

ASX ANNOUNCEMENT

27 March 2020

Conference Presentation

Chris Hulls, Co-Founder and CEO of San Francisco-based Life360, Inc. (Life360 or the Company) (ASX:360) will today participate in NWR's Virtual Small Cap Investor 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 has more than 27 million monthly active users (MAU) located in more than 160 countries.

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Investor Presentation

Chris Hulls, Co-Founder & CEO

27 March 2020

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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.

Agenda

Business Overview

Life360 Membership Model

Financial Overview

Outlook

Q&A

Business Overview



Connecting families and saving lives

Peace of mind in action

827,438

Help Alerts triggered

19,212,904,889

miles driven with Life360 Crash Detection

9,448 ambulances dispatched

8,904,425,236

safe arrival notifications sent

"Life360 saved my life yesterday ... I'm an ecologist and I was working remotely in Queensland, alone, when I succumbed to heat stroke and ended up being passed out in dense vegetation for two hours before I was found.

Polair couldn't find me as well as ground search crew because of the dense vegetation I was in. But before I passed out I triggered the help alert on Life360 and my family and partner used the app to find me. Feeling very grateful!"

Amber (Life360 user), Australia



In 2019, Life360 went from a utility to a mainstream brand

The New York Times

Forbes



FamilyCircle

Entrepreneur

ROMPER

lifehacker



1,717Life360 articles/stories in 2019



CY19 Highlights

Delivering on our strategy to build and monetise our user base

Performance

27.2m

Monthly Active Users

(+47% YoY growth)

\$75.4m
Annualised Monthly Revenue

Product



Full Life360 app redesign

A > 0

Introduction of in-app lead gen units, privacy center, and location features **Platform**

>1 trillion

12

Languages

Annual API calls

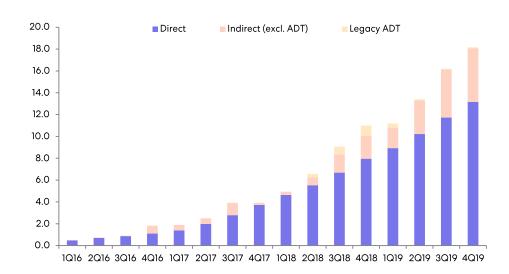
195

Countries

Rapidly expanding revenue profile

Growth in Direct and Indirect revenue reflects monetisation of user base

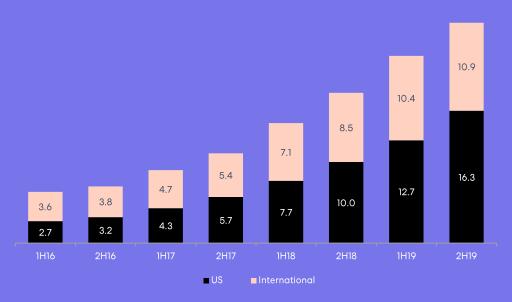
QUARTERLY REVENUE (\$M)



- · Direct revenue comprises subscription fees paid by Paying Circles for premium products
- Indirect revenue (excl. ADT) is revenue generated from the sale of third party products and services in partnership with companies such as Allstate, and anonymised insights into the data we collect from our User base
- ADT revenue reflects legacy licence revenue from co-branded ADT Go app
 - Data series excludes ADT partnership revenue in 2016. December 2018 excludes revenue generated by the Allstate proof of concept trial

Record annual growth in Monthly Active Users

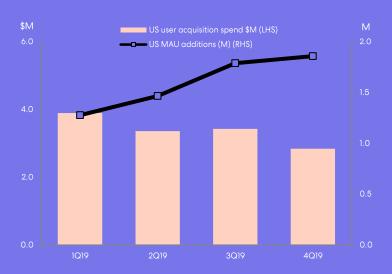
MONTHLY ACTIVE USERS (MAU) (M)



Efficient deployment of capital to paid user acquisition

- Record quarterly US MAU additions while user acquisition spending declined
- Disciplined capital deployment to positive Return on Investment (ROI) channels

