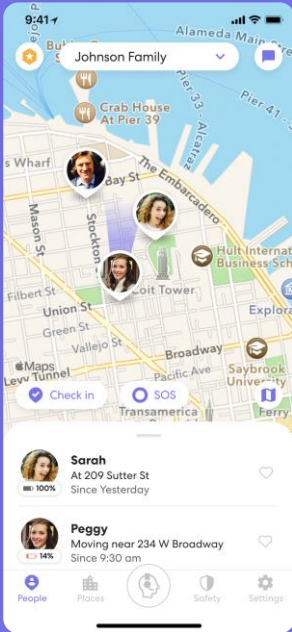
Past performance is not indicative of future performance and no guarantee of future returns is implied or given. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of the Company.

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



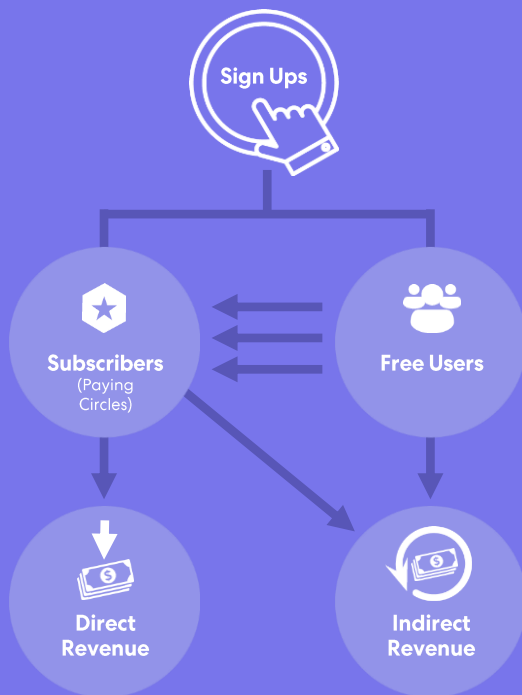
~36% ARPPC
uplift from
Membership
launch*

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

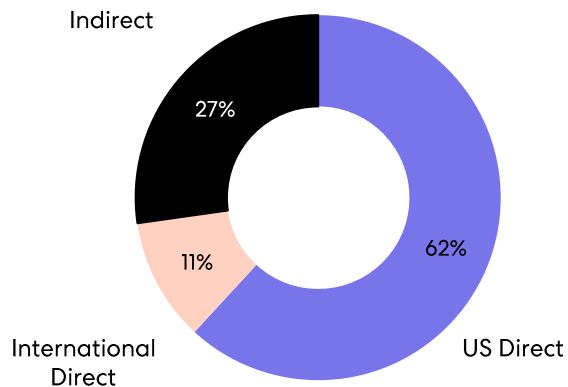
*Average Revenue Per Paying Circle uplift for first new membership cohort post launch versus CY20 H1

