

ASX ANNOUNCEMENT

28 October 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 Goldman Sachs' Emerging Technology 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 33 million monthly active users (MAU) as at June 2021, located in more than 195 countries.

Contacts

For investor enquiries:
Jolanta Masojada, +61 417 261 367
jmasojada@life360.com

For media enquiries:
Giles Rafferty, +61 481 467 903
grafferty@firstadvisers.com.au

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Investor Presentation

Goldman Sachs Emerging Technologies Conference
28 October 2021



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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.



Agenda

Introduction to Life360

Q3 Results Update

Current initiatives

Q&A

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



Introduction to Life360

Life360 is the world's first family safety services membership

Key Metrics



33.8 million

Monthly Active Users (MAU) in 195 countries



San Francisco

Based



1.1 million +

Paying Circles (subscribers)



~330

Employees



\$120 million +

September 2021 Annualised Monthly Revenue (AMR)



~A\$1.5 billion

Market Capitalisation



\$50.4 million

Cash



ASX 300

Index constituent

Connecting families and saving lives

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

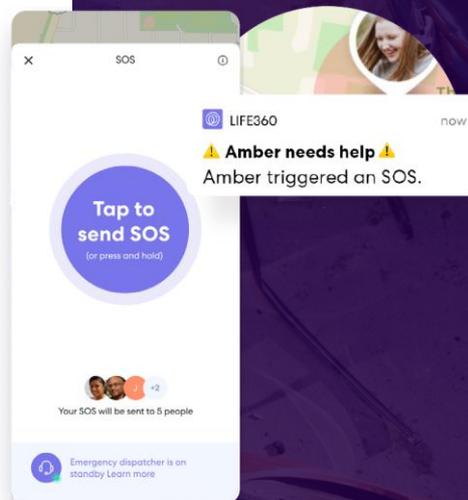
“

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!

”



H1 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



R&D investment since 2016



* 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.