2019 QUARTERLY USER ACQUISITION SPEND (\$M) VERSUS US MAU ADDITIONS (M)

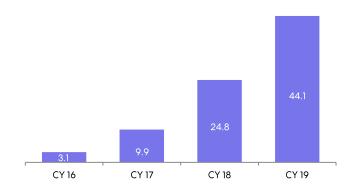


Direct Revenue

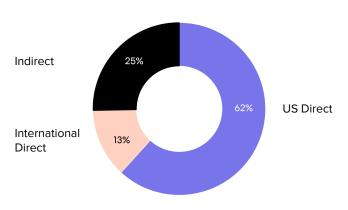
+78%

CY19 YoY growth

DIRECT REVENUE (\$M)



DIRECT REVENUE AS A %
TOTAL LIFE360 REVENUE (CY19)



PAYING CIRCLES (000s)



- 43% YoY growth in Paying Circles to 827K
- 90%+ of new subscriptions for Driver Protect in December 2019

AVERAGE REVENUE PER PAYING CIRCLE (ARPPC) (\$)

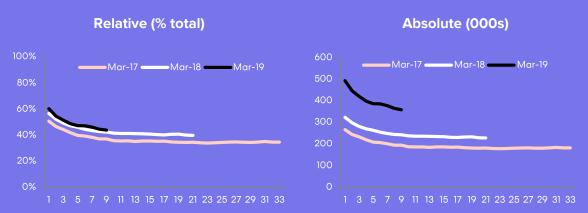


- "10% YoY increase in CY19 ARPPC supported by accelerating growth in Driver Protect and higher proportion of monthly versus annual subscriptions
- New membership model expected to further benefit ARPPC

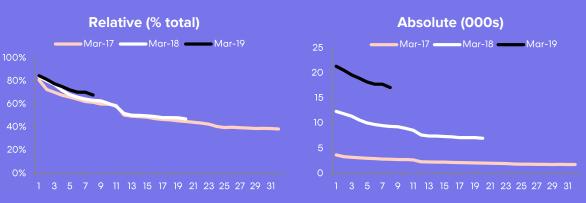
Our already best-in-class retention continues to improve

- Charts indicate how long users within a given cohort remain with Life360
- Our free users exhibit rare "negative churn" where more users return to the app than are lost
- Retention rate improvements are being maintained while simultaneously increasing the size of new cohorts

US ORGANIC USER MONTHLY RETENTION PER COHORT



US DRIVER PROTECT SUBSCRIBERS MONTHLY RETENTION PER COHORT

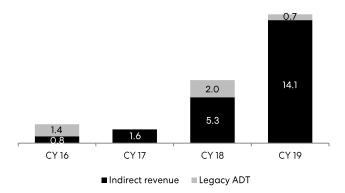


Indirect Revenue

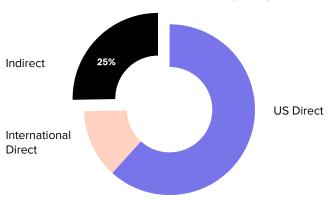
+105%

CY19 YoY growth

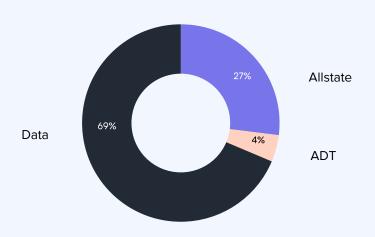
INDIRECT REVENUE (\$M)



INDIRECT REVENUE AS A %
TOTAL LIFE360 REVENUE (CY19)



CONTRIBUTION TO INDIRECT REVENUE (CY19)



Data

- · Continuing to scale with growth in MAU
- Customer recognition of the value of Life360's expanded reach driving new partnerships
- Growth momentum expected to slow in 2020

Lead generation

- Auto insurance lead generation with Allstate formally launched in May
- Monthly contribution of \$0.5 million of high margin revenue with significant upside

ADT Partnership

- ADT Go (white-labelled Life360) partnership in process of winding down
- CY19 revenues of \$0.7m below prospectus forecasts of \$2.7m

