ASX ANNOUNCEMENT

16 July 2020

Membership launch investor briefing

San Francisco-based Life360, Inc. (Life360 or the Company) (ASX: 360) will today host an investor briefing to provide an overview of the launch of its new membership offering. The accompanying slide presentation is attached.

Investor Conference Call details

An Investor Conference Call with Chris Hulls (Co-Founder and CEO) and Ariana Hellebuyck, Vice President of Marketing, will be held today Thursday 16th July at 9.30am AEST (Wednesday, 15th July at 4.30pm US PT). The call will be held as a Zoom webinar.

Participants wishing to view the presentation slides and ask questions should register and join via their browsers here

Participants joining via telephone will be in a listen only mode.

Dial in details

Australia: +61 2 8015 6011
US: +1 669 900 6833
Other countries: https://life360.zoom.us/u/abVO4mVP89
Meeting ID: 928 5087 5165

Representatives of the media are welcome to join as listen only participants.
A replay will be available after the call at https://investors.life360.com.

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 2020, located in more than 160 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

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Membership Launch
Investor Briefing

16 July 2020 AEST
15 July 2020 PDT
Disclaimer

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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.
Note: Use “raise hand” option through conference browser to ask a question. You will be prompted to unmute your audio. Questions will be answered at the end of the call.
Life360 Membership is here.
Modern life has become complex. Today, we are living through an unprecedented pandemic, and the quick-changing world demands new ways to keep families safe.

We believe family safety should not come at a premium, nor be a lengthy process. Life360 membership provides comprehensive peace of mind from the digital world to the physical world, seamlessly through the Life360 app.
Life360 Cost
$19.99/month

Roadside Assistance
ID Theft Protection
Nurse Helpline
Crash Detection
SOS Alert
Disaster Assistance
Driver Reports
Travel Assistance
Stolen Phone Reimbursement
Location Sharing
And more...

Total Cost*
$256.34/month

Costs:
- T Mobile: $45/month
- LifeLock: $140/month
- Teladoc: $20/month
- NOONLIGHT: $10/month
- verizon: $16/month
- Crime Report: $10/month
- Geozilla: $5/month

*Assuming family household of four people. Prices may vary.
Core User Experience
New Membership Architecture
New Feature
SOS with 24/7 Emergency Dispatch

890-50
Sarah has triggered an SOS on Life360. An emergency dispatcher will reach out to them and send police if needed or if there's no answer. Please check on them by viewing their current location: life360:uhf784LgVX
Introducing
Family Safety Assist

NEW! Family Safety Assist
Get live help anytime, anywhere.
See how it works

Hi Peggy,
how can we help?

Roadside Assistance
ID Theft Protection
Disaster Response
Medical Assistance
Travel Support
Introducing
Family Safety Assist
New Service

ID Theft Protection
Membership Benefits

Life360 Perks

Your May perk is here.
For the next month, Life360 members have free access to more than 120 online classes from Brit + Co.

Claim your perk
No thanks

Your June perk is here.
Exclusive access to 25% off the JUDY emergency prep kit of your choice — so your family is prepared for anything.

Claim your perk
No thanks

Your July perk is here.
Enjoy a free 2-month subscription to Mindrise — a mood-lifting app with meditations, stories, and more.

Claim your perk
No thanks

Peggy
Moving near 234 W Broadway
Brand & Marketing

Updated Life360 Website
Welcome to Life360 Gold!

As a Driver Protect member, you’ve been automatically upgraded to our Life360 Gold Membership at no extra cost. In addition to the features and tools you’ve enjoyed so far, we’ve added some exciting benefits. The best news? You don’t have to do a thing!

Your Life360 Gold Membership includes:

- $250 in Stolen Phone Coverage
- 30 days of Location History
- Unlimited Place Alerts
- SOS Help Alert with 24/7 dispatchers
- Family Driving Summary &...
Product Marketing

In-App Membership Upsells
If she’s walking across campus after dark, she’s protected. She can get help right away.

#Life360Membership

Life360 Membership Launch | July 2020
Life360 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
Membership allows us to offer services that hit the emotional triggers of every life stage

- Families with newborns
- Families with young kids
- Families with teens
- Families with college kids
- Empty nesters
- Aging parents

- Location and Communication
- Crash and Roadside Assistance
- Identity Protection
- SOS

Disaster, Medical, and Travel Assistance

Ongoing Features & Services (i.e. wearables, Life360 insurance offerings, etc)
Life360 Membership
Launched US rollout on time in spite of Covid lockdowns

- 30 June: 1% Rollout
- 3 July: 25% Rollout
- 6 July: 50% Rollout
- 12 July: 100% Rollout
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**
Q&A