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Agenda

Life360 Overview

Overview of Tile acquisition

Strategic rationale

Q&A

Note: All references in this presentation to $ are to US$
Life360 Overview
Life360 is on a mission to simplify safety so families can live fully

Safety and security is a multi-billion dollar category and the incumbents have not adapted to the needs of digitally native consumers. Life360 is taking a mobile and family first approach to disrupt the market.
Life360 is the world’s leading family safety services membership

Key Metrics

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

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

- **$120 million+ (up +48% YoY)**
  September 2021 Annualised Monthly Revenue (AMR)

- **$50.4 million**
  Cash

- **San Francisco**
  Based

- **~330**
  Headcount(1)

- **~A$2.1 billion(2)**
  Market Capitalisation

- **ASX 300**
  Index constituent

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Note: Figures as of 30 September 2021.

(1) Includes contractors and full-time equivalent employees.

(2) Market data as at 22 November 2021.
Life360 is a membership that includes 24/7 live support

**Location Safety**  
Effortless daily coordination with advanced location sharing

**Driving Safety**  
24/7 support with crash detection, roadside assistance and more

**Digital Safety**  
Protection and prevention for each family member

**Emergency Assistance**  
Expert assistance any time, anywhere
Connecting families and saving lives

“

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’ve happened if we didn't have this app!

Thank you again, you’re all HEROES!

– Life360 Member

1H21 user metrics

1,437,571
Help alerts sent

39,848,170,398
Miles driven with Life360

Crash Detection

7,610
Ambulances dispatched

7,484,544,144
Safe arrival notifications
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 generation trial  Major app redesign  Membership launch  Membership 2.0  International expansion

R&D investment since 2016

$130+ million

35 patents(1) issued or pending

(1) 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.

Investor Presentation | December 2021
“Freemium” model

Monetises free users and subscribers

1 million+
Families
(−4 million users)
+26% YoY 3Q ’21

33.8 million
Monthly Active Users
+31% YoY 3Q ’21

$22.8M
+51% YoY 3Q ’21

$6.5M
+28% YoY 3Q’21
Membership offering

Competitive landscape

Life360
Platinum

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

Life360 Cost
$19.99/month

(1) Assuming family household of four people. Prices may vary.

T-Mobile
Stolen Phone Reimbursement
$50/month

Teladoc
$17/month

LifeLock
$82/month

Geozilla
Driver Reports
$20/month

Verizon
Smart Family
$10/month

NOONLIGHT
$10/month

Total Cost(1)
~$210/month

AAA
$13/month

Crime Report
$10/month

Investor Presentation | December 2021

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We’re rapidly growing as the world emerges from COVID-19 and safety on the go once again becomes front of mind.
Tile overview
Tile at a glance
Global leader in finding things

2012
Year Founded

$103M
Revenue
(CY21F)

190
Headcount(1)

$15M
ARR(2)

30+
Product partners

>45M
Tiles Sold to Date

440K
Total Subscribers(2)

6.6M / 2.8M
Monthly Active Tiles(2) / MAU(2)

By helping to make daily lives easier, Tile frees people to find their best lives – whatever that means to them. Tile is for everyone, on every platform, everywhere in the world.

(1) Includes full time employees, contractors, and project employees.
(2) As of 30 September 2021.
Tile products

**Hardware**
- >45M devices sold
- #1 Lost Item tracker

**Embedded**
- Embedded in HP laptops, Fitbit, Skullcandy & more

**Premium**
- 7 additional features
- ~440K subscribers

**Features**
- Find nearby
- Find far away
- Find your phone
- Lost and found
Strategic rationale
A new category is being created

Apple AirTags validates the category that Tile pioneered in the same way that the launch of Apple’s “Find My” propelled Life360 into the mainstream.

Wall Street research estimates a current market size of $2.0-2.5B for Apple AirTags(1), and longer term $10B opportunity(2).

We wouldn’t be surprised to see AirTags grow to be a $10 billion business over time, putting that product close to AirPods in terms of revenue impact.