Life360 Membership Model

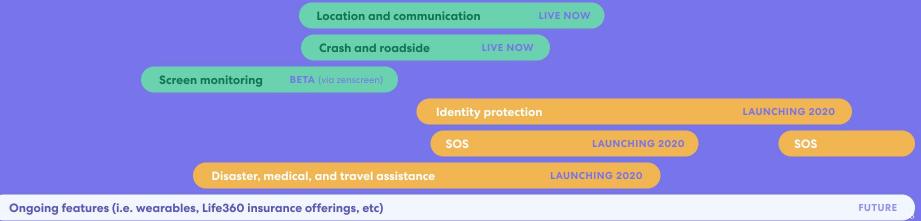


Life360 Membership is the culmination of a 10-year vision



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





Membership Plans

Basic Life360 account Free

2 days

Location services

Life360 Silver Membership



\$4.99/mo or \$49.99/yr

7 days

Life360 Gold Membership



\$9.99/mo or \$99.99/yr

30 days

Life360 Platinum Membership

0



\$19.99/mo or \$199.99/yr

60 days

	Location history	2 days	7 days	30 days	oo days
	Place alerts	2 alerts	5 alerts	Unlimited alerts	Unlimited alerts
	Crime reports	_	~	~	~
	Driving safety services				
	Crash detection	~	~	~	~
	Live agent + emergency dispatch		-	~	~
	Individual driver reports	<u></u>	-	~	~
	Roadside assistance	-	-	5 miles tow and gas	50 miles tow and gas
	Family Safety Assistance				
	Dark web monitoring	~	~	~	~
	Identity restoration	-	-	~	~
	SOS + emergency dispatch	-	-	~	~
	Disaster assistance	-	-	-	~
	Medical assistance	_	=	-	~
	Travel assistance	-	-	=	~
	Additional services				
	24 hour customer support	-	~	~	~
	Stolen phone reimbursement	<u></u>	up to \$100	up to \$250	up to \$500

Identity Protection

Convenient way to monitor and protect your family's digital safety

Monitor (all users)

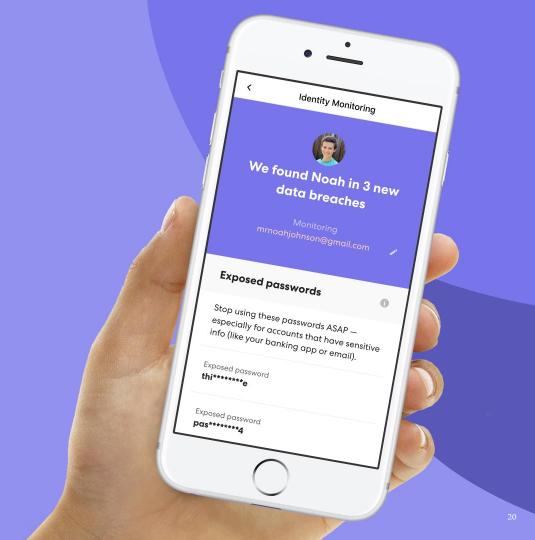
Dark web email monitoring and alerting available FREE for all users

Restore (Gold and Platinum)

Access to live agents to help restore credit breaches with financial institutions

Reimburse (Gold and Platinum)

Up to \$1M reimbursement for stolen funds



Premium SOS

Have peace of mind knowing that help will be sent to you in an emergency

Help Alert (free & premium options)

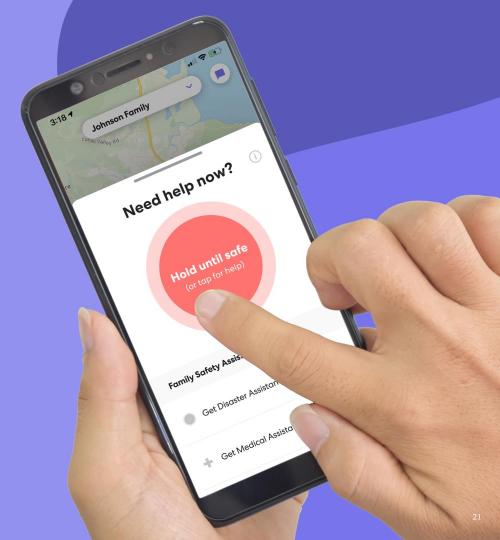
You hold down the button, we call for help if you let go