“Freemium” model

Monetises free users and subscribers

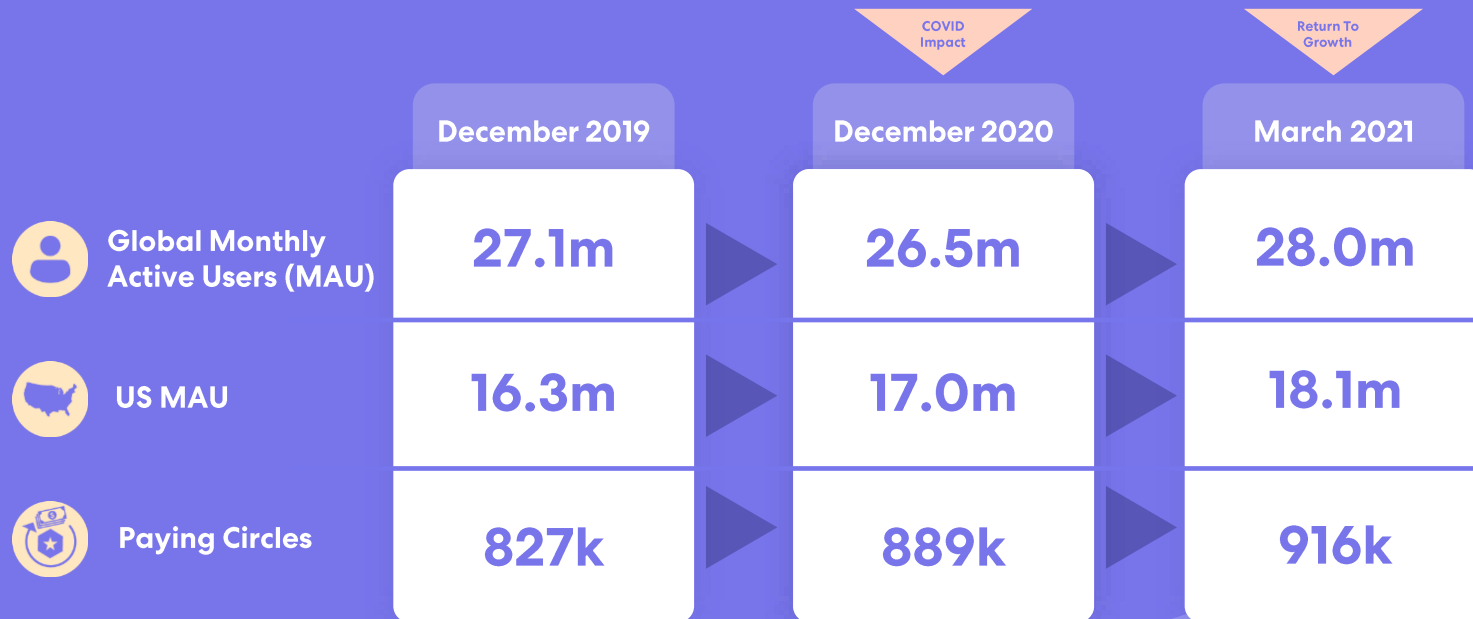


CY20 REVENUE (% TOTAL)



