



# Bell Potter Tech Decoded Conference

Chris Hulls, Co-Founder and CEO

David Rice, COO

8 September 2022



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All values are stated in US dollars unless otherwise stated.

# Agenda

## Introduction to Life360

Chris Hulls, Co-Founder and CEO

## Leveraging our technology to grow

Chris Hulls, Co-Founder and CEO

## Leveraging bundled Membership to grow

David Rice, COO

## Outlook

Chris Hulls, Co-Founder and CEO

## Q&A


Chris Hulls and David Rice

## Appendix

1. Non-GAAP financial measures

Note : All references in this presentation to \$ are to US\$



A photograph of three young women outdoors. The woman in the foreground is looking down at a smartphone held in her hands. She has long red hair and is wearing a dark jacket. Behind her, another woman with long blonde hair is looking towards the right. A third woman is partially visible on the left side of the frame, looking towards the phone. The background shows a brick building with a window and a door.

# Introduction to Life360

## WHY WE EXIST

# 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.



**1 in 10**

Families are users



**39%**

Brand awareness

# Life360 is the world's leading family safety services membership

## Key Operational and Financial Metrics



**42 million**

Monthly Active Users (MAU) in 150 countries <sup>(1)</sup>



**US based**

Remote first



**1.4 million**

Paying Circles (subscribers) <sup>(2)</sup>



**~600**

Headcount <sup>(5)</sup>



**\$174 million (up +65% YoY)**

June 2022 Annualised Monthly Revenue (AMR) <sup>(3)</sup>



**~A\$950 million**

Market Capitalisation <sup>(6)</sup>



**\$79 million**

Cash and cash equivalents <sup>(4)</sup>



**ASX listed <sup>(7)</sup>**

Note:

(1), (2) At June 2022

(3) Excludes Hardware

(4) At June 2022

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

(6) Market data as at 2 September 2022.

(7) Australian Securities Exchange

# Life360 is ranked #19 most used US iOS app

#	Usage Penetration Rank	App	App Category	App Initial Release Date	App Last Updated Time	App Price	Usage Penetration
1	1	YouTube: Watch, Listen, Stream Google	Photo and Video (Applications)	Sep 10, 2012	Apr 15, 2022	\$0	60.81% <span>▼0.4%</span>
2	2	Facebook Meta	Social Networking (Applications)	Jul 10, 2008	Apr 15, 2022	\$0	48.94% <span>▼0.11%</span>
3	3	Messenger Meta	Social Networking (Applications)	Aug 8, 2011	Apr 15, 2022	\$0	38.81% <span>▼0.38%</span>
4	4	TikTok TikTok Pte Ltd	Entertainment (Applications)	Apr 1, 2014	Apr 15, 2022	\$0	35.23% <span>▼0.52%</span>
5	5	Snapchat Snap	Photo and Video (Applications)	Jul 12, 2011	Apr 12, 2022	\$0	33.56% <span>▲0.11%</span>
6	6	Amazon Shopping Amazon	Shopping (Applications)	Dec 2, 2008	Apr 15, 2022	\$0	31.10% <span>▲0.32%</span>
7	7	Gmail - Email by Google Google	Productivity (Applications)	Nov 1, 2011	Apr 15, 2022	\$0	30.10% <span>▼0.05%</span>
8	8	Instagram Instagram	Photo and Video (Applications)	Oct 5, 2010	Apr 15, 2022	\$0	27.80% <span>▲0.11%</span>
9	9	Google Maps Google	Navigation (Applications)	Dec 12, 2012	Apr 15, 2022	\$0	27.74% <span>▲0.41%</span>
10	10	Netflix Netflix	Entertainment (Applications)	Mar 31, 2010	Apr 14, 2022	\$0	22.10% <span>▲0.59%</span>
11	11	Google Google	Utilities (Applications)	Jul 10, 2008	Apr 15, 2022	\$0	21.27% <span>▼0.06%</span>
12	12	Spotify - Music and Podcasts Spotify	Music (Applications)	Jul 13, 2011	Apr 15, 2022	\$0	20.75% <span>▼0.16%</span>
13	13	WhatsApp Messenger WhatsApp	Social Networking (Applications)	May 3, 2009	Apr 14, 2022	\$0	18.98% <span>▲0.24%</span>
14	14	Pinterest Pinterest	Lifestyle (Applications)	Apr 27, 2011	Apr 15, 2022	\$0	16.72% <span>▲0.07%</span>
15	15	Twitter Twitter	News (Applications)	Oct 8, 2009	Apr 14, 2022	\$0	16.04% <span>▼0.3%</span>
16	16	Google Chrome Google	Utilities (Applications)	Jun 27, 2012	Apr 15, 2022	\$0	15.67% <span>=</span>
17	17	Roblox Roblox	Games	May 25, 2011	Apr 15, 2022	\$0	15.44% <span>▲0.06%</span>
19	19	Life360: Find Family & Friends Life360	Social Networking (Applications)	Aug 9, 2010	Apr 15, 2022	\$0	11.93% <span>▼0.01%</span>

