



FY'24

Investor Presentation

27 February 2025 US PT

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Life360

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01

Life360 Overview

Life360's mission is to keep people close to the ones they love

Offering a holistic solution to improve everyday family life

Location sharing for the whole family

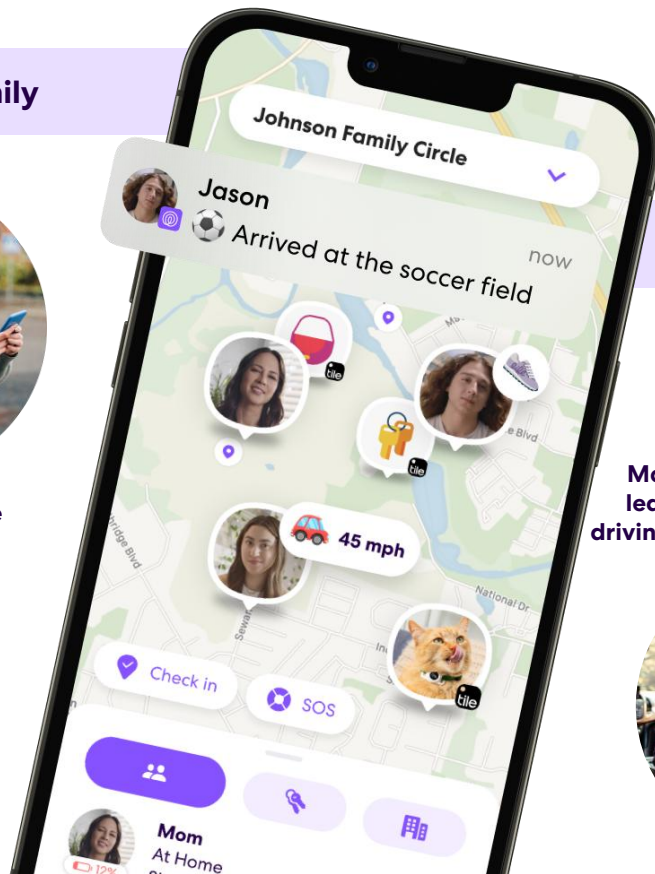
Private map for your inner circle



Free to use



Built for families



...supercharged with safety

Devices for people, pets, and things



Market leading driving safety



Premium safety services

Life360 at a glance

Global scale, durable growth, expanding profitability



~79.6M

Global Monthly
Active Users



170+

Countries where
available in Apple
App Store¹



379 billion

Miles driven with
Life360 Crash
Detection³



#4

Top Social
Networking App⁴

\$371.5m

+22% YoY

FY'24 Revenue



~2.3M

Global Paying
Circles



14%

U.S. Penetration²



56 billion

Safe arrival
notifications³



10.3M+

Monthly active
Tile devices

\$45.5m

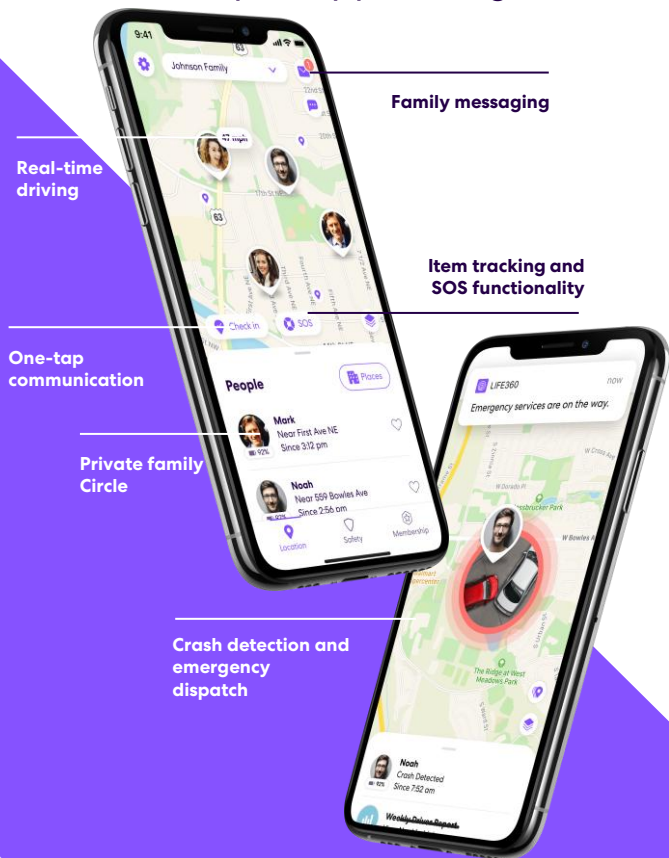
12% Margin

FY'24 Adjusted
EBITDA⁵

Note: As of December 31, 2024 unless otherwise stated. ¹ Available in 133 countries through Google Play Store. ² U.S. smartphone penetration based on approximately 43.7 million U.S. MAUs as of December 2024 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. ³ LTM as of December 31, 2024. ⁴ By Daily Active Users on the Apple App Store in the U.S. as of December 2024. Source: data.ai, a Sensor Tower company ⁵ For the definition of Adjusted EBITDA, the use of this Non-GAAP measure, and a reconciliation of Net Income (Loss) to Adjusted EBITDA, see Appendix 3.

Distinctive product offering

Life360 is a super-app serving families of all types



Location Sharing and Item Tracking

Effortless daily coordination with advanced location sharing and item tracking



Driving Safety

24/7 support with crash detection, emergency dispatch, roadside assistance and more



Digital Safety

Protection and prevention for each family member



Emergency Dispatch

Expert assistance any time, anywhere



Comprehensive Offering

All-in-one solution for real life



Families of all stages



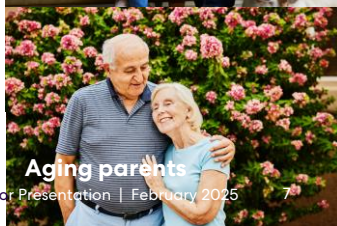
New drivers



Young couples

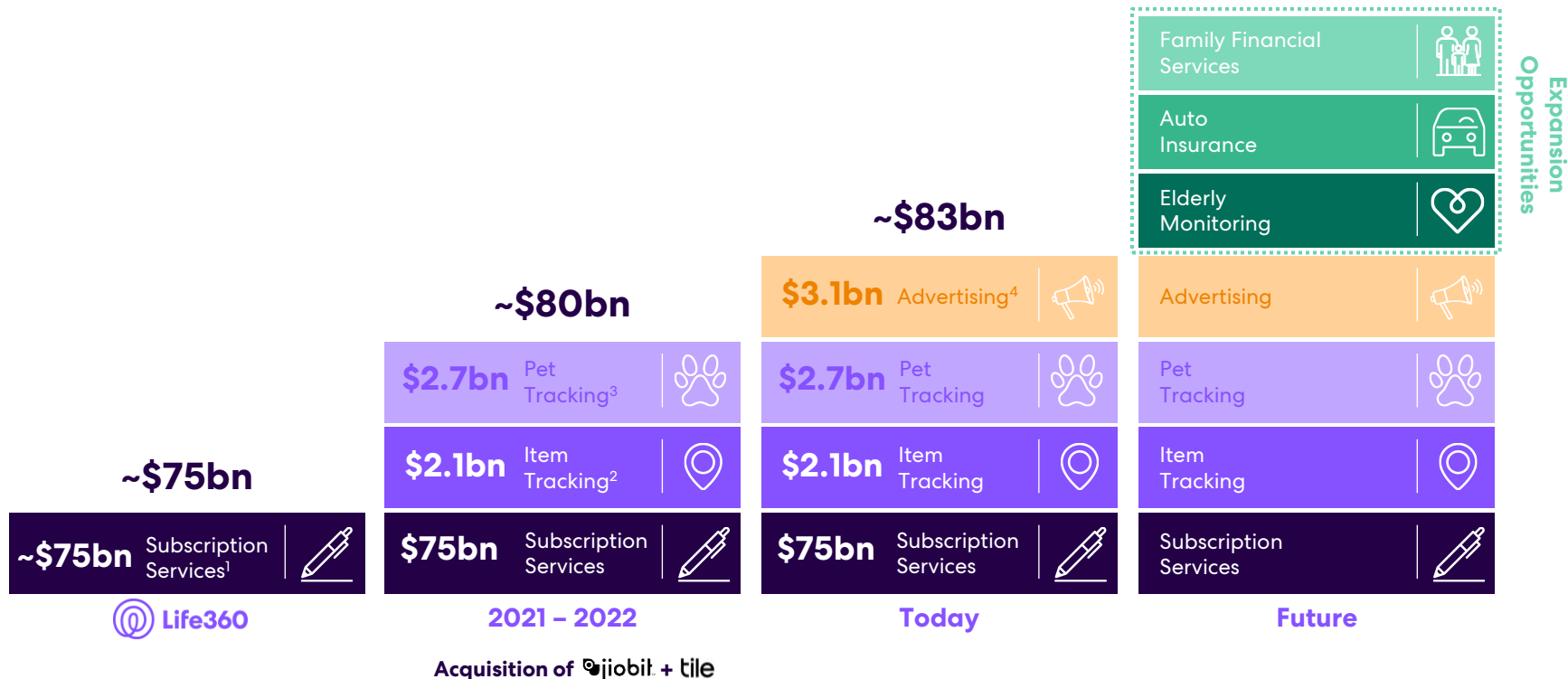


Adoring pet parents



Aging parents

Significant opportunity to continue to expand TAM



Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, International Monetary Fund (IMF), Public Company Filings, and Company Data

¹ Smartphone-Equipped Population of Asia Pacific excluding China, Eurasia excluding Russia, Middle East and North Africa, United States, and Canada (Total Population × Smartphone Adoption Rate), divided by People Per Paying Circle to derive Total Paying Circles, multiplied by Q1'24 Average Revenue Per Paying Circle. ² Intellectual Market Insights Research – AirTag Market Overview. ³ Grandview Research – Pet Wearables Market

⁴ 2023 Average Advertising Revenue Per User of Meta, Snap, Uber, Spotify, Reddit, and Duolingo, multiplied by Smartphone-Equipped Population across the U.S. (Total Population × Smartphone Adoption Rate).

Expanding reach beyond parents with teens

Current Member Base Focus

Premium member plans have historically focused on a narrow slice of our engaged free member base...

Member Base Expansion

... with an opportunity to expand within our current member base

36%

Of Circles are Families with Teens ^{1,3}

70%

of U.S. households have at least one pet ⁴

3.3

members per Paying Circle on average ³

17%

Of Circles are Couples ^{2,3}

13% → 17%

(2010) (2020)

of the U.S. population is 65 or older

Source: U.S. Census Data, HealthforAnimals

Note: The circle percentages referenced reflect data for free circles, not paying circles. ¹ Defined as Circles with at least one member being a parent and one or more teens. ² Defined as Circles of two members who are spouses or partners.

³ Reflects circles on a global basis. ⁴ As of 2021.

Monetizing our addressable markets

Subscription Services



- ✓ Roadside Assistance
- ✓ Medical Assistance
- ✓ SOS
- ✓ Driver Reports
- ✓ Stolen Phone Protection
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Emergency Dispatch
- ✓ Disaster Response
- ✓ Travel Support & More...

Devices



Indirect



First Party Data Monetization



Hubble Partnership



Advertising



Ads for Free Members



Access unique audiences based on First Party Data



Future Opportunity

Adjacent Markets



Elderly Monitoring



Auto Insurance



Family Financial Services



The aspirational goals that drive our strategy



#1

Brand for everyday
family life



150M+

Monthly Active Users



\$1B+

Revenue



35%+

AEBITDA margins¹

Note: Long-term targets are not projections; they are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any amendments thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC. Nothing in this presentation should be regarded as a representation by any person that these goals will be achieved and the Company undertakes no duty to update its goals.

¹In 2025, we will transition to sharing only Adjusted EBITDA in our outlook and results, and in our strategic goals, in order to create consistency and alignment across our dual listing environments.

Life360 strategy

Powerful network effects driving significant long-term growth opportunity



Grow our audience

By building a leading position as a global family brand



Scale paid offerings

By driving higher retention and conversion through increased value for members



Create new revenue streams

By meeting family needs at every life stage and strengthening relationships with members



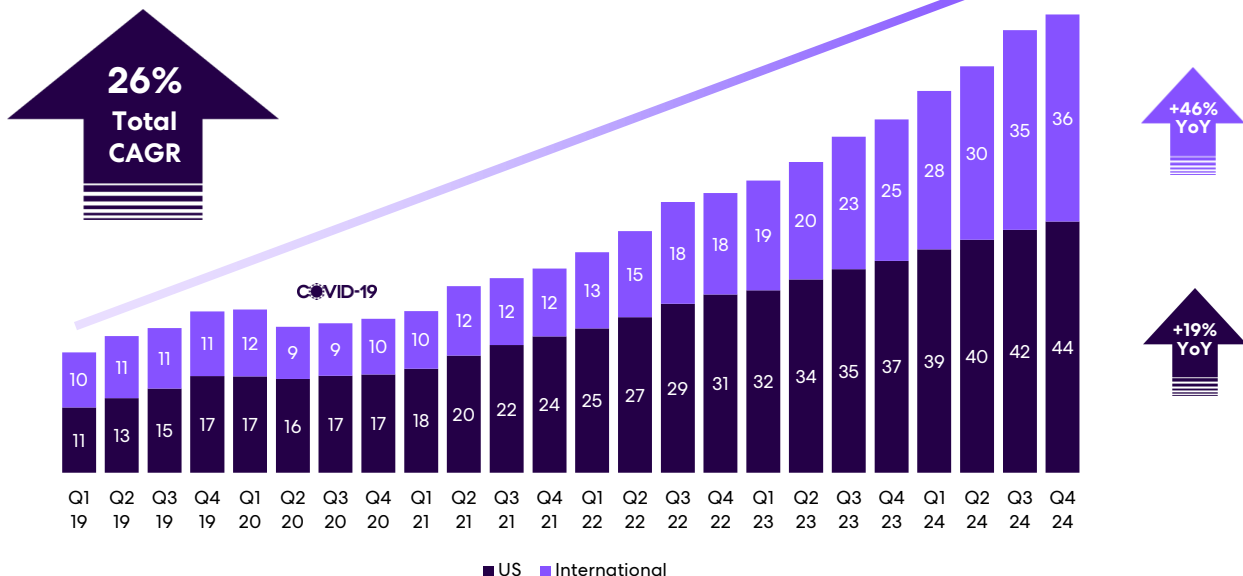
Expand profitability

By leveraging the expense base, and balancing growth investment with financial discipline

Consistent MAU growth

Largely due to organic adoption

Life360 Core Monthly Active Users (MAU)(M)



Note: Numbers may not add or recalculate due to rounding.