24/7 live agent support

Similar to Crash Detection, a Life360 agent is ready to respond to any emergency

Expanding our safety brand

Expands premium features to include personal safety

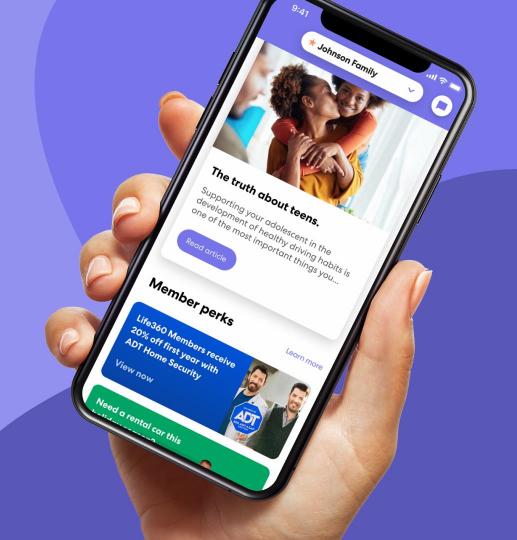


Curated content and family deals & discounts

Content personalized for families

Rely on the experts at Life360 to bring you content that answers all your safety and family life needs

Exclusive Membership deals & discounts
Providing valuable deals for family centered
services and products



Membership will directly benefit Life360's most important financial drivers

- Increase in total addressable market and brand reach

 New features go beyond location to relevance at all life stages
- Increase in Premium conversion
 Broader offering provides more opportunities to convert
- Increase in Average Revenue Per Paying Circle
 Tiered offering and segmentation supports higher pricing
- Decrease in churn

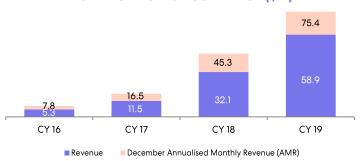
 Longer relevant lifecycle and higher value will reduce churn
- Significantly higher user Lifetime Value and company revenue

Financial Overview

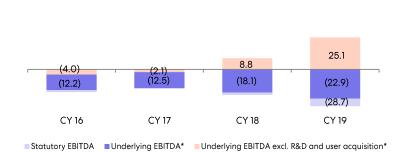


Strong CY19 financial performance

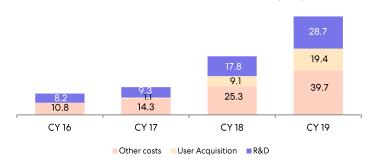
STRONG REVENUE GROWTH SUPPORTED BY **MONETISATION OF USER BASE (\$M)**



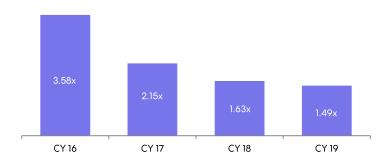
EBITDA LOSSES REFLECT VARIABLE INVESTMENT IN R&D AND USER ACQUISITION *(\$M)



SCALABLE COST BASE WITH **DISCRETIONARY INVESTMENT** (\$M)**



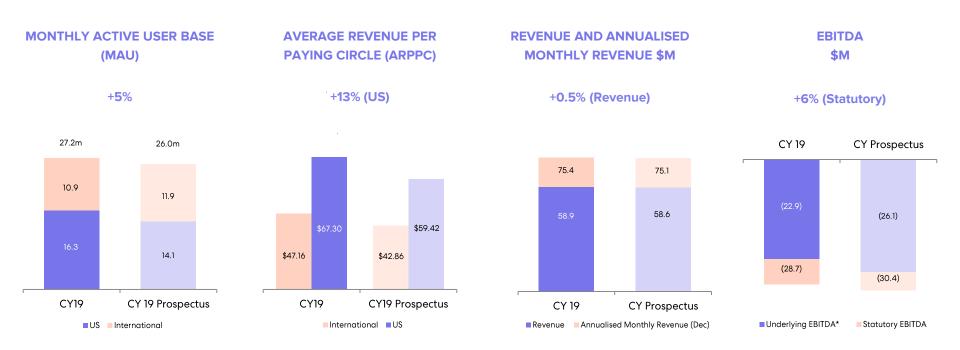
IMPROVING RATIO OF EXPENSES TO REVENUE



^{*}Underlying EBITDA excludes Stock Based Compensation. EBITDA excl. R&D and user acquisition shows the impact on EBITDA from the discretionary investment in Research & Development and User Acquisition.