Source: Data.ai



# CY22 H1 User Highlights

Connecting families and saving lives



**1,138,353**  
Help alerts sent



**105,731,475,183**  
Miles driven with Life360 Crash Detection



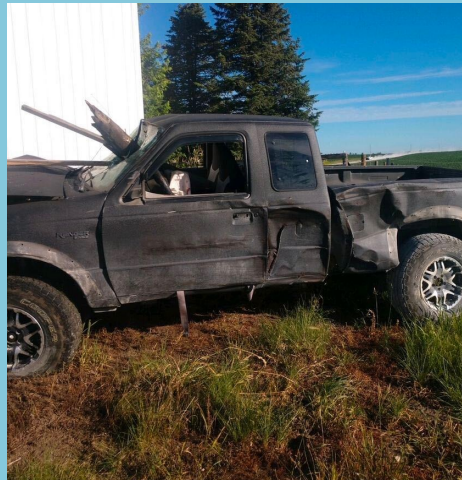
**14,349**  
Ambulances dispatched



**12,092,565,856**  
Safe arrival notifications



**373 billion**  
Tile Bluetooth location updates



“

My boys were headed to go do chores when they were involved in a pretty serious accident which involved multiple fence posts being hit, some of which actually impaled the windshield of their vehicle. From what I can tell, Life360 immediately called 911 and within less than two minutes of the accident had notified me. Both the boys are home and are going to hopefully make a complete full recovery. Had we not had this app, it's unlikely I would have found out about this or known about the accident for a significant amount of time. It's not a very heavily travelled road. It's not very likely either one of them would have been able to find their phones. So we are so grateful and so thankful for Life360 and what they were able to do for us at our time of need, and we will forever be a customer.



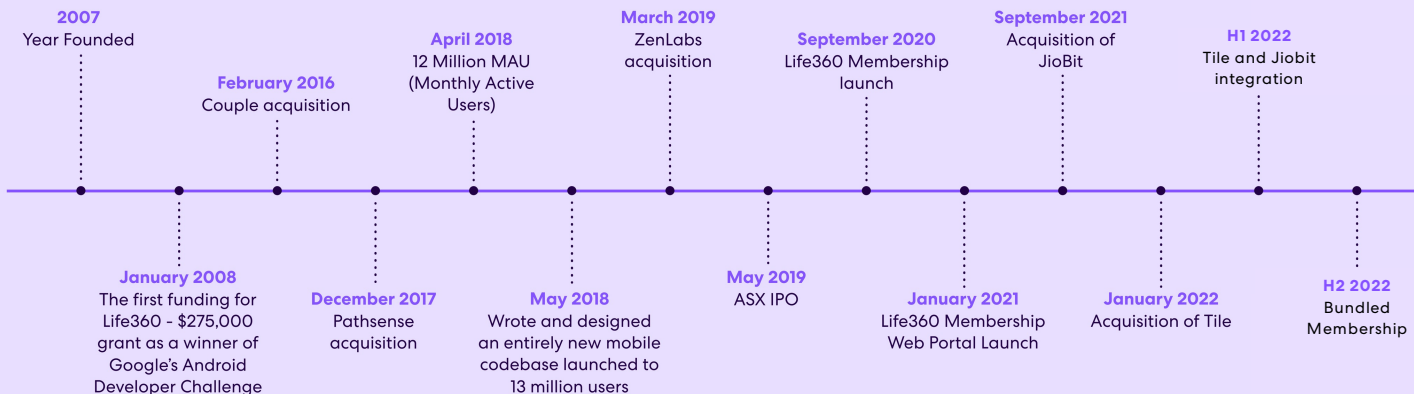
Life360 user



# Life360's timeline

15 years of investment and innovation

## Timeline of key developments



R&D investment  
since 2016



(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.