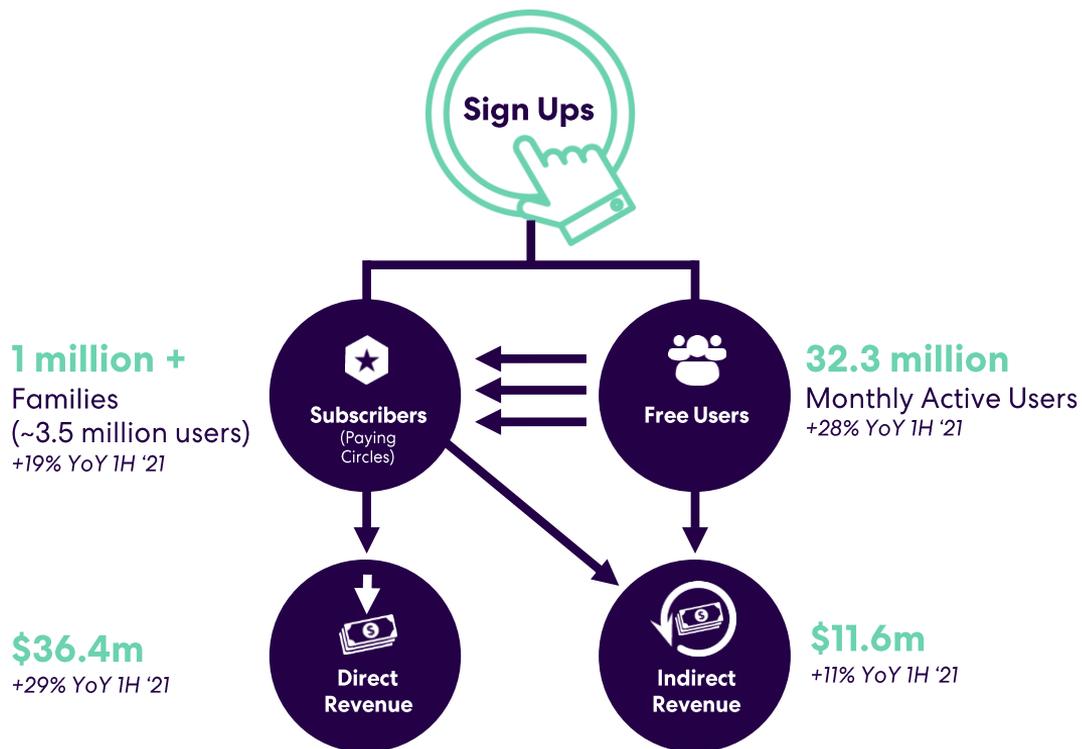
Life360's technology platform

A unique and proprietary technology engine operating at global scale



“Freemium” model

Monetises free users and subscribers



Life360 Membership offering

Membership tiers

	\$4.99/mo	\$9.99/mo	\$19.99/mo
			
<ul style="list-style-type: none">✓ 2 days of Location History✓ 2 Place Alerts✓ Family Driving Summary✓ Crash Detection✓ SOS Help Alert	<ul style="list-style-type: none">✓ 7 days of Location History✓ 5 Place Alerts✓ Family Driving Summary✓ Crash Detection✓ \$100 in Stolen Phone Coverage✓ Crime Reports✓ SOS Help Alert	<ul style="list-style-type: none">✓ 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	<ul style="list-style-type: none">✓ 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



- ✓ 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

*Assuming family household of four people. Prices may vary.

App Store Changes

Android

- Google has announced that app store commissions will reduce from 30% to 15% from 1 January 2022 for first year subscribers.
- 15% commission for returning subscribers remains unchanged.
- On an annual basis, this would reduce commissions by around \$2 million based on the current run rate.

iOS

- In August 2021 Apple announced changes to its App Store regulations.
- These changes are expected to make it easier for Life360 to steer customers towards alternative forms of payment.
- Life360 has launched a direct-to-premium web-based channel which will allow consumers to subscribe directly using credit cards for payment. It is expected to support growth in CY22.

Membership plans built for modern life.

Introducing the first-ever family safety membership plans, designed to simplify safety into one easy-to-use bundle. Try any plan free.

Plan	Price	Popularity
SILVER MEMBERSHIP	\$4.99/mo	
GOLD MEMBERSHIP	\$9.99/mo	MOST POPULAR
PLATINUM MEMBERSHIP	\$19.99/mo	

Each plan includes: Location Safety, 7/30/30 days of Location History, and 8/Unlimited Place Alerts. Each plan has a "Try 7 days free" button.

NEW! Data Breach Alerts for additional online safety. Learn more →

Life360 Why Life360 Membership Plans & Pricing Resources Get started

The #1 family safety membership.

Protect each family member with advanced driving, digital, and location safety features. Choose the plan that fits your family's size and life stage.

Get started

The background image shows a hand holding a smartphone displaying the Life360 app interface with a map and family members' locations. The app shows notifications like "Driving near 17th St NE", "Get Directions 20 min drive to Dad", and "Arrived at School 14th St NE".