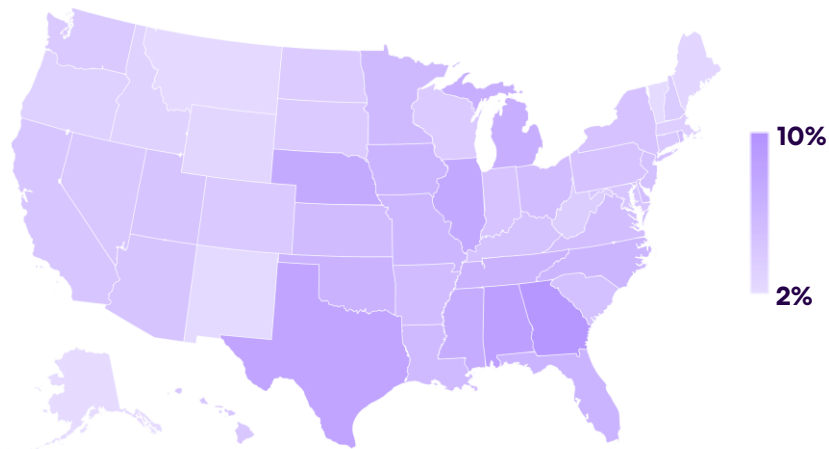


- **Consistent growth (Q1 2019 – Q4 2024 CAGR)** of 26% across both US and International
- **US MAU base has grown** in parallel with consistent improvements in features and the member experience
- International MAUs up 46% YoY as of Q4 2024, reflecting significant growth opportunity as international user experience moves towards parity with US
- Majority of new users are through referral/word of mouth

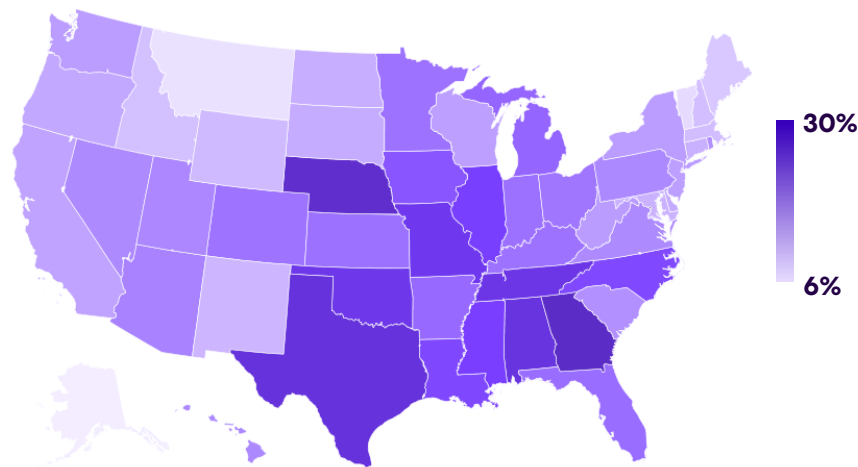
Long remaining runway in U.S. penetration



Penetration by State (2020)



Penetration by State (2024)



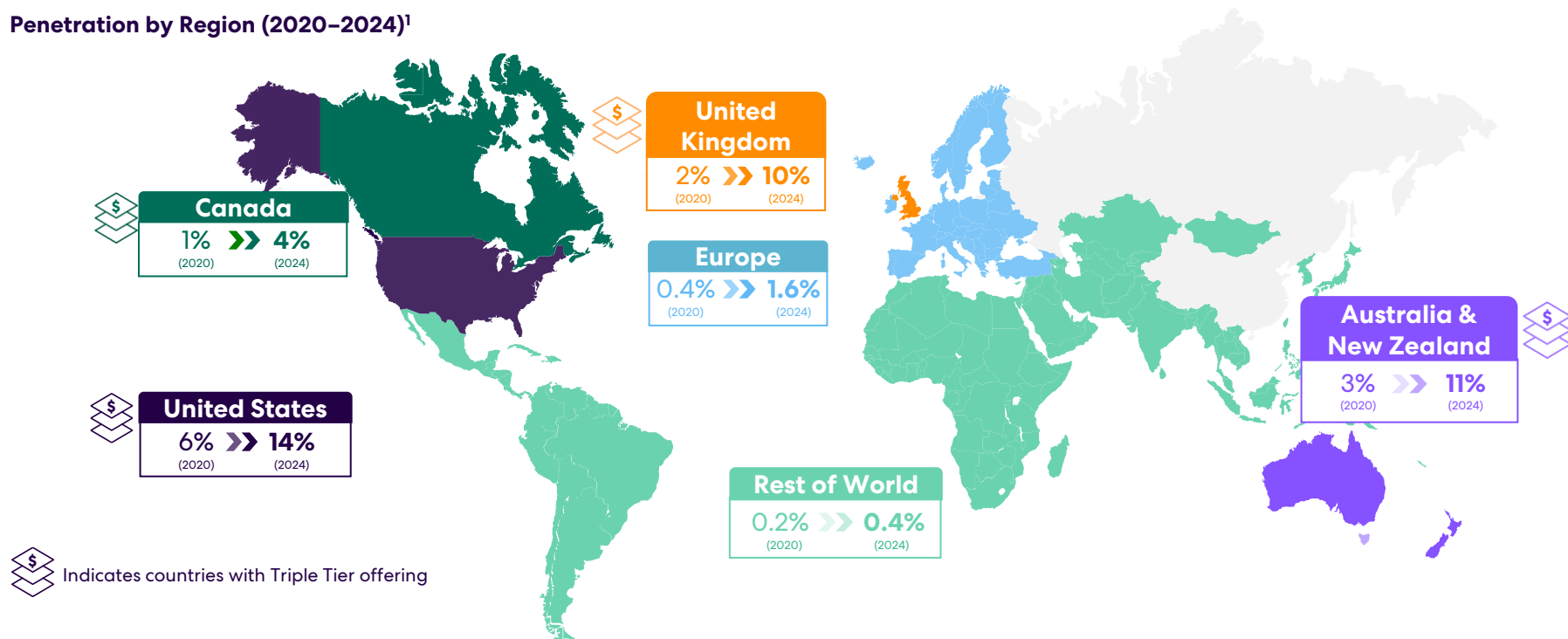
States with more than 6% penetration in 2020 experienced **over 136% penetration growth on average from December 2020 to December 2024**, underpinning the remaining meaningful runway in the U.S.

Large global opportunity

International penetration, while expanding, trails the U.S., with large upside opportunity



Penetration by Region (2020–2024)¹



Source: GSMA Mobile Economy Report, Pew Research Center, International Monetary Fund (IMF), and Company Data.

¹ Estimated number of Life360 members as a percentage of smartphone-enabled population by region; Rest of World excludes Russia and China; Penetration rates of December 31, 2024 unless otherwise noted.

One of the highest DAUs across all apps in the U.S.



US iOS App Rankings by DAU ¹

1	YouTube Google	11	Google Maps Google	21	Microsoft Outlook Microsoft
2	Facebook Meta	12	Amazon Amazon	22	The Weather Channel The Weather Company
3	TikTok ByteDance	13	Life360 Family Locator Life360	23	Google Photos Google
4	Snapchat Snap	14	Pinterest Pinterest	24	Yahoo Mail Yahoo!
5	Instagram Instagram	15	Netflix Netflix	25	LinkedIn LinkedIn
6	Gmail Google	16	ROBLOX Roblox	26	SHEIN Shein
7	Facebook Messenger Meta	17	Chrome Browser Google	27	ChatGPT OpenAI
8	Spotify Spotify	18	X Twitter	28	Reddit reddit
9	WhatsApp Messenger WhatsApp	19	BeReal Voodoo Gaming	29	NewsBreak Particle Media
10	Google Google	20	Discord Discord	30	Pandora Pandora

US iOS Social Networking App Rankings by DAU ²

1	Facebook Meta	11	Telegram Telegram	21	BAND NAVER
2	Facebook Messenger Meta	12	WeChat Tencent	22	Tumblr Tumblr
3	WhatsApp Messenger WhatsApp	13	LINE LINE	23	Messenger Kids Meta
4	Life360 Family Locator Life360	14	TextNow TextNow	24	Red - Shop the World Xingin
5	BeReal Voodoo Gaming	15	Zangi Messenger Secret Phone	25	HoYoLAB miHoYo
6	Discord Discord	16	Wizz Wizz	26	Skype Skype
7	Threads Instagram	17	Viber Viber Media	27	Grindr Grindr
8	GroupMe Skype	18	Signal Private Messenger Open Whisper Systems	28	sendit Iconic Hearts
9	Google Duo Google	19	Bluesky Social Bluesky PBLLC	29	KakaoTalk Kakao
10	Locket Widget Locket Labs	20	Marco Polo Video Walkie Talkie Joya Communications	30	Yubo Yubo

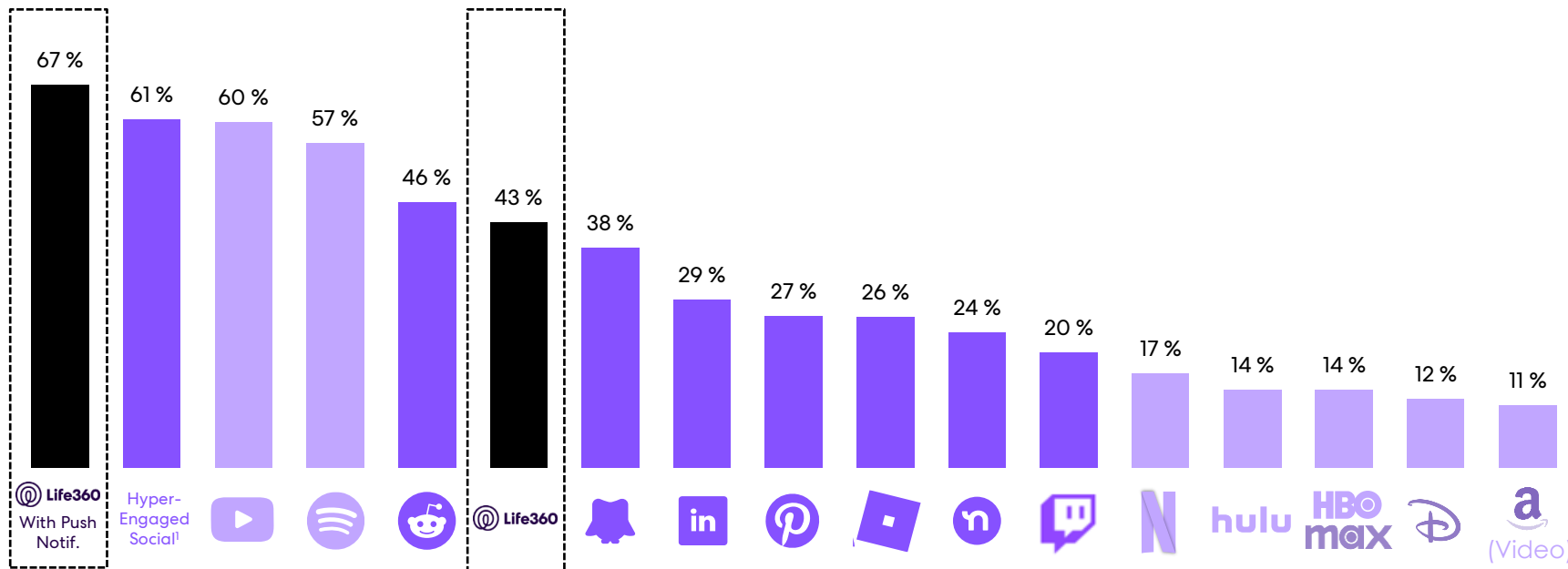
Source: data.ai, a Sensor Tower company. Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. ¹Life360 ranked 13th on iOS in the US by DAUs as of December 2024 on iPhone.

²Life360 ranked 4th in the US in the social networking category on iOS by DAUs as of December 2024 on a unified basis.

Strong U.S. Engagement – rivals the biggest names in social and streaming media



US DAU/MAU Ratio (%)

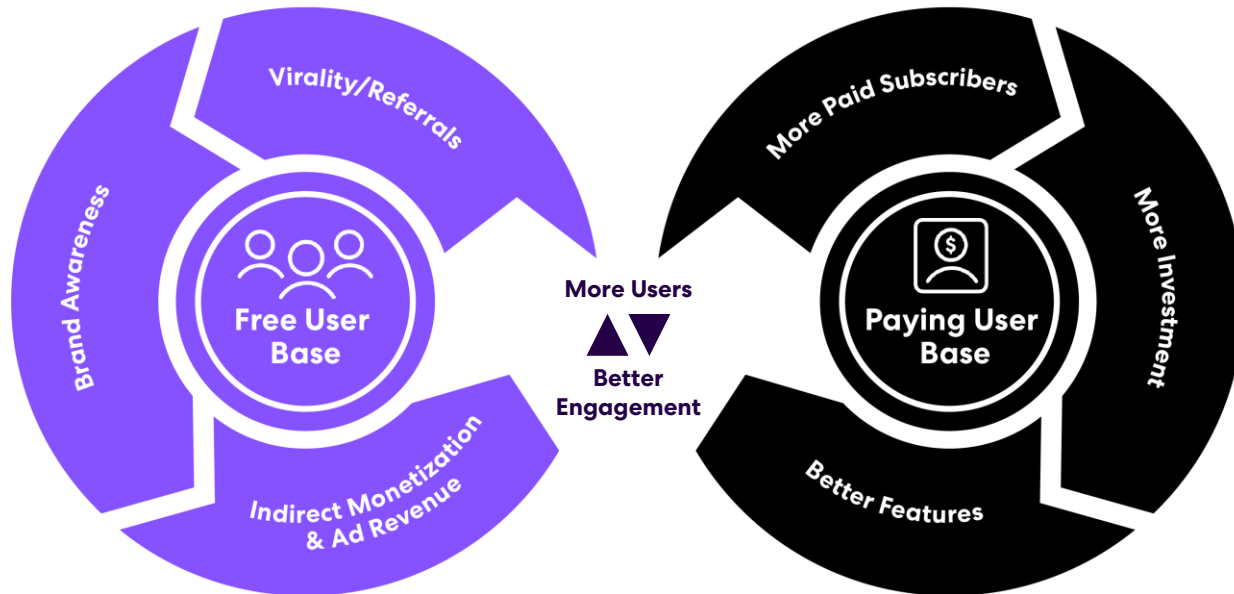


Source: Sensor Tower company as of December 31, 2024; Company Data for Life360 metrics.