**Leveraging our  
technology to grow**

# Life360's technology platform

Our proprietary technology platform is the foundation to scale our consumer offering



# Accelerating MAU



## US MAU

At IPO 2Q19

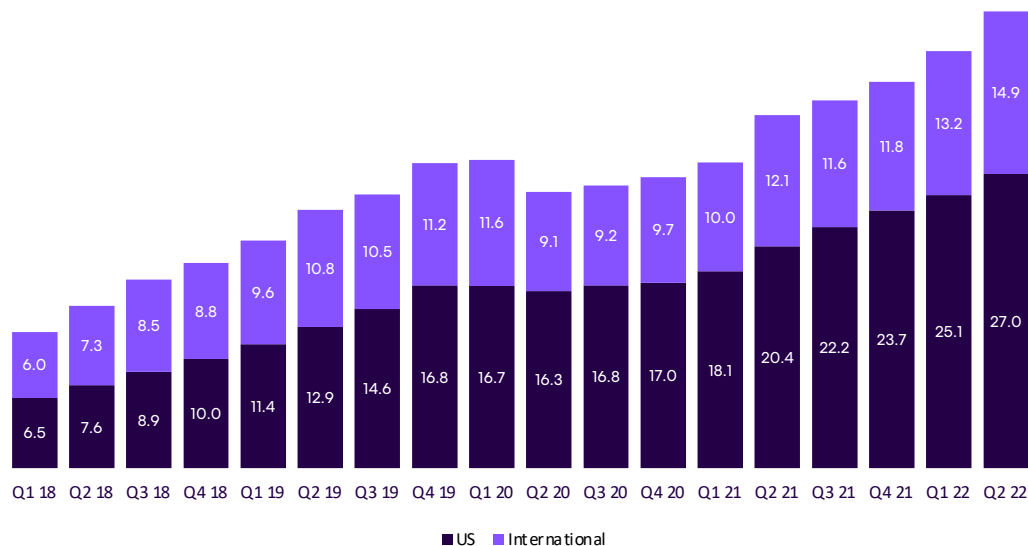
**13 million**



2Q22

**27 million**

Life360 Core Monthly Active Users (MAU)(M)



# Accelerating Australian MAU



## Australian MAU

At IPO 2Q19

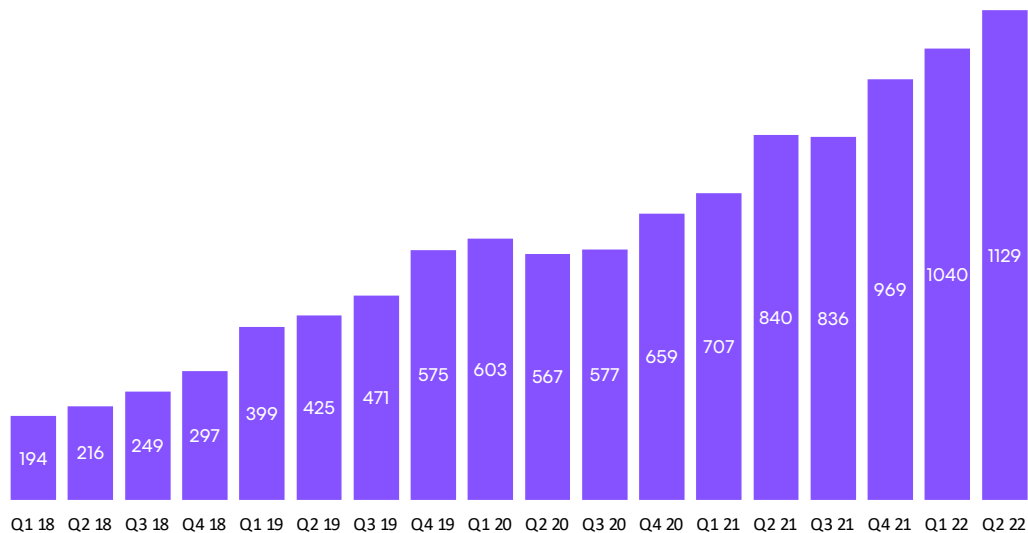
**0.4 million**



2Q22

**1.1 million**

Australian Monthly Active Users (MAU)(000s)