- Chris Caso / Melissa Fairbanks (April 2021)

Apple AirTag Opportunity ($B)

Source: Raymond James broker research.
(1) Assuming that AirTags sell at a similar unit volume as AirPods.
(2) As users buy multiple units to tag items such as wallets and keys.
(3) Represents midpoint of Wall Street estimates.
(4) Early data is approximate only.

Case Study: Apple Find My Friends Launch

The launch of “Find My Friends” in 2011 was a major catalyst for Life360’s growth as it established location sharing as a major category.
AirPods case study: Category creation, not domination

We expect that Tile’s differentiated product will allow it to capture significant market share as the category evolves.

True wireless earphones market size over time ($B)

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021F</th>
</tr>
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<tbody>
<tr>
<td>Value</td>
<td>0.1</td>
<td>11.3</td>
<td>19.9</td>
<td>32.8</td>
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</table>

Apple’s market share over time (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021F</th>
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</thead>
<tbody>
<tr>
<td>Share</td>
<td>50%</td>
<td>35%</td>
<td>32%</td>
<td>25%</td>
<td>23%</td>
</tr>
</tbody>
</table>

“Apple will reportedly make 25 million fewer AirPods this year as competitors saturate the market”

Source: Business Insider – “Apple will reportedly make 25 million fewer AirPods this year as competitors saturate the market” (April 2021), Euromonitor – TWS Earbuds Retail Value RSP (2021).
We will be the only vertically integrated, cross-platform solution of scale in the market

Consumers are becoming increasingly cross and multi-platform

55%+ of Life360 international Paying Circles are Android or cross-platform

600M+ worldwide users of Google and Amazon voice assistants (already Tile + Life360 enabled)

5B Bluetooth-enabled devices sold each year that are potentially Tile embedded partners

There is a major opportunity outside of iOS

Source: Raymond James broker research. Statcounter – Mobile Operating System Market Share Worldwide (Oct 2021), Insider Intelligence (eMarketer) – Smart Speaker Users by Brand (Nov 2021). CNET – Google Assistant now has 500 million monthly users (Jan 2020), CNET – Amazon sees Alexa devices more than double in just one year (Jan 2020).
Tile completes our ‘360’ vision of an integrated Membership offering that protects people, pets and things

**Leading family safety membership**
Technology: Mobile
- 70%+ mobile market share\(^{(1)}\)
- >33M MAU\(^{(2)}\)
- Software leader

**Leading platform for finding things**
Technology: Bluetooth and Ultra-Wideband Tags
- >45 million devices sold
- #1 brand in category
- 50+ partner products

**Leading wearable for young kids + pets**
Technology: Cellular + GPS Devices
- Leading wearable for kids
- Rapidly expanding to pets
- Patented Location Technology

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\(^{(1)}\) Based on App Annie family location sharing app revenue estimates (November 2021).
\(^{(2)}\) Monthly Active Users equal to the number of Users who have opened the Life360 App over the last month.
Tile brings ‘things’ into our platform, dramatically expanding our use cases and addressable market

This will establish us as the only vertically integrated, cross-platform solution of scale in the market
Tile will supercharge Life360’s Membership offering

And Life360 will accelerate Tile’s rapid subscription growth by dramatically increasing the value proposition of its premium offering.
Together we have a powerful combination of online and offline distribution channels

The roll up of two leading brands across an integrated offering provides significant cross-sell opportunities unavailable to point-solution competitors

### Key statistics

<table>
<thead>
<tr>
<th></th>
<th>Life360</th>
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<tbody>
<tr>
<td></td>
<td>iOS monthly downloads</td>
<td></td>
<td>Play monthly downloads</td>
</tr>
<tr>
<td></td>
<td>1.4M</td>
<td></td>
<td>1.2M</td>
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<thead>
<tr>
<th></th>
<th>Tile</th>
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<tr>
<td></td>
<td>Brick and Mortar Stores</td>
<td>Visitors to Tile.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>27.5K</td>
<td></td>
<td>&gt;1M&lt;sup&gt;(1)&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

- Life360
- Tile

Note: LTM figures to 30 September 2021 unless noted otherwise.

<sup>(1)</sup> As of November 2021.
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
Thank you

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