¹ Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

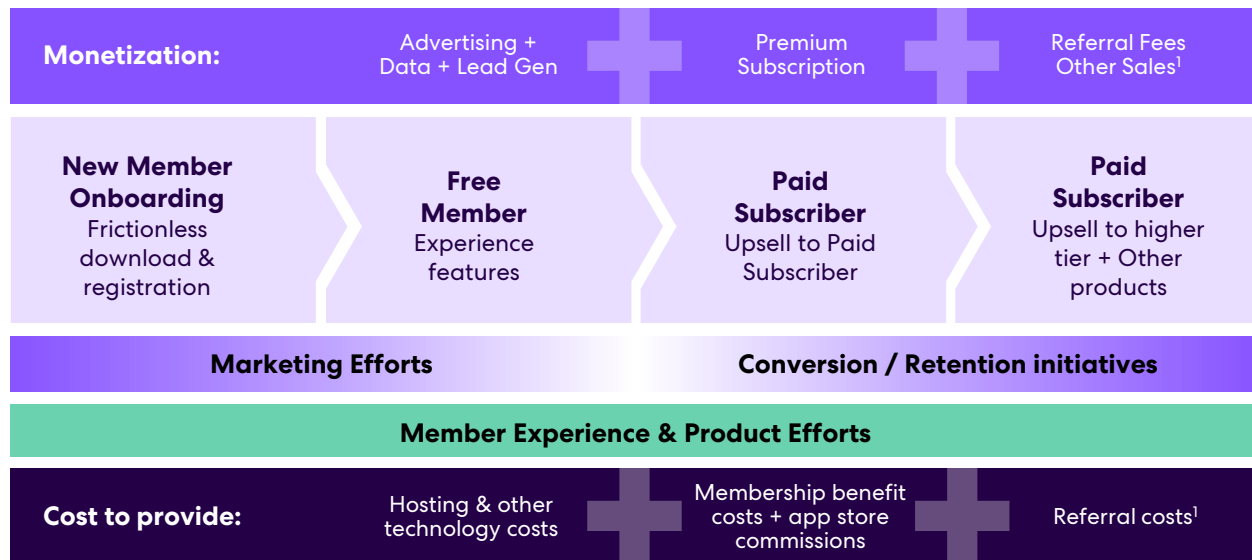
Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages



Life360's digital based freemium business

Freemium model becomes powerful at scale









- Strong word of mouth drives organic growth, supporting efficient customer acquisition spend
- Digital economics enables efficient scaling of user base, with low cost/high margin subscription services
- Growing free member base:
 - creates a competitive moat
 - increases premium member acquisition pool and
 - provides indirect monetization opportunities, including advertising

¹ Represents potential revenue and costs associated with future opportunities. This statement is forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any amendments thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC.



Loyal and engaged user base enables monetization through Triple Tier membership

Current Triple Tier Membership Bundles (US, UK, Canada, ANZ)

<div>FREE MEMBERSHIP</div> <div>\$0.00/mo</div> <div></div>	<div>SILVER MEMBERSHIP</div> <div>\$7.99/mo</div> <div></div>	<div>GOLD MEMBERSHIP</div> <div>\$14.99/mo</div> <div></div>	<div>PLATINUM MEMBERSHIP</div> <div>\$24.99/mo</div> <div></div>
<ul style="list-style-type: none">✓ SOS✓ Place Alert (2 places)✓ Location History (2 days)✓ Crash Detection✓ Family Driving Summary✓ Battery Monitoring	<ul style="list-style-type: none">+ Place Alert (5 places)+ Location History (7 days)+ Stolen Phone Protection (\$100)+ Ad-Free Experience	<ul style="list-style-type: none">+ Place Alert (99 places)+ Location History (30 days)+ Individual Driver Reports+ Roadside Assistance+ 24/7 Emergency Dispatch+ ID Theft Protection+ Free Towing (5mi Radius)+ Stolen Funds Reimbursement (\$25K)+ Stolen Phone Protection (\$250)+ Tile Mate Included²	<ul style="list-style-type: none">+ Credit Monitoring+ Disaster Response+ Medical Assistance+ Travel Support+ Free Towing (50mi Radius)+ Stolen Funds Reimbursement (\$1M)+ Stolen Phone Protection (\$500)+ Tile Starter Pack Included²
	13% of US Paying Circles ¹	83% of US Paying Circles ¹	4% of US Paying Circles ¹
		<div><div>Tile Mate included A \$25 VALUE</div></div>	<div><div>Tile Starter Pack included A \$55 VALUE</div></div>

¹As of December 31, 2024. ²Bundled Tile product currently only available with web activation. Membership bundles shown represent U.S. offering. Services differ slightly by region.

Scaling the international opportunity

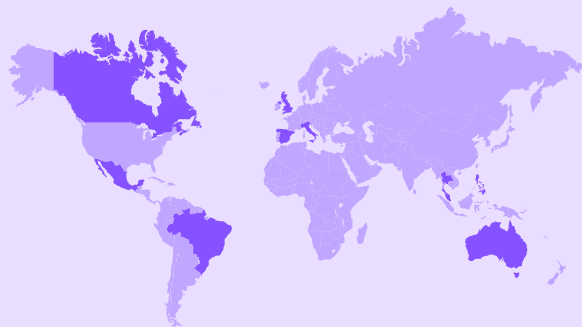
Growing usage and increasing monetization globally



Top 10 International MAU countries¹

(65% of total International)

- | | |
|-------------------|----------------|
| 1. United Kingdom | 6. Philippines |
| 2. Brazil | 7. Malaysia |
| 3. Mexico | 8. Canada |
| 4. Australia | 9. Spain |
| 5. Italy | 10. Thailand |

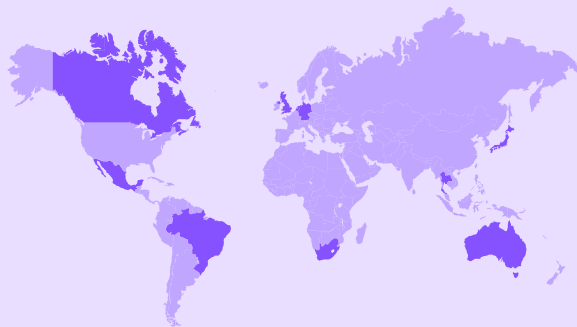


¹Data as of FY'24

Top 10 International Revenue countries¹

(77% of total International)

- | | |
|-------------------|-----------------|
| 1. United Kingdom | 6. Japan |
| 2. Australia | 7. Germany |
| 3. Canada | 8. South Africa |
| 4. Mexico | 9. Netherlands |
| 5. Brazil | 10. Thailand |



Triple Tier

UK, ANZ & CA

- High income markets similar to the U.S. with a driving culture
- Subscription benefits around driving and digital safety (e.g., roadside assistance and identity theft protection)

Dual Tier

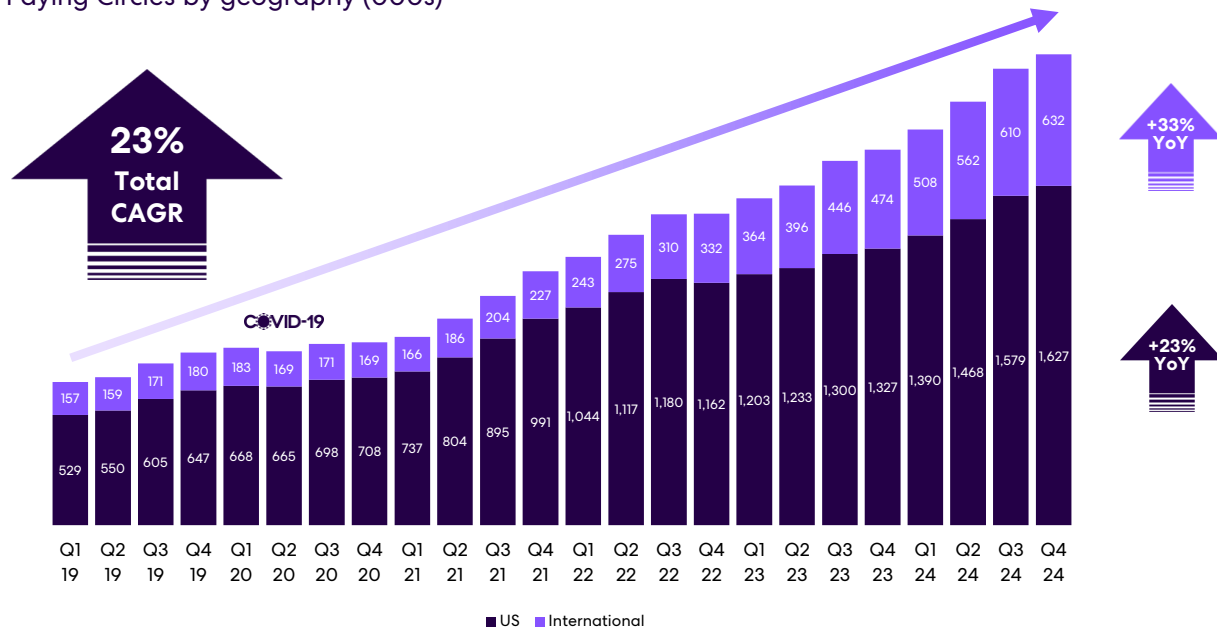
Rest of World: Non-Triple Tier Countries

- Subscription revenue growth opportunity
- Learnings to inform next targets for Triple Tier offerings

Paying Circles growing while raising prices



Paying Circles by geography (000s)

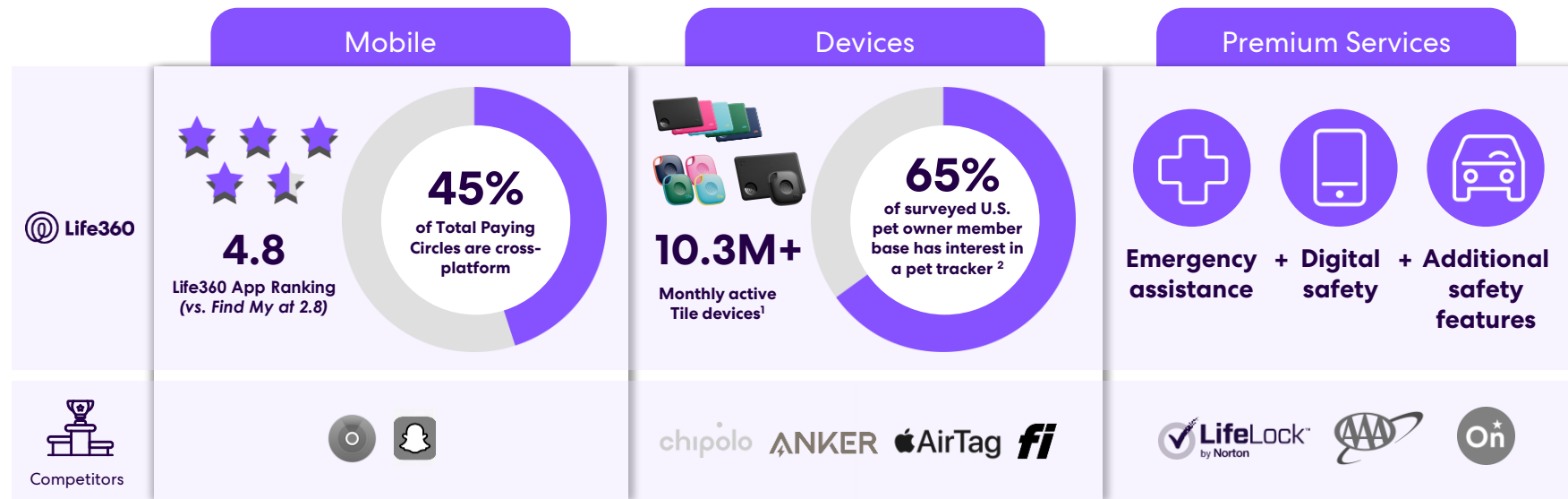


Note: Numbers may not add or recalculate due to rounding. 3.3 members per Paying Circle on average.

- **Consistent growth (Q1 2019 – Q4 2024 CAGR)** across both US and International at 22% and 27%, respectively
- Focus on driving customer value has allowed for continued growth while raising prices
- **Price increases** implemented in non-Triple Tier regions for legacy subscribers in August 2024 and through the launch of Dual Tier membership in September 2024. **Higher pricing** also through the launch of Triple Tier membership in UK and ANZ in October 2023 and April 2024, respectively.
- **US price increases** were implemented beginning in Q3'22 for new subscribers, followed by price increases for existing subscribers on iOS and Android in Q4'22 and Q2'23, respectively

Life360 is a one-stop holistic experience vs competitors

With the only combined feature set across all of these isolated point solutions



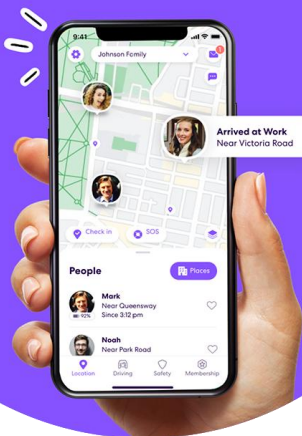
¹ As of December 31, 2024. ² Pet tracking is not currently available in the Life360 app.