# Accelerating Paying Circles (subscribers)



## Paying Circles

At IPO 2Q19

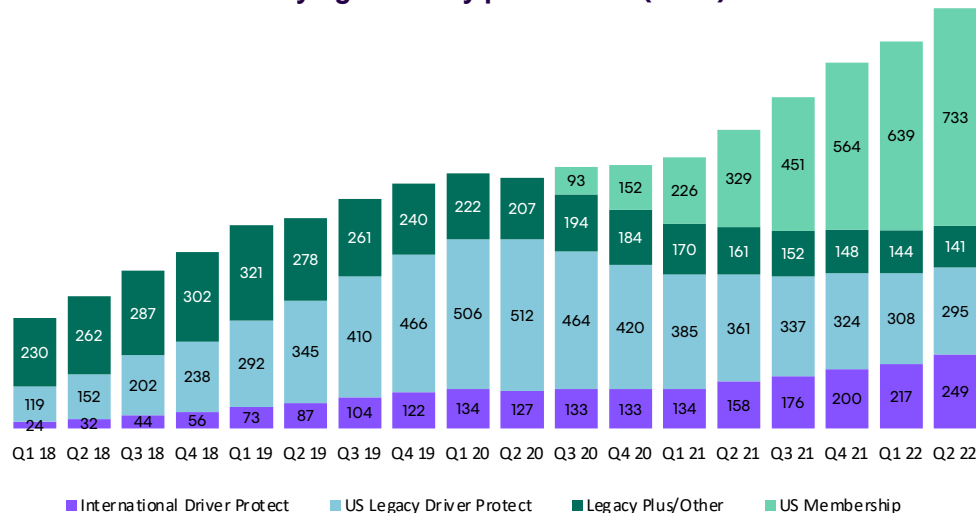
**0.7 million**



2Q22

**1.4 million**

Paying Circles by product line (000s)



US Average Revenue per Paying Circle



At IPO 2Q19

**~\$64**



2Q22

**~\$99**

# Accelerating subscription revenue growth



## Annualized Monthly Revenue

At IPO 2Q19

**\$62 million**

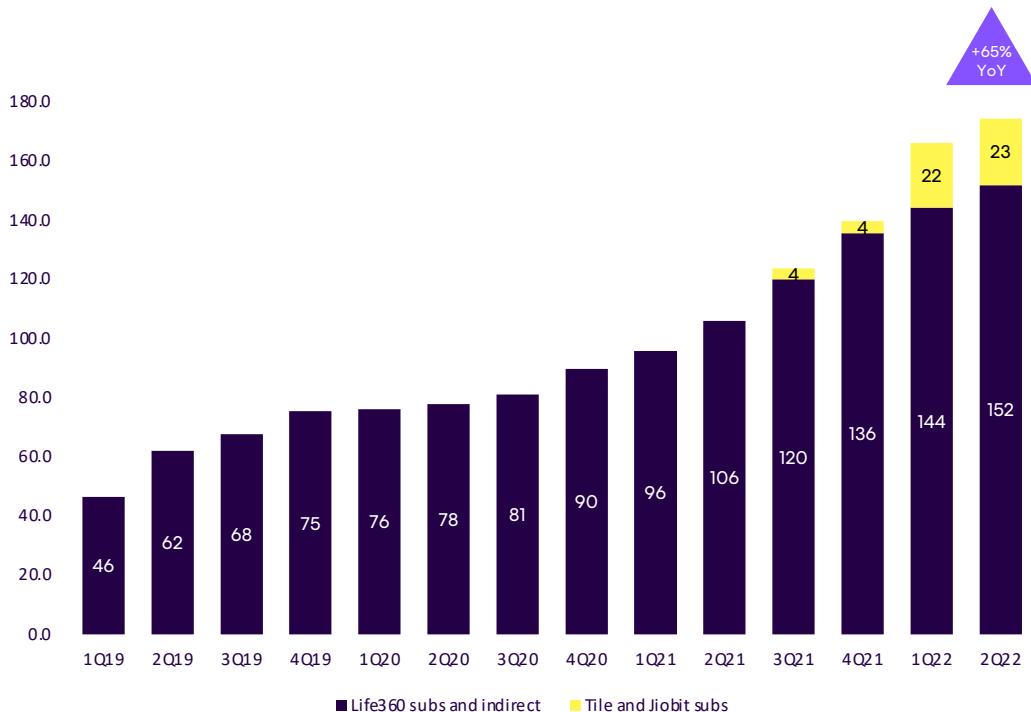


2Q22

**\$174 million**

Note: Numbers may not add due to rounding  
\*Annualised Monthly Revenue excludes hardware

