ASX ANNOUNCEMENT
4 November 2020

Virtual conference presentation

Life360, Inc. (Life360 or the Company) (ASX: 360) will present at the NWR virtual investor conference today, Wednesday 4 November 2020.

Conference details

CFO Russell Burke will present at the conference as follows:

**Date:** Wednesday 4 November 2020  
**Time:** 9.35am AEDT for 30 minutes  
**Access:** Register to view the presentation [here](#).

A copy of the investor presentation is attached.

Investors and shareholders are invited to attend and can submit questions prior to the event to [simon@nwrccommunications.com.au](mailto:simon@nwrccommunications.com.au).

Further information on the conference is available [here](#).

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 September 2020, located in 195 countries.

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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 September 2020
- 25m+ Monthly Active Users in 195 countries
- 884k Paying Circles
- $59.3m net cash
- ~200 employees
- San Francisco based

CY20 Q3 Results
- ~$81m Annualised Monthly Revenue
- +24% revenue growth YoY in spite of COVID
- Second consecutive positive cash flow quarter
- ~30% 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
Life360’s “freemium” consumer model
Monetises free users and subscribers

Sign ups → Free users → Indirect revenue → Subscribers (Paying Circles) → Direct revenue

CY20 H1 REVENUE (% TOTAL)
- Indirect: 27%
- International Direct: 12%
- US Direct: 61%
Life360 Membership: Putting the “360” into the Life360 name

Scaling from location tracking app to suite of membership services

2008

- Develop the technology
- Build our audience
- Prove we can monetise
- Disrupt an industry

2020

- Create the Membership

10m MAU
Life360 Plus
Driver Protect
Membership
Membership allows us to offer services that hit the emotional triggers of every life stage
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 offering

## Membership tiers

<table>
<thead>
<tr>
<th>Basic Life360 Account</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Free</strong></td>
<td>Make daily coordination a breeze</td>
<td>Protect your family on the go</td>
<td>Be prepared for anything, anywhere</td>
</tr>
<tr>
<td>✓ Real-time Location Sharing</td>
<td>✓ 5 Place Alerts</td>
<td>✓ Unlimited Place Alerts</td>
<td>✓ Disaster Response</td>
</tr>
<tr>
<td>✓ 2 Place Alerts</td>
<td>✓ 7 days of Location History</td>
<td>✓ 30 days of Location History</td>
<td>✓ Medical Assistance</td>
</tr>
<tr>
<td>✓ 2 days of Location History</td>
<td>✓ Crime Reports</td>
<td>✓ Individual Driver Reports</td>
<td>✓ Travel Support</td>
</tr>
<tr>
<td>✓ Unlimited Check-Ins</td>
<td>✓ $100 Stolen Phone Coverage</td>
<td>✓ 24/7 Emergency Dispatch for Crash Detection &amp; SOS Alerts</td>
<td>✓ Credit Monitoring</td>
</tr>
<tr>
<td>✓ Crash Detection</td>
<td></td>
<td>✓ Roadside Assistance</td>
<td>✓ 50 miles free towing</td>
</tr>
<tr>
<td>✓ Family Driving Summary</td>
<td></td>
<td>✓ 5 miles free towing</td>
<td>✓ $500 Stolen Phone Coverage</td>
</tr>
<tr>
<td>✓ SOS Alert</td>
<td></td>
<td>✓ $250 Stolen Phone Coverage</td>
<td>✓ $1M in ID Theft Coverage</td>
</tr>
</tbody>
</table>

|$4.99/mo| $9.99/mo| $19.99/mo|
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**

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Q3 membership performance

- 93k New and upsell subscribers
- ~13% of US subscribers in the Membership tier

- ~30% ARPPC uplift for new Membership cohort vs CY20 H1
Strongly positioned to navigate COVID-19 challenges

Organic growth and retention
Growing US MAU and Paying Circles despite pause in User Acquisition spend

Building brand trust
Growing recognition of Life360’s leadership in the family space

Stable balance sheet
Net cash of US$59.3 million and no debt
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

- 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
Evolve

From Parent centric to Family centric

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

- 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

Our marketing spend to the COVID-19 environment

Disciplined user acquisition spend until the operating environment returns to normal

Accessing new channels to acquire customers

**USER ACQUISITION SPEND $M**

- 2017
- 2018
- 2019
- 2020
- 2021

**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 campaign

• More than 4 billion views of #GhostMode campaign and overwhelmingly positive sentiment from teens
• Significant lift in daily average ratings, now above 4 stars
Strongly positioned for the next decade of growth
Transitioning from an app to a comprehensive family safety brand

Expanded Product suite
Membership provides a platform for our next generation of services

Broadening reach
New channels are expanding our brand and cementing our leadership

Robust roadmap
International expansion, lead generation and new app features
Thank you

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