Life360's family safety focus creates a competitive moat

Providing peace of mind and engagement for families versus generic solutions



Engaging family focus



Safety Solutions



Devices



Cross-Platform



Proprietary Technology Platform



1 in 7
U.S. Smartphone
Owners Use
Life360¹

5x
App Opens
per Day¹

#1
Brand Attribute²
“Peace
of mind”

50 
NPS Score
Considered “Excellent” by NPS
Creator, Bain & Co.³

 **\$375+**
Million
in R&D investment since 2016

¹ As of December 31, 2024. ² Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). ³ According to April 2024 NPS creator, Bain & Co. for US Adults aged 31-60.

Strategic initiatives fuel membership & revenue growth

Key product and marketing highlights of 2024



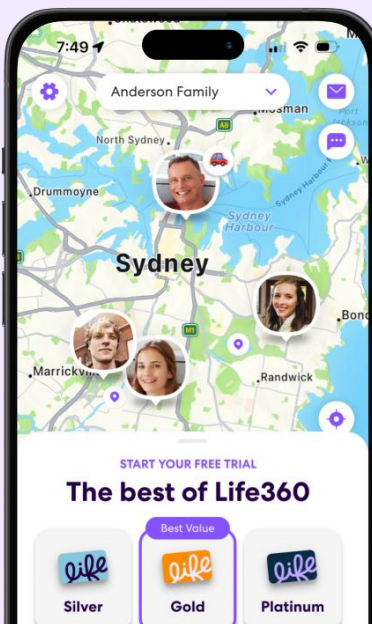
Landing Notifications

Connecting magical location experiences with ad partnerships



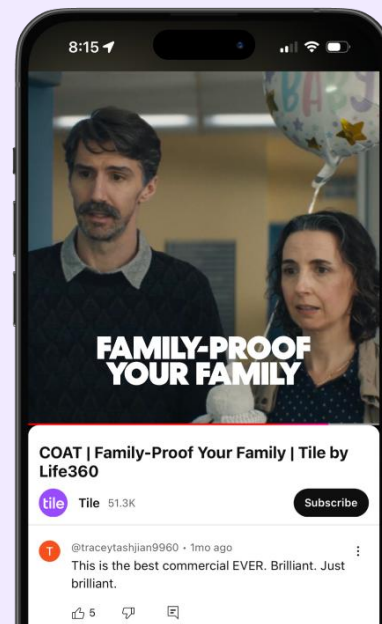
International Expansion

Expanded our triple-tier membership offering into UK and ANZ



Brand Campaign

Launched a new demand-generating integrated marketing campaign



Life360's Tile trackers deliver family peace of mind

Makes everyday life better through fast, reliable item finding and personal safety



New products are a significant step toward full brand unification

- Tile serves as a valuable gateway to accelerate growth in the Life360 subscription business
- Innovative SOS button directly integrates the hardware with the Life360 app ecosystem
- The only tracker on the market that combines safety and item finding in a single device for ultimate peace of mind
- Tile continues to benefit from being cross platform, particularly for families who use both iOS and Android
- Bold colors stand out from competition and elevate Tile from a utility device to a lifestyle accessory for the whole family

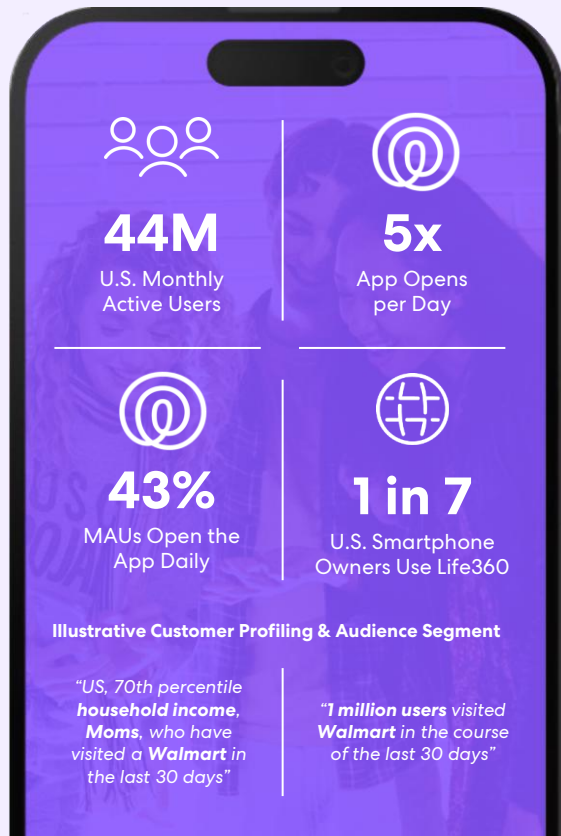


New monetization opportunities from free user base

Our differentiated audience can deliver value to B2B data providers and advertisers



Our differentiated audience...



... has the potential to deliver significant value while maintaining privacy at the forefront of our member experience

Valuable Targeting Opportunities based on user insights



First Party Data Advantage based on location



Globally Recognized Brand Focused on safety and connection



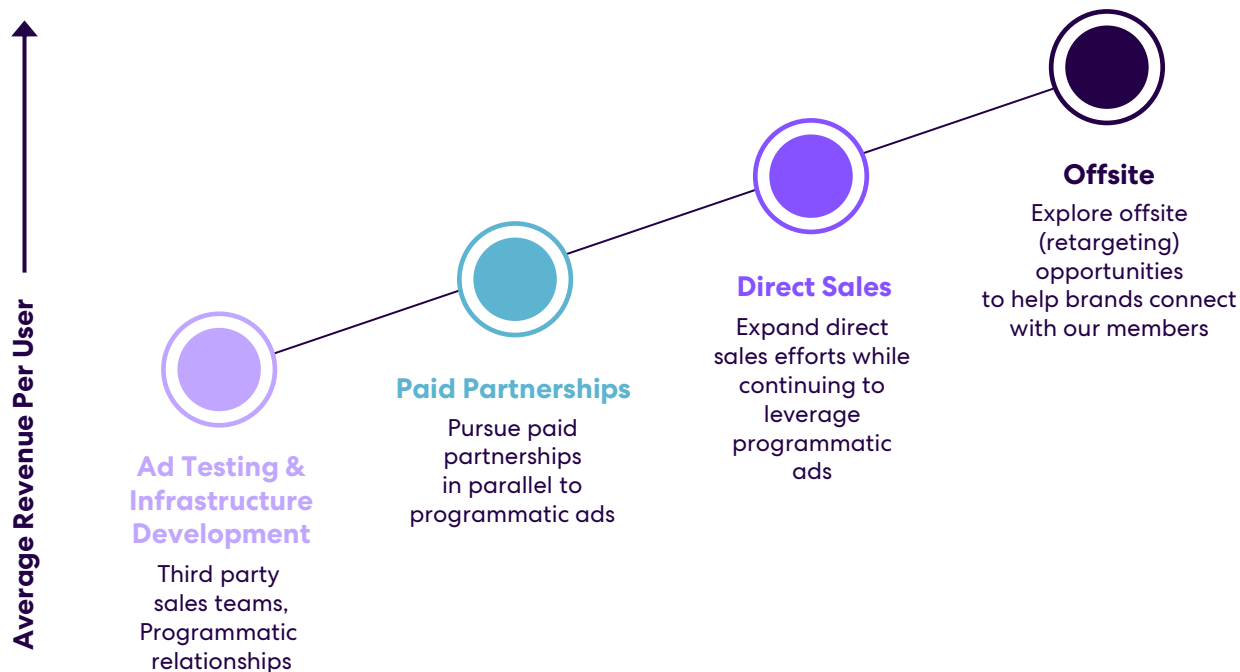
Loyal User Base of families that retains on the platform¹



Note: All metrics as of December 31, 2024 unless otherwise noted. ¹ Based on MAU and Paying Circles by Registration Year data.



High value offsite and direct sales advertising are differentiators for Life360's advertising model



The Future

New & Expanded Sales Channels

+

Improved Ad Relevance, Data and Delivery

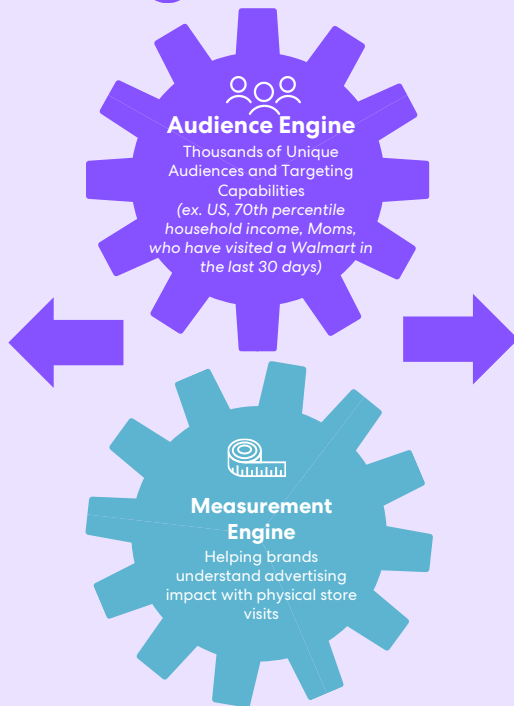
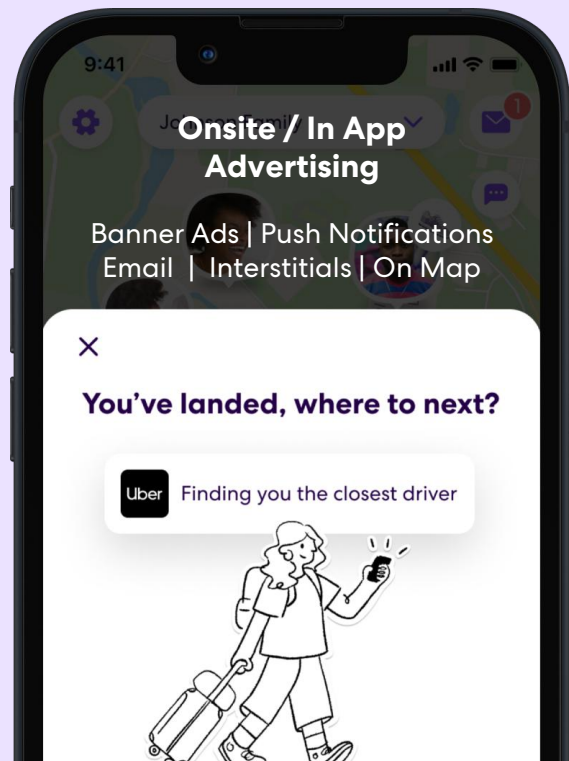
+

Expanded Ad Formats / Surfaces

=

Long-term Revenue and Value Driving Higher Average Revenue Per User Over Time

Life360's differentiated advertising platform reach and capabilities

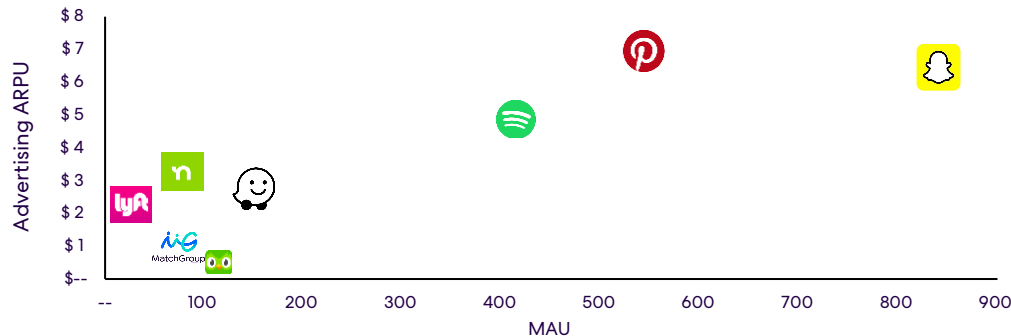


Offsite Inventory Types	Partners
Connected TV/OTT	OpenX
Display	PubMatic
Online Video	Magnite
Digital Out of Home	theTradeDesk
Audio	/LiveRamp

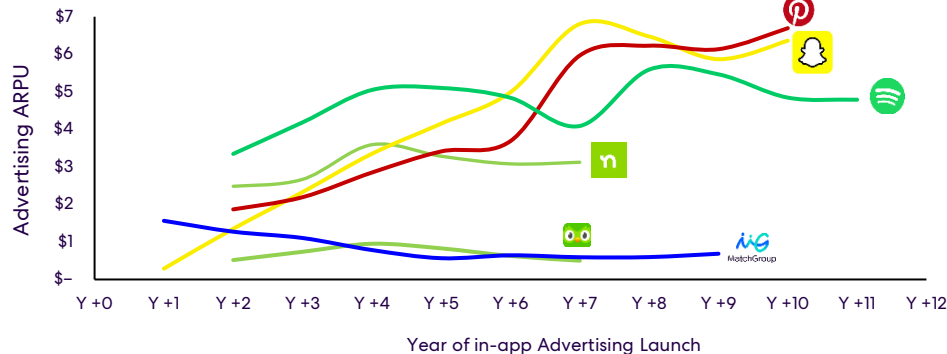
The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)^{1,2}