### Quarterly Annualised Monthly Revenue (\$M)\*

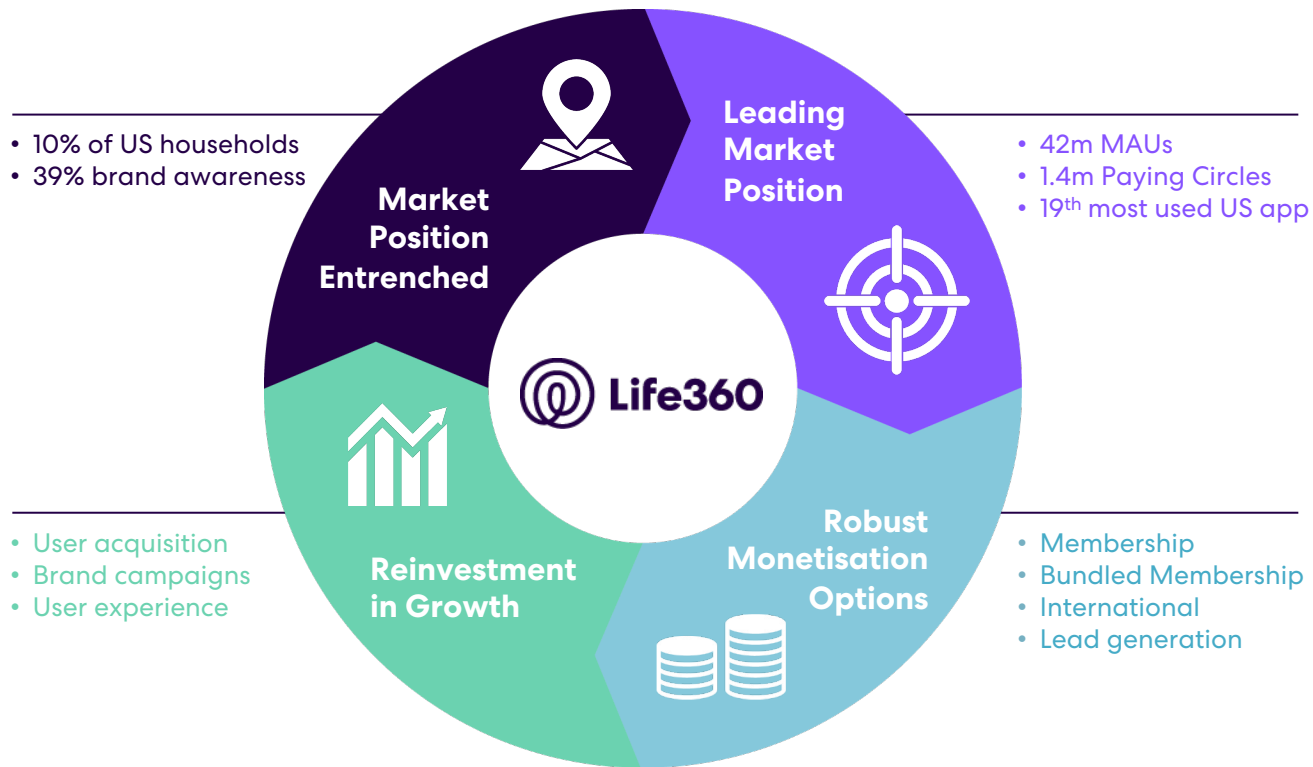




**Leveraging bundled  
Membership to grow**



# Our flywheel is driving our accelerating growth



# Expanding and deepening our relationship with families through Membership

At IPO May 2019

LIFE360 PLUS  
\$2.99/mo

DRIVER PROTECT  
\$7.99/mo

Families with teens

Families with college kids

Current premium Membership Bundles

SILVER MEMBERSHIP  
\$4.99/mo

Silver

life

Families with newborns

Families with young kids

GOLD MEMBERSHIP  
\$9.99/mo

Gold

life

Families with teens

Families with college kids

PLATINUM MEMBERSHIP  
\$19.99/mo

Platinum

life

Empty nesters

Aging parents

Commercial benefits of Membership

- Deeper connection with the Brand, improved retention and virality
- Less price sensitivity
- Member receptivity to multiple services and products
- Ability to bundle services to expand our addressable market

# Membership offering

## Competitive landscape



- ✓ 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.

# Life360, Tile and Jiobit integrated offering

Completing our '360' vision of protecting people, pets and things



## Expanded addressable market and brand reach

- Bundled offering will have broader applicability to additional demographics
- Long-term this opens up additional markets such as elder care
- Expanded reach will open additional paid channels and improved top-of-funnel

## Higher conversion to paid and increased ARPPC

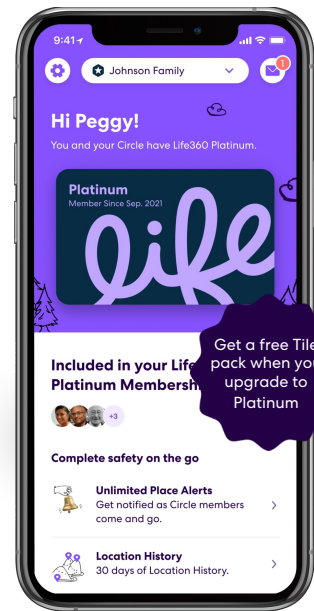
- Customers are more willing to pay for something they can physically touch
- Bundled offering will enable increased pricing and/or shift to higher tiers
- Potential for paid conversion and ARPPC to increase by double digit percentage

