Investor Presentation
Bell Potter Emerging Leaders Conference
15 September 2021
Life360
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Agenda

Introduction to Life360

CY21 H1 Results Highlights

Current strategic initiatives
  • Launch of free data breach alerts
  • Brand campaign

Q3 Update

Q&A
Life360 is the world’s first family safety services membership

**Key Metrics**

- **32.3 million**
  Monthly Active Users (MAU) in 195 countries

- **1 million +**
  Paying Circles (subscribers)

- **$100 million +**
  June 2021 Annualised Monthly Revenue (AMR)

- **$50.6 million**
  Cash

- **San Francisco**
  Based

- **~300**
  Employees

- **~A$1.5 billion**
  Market Capitalisation

- **ASX 300**
  Index constituent
Free crash detection user

360 told us my grandson was in a motorcycle accident as soon as it happened.

We were able to get to him as soon as the ambulance got the hospital by following the 360 app, we know exactly where he was. 35 miles away... 45 minutes before the police called to notify us of the accident, we were sitting in the waiting room when the call came in.

If you don’t have it... Get it. Everyone I know has it now. I would not feel comfortable, if my loved ones and friends left home without it.

Paid Member user

Just wanted to say thank you to the operator that helped me last night. My girlfriend was having a medical emergency 2 hours away from me and thanks to the app and the emergency operator EMS was dispatched to her location and saved her.

I don’t know what would of happened if we didn’t have this app!

Thank you again your all HEROES!
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

$130+ 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
“Freemium” model
Monetises free users and subscribers

1 million + Families
(-3.5 million users)
+19% YoY 1H '21

$36.4m
+29% YoY 1H '21

32.3 million Monthly Active Users
+28% YoY 1H '21

$11.6m
+11% YoY 1H '21
Life360 Membership offering

Membership tiers

**Free**
- 2 days of Location History
- 2 Place Alerts
- Family Driving Summary
- Crash Detection
- SOS Help Alert

**Silver**
- 7 days of Location History
- 5 Place Alerts
- Family Driving Summary
- Crash Detection
- $100 in Stolen Phone Coverage
- Crime Reports
- SOS Help Alert

**Gold**
- 30 days of Location History
- Unlimited Place Alerts
- Family Driving Summary & Individual Driver Reports
- Crash Detection with Emergency Dispatch
- 24/7 Roadside Assistance
- $250 in Stolen Phone Coverage
- Crime Reports
- SOS Help Alert with 24/7 Dispatchers
- ID Theft Protection & Restoration; with $25k in coverage per person

**Platinum**
- 30 days of Location History
- Unlimited Place Alerts
- Family Driving Summary & Individual Driver Reports
- Crash Detection with Emergency Dispatch
- 24/7 Roadside Assistance
- $500 in Stolen Phone Coverage
- Crime Reports
- SOS Help Alert with 24/7 Dispatchers
- ID Theft Protection & Restoration; with $1M in coverage per person
- Credit Monitoring
- Family Safety Assist; includes Disaster Response, Medical Assistance and Travel Support with a team of live agents
Membership offering

Competitive landscape

**Life360**
- Roadside Assistance
- ID Theft Protection
- Nurse Helpline
- Crash Detection
- SOS Alert
- Disaster Assistance
- Driver Reports
- Travel Assistance
- Stolen Phone Reimbursement
- Location Sharing
- And more...

**Life360 Cost**
- $19.99/month

**Total Cost**
- $256.34/month

*Assuming family household of four people. Prices may vary.
Accelerating revenue growth post COVID-19

Growth in every quarter through COVID, accelerating in 2Q21

Quarterly Revenue* ($M)

Quarterly Annualised Monthly Revenue ($M)

*Note:
- Direct revenue comprises subscription fees paid by Paying Circles for subscription products. 2Q20 Revenue is normalised revenue including non-recurring adjustment
- Indirect revenue is revenue generated from the sale of third party products and services in partnerships, and anonymised insights into the data we collect from our user base
- Excludes ADT partnership revenue. December 2018 excludes revenue generated by the proof of concept trial
Global MAU reaching new peak
Strong underlying trends accelerated by Q2 TikTok surge

Monthly Active Users (MAU)(M)

Q2 21 total registration surges from TikTok
+3.628%

Spanish speaking
Portuguese speaking
English speaking
Italian speaking

Accelerating Paying Circle growth

Paying Circle acceleration combining with higher ARPPC to drive Direct Revenue

- Cumulative new and upsell subscribers in the Membership plans of 327,000, comprising Silver (14%), Gold (78%) and Platinum (8%)

- 1H'21 ARPPC for new cohort Membership subscribers was a 37% uplift from 1H'20

* ARPPC by region for prior periods has been reclassified to conform with new methodology.
Accelerating Paying Circle net additions

Increasing conversion despite low levels of marketing spend

- Q2’21 new US registrations matched pre-COVID Q1’20 levels with significantly lower paid acquisition spend
- Improving user experience is encouraging conversion to paid
- Q2’21 delivered record Paying Circle net additions
Unit Economics

Net subscription revenue retention exceeds 100%

Net revenue retention is measured based on the revenue in the final month of the previous period compared to the revenue from the same set of users earned over the next six months e.g. for 1H19, revenue retention is calculated as the average monthly revenue over the period vs. the revenue earned in December 2018.

• The strength of Life360’s freemium model is reflected in net subscription revenue retention exceeding 100%. This is supported by success in driving free users to paid subscriptions, and paid subscribers into higher price plans.

• In each half year period (excluding 1H20), net revenue retention is above 100% across the cohort of users who had signed up by the end of the previous period.

• In 1H20, there was a modest COVID-related decline in revenue retention, with a full recovery to historic levels in 2H20 and ongoing strong performance in 1H21.
Current Strategic Initiatives
Our strategic objectives

**Build**
Build a large base of engaged mobile users

**Grow**
Grow Membership to disrupt legacy incumbents

**Expand**
Expand reach and revenue through additional lead gen and new services
Launch of Data Breach Alerts
Supports the whole family to roam safely online

Why ID data breach alerts?

- **25%** more internet usage during the pandemic
- **1 in 3** surveyed Life360 members have experienced ID theft
- **1M+** children have their identities stolen each year
- **3x** higher cost for families with children to resolve fraud than those without

@Life360
How Data Breach Alerts work

**Detect**
We actively scan the dark web where hackers sell stolen info

**Alert**
We alert users as soon as we detect a breach

**Resolve**
We share next steps to secure user accounts and prevent ID theft
How free Data Breach Alerts drive conversion
New Brand Campaign

Strategy
Multiply existing lower funnel marketing efforts and tell the broader membership story beyond the location use case

Brand goal
Establish Life360 as the category leader in family coordination and safety solutions

US Target audience
Parents with children aged 6-17

Channel Mix
Online video (Youtube), streaming TV and audio, social influencer, display

Timing
Early September to late November to leverage back-to-school reopening momentum
Full 360 Media Approach

Multi-Channel Marketing & Customer Experience

WEB
DISPLAY/PAID
CRM
PRINT/PR
TV/VIDEO
RADIO/AUDIO
SOCIAL
Q3 business update

Resilient performance in the face of COVID-19 Delta wave

- Q3 business update provided due to the recent rapid spread of the COVID-19 Delta variant

- Current US registrations are showing considerable resilience, significantly outperforming the first COVID wave and showing a recent uptick ahead of back-to-school

- The strong MAU and Paying Circles growth rates delivered in Q2 continue into Q3
Thank you

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