

ASX ANNOUNCEMENT

17 September 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 Bell Potter's Emerging Leaders 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 25 million monthly active users (MAU) as at June 2020, located in 195 countries.

Contacts

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Bell Potter Emerging Leaders Conference

17 September 2020 Chris Hulls, Co-Founder & CEO



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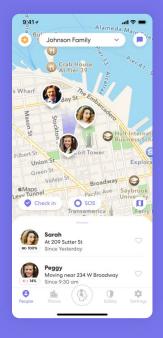
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Investors should note that this document may contain unaudited financial information for the Company that has been prepared by the Company's management. The Company's results are reported under US-GAAP. Investors should be aware that certain financial 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.



Life360 The world's leading family mobile app and safety membership



As at June 2020

25m+ Monthly Active Users in 195 countries

845k Paying Circles

\$58.4m net cash

~200 employees

San Francisco based

CY20 H1 Results

~\$78m Annualised Monthly Revenue

+57% revenue growth YoY in spite of COVID

Q2 first ever positive cash flow quarter

+33% 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



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



Note: Numbers are based on internal database sampling and are not exact

Conference Presentation | September 2020

Life360 Membership: Putting the "360" into the Life360 name

Scaling from location tracking app to suite of membership services





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



Location and Communication

Crash and Roadside Assistance



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



Disaster, Medical, and Travel Assistance

Ongoing Features & Services (i.e. wearables, Life360 insurance offerings, etc)

Life360 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

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

X

\$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 offering

Benefiting 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

First month's performance post launch

40k New and upsell subscribers

~6% of US subscribers in the Membership tier

+33% ARPPC uplift for new Membership cohort vs CY20 H1



Post-COVID Strategy and Membership Next Steps

Life360 is well positioned to return to accelerating growth in the post-COVID world

Invest

Leverage strong Membership launch by bringing forward R&D investment in new features

Evolve

Evolve from core location to emotion-based digital family communication

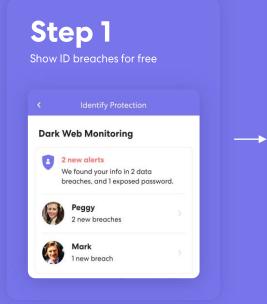
Adapt

Build new marketing channels to drive growth when operating environment returns to normal



Invest

Accelerating Membership due to successful early results one example is launch of freemium identity theft



Stepp 2 Provide ID breach solutions trough premium upsel **Extend your protection with Ifs360 Platinum membership**. With a Platinum Membership. Circle members get Identify Theft Protection and Restoration. 24/7 support, and Credit Monitoring. **Ifentity Theft Restoration** Unlock with Platinum

Unlock with Platinum

- A subset of premium features will be offered to free users to drive discovery of the value of membership
- Features such as freemium identity theft expand the total addressable market beyond families with teens



Evolve

From "Where are you?" to "How are you?"

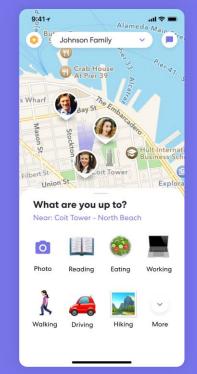
COVID is driving the rapid acceleration of all digital communication trends, allowing the speeding up of Life360's long-planned evolution from "Where are you?" to "How are you?"

- Prioritising the free user experience, specifically communication features, for CY20 H2 and CY21
- Users are now primed for Life360's expansion beyond pure location features. These initiatives will augment how families communicate emotion through digital platforms

Parent-centric Where are you?



Family-centric How are you?