## Reduced churn

- Subscriptions tied to physical devices have exceptionally high retention rates
- Jiobit for example, has almost double the 12 month retention as Life360 standalone

## Improved pricing power and overall LTV

- Enhanced membership offering will deliver greater pricing power
- Price + Higher Conversion + better retention = improved LTV

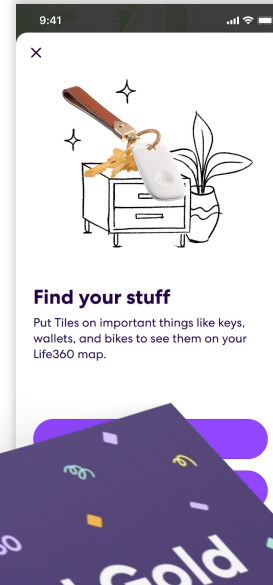
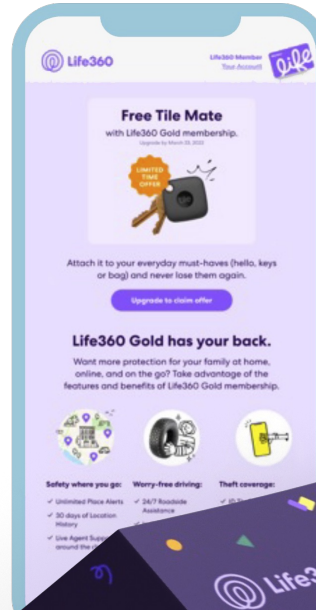


## TILE INTEGRATION:

# Bundled Membership

Vision: keep everything that matters safe and sound

- Raise awareness and introduce Tile in the Life360 app
- Includes Tiles as part of bundled subscription offer
- Bundling tests achieved a 35% uplift in subscriptions versus the control group
- Bundle will be delivered initially via a “Gift with Membership” promotional offer, followed by a fully integrated membership offer including Tile hardware



Free and Silver Members upgrade to Gold, get a Tile Mate (\$25 value)



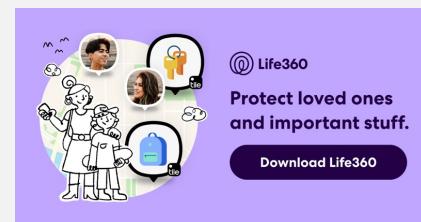
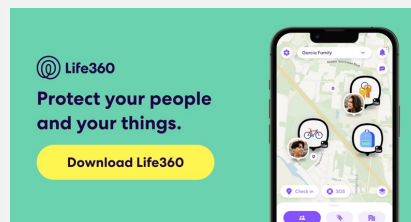
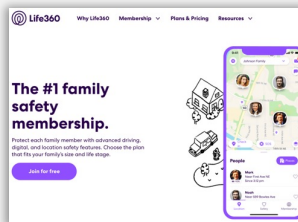
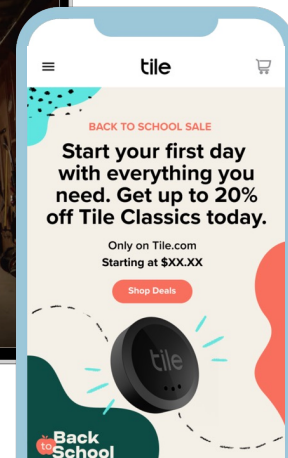
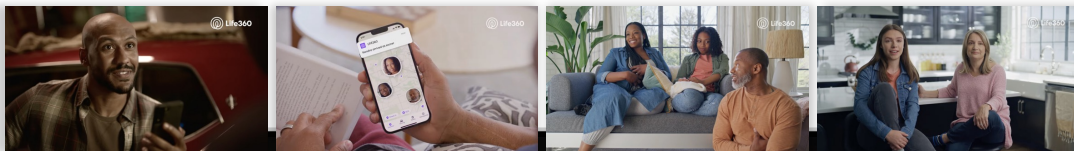
Free, Silver and Gold Members upgrade to Platinum, get a Tile Starter Pack (\$55 value)

## TILE INTEGRATION:

# Back to School brand campaign

## Introducing Life360+Tile

- Creative approach to unite the two brands under a family safety umbrella
- Streaming TV, audio and social focused on brand awareness and user acquisition for both brands
- Already driving the lowest costs per install after only a few weeks on-air