^{**} R&D costs exclude Stock Based Compensation which is included in Other costs

CY19 Key Operating and Financial Metrics Outperformance vs Prospectus expectations



Outlook



Outlook

Life360 reported CY19 results on 27 February 2020 and provided guidance for CY20 business and financial performance.

CY20 Q1 results are expected to be broadly in line with internal forecasts. However there are considerable uncertainties over the duration of the current environment, with negative impacts on the business likely in Q2.

Consequently directors believe it is prudent to withdraw previous guidance. Life360's discretionary expenditure model provides the opportunity for cost management, particularly in paid user acquisition, to at least partially offset revenue shortfalls. Life360 remains confident that it will reduce operating cash outflow in CY20 versus CY19.

Life360's priority remains the safety and well-being of its employees. Business continuity plans, including remote working, have been in place for some weeks and are working well.

A&Q



Appendix



Income Statement

				Adjusted
	Proforma		% change	Prospectus*
\$M	CY18	CY19	YoY	CY19
U.S. revenue				
Direct	20.4	36.4	78%	34.6
Indirect	7.3	14.5	100%	16.3
International revenue				
Direct	4.4	7.7	74%	7.7
Indirect	-	0.3	NM	-
Total revenue	32.1	58.9	84%	58.6
Contains an array and	(0.0)	(0,0)	(100)9/	(1.5)
Customer support	(0.9)	(2.0)	(122)%	(1.5)
Research and development	(17.8)	(28.7)	(61)%	(27.8)
User acquisition costs	(9.1)	(19.4)	(112)%	(25.9)
Sales and marketing	(9.5)	(14.2)	(49)%	(12.8)
General and administrative	(7.2)	(7.3)	(1)%	(6.1)
Technology	(5.8)	(10.2)	(77)%	(10.6)
Operating expenses	(50.3)	(81.8)	(63)%	(84.7)
Underlying EBITDA excluding SBC**	(18.2)	(22.9)	(26)%	(26.1)
Stock Based Compensation	(1.9)	(5.8)	(211)%	(4.3)
Statutory EBITDA	(20.1)	(28.7)	(43)%	(30.4)
Depreciation and amortisation	(0.1)	(0.3)	(129)%	(0.1)
EBIT	(20.2)	(29.0)	(44)%	(30.5)
Net interest	(0.3)	0.3	NM	0.8
Other	0.0	(0.3)	NM	
Tax	-	-		-
Statutory Net Profit/(loss)	(20.5)	(29.0)	(41)%	(29.7)
Underlying net profit/(loss) excluding SBC**	(18.6)	(23.2)	(24)%	(25.4)

Commentary

- Direct revenue growth of 78% supported by 43%
 YoY growth in Paying Circles to 827k. ~10%
 increase in ARPPC benefiting from transition to
 higher-priced Driver Protect and from annual to
 monthly subscriptions
- Indirect revenue growth of 105% supported by strong growth in Data revenue and the contribution from Allstate lead generation partnership. These offset faster than expected wind-down of the ADT partnership
- Higher Research and development expenses reflects investment in FTE growth
- Higher User acquisition costs reflects marketing investment to drive user growth
- Increased sales and marketing expenses reflects growth in Apple and Google sales commissions
- General and administrative costs stable reflecting disciplined overheads management
- Technology expense increase reflects higher server and software costs
- EBITDA loss reflects investment in R&D and User acquisition to drive growth

^{*}Appendix 2 contains Reconciliation of Prospectus to Adjusted Prospectus forecasts