Ad Revenue ARPU from Launch^{1,3}



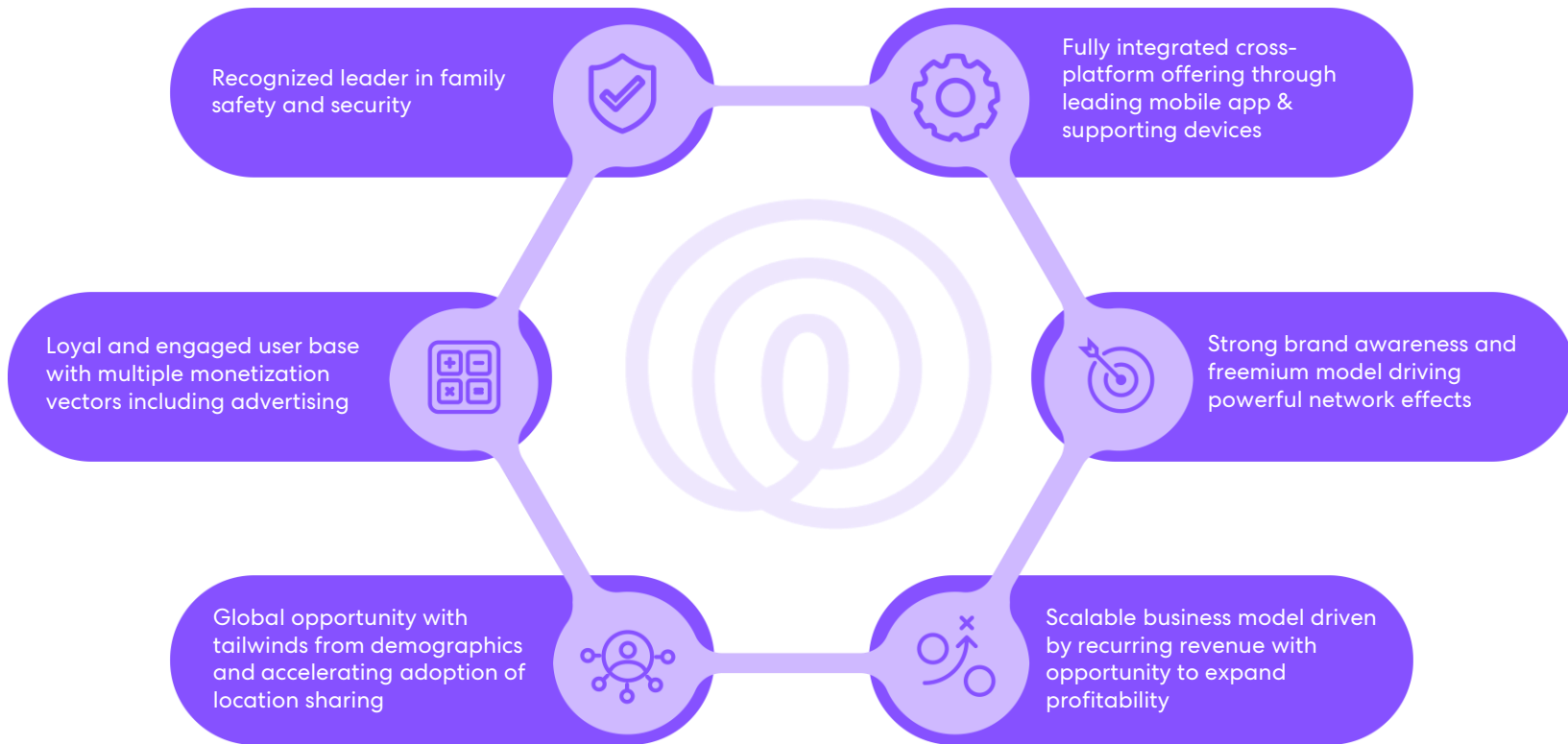
Large Market Opportunity

\$402bn

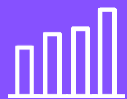
Global Mobile Advertising Spend⁴
(2024 estimate)

¹Based on public filings, Wall Street Journal, FactSet Consensus Estimates, Reuters, Visible Alpha Consensus Estimates. Nextdoor MAU estimated using a WAU to MAU conversion rate of 0.59. Match Group MAU estimated using a Payer to MAU conversion rate of 0.165. Snapchat MAU estimated using a DAU / MAU conversion rate of 0.5275. ²Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. ³Limited Y + 0 and Y + 1 ARPU data is publicly available. ⁴Data.ai, a Sensor Tower company.

What sets Life360 apart



Life360's highly attractive financial model



Growth at Scale

\$367.6M AMR as of Q4'24 (34% year-over-year growth) with additional growth across other non-subscription revenue streams



Highly Engaged Members Drive Acquisition Flywheel

~79.6M Global MAU and ~2.3M Global Paying Circles with consistent net subscriber revenue retention of approximately 100% across member registration years. Loyal, engaged members are the best acquisition engine through word-of-mouth referrals



Digital Economics and Profitability

Globally scalable tech stack makes services available at very low cost per additional user. These economics combined with operating leverage drive improving margins (Q4'24 is 9th consecutive quarter of positive Adj. EBITDA)



Strong Capital Efficiency

Capital light business + operating leverage results in improving positive operating cash flow, with \$12.3m and \$32.6m of operating cash flow in Q4'24 and FY'24, respectively



Strategic Opportunities for Growth

Significant opportunities for additional growth: wider use cases + broadening demographics + international rollout + monetization of free member base

Note: Metrics as of December 31, 2024.



02

Financial Update FY'24

FY'24 Achievements

Cementing our position as the market-leading family safety membership service



Growing our audience

~79.6m

Global Monthly Active Users (MAU)
+ 30% YoY



Scaling paid offerings

~2.3m

Global Paying Circles
+ 25% YoY



Creating new revenue streams



Initial infrastructure established to build advertising revenue stream



Expanding profitability

\$371.5m

FY'24 Revenue
+22% YoY

46%

YoY growth in International MAU

457k

Annual net adds, an all-time record



Expansion of B2B indirect monetization

\$45.5m

FY'24 Adjusted EBITDA
12% Margin

FY'24 Results Summary

Delivering on growth

\$M	FY'23	FY'24	Guidance	\$ Change	% ch YoY
Revenue					
Subscription	220.8	277.8		57.1	26 %
Hardware	58.2	57.6		(0.6)	(1)%
Other	25.5	36.0		10.5	41 %
Total revenue	304.5	371.5	368 - 374	67.0	22 %
Annualized Monthly Revenue (AMR) ¹	274.1	367.6		93.5	34 %
Operating expenses	252.6	287.1		34.5	14 %
Net Income (Loss)	(28.2)	(4.6)			
EBITDA (Non-GAAP) ²	(20.8)	(3.8)	(7) – (10)		
Adjusted EBITDA (Non-GAAP) ²	20.6	45.5	39 – 42	24.9	121 %
Adjusted EBITDA Margin ²	7%	12%			
Cash and cash equivalents ³	70.7	160.5	150 - 160		
Operating cash flow	7.5	32.6		25.1	333%

Note: Numbers may not add or recalculate due to rounding.

¹AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.

²EBITDA and Adjusted EBITDA are non-GAAP measures. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Income (Loss) to EBITDA and Adjusted EBITDA see Appendix 3.

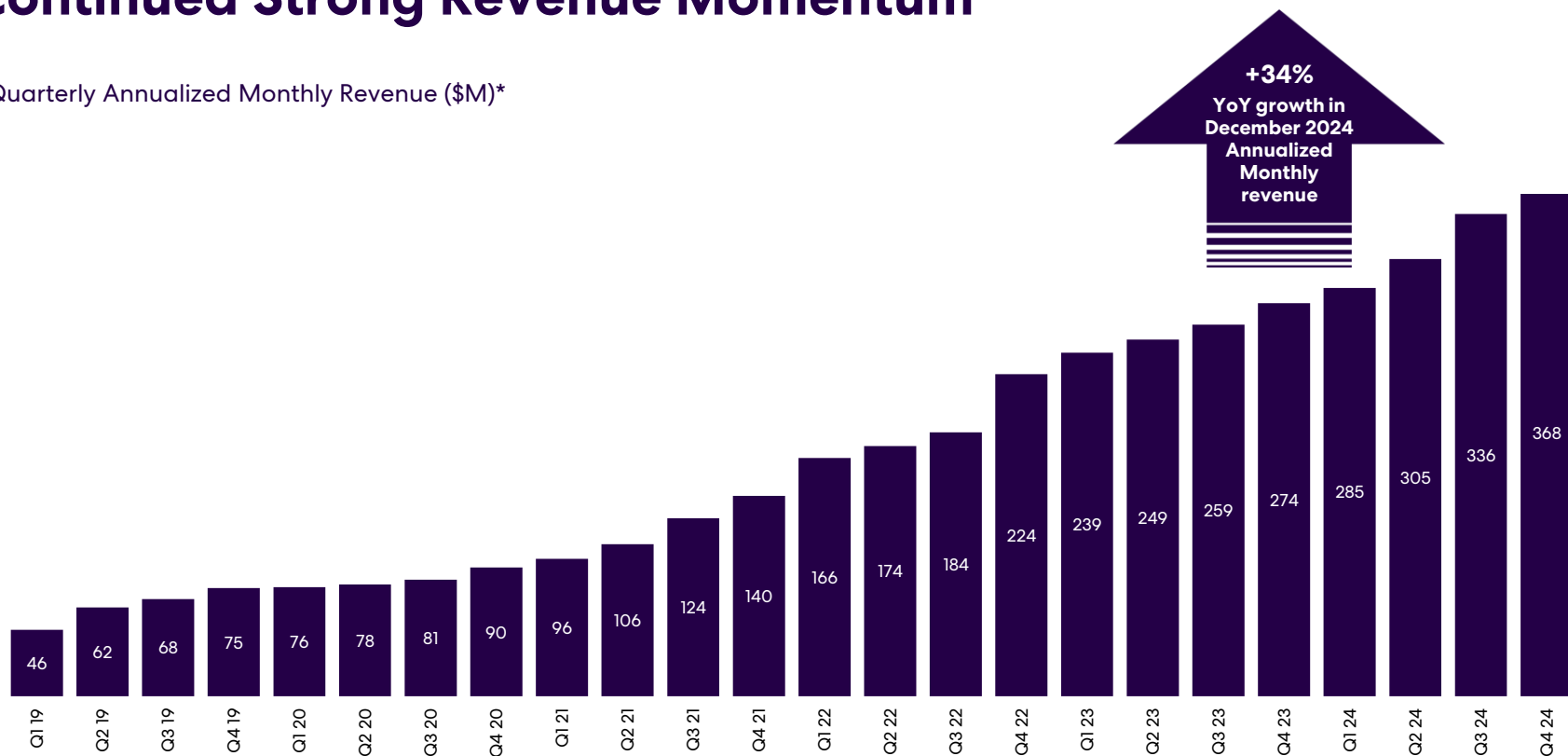
³Cash and cash equivalents includes Restricted Cash.

Commentary

- Continued strong subscription revenue momentum, up 26% including hardware subscriptions, and 29% for Life360 subscriptions, which was ahead of FY'24 guidance of 25%
- Hardware revenue decrease of 1%, primarily driven by delay in new product launch, which led to lower sales volume
- Other revenue increase of 41% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 34% to \$367.6 million
- Operating expenses increased 14%, demonstrating strong operating leverage given the revenue uplift of 22%
- Adjusted EBITDA margin expansion to 12% driven by strong subscription revenue growth and increased operating leverage

Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)*

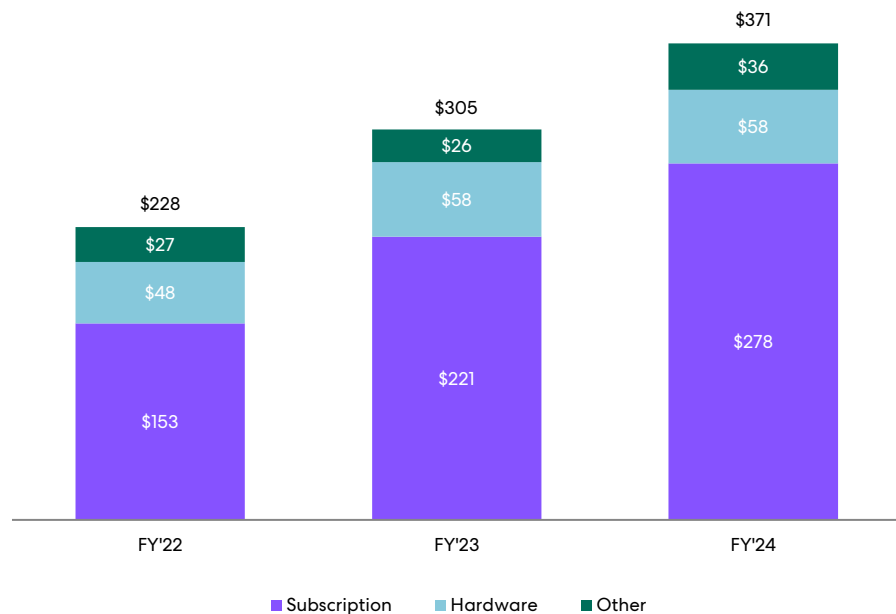


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.

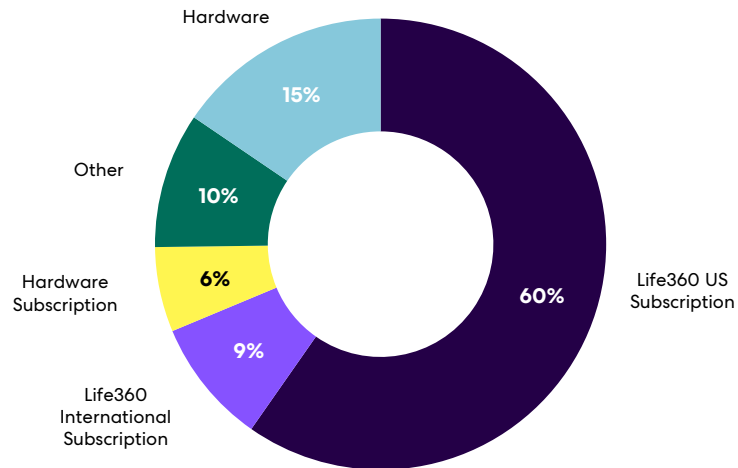
Consolidated Revenue

FY'24 year over year growth of 22%

Annual revenue (\$M)



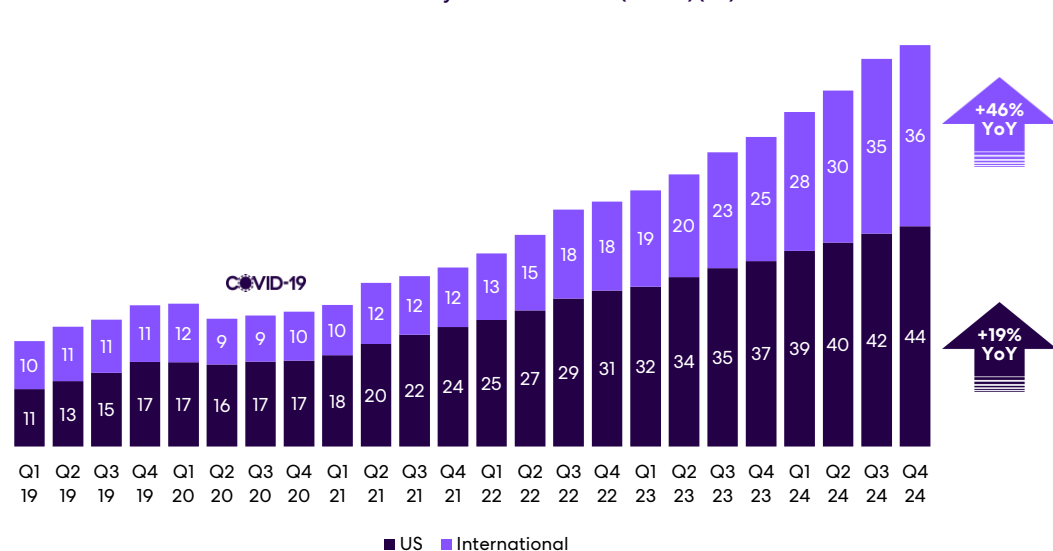
Total consolidated revenue breakdown (FY'24)



