ASX ANNOUNCEMENT

28 April 2021

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 Decoded 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 28 million monthly active users (MAU) as at March 2021, located in more than 195 countries.

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Conference Presentation
Bell Potter Decoded
28 April 2021

Chris Hulls, Co-Founder & CEO
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.
Life360
The world’s leading family mobile app and safety membership

2,038,768
Help alerts sent

52,957,392,571
Miles driven with Life360
Crash Detection

14,209
Ambulances dispatched

11,269,693,552
Safe arrival notifications

My family is grateful this app exists!!!
★★★★★
Life360 is an absolute lifesaver! It detected that my son had been in a car accident and IMMEDIATELY called him! They asked if he was in an accident and if he needed them to contact our local emergency department for help!”

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.
Note: Numbers are based on internal database sampling and are not exact. All numbers are worldwide except for Ambulances dispatched which is a US only service.
Life360
Key Metrics

As at March 2021
- 28m+ Monthly Active Users in 195 countries
- 916k Paying Circles
- $53.5m net cash
- ~250 employees
- San Francisco based
- Constituent of ASX 300 index

CY21 Q1 Results
- ~$95.8m Annualised Monthly Revenue
- +20% revenue growth YoY in spite of COVID
- ~36% 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 Key Operational Metrics
Return to growth post-COVID

- **Global Monthly Active Users (MAU)**
  - December 2019: 27.1m
  - December 2020: 26.5m
  - March 2021: 28.0m

- **US MAU**
  - December 2019: 16.3m
  - December 2020: 17.0m
  - March 2021: 18.1m

- **Paying Circles**
  - December 2019: 827k
  - December 2020: 889k
  - March 2021: 916k
Life360’s technology platform
10 + years of investment and innovation

Timeline of key developments


Core product built
New location engine
New family notification centre
Life360 Plus launch
Driver Protect launch
Real time location
Allstate integration
Auto lead gen trial
Major app redesign
Membership launch
Membership 2.0
International expansion

R&D investment since 2016

$115+ million

25 patents* issued or pending

* Patents cover the following areas: Battery Power Conservation; Location Fixing and Tracking; Behavioural Pattern Assessment in the Use of a Mobile Device; User Safety; Notification Management; Usage Monitoring and Access Control of Applications; Generation of Notifications in a Workout Group; Generation and Sending of Prepopulated Messages to a Selected Group of Mobile Devices.
Life360’s technology platform

A unique and proprietary technology engine operating at global scale
Life360’s technology platform
A unique and proprietary technology set to operate at scale globally

Reliability
>99% service reliability

Accuracy
Optimised to reduce bounce-outs
Location data as shown on Life360 interface

Battery Life
Efficient design avoids battery drain

Latency
Smart real-time tracking mode

Scale
Richness of data can enable new
business actionable data insights
insurance products
Life360’s technology platform
A unique and proprietary technology set to operate at scale globally

- Scale
  Processing 50 bn+ location points per week

- Actionable data insights
  Unmatched global access to location data

- Scalability
  Capacity to scale up for new growth opportunities

Life360’s weekly location collection lifted by 76% within a 2 month period to support a partner data project

Scale
Richness of data can enable new actionable insights for insurance products
Life360’s technology platform
A unique and proprietary technology set to operate at scale globally

Cross Platform

Profile of 360 Global Paying Circles by platform

Services iOS and Android, with seamless servicing of mixed-paying circles

Compatibilty

With thousands of handset models and operating systems

-6776 Android device types
-20 Android OS versions
=140k combinations

>29 iOS device types
>75 iOS OS versions

Flexibility

to respond to changes from platform providers
Life360’s technology platform
A unique and proprietary technology set to operate at scale globally

Integration

With real world safety services
Ongoing investment will further strengthen Life360’s platform

Technology and product roadmap:

Free dark web monitoring
• Development of new ID breach solutions to support premium upsell

“Where are you” to “how are you”
• Transition supported by development of advanced machine learning algorithms and sensor processing

New web channel
• To support direct paid Membership sign-up via the web

Canada launch
• Phase 1 of international Membership expansion

Expansion into adjacent disruptive businesses and technologies
Proposed acquisition of Jiobit

Families can seamlessly see all family members (even the furry ones) on all one map.

Indicators easily highlight Jiobit devices.

Jiobit adds to the ever growing list of safety products Life360 members have access to, at a fraction of the cost of comparable products.

New bundle will drive Life360 members looking for safety solutions for pets & young kids to upgrade.
Life360 is leveraged to a COVID-recovery
COVID is turning from a headwind in 2020 to a tailwind in 2021

US vaccine rollout has seen accelerating growth in US MAU and Paying Circles

Australia has continued to deliver strong momentum reflecting strong management of COVID

US MAU (000s)

Australia MAU (000s)

US PAYING CIRCLES (000s)

Australia PAYING CIRCLES (000s)
Thank you

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