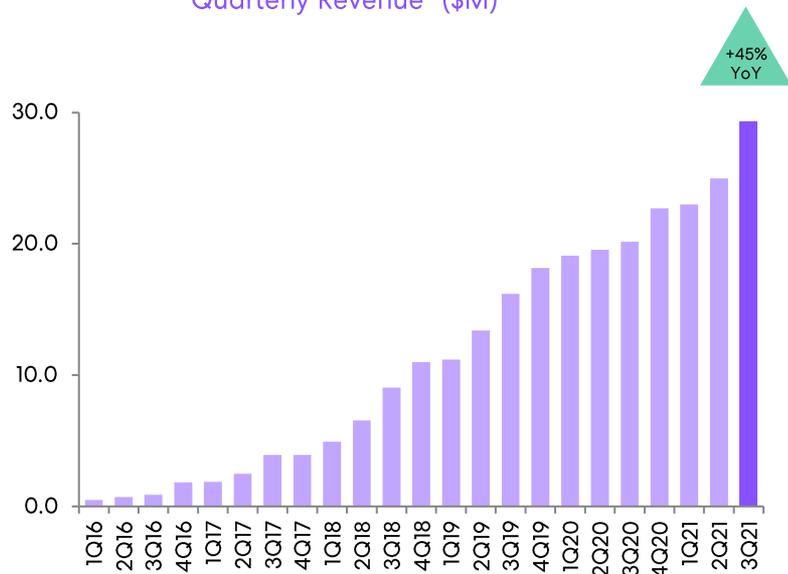


Q3 Highlights

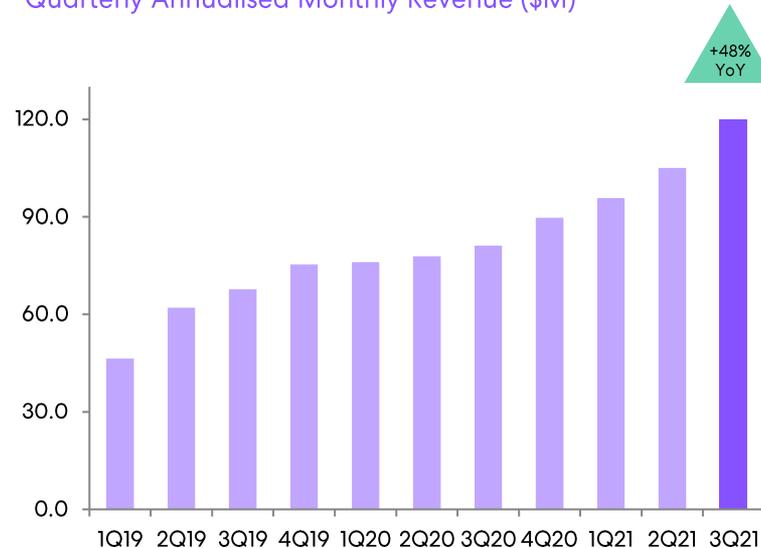
Accelerating revenue growth post COVID-19

Growth in every quarter through COVID, accelerating in 3Q21

Quarterly Revenue* (\$M)



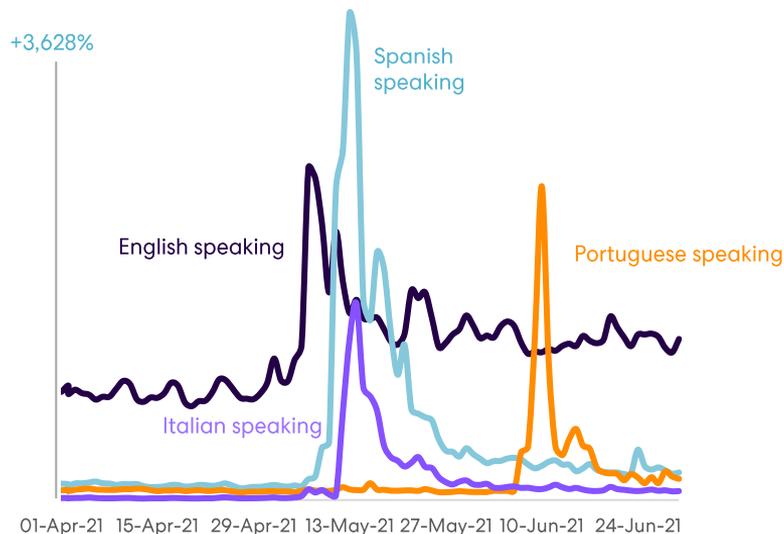
Quarterly Annualised Monthly Revenue (\$M)