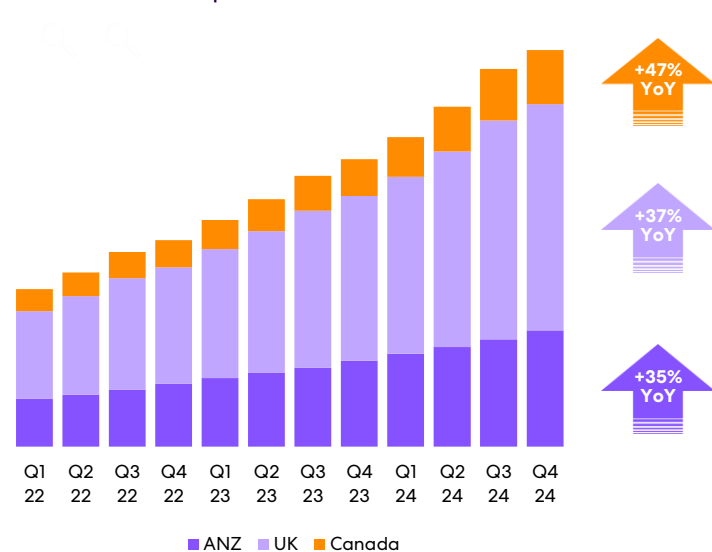
Global MAU

Q4'24 year over year growth of 30%

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU

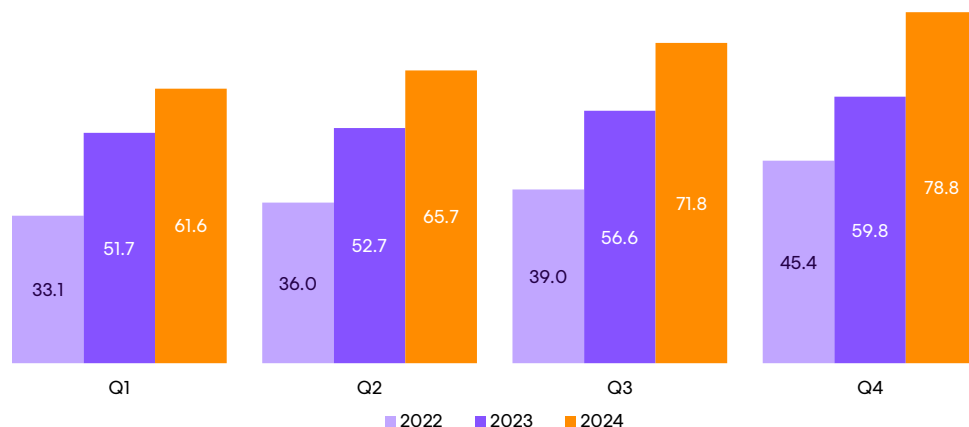


Note: Numbers may not add or recalculate due to rounding.

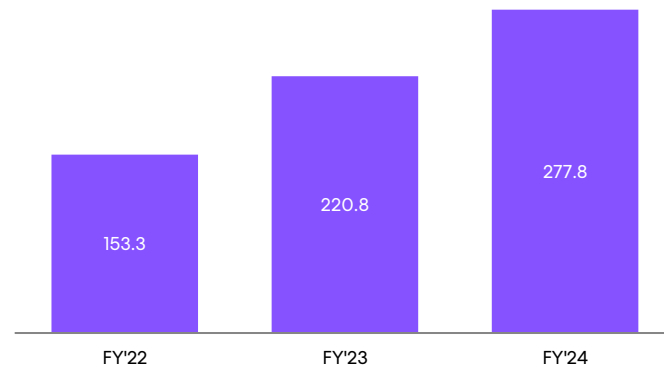
Subscription Revenue

Q4'24 year over year growth of 32%

Consolidated Quarterly Subscription revenue (\$M)



Consolidated Annual Subscription revenue (\$M)



- Global revenue growth underpinned by 25% YoY uplift in Global Paying Circles, and 6% YoY increase in Q4'24 ARPPC
- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 32% YoY in Q4'24 including the contribution of hardware subscriptions

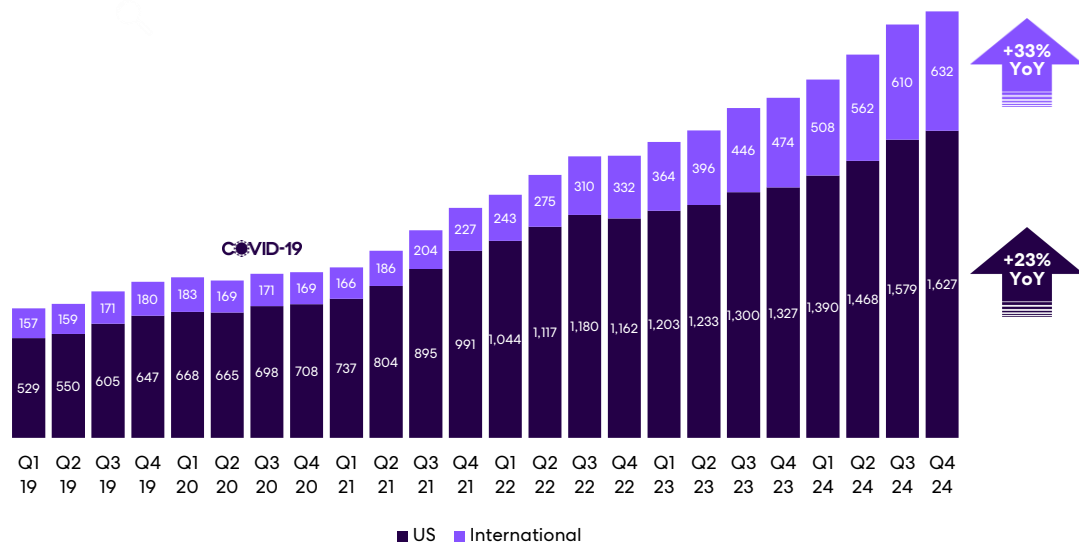
- Core Life360 subscription revenue growth of 36% YoY in Q4'24, benefitting from strong Paying Circles growth and price increases in INTL regions
- Price increases implemented for legacy subscribers in August 2024 and launch of Dual Tier memberships in September 2024 in non-Triple Tier regions

- Additional price increases through Triple Tier membership launches in the UK and ANZ in October 2023 and April 2024, respectively
- FY'22 – FY'23 growth driven by U.S. price increases for Core Life360 Subscription Revenue

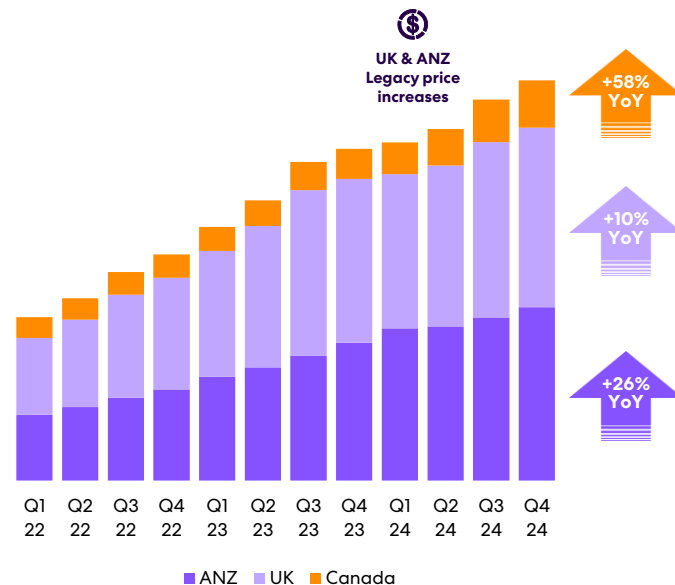
Paying Circles

Q4'24 year over year growth of 25%

Paying Circles by geography (000s)



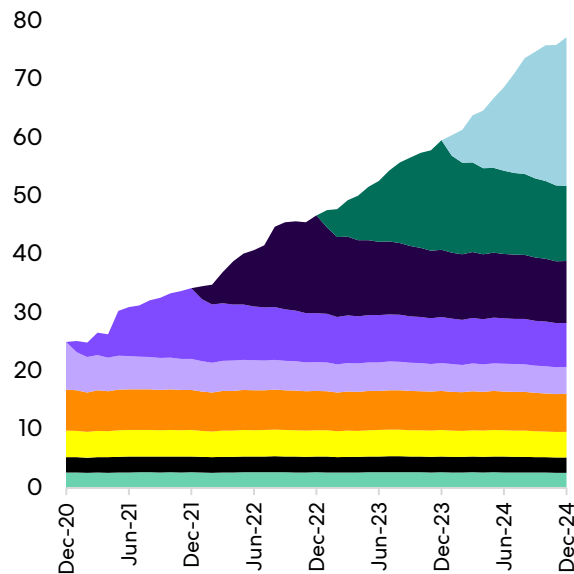
International Triple Tier launch countries Paying Circles



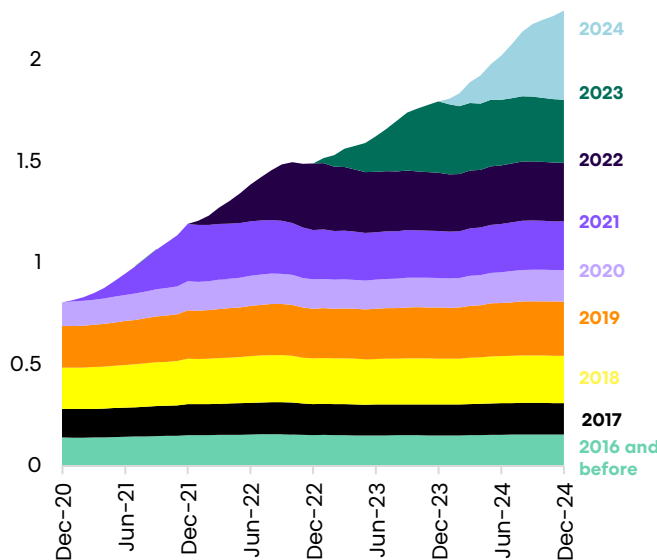
Note: Numbers may not add or recalculate due to rounding.

Strength of Free User Engagement Drives Consistent Net Subscriber Retention Over Time

Global MAU by Member Registration Year (M)



Global Paying Circles by Member Registration Year (M)



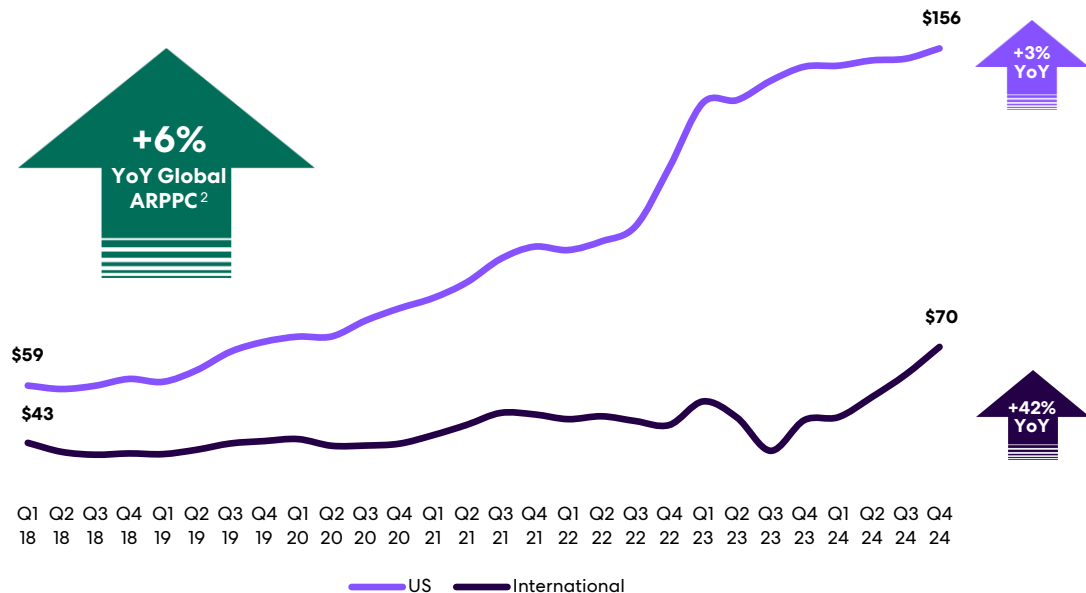
- Charts highlight that MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics and ability to convert free members to paid over the long-term**
- Net subscriber retention has historically been consistent across member registration years, driving net **subscription revenue retention rate that is approximately 100%¹**

¹Based on the average monthly subscription revenue for the six months ended December 31, 2024 compared to the prior six-month period

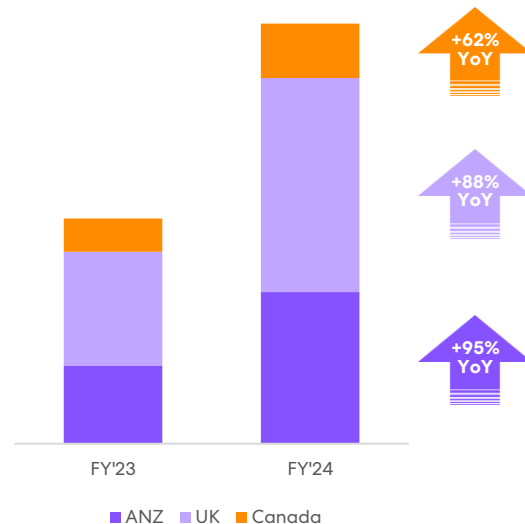
Average Revenue Per Paying Circle (ARPPC)

Triple Tier launches and price increases for legacy subscribers driving international ARPPC

Average Revenue Per Paying Circle (ARPPC) (\$) ¹



International Triple Tier launch countries revenue



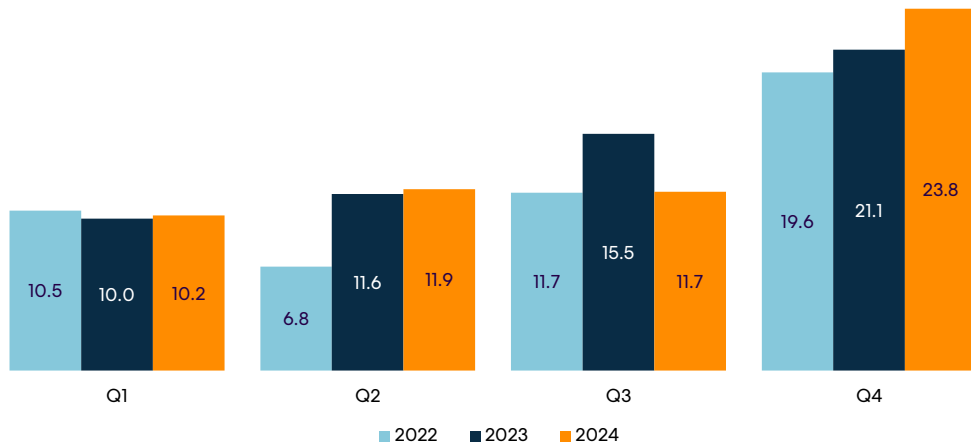
¹ U.S. Price increase took effect across all Membership tiers starting in August 2022.