## TILE INTEGRATION:

# Holiday season retail Life360 offer

Testing a new funnel for Life360 subscriber acquisition

- Update signage with Life360 and Tile co-branding
- Bundle offer including Life360 membership with select Tile purchase
- In-box documentation with Life360 activation codes



TILE INTEGRATION:

# Tile Finding Network

Life360's integration increases Tile's reach by up to 10x

- Combining Life360's global network of more than 42 million smartphone users with Tile app and access point partnerships via Amazon and others
- Enables the only vertically integrated, cross-platform solution of scale in the market
- The expanded platform solves Tile's key disadvantage versus Airtags



Map shows  
30 minutes of  
user location  
updates







**Outlook**

# Pathway to profitability

	CY22 H1	CY22 H2	CY23	CY24
	<b>Investing in Tile and Jiobit integration</b>	<b>Rollout of bundled Membership offering</b>	<b>Full year of bundled offering and cost efficiencies</b>	<b>Scaling the integrated business</b>
<b>Adjusted EBITDA*</b>	\$ (32)m	\$ (3)-(6)m	Trajectory to profitability and positive cash flow	Profitability and positive cash flow
<b>Revenue drivers</b>	<ul style="list-style-type: none"> <li>Continued strong Life360 subscriber growth</li> <li>Low seasonal Tile contribution</li> </ul>	<ul style="list-style-type: none"> <li>H2 subscriber revenue uplift from bundled Membership launch</li> <li>Q4 seasonal Tile revenue uplift and profitability</li> </ul>	<ul style="list-style-type: none"> <li>Pricing power from expanded Membership offering</li> <li>Full year subscriber revenue uplift from bundled offer               <ul style="list-style-type: none"> <li>Higher conversion rates</li> <li>Higher ARPPC through US upsell</li> <li>International expansion</li> </ul> </li> </ul>	
<b>Expense drivers</b>	<ul style="list-style-type: none"> <li>Incremental investment of ~\$13 million to rapidly integrate the Life360, Tile and Jiobit businesses</li> </ul>	<ul style="list-style-type: none"> <li>Efficiencies from H1 Tile integration with ~\$11m of annualised cost savings</li> <li>Highly targeted growth investment</li> </ul>	<ul style="list-style-type: none"> <li>Cost base at scale providing profitability leverage</li> <li>Reducing commissions from out of app purchases</li> <li>Limited growth in headcount</li> </ul>	
<b>Cash and cash equivalents</b>	\$79m	~\$65m	Increasing cash balance	

\*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 1

# Outlook

- As previously indicated, CY22 H1 was a period of significant investment. The investment and cash burn were as anticipated, and Life360 expects to start realizing the benefits of integration in H2, as we launch the bundled Membership offering and see an uplift in hardware in the seasonally higher holiday period in Q4. As a result, CY22 H2 is expected to see considerably lower cash burn, and a much lower Adjusted EBITDA\* loss.
- For CY22 Life360 expects to deliver:
  - Core Life360 subscription (direct) revenue (excluding Tile and Jibit) growth in excess of 55%;
  - Consolidated revenue of US\$245-260 million for subscription (direct), hardware and other (indirect) revenue;
  - Adjusted EBITDA loss\* in the range of US\$(35)-(38) million. This includes efficiencies flowing in H2 from the Tile integration and restructuring.
- We have upgraded our guidance for Life360 subscription revenue growth, and narrowed the range for Consolidated Revenue and Adjusted EBITDA.
- Life360 expects to finish CY22 with cash and cash equivalents of approximately \$65 million.
- We expect Life360 to be on a trajectory to consistently positive Adjusted EBITDA and Operating Cash Flow by late CY23, such that we record positive Adjusted EBITDA and operating cashflow for CY24. This trajectory could be further assisted by the positive impact of potential future price changes.

\*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 1



**Q&A**



# Appendix

# 1. Non-GAAP Financial Measures

We collect and analyze operating and financial data to evaluate the health of our business, allocate our resources and assess our performance.

## EBITDA and Adjusted EBITDA

In addition to total revenue, net loss and other results under GAAP, we utilize non-GAAP calculations of earnings before interest, taxes, depreciation and amortization ("EBITDA") and adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). EBITDA is defined as Net loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision (benefit) for income taxes, (iii) depreciation and amortization, (iv) other income (expense). Adjusted EBITDA is defined as Net Loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision (benefit) for income taxes, (iii) depreciation and amortization, (iv) other income (expense), (v) stock-based compensation, (vi) Form 10 transaction costs, (vii) acquisition and integration costs, and (viii) gain on revaluation of contingent consideration.