Note : image is conceptual

Evolve

From Parent centric to Family centric

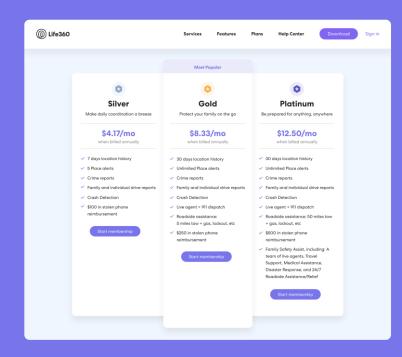
Broadening appeal to a teen audience while maintaining core focus on safety

- Sneak peak launch of "Bubbles", a feature providing teens greater location privacy while ensuring that security is never compromised
- Parents are able to "burst the bubble" in emergency situations
- Further opportunities are being explored to incorporate the needs of teenagers and young adults and enhance the value provided to families



Evolve

From app only to full e-commerce

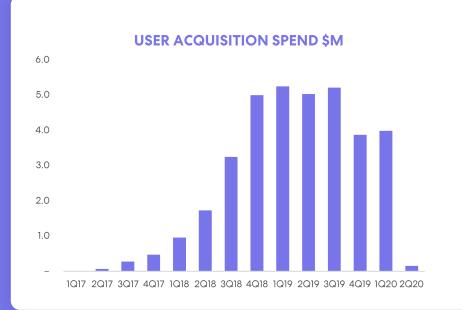


- Web-based sign-up will allow users to directly purchase a premium plan
- E-commerce provides new acquisition capabilities, the opportunity for customer segmentation and retargeting, and affiliate marketing
- Provides a platform for future localisation and international expansion
- Implementation likely to take effect over a multi-year period



Adapt

Maintaining conservative user acquisition spend while investing in new marketing platforms



- Top of funnel performance remains impacted by social distancing. Despite the pause in user acquisition spend, organic traffic is successfully driving MAU growth even as COVID restrictions remain in place
- User acquisition spend will remain disciplined until the operating environment returns to normal
- New marketing platforms are being established to educate and acquire new users



Adapt

Mobile centric to multi-channel marketing

New product features support accessing new channels to acquire customers

Over-the-top TV

Programmatic advertising opportunities to target mobile and desktop users for faster conversion



Influencer and celebrity channels

Extending audience reach and building brand credibility and trust





Adapt

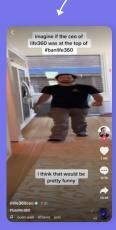
Marketing to all family members

Expanding Life360's audience reach and developing new channels including engaging with teens through TikTok

- Now reaching teens as Life360's profile has grown through the pandemic
- Launching new content across multiple channels, including broadcast TV, TikTok and YouTube
- Creating new guerilla-style content that shifts brand perception in creative ways



Parody YouTube video reached 1 million views in ~24 hours



TikTok Case Study

Objective: Address teens on TikTok who had organised 1 star campaign attacking Life360

Strategy: Prioritise building features for teens and use unexpected tactics to shift perception

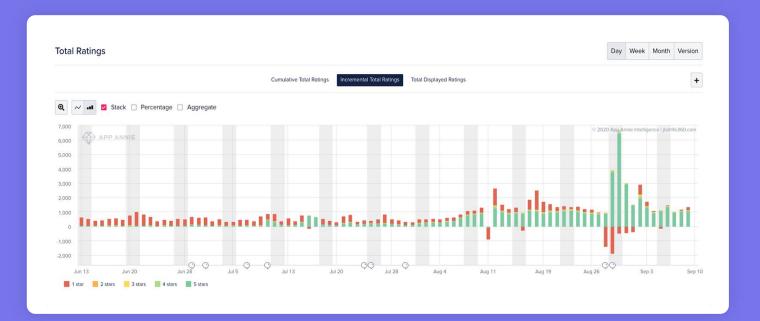
@Life360CEO TikTok account

- Established human connection with teens
- Publicly creating "ghost mode" feature to demonstrate our commitment to balanced family relationships
- Drove over 50m views and 10m likes of #life360 content

Result: Significantly improved teen perception; app rating now climbing after initial fall

TikTok strategy

Our daily average ratings have shown significant improvement correlated to our campaign and launch of new teen features





Expanded product

Membership provides a platform for our next generation of services

Broader reach

New channels are expanding our brand and cementing our leadership

Robust roadmap

International expansion, lead generation and new app features

Life360 is well positioned for our next decade of growth as we transition from an app to a comprehensive family safety brand



Q&A

Thank you

Life360 Investor Relations https://investors.life360.com