² The uplift to global ARPPC was tempered by a 6% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

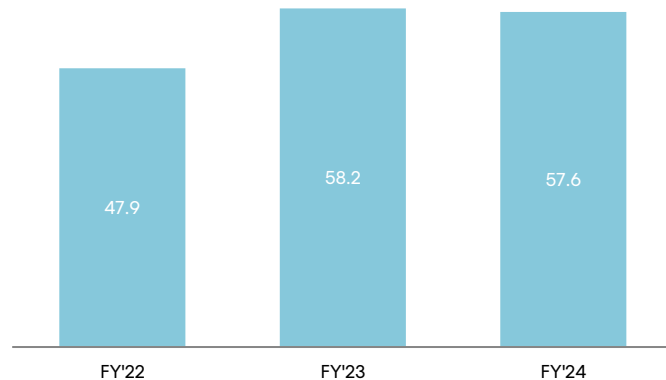
Hardware Revenue

Q4'24 year over year growth of 13%

Quarterly Hardware revenue (\$M)*



Annual Hardware revenue (\$M)



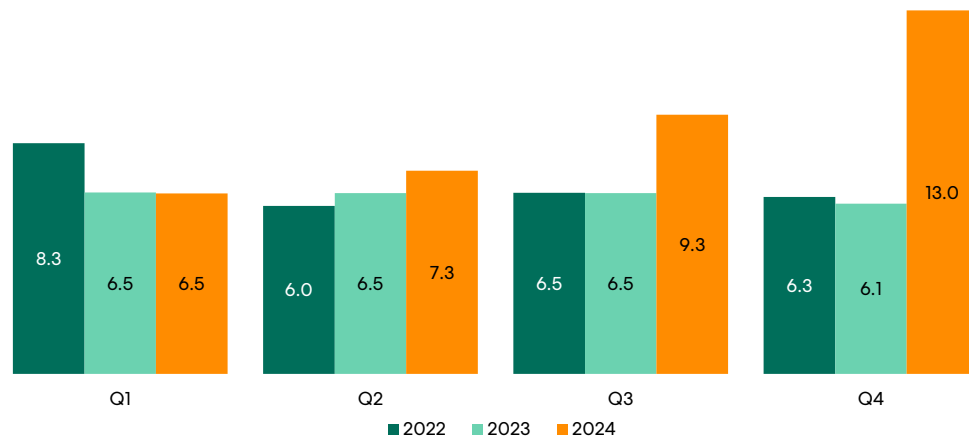
- Q4'24 hardware revenue increase of 13% YoY, primarily driven by reduced returns and discounts offered, as well as an increase in units shipped and a shift in channel mix
- Strategic decision to launch product refresh in September 2024 to incorporate essential functional and packaging updates
- Continued focus on supporting strong demand for new Tile lineup and expanding user base, with Life360 branding in physical retail stores on a global basis for the first time

*Q1'22 revenue is adjusted and includes Tile revenue pre-acquisition.

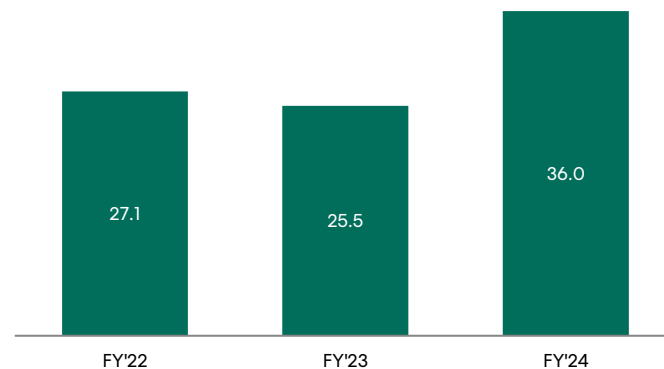
Other Revenue

Q4'24 year over year growth of 113%

Quarterly Other revenue (\$M)



Annual Other Revenue (\$M)



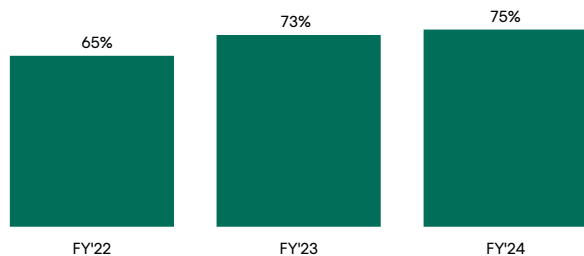
- FY'24 growth driven primarily by advertising revenue contribution and renegotiated data agreement with Placer.ai in July 2024
- Q4'24 Other revenue growth of 113% YoY reflects increases in data and partnership revenue, which includes advertising revenue

- Q1'23 YoY revenue decline reflects transition to single data arrangement
- Expectation of significant long term growth potential as part of broader advertising and free user monetization strategy

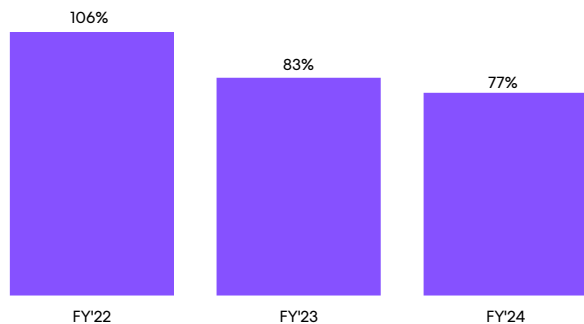
Expanding Profitability

Leveraging the cost base as we scale

Total Gross Margin expansion

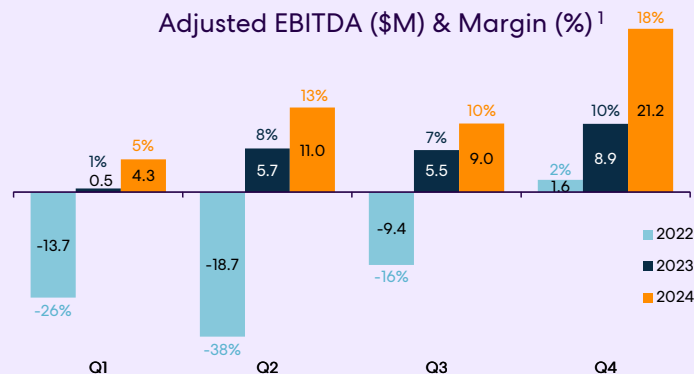


Operating Expenses declining as a % of revenue

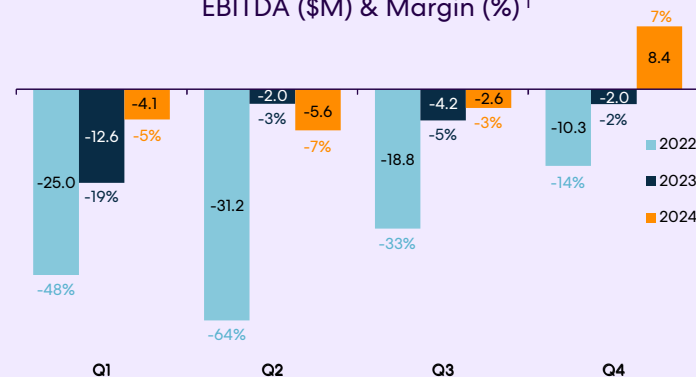


¹ Q1'22 revenue used within these calculations includes Tile revenue pre-acquisition.

Adjusted EBITDA (\$M) & Margin (%)¹



EBITDA (\$M) & Margin (%)¹



A woman with long blonde hair is driving a truck, smiling and looking towards the camera. The image is overlaid with a solid purple color. The truck's interior, including the steering wheel, dashboard, and center console, is visible.

03

FY'25 Outlook

Outlook

For FY'25, Life360 expects to deliver the following metrics:

- **Consolidated revenue of \$450 - \$480 million comprised of:**
 - **Subscription revenue of \$350 million - \$360 million;**
 - **Hardware revenue of \$45 million - \$55 million;**
 - **Other revenue of \$55 million - \$65 million; and**
- **Positive Adjusted EBITDA¹ of \$65 million - \$75 million, which includes \$8 million of investment to developing and launching a new pet device in 2025.**

¹For the definition of Adjusted EBITDA and the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA see Appendix 3



04

Appendix

APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q4 2024		Q3 2024		Q2 2024		Q1 2024		Q4 2023		Q3 2023	
Life360 Core ⁽¹⁾												
Monthly Active Users (MAU) - Global		79.6		76.9		70.6		66.4		61.4		58.4
U.S.		43.7		42.2		40.5		38.8		36.8		35.4
International		36.0		34.7		30.1		27.5		24.6		23.0
ANZ		2.7		2.5		2.4		2.2		2.0		1.9
Paying Circles - Total		2.3		2.2		2.0		1.9		1.8		1.7
U.S.		1.6		1.6		1.5		1.4		1.3		1.3
International		0.6		0.6		0.6		0.5		0.5		0.4
Average Revenue per Paying Circle (ARPPC)	\$	131.76	\$	127.57	\$	125.96	\$	123.97	\$	124.17	\$	119.97
Life360 Consolidated												
Subscriptions		2.9		2.8		2.7		2.5		2.4		2.3
Average Revenue per Paying Subscription (ARPPS)	\$	110.43	\$	106.27	\$	104.00	\$	102.02	\$	102.17	\$	101.33
Net hardware units shipped		1.8		0.8		0.7		0.5		1.7		1.1
Average Sale Price (ASP)	\$	12.56	\$	12.69	\$	15.92	\$	16.50	\$	11.50	\$	13.24
Annualized Monthly Revenue (AMR)	\$	367.6	\$	336.2	\$	304.8	\$	284.7	\$	274.1	\$	259.1
Additional KPI Related Information												
Subscription revenue	\$	78.8	\$	71.8	\$	65.7	\$	61.6	\$	59.8	\$	56.6
Non-Core subscription revenue	\$	(5.7)	\$	(5.6)	\$	(5.5)	\$	(5.8)	\$	(5.9)	\$	(7.2)
Core subscription revenue ⁽²⁾	\$	73.1	\$	66.2	\$	60.2	\$	55.8	\$	53.9	\$	49.4
Subscription revenue bundling related adjustment	\$	(0.6)	\$	(1.4)	\$	(1.3)	\$	(1.2)	\$	(1.2)	\$	(1.2)
Hardware revenue bundling related adjustment	\$	0.4	\$	1.4	\$	1.3	\$	1.2	\$	1.2	\$	1.4

¹ Core metrics relate solely to the Life360 mobile application.

² Core subscription revenue is defined as subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue which relates to other hardware related subscription offerings. Beginning with the second quarter of 2024, this definition has been updated and calculated in accordance with GAAP.

APPENDIX 2

Income Statement

\$ in millions, except share and per share data	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Revenue				
Subscription revenue	\$ 78.8	\$ 59.8	\$ 277.8	\$ 220.8
Hardware revenue	23.8	21.1	57.6	58.2
Other revenue	13.0	6.1	36.0	25.5
Total revenue	115.5	87.0	371.5	304.5
Cost of Revenue				
Cost of subscription revenue	10.6	8.3	41.0	31.0
Cost of hardware revenue	18.1	17.7	47.2	47.4
Cost of other revenue	1.3	0.9	4.1	3.5
Total cost of revenue	30.0	26.8	92.3	81.9
Gross Profit	85.5	60.1	279.2	222.6
Operating expenses				
Research and development	29.8	26.0	113.1	101.0
Sales and marketing	33.5	25.7	113.4	99.1
General and administrative	16.5	12.8	60.7	52.6
Total operating expenses	79.8	64.5	287.1	252.6
Income (loss) from operations	5.7	(4.3)	(8.0)	(30.0)
Other income (expense), net				
Convertible notes fair value adjustment	—	0.1	(0.6)	(0.7)
Derivative liability fair value adjustment	—	0.1	(1.7)	(0.1)
Loss on settlement of convertible notes	—	—	(0.4)	—
Gain on settlement of derivative liability	—	—	1.9	—
Gain on change in fair value of investment	—	—	5.4	—
Other income (expense), net	0.6	1.4	(1.2)	3.2
Total other income (expense), net	0.6	1.6	3.4	2.4
Income (loss) before income taxes	6.3	(2.7)	(4.6)	(27.6)
Provision for (benefit from) income taxes	(2.2)	0.4	(0.1)	0.6
Net income (loss)	\$ 8.5	\$ (3.1)	\$ (4.6)	\$ (28.2)
Net income (loss) per share, basic	\$ 0.11	\$ (0.05)	\$ (0.06)	\$ (0.42)
Net income (loss) per share, diluted	\$ 0.10	\$ (0.05)	\$ (0.06)	\$ (0.42)
Weighted-average shares used in computing net income (loss) per share, basic	74,920,574	66,748,542	72,125,571	66,748,542
Weighted-average shares used in computing net income (loss) per share, diluted	83,212,947	66,748,542	72,125,571	66,748,542

Note: Numbers may not add or recalculate due to rounding.