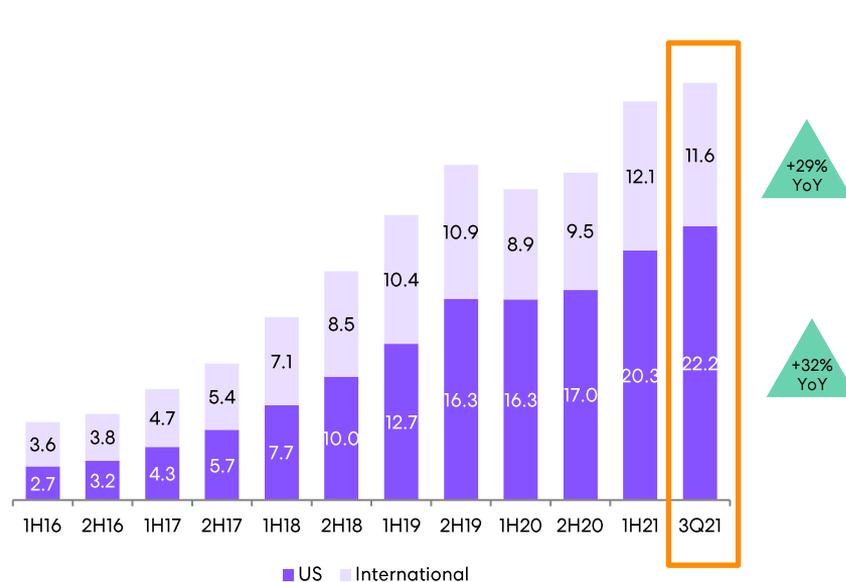
Global MAU at new peak in Q3

Strong US performance despite Q2 TikTok-inflated surge

Q2 21 total registration surges from TikTok

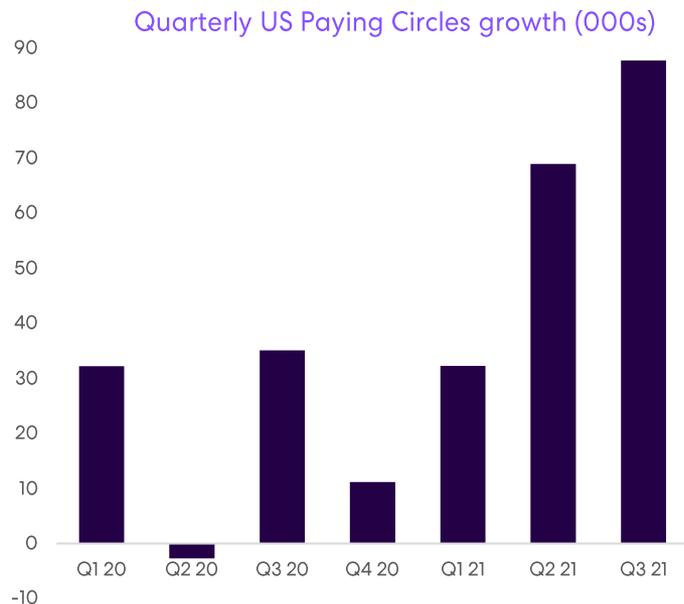


Monthly Active Users (MAU)(M)

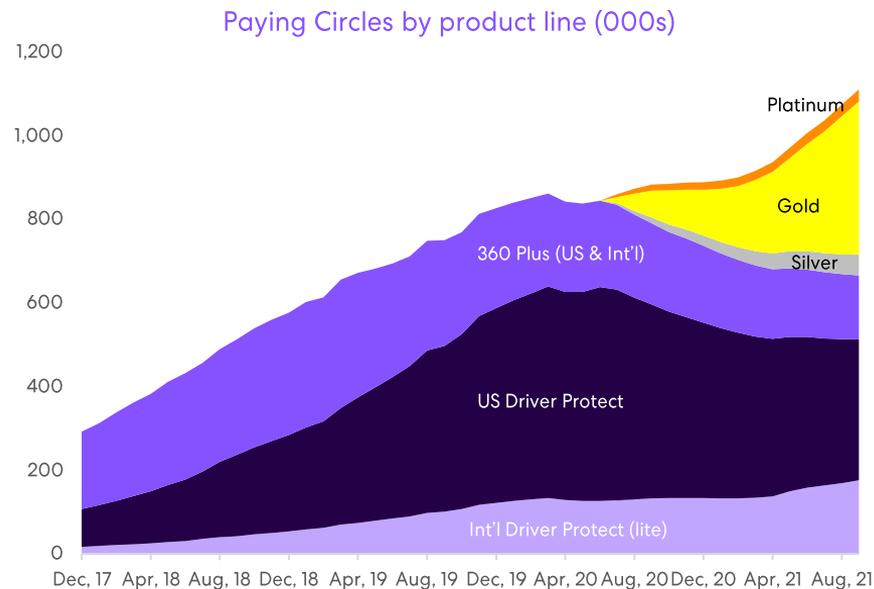


Accelerating Paying Circle growth

Second consecutive quarter of record subscriber additions



- US Q3 Paying Circles increased 28% year-on-year



- Cumulative new and upsell subscribers in the Membership plans of 445,000, comprising Silver (11%), Gold (82%) and Platinum (6%)

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 with dark hair is partially visible on the left side of the frame. The background shows a brick building with a window. The text "Current Initiatives" is overlaid in white on the bottom left of the image.

Current Initiatives

Our strategic objectives



Build

Build a large base of engaged mobile users



Grow

Grow Membership to disrupt legacy incumbents



Expand

