



## MEDIA ANNOUNCEMENT

15 March 2021

# Life360 added to S&P/ASX 300 Index

San Francisco-based Life360, Inc. (Life360 or the Company) (ASX: 360) today announced that it has been added to the S&P/ASX 300 Index in a rebalance resulting from the March quarterly review. The change will be effective at the open of trading on March 22, 2021.

The addition to the S&P/ASX 300 Index comes on the heels of [Life360's 2020 Full-Year Results](#) and the company's strong performance despite COVID-19 challenges. The company's 2020 year-end earnings presentation can be viewed by investors [here](#).

"We are pleased to be included in S&P/ASX 300 Index which is a validation of the progress and growth achieved by the company in a challenging year," said Chris Hulls, Co-Founder and CEO. "We have deep expertise on the needs of today's modern families and ambitious goals to own the entire safety ecosystem and rethink how safety is delivered to families."

CY20 highlights and achievements include:

- Successful launch of new family Membership to all US users with 34 percent uplift in ARPPC for new subscribers.
- Normalised revenue growth of 39 percent YoY to US\$81.6 million. Annualised Monthly Revenue (AMR) for December 2020 was US\$89.7 million, YoY growth of 19%.
- Global Monthly Active User (MAU) base of 26.5 million, down 2% YoY. US MAU base of 17.0 million, up 4% YoY.
- Paying Circles of around 890,000, up 8% YoY, reflecting strong retention rates in the COVID19 environment, particularly in the US.
- Average Revenue Per Paying Customer (ARPPC) for CY20 H2 of US\$77.86 for the US and US\$48.44 for International, up 11% and down 1% respectively YoY.
- Net subscriber revenue retention exceeds 100% despite COVID-19 impacts in CY20 H1.

## 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 26 million monthly active users (MAU) as at December 2020, located in more than 195 countries.

## Contacts

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