APPENDIX 2

Balance Sheet

\$M	December 31, 2024	December 31, 2023
Current Assets:		
Cash and cash equivalents	\$ 159.2	\$ 69.0
Accounts receivable, net	58.0	42.2
Inventory	8.1	4.1
Costs capitalized to obtain contracts, net	1.1	1.0
Prepaid expenses and other current assets	14.6	15.2
Total current assets	241.0	131.4
Restricted cash, noncurrent	1.2	1.7
Property and equipment, net	1.8	0.7
Costs capitalized to obtain contracts, noncurrent	1.0	0.8
Prepaid expenses and other assets, noncurrent	21.6	6.8
Operating lease right-of-use asset	0.7	1.0
Intangible assets, net	40.6	45.4
Goodwill	133.7	133.7
Total Assets	\$ 441.6	\$ 321.7
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	\$ 5.5	\$ 5.9
Accrued expenses and other current liabilities	32.0	27.5
Convertible notes, current	—	3.4
Deferred revenue, current	39.9	33.9
Total current liabilities	77.3	70.8
Convertible notes, noncurrent	—	1.1
Derivative liability, noncurrent	—	0.2
Deferred revenue, noncurrent	5.3	1.8
Other liabilities, noncurrent	0.4	0.7
Total Liabilities	\$ 83.0	\$ 74.7
Commitments and Contingencies		
Stockholders' Equity		
Common Stock	0.1	0.1
Additional paid-in capital	648.1	532.1
Accumulated deficit	(289.7)	(285.1)
Total stockholders' equity	358.5	247.1
Total Liabilities and Stockholders' Equity	\$ 441.6	\$ 321.7

Cash Flow

	Year Ended December 31, 2024	2023
Cash Flows from Operating Activities:		
Net loss	\$ (4.6)	\$ (28.2)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:		
Depreciation and amortization	9.8	9.1
Amortization of costs capitalized to obtain contracts	1.3	2.1
Amortization of operating lease right-of-use asset	0.3	0.8
Stock-based compensation expense, net of amounts capitalized	42.3	38.5
Compensation expense in connection with vesting notes	—	0.1
Non-cash interest expense, net	0.1	0.5
Convertible notes fair value adjustment	0.6	0.7
Derivative liability fair value adjustment	1.7	0.1
Loss on settlement of convertible notes	0.4	—
Gain on settlement of derivative liability	(1.9)	—
Gain on change in fair value of investment	(5.4)	—
Non-cash revenue from investment	(1.0)	(1.6)
Provision for credit losses	0.3	—
Inventory write-off	—	0.9
Adjustment in connection with membership benefit	—	(2.2)
Changes in operating assets and liabilities, net of acquisitions:		
Accounts receivable, net	(16.1)	(9.1)
Prepaid expenses and other assets	0.1	(6.7)
Inventory	(4.0)	5.8
Costs capitalized to obtain contracts, net	(1.6)	(1.9)
Accounts payable	(0.4)	(7.9)
Accrued expenses and other current liabilities	4.5	2.2
Deferred revenue	6.6	4.6
Other liabilities, noncurrent	(0.4)	(0.5)
Net cash provided by (used in) operating activities	32.6	7.5
Cash Flows from Investing Activities:		
Internal use software	(3.9)	(1.7)
Purchase of property and equipment	(1.2)	(0.5)
Related Party SAFE	(5.0)	—
Net cash used in investing activities	(10.1)	(2.2)
Cash Flows from Financing Activities:		
Indemnity escrow payment in connection with an acquisition	—	(13.1)
Proceeds from the exercise of stock options and warrants, and restricted stock settlements	14.6	5.8
Taxes paid related to net settlement of equity awards	(34.0)	(14.0)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions	93.0	—
Payments of U.S. initial public offering issuance costs	(6.3)	—
Proceeds from repayment of notes due from affiliates	—	0.3
Repayment of convertible notes	—	(3.9)
Net cash provided by (used in) financing activities	67.3	(25.0)
Net Increase (Decrease) in Cash, Cash Equivalents, and Restricted Cash	89.7	(19.7)
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period	70.7	90.4
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	160.5	70.7

Note: Numbers may not add or recalculate due to rounding.

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

\$M	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Cost of subscription revenue, GAAP	10.6	8.3	41.0	31.0
Less: Depreciation and amortization	(0.7)	(0.3)	(1.7)	(1.2)
Less: Stock-based compensation	(0.2)	(0.2)	(0.7)	(0.7)
Less: Severance and other	—	—	—	(0.1)
Less: Adjustment in connection with membership benefit	—	—	—	1.8
Total cost of subscription revenue, Non-GAAP	9.8	7.7	38.5	30.8
Cost of hardware revenue, GAAP	18.1	17.7	47.2	47.4
Less: Depreciation and amortization	(1.0)	(0.9)	(3.7)	(3.6)
Less: Stock-based compensation	(0.2)	(0.4)	(0.8)	(1.1)
Less: Severance and other	—	—	—	(0.2)
Less: Adjustment in connection with membership benefit	—	—	—	0.4
Total cost of hardware revenue, Non-GAAP	16.9	16.3	42.7	42.9
Cost of other revenue, GAAP	1.3	0.9	4.1	3.5
Total cost of other revenue, Non-GAAP	1.3	0.9	4.1	3.5
Cost of revenue, GAAP	30.0	26.8	92.3	81.9
Less: Depreciation and amortization	(1.6)	(1.2)	(5.5)	(4.8)
Less: Stock-based compensation	(0.4)	(0.6)	(1.5)	(1.8)
Less: Severance and other	—	—	—	(0.3)
Less: Adjustment in connection with membership benefit	—	—	—	2.2
Total cost of revenue, Non-GAAP	28.0	24.9	85.3	77.2

Operating expenses

\$M	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Research and development expense, GAAP	29.8	26.0	113.1	101.0
Less: Depreciation and amortization	—	—	(0.1)	(0.1)
Less: Stock-based compensation	(7.0)	(6.5)	(25.5)	(22.0)
Less: Severance and other	—	0.1	—	(2.7)
Total Research and development, Non-GAAP	22.7	19.6	87.5	76.1
Sales and marketing expense, GAAP	33.5	25.7	113.4	99.1
Less: Depreciation and amortization	(1.1)	(1.1)	(4.2)	(4.2)
Less: Stock-based compensation	(1.1)	(0.8)	(3.3)	(3.1)
Less: Severance and other	—	—	—	(0.9)
Total Sales and marketing expense, Non-GAAP	31.4	23.7	105.8	90.9
General and administrative expense, GAAP	16.5	12.8	60.7	52.6
Less: Stock-based compensation	(3.3)	(2.9)	(11.9)	(11.6)
Less: Severance and other	—	(0.1)	(0.2)	(1.2)
Total General and administrative expense, Non-GAAP	13.2	9.8	48.6	39.7
Total Operating expenses, GAAP	79.8	64.5	287.1	252.6
Less: Depreciation and amortization	(1.1)	(1.1)	(4.3)	(4.3)
Less: Stock-based compensation	(11.4)	(10.2)	(40.7)	(36.7)
Less: Severance and other	—	(0.1)	(0.2)	(4.8)
Total Operating expenses, Non-GAAP	67.3	53.1	241.9	206.8

Note: Numbers may not add or recalculate due to rounding.

APPENDIX 3

Non-GAAP Financial Measures

\$M	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Net income (loss)	8.5	(3.1)	(4.6)	(28.2)
Add (deduct):	—	—	—	—
Convertible notes fair value adjustment ⁽¹⁾	—	(0.1)	0.6	0.7
Derivative liability fair value adjustment ⁽¹⁾	—	(0.1)	1.7	0.1
Loss on settlement of convertible notes	—	—	0.4	—
Gain on settlement of derivative liability	—	—	(1.9)	—
Gain on change in fair value of investment ⁽²⁾	—	—	(5.4)	—
Provision for (benefit from) income taxes	(2.2)	0.4	(0.1)	0.6
Depreciation and amortization ⁽³⁾	2.7	2.3	9.8	9.1
Other income, net	(0.6)	(1.4)	(4.4)	(3.2)
EBITDA	8.4	(2.0)	(3.8)	(20.8)
Stock-based compensation	11.8	10.8	42.3	38.5
IPO-related transaction costs, including secondary offering costs	1.0	—	6.8	—
Workplace restructuring costs ⁽⁴⁾	—	0.1	0.2	4.0
Write-off of obsolete inventory ⁽⁵⁾	—	—	—	0.9
Adjustment in connection with membership benefit ⁽⁶⁾	—	—	—	(2.2)
Warehouse relocation costs ⁽⁷⁾	—	—	—	0.1
Adjusted EBITDA	21.2	8.9	45.5	20.6

¹ To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.

² To reflect the change in fair value of an investment in non-marketable equity securities carried at cost less impairments, if any, plus or minus changes in observable prices.

³ Includes depreciation on fixed assets and amortization of intangible assets.

⁴ Relates to non-recurring personnel and severance related expenses.

⁵ Relates to the write-off of raw materials that have no alternative use to the Company following the decision to halt development.

⁶ Relates to an adjustment recorded to reduce product costs recorded to cost of revenue in connection with the discontinuation of certain battery related membership benefits.

⁷ Relates to non-recurring warehouse relocation costs in relation to the Company's transition to a new logistics partner.

Note: Numbers may not add or recalculate due to rounding.

We collect and analyze operating and financial data to evaluate the health of our business, allocate our resources and assess our performance.

EBITDA and Adjusted EBITDA

In addition to total revenue, net income (loss) and other results under GAAP, we utilize non-GAAP calculations of earnings before interest, taxes, depreciation and amortization ("EBITDA") and adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). EBITDA is defined as net income (loss), excluding (i) convertible notes, derivative liability, and investment fair value adjustments, (ii) gain and loss on settlement of convertible notes and derivative liability, (iii) provision for (benefit from) income taxes, (iv) depreciation and amortization and (v) other income, net. Adjusted EBITDA is defined as net income (loss), excluding (i) convertible notes, derivative liability, and investment fair value adjustments, (ii) gain and loss on settlement of convertible notes and derivative liability, (iii) provision for (benefit from) income taxes, (iv) depreciation and amortization, (v) other income, net, (vi) stock-based compensation, (vii) IPO-related transaction costs, including secondary offering costs (viii) workplace restructuring costs, (ix) the write-off of obsolete inventory, (x) the adjustment in connection with membership benefit, and (xi) warehouse relocation costs.

These items are excluded from EBITDA and Adjusted EBITDA because they are non-cash in nature, because the amount and timing of these items are unpredictable, or because they are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe EBITDA and Adjusted EBITDA provide useful information to investors and others in understanding and evaluating our results of operations, as well as providing useful measures for period-to-period comparisons of our business performance. Moreover, we have included EBITDA and Adjusted EBITDA in this presentation because they are key measurements used by our management team internally to make operating decisions, including those related to operating expenses, evaluate performance, and perform strategic planning and annual budgeting. However, these non-GAAP financial measures are presented for supplemental informational purposes only, should not be considered a substitute for or superior to financial information presented in accordance with GAAP, and may be different from similarly titled non-GAAP financial measures used by other companies. As such, you should consider these non-GAAP financial measures in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net income (loss) and our other GAAP results.

The table presents a reconciliation of net income (loss), the most directly comparable GAAP measure, to EBITDA and Adjusted EBITDA.

APPENDIX 4

Competitive Landscape




	 Life360	 verizon	 AAA	 Geacoin	 LifeLock by norton	 NOONLIGHT		
Monthly Price	\$24.99	\$14.99	\$10.00	\$14.99	\$79.99	\$4.99	Free	Free
Membership	Family circle	Individual	Individual	Individual	Family circle	Individual	Individual	Individual
Features								
Available on iOS & Android	✓	✓	✓	✓	✓	✓		✓
Roadside Assistance	✓	✓	✓					
SOS Alert	✓	✓				✓		
Driver Reports	✓	✓		✓				
Stolen Phone Reimbursement	✓							
Credit Monitoring	✓		✓		✓			
ID Theft Protection	✓		✓		✓			
Crash Detection	✓	✓		✓		✓		
Disaster Assistance	✓							
Travel Assistance	✓		✓					
Location Sharing	✓	✓		✓			✓	✓
Stolen Funds Reimbursement	✓		✓		✓			
Item Tracking	✓						✓	
In-App Messaging	✓							✓

Note: Pricing and feature information sourced from publicly available data.

APPENDIX 5

Launch of Dual Tier Pricing to maximize value of large global footprint

Current Dual Tier Membership Bundles (Rest of World)¹

FREE MEMBERSHIP \$0.00/mo 	SILVER MEMBERSHIP \$4.99/mo 	GOLD MEMBERSHIP \$7.99/mo 	FUTURE MEMBERSHIP SKUs
<ul style="list-style-type: none">✓ SOS✓ Place Alert (2 places)✓ Location History (2 days)✓ Crash Detection✓ Family Driving Summary✓ Battery Monitoring	<ul style="list-style-type: none">+ Place Alert (5 places)+ Location History (7 days)+ Stolen Phone Protection (\$100)+ Ad-Free Experience	<ul style="list-style-type: none">+ Place Alert (99 places)+ Location History (30 days)+ Individual Driver Reports+ Priority Customer Support	<ul style="list-style-type: none">+ We will activate triple tier on a market-by-market basis when we can offer the right mix of relevant premium services

- Launch of two premium tiers to replace previous single premium tier
- Silver tier mirrors the Triple Tier offering in the UK and ANZ
- Gold tier offers premium digital services in line with Triple Tier Gold
- No change to free offering

¹Membership bundles shown represent dual tier offering outside of the U.S., United Kingdom, Australia, New Zealand, and Canada. Pricing varies based on local currency in line with USD equivalents and is subject to change.



Thank
You