^{**} Stock Based Compensation

Balance Sheet

\$M	Statutory Dec 2018	Statutory Dec 2019
Cash and cash equivalents	25.8	63.8
Accounts receivable	5.7	7.9
Costs capitalised to obtain revenue contracts, net	1.2	2.2
Prepaid expenses and other current assets	2.4	5.3
Total current assets	35.1	79.2
Restricted cash	0.2	0.3
Property and equipment, net	0.3	0.5
Costs capitalised to obtain revenue contracts, net of current portion	0.5	0.7
Goodwill	-	0.8
Intangible assets, net	0.2	0.2
Notes from affiliates	0.3	0.3
Prepaid and other non-current assets	1,1	3.5
Total non-current assets	2.6	6.3
Total assets	37.7	85.5
Accounts payable	2.9	0.5
Accrued expenses and other liabilities	2.1	3.4
Deferred revenue	6.1	8.3
Notes payable, current portion and net of discount	1.6	_
Total current liabilities	12.8	12.2
Notes payable, net of current portion and discount	3.3	=
Preferred stock warrant liability	0.8	_
Deferred rent	0.3	0.2
Other non-current liabilities	0.8	0.8
Total non-current liabilities	5.2	1.0
Total liabilities	18.0	13.2
Redeemable convertible preferred stock	115.6	0.0
Common stock	0.0	0.0
Notes from affiliates	(0.6)	(0.6)
Additional paid-in capital	(8.9)	188.3
Accumulated deficit	(86.5)	(115.4)
Total equity	19.6	72.3
Total equity & liabilities	37.7	85.5

Commentary

- Increase in cash and cash equivalents reflects IPO proceeds
- No debt following debt repayment
- Net cash balance of \$64.1m (including restricted cash)

Cash Flow

\$M	Proforma CY18	CY19	Prospectus
Statutory EBITDA (pre UA and R&D ⁽¹⁾)	6.8	19.4	23.3
User Acquisition costs	(9.1)	(19.4)	(25.9)
Research and development	(17.8)	(28.7)	(27.8)
Statutory EBITDA	(20.1)	(28.7)	(30.4)
Stock-based compensation	1.9	5.8	4.3
Deferred revenue	3.7	2.2	6.0
Costs capitalised to obtain contracts	(1.8)	(3.1)	(4.5)
Changes in other operating assets and liabilities	(1.4)	(9.2)	(2.0)
Other non cash items in EBITDA	2.3	2.5	2.0
Net Cash Inflow / (Outflow) from Operating Activities	(15.4)	(30.5)	(24.6)
Investments in PP&E	(0.1)	(0.4)	_
Settlement of interest and notes due from affiliates	5.7	-	-
Cash paid for acquisition, net of cash acquired	-	0.1	_
Net Cash Inflow / (Outflow) from Investing Activities	5.6	(0.3)	-
Proceeds from the issuance of preferred stock, net of issuance			
costs	33.3	-	-
Repurchase of common stock	(13.4)	-	-
Proceeds from issuance of common stock in initial public offering, net of underwriting commissions	-	75.5	80.0
Payments of deferred offering costs	-	(2.4)	_
Proceeds from the exercise of options and grant of stock awards, net of repurchase	0.3	0.7	_
Proceeds from borrowings	5.0	-	_
Payments on borrowings	(5.0)	(5.0)	(1.7)
Net Cash Inflow / (Outflow) from Financing Activities	20.2	68.8	78.3
Net Cash Inflow / (Outflow)	10.4	38.0	53.7
Cash at Beginning of Period	15.7	26.1	20.5
Cash at End of Period	26.1	64.1	74.2

¹⁾ EBITDA excl. UA and R&D shows shows the impact on EBITDA from the variable investment in User Acquisition and Research & Development

Commentary

- Net cash outflow from operating activities reflects investment in R&D and paid user acquisition
- Cash used in operating activities of \$(30.5)
 million exceeded prospectus forecasts of
 \$(24.6) million reflecting year-end prepayments
 of \$6 million not included in the prospectus
 model. Lower than forecast deferred revenue
 arising from the shift in the business from
 annual to monthly subscriptions was offset by
 non-cash expenses
- Net cash outflows from investing activities reflects minor investment in PPE
- Net cash inflow from financing activities reflects
 IPO proceeds and repayment of borrowings
- Sequential quarterly improvement in operating cash flow during 2019

2019 quarterly cash flow \$M