The above items are excluded from Adjusted EBITDA because these items are non-cash in nature, or because the amount and timing of these items are unpredictable, are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe EBITDA and Adjusted EBITDA provide useful information to investors and others in understanding and evaluating our results of operations, as well as providing useful measures for period-to-period comparisons of our business performance. Moreover, we have included EBITDA and Adjusted EBITDA in this Quarterly Report on Form 10-Q because they are key measurements used by our management team internally to make operating decisions, including those related to operating expenses, evaluate performance, and perform strategic planning and annual budgeting. However, these non-GAAP financial measures are presented for supplemental informational purposes only, should not be considered a substitute for or superior to financial information presented in accordance with GAAP, and may be different from similarly titled non-GAAP financial measures used by other companies. As such, you should consider these non-GAAP financial measures in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net loss and our other GAAP results.

The following table presents a reconciliation of Net Loss, the most directly comparable GAAP measure, to EBITDA and Adjusted EBITDA.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
	<i>(in thousands)</i>		<i>(in thousands)</i>	
<b>EBITDA</b>				
Net Loss	\$ (32,985)	\$ (6,804)	\$ (58,207)	\$ (10,656)
Add (deduct):				
Convertible notes fair value adjustment	(532)	—	(2,107)	—
Derivative liability fair value adjustment <sup>(1)</sup>	(415)	—	(1,328)	—
Provision (benefit) for income taxes	(47)	—	11	—
Depreciation and amortization <sup>(2)</sup>	2,301	112	4,502	224
Other (income) expense, net	511	(3)	1,056	(8)
<b>EBITDA</b>	<b>\$ (31,167)</b>	<b>\$ (6,695)</b>	<b>\$ (56,073)</b>	<b>\$ (10,440)</b>
Stock-based compensation	10,429	2,941	16,524	5,140
Form 10 transaction costs	2,138	—	2,138	—
Acquisition and integration costs	1,136	499	10,394	499
Gain on revaluation of contingent consideration	(1,279)	—	(5,279)	—
<b>Adjusted EBITDA</b>	<b>\$ (18,743)</b>	<b>\$ (3,255)</b>	<b>\$ (32,296)</b>	<b>\$ (4,801)</b>

(1) To reflect the change in value of the derivative liability associated with the July 2021 Convertible Notes

(2) Includes depreciation on fixed assets and amortization of acquired intangible assets

# 1. Non-GAAP Financial Measures cont'd

## Adjusted loss from ordinary activities after tax

Adjusted loss from ordinary activities after tax is defined as Net Loss, excluding (i) stock-based compensation, (ii) Form 10 transaction costs, (iii) acquisition and integration costs, (iv) gain on revaluation of contingent consideration, and (v) amortization attributable to intangible assets in connection with acquisitions.

The above items are excluded from net loss because these items are non-cash in nature, or because the amount and timing of these items are unpredictable, are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. This non-GAAP financial measure is presented for supplemental informational purposes only, should not be considered a substitute for or superior to financial information presented in accordance with GAAP, and may be different from similarly titled non-GAAP financial measures used by other companies. As such, you should consider this non-GAAP financial measure in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net loss and our other GAAP results.

The following table presents a reconciliation of net loss, the most directly comparable GAAP measure, to Adjusted loss from ordinary activities after tax.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
	<i>(in thousands)</i>		<i>(in thousands)</i>	
Net Loss	\$ (32,985)	\$ (6,804)	\$ (58,207)	\$ (10,656)
Add (deduct):				
Stock-based compensation	10,429	2,941	16,524	5,140
Form 10 transaction costs	2,138	—	2,138	—
Acquisition and integration costs	1,136	499	10,394	499
Gain on revaluation of contingent consideration	(1,279)	—	(5,279)	—
Amortization attributable to intangible assets in connection with acquisitions	2,178	—	4,254	—
Adjusted loss from ordinary activities after tax	<u>(18,383)</u>	<u>(3,364)</u>	<u>(30,176)</u>	<u>(5,017)</u>

A family of four is walking along a sandy beach at sunset. The father, on the left, is wearing a light blue button-down shirt and dark jeans. The mother is wearing a maroon long-sleeved shirt and blue jeans. The two daughters are wearing dark blue and light blue shirts and jeans. They are all smiling and looking towards the right. The background shows the ocean with gentle waves and a hazy sky with mountains in the distance.

# Thank you

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