Life360's Key Operational Metrics

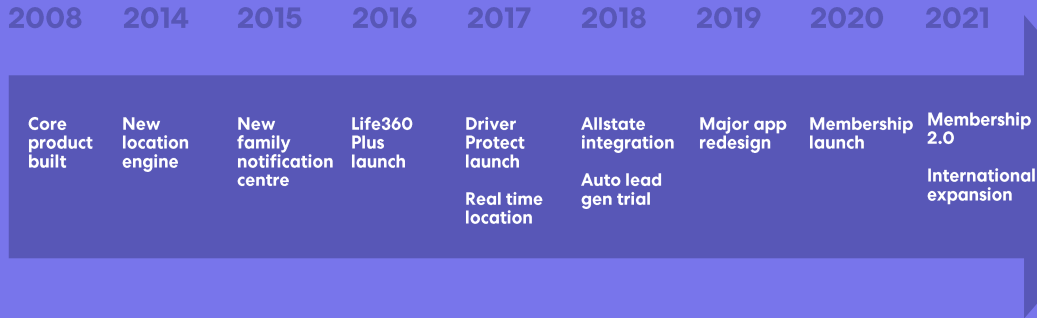
Return to growth post-COVID



Life360's technology platform

10 + years of investment and innovation

Timeline of key developments



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 US Membership offering

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

Life360 Membership

Benefiting key 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**



**Membership %
US Paying Circles**



**Membership
Average
Revenue per
Paying Circle
uplift***

**December
2020**

21%

**March
2021**

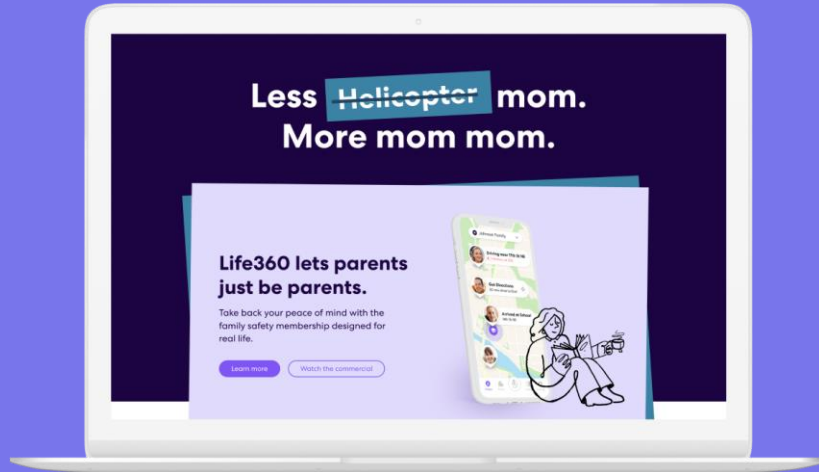
30%

+34%

+36%

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

New Brand Campaign



TikTok driving viral surge in global iOS app store rankings

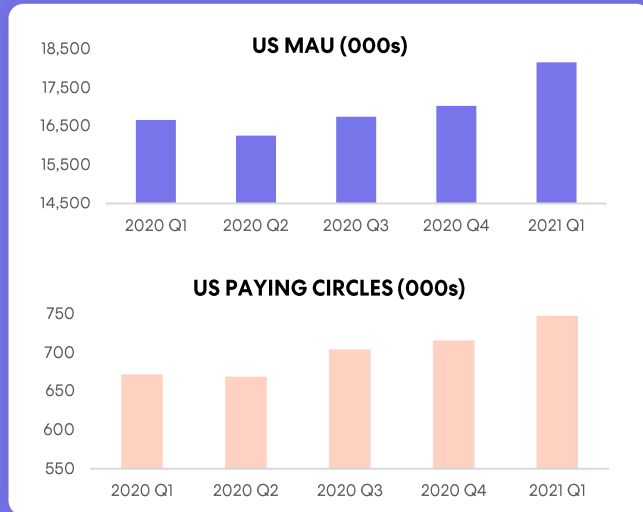
Anglosphere	Overall Rank	Social Rank
United States	12	1 ★
United Kingdom	2	1 ★
Australia	3	1 ★
Canada	2	1 ★
Ireland	1 ★	1 ★
New Zealand	1 ★	1 ★

Other countries	Overall Rank	Social Rank
Argentina	1 ★	1 ★
Bolivia	1 ★	1 ★
Chile	2	1 ★
Croatia	1 ★	1 ★
Denmark	6	1 ★
Ecuador	2	1 ★
Estonia	1 ★	1 ★
Finland	2	1 ★
Italy	1 ★	1 ★
Latvia	3	1 ★
Lithuania	1 ★	1 ★
Netherlands	2	1 ★
Norway	5	1 ★
Panama	1 ★	1 ★
Paraguay	1 ★	1 ★
Romania	1 ★	1 ★
Singapore	2	1 ★
Slovenia	1 ★	1 ★
Spain	1 ★	1 ★
Uruguay	1 ★	1 ★

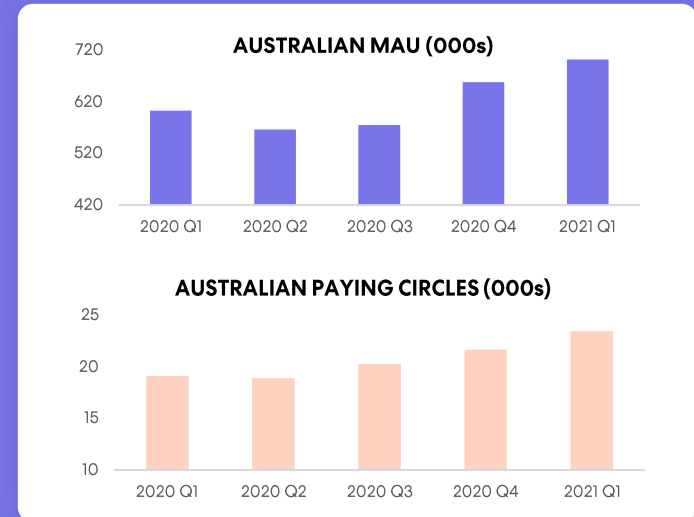
Life360 is leveraged to a COVID-recovery

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



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

Q&A

A full-page background image showing a family of four (a man, a woman, and two young girls) walking barefoot on a sandy beach. They are walking from left to right, away from the viewer. The man is on the left, wearing a light blue button-down shirt and dark jeans. The woman is next to him, wearing a maroon long-sleeved shirt and blue jeans. The two girls are on the right, both wearing blue denim outfits. They are all smiling and looking towards the right. The beach is wide and sandy, with gentle waves lapping at the shore in the background. The sky is a soft, hazy orange and yellow, suggesting sunset or sunrise. In the far distance, some buildings and hills are visible on the horizon.

Thank you

Life360 Investor Relations

<https://investors.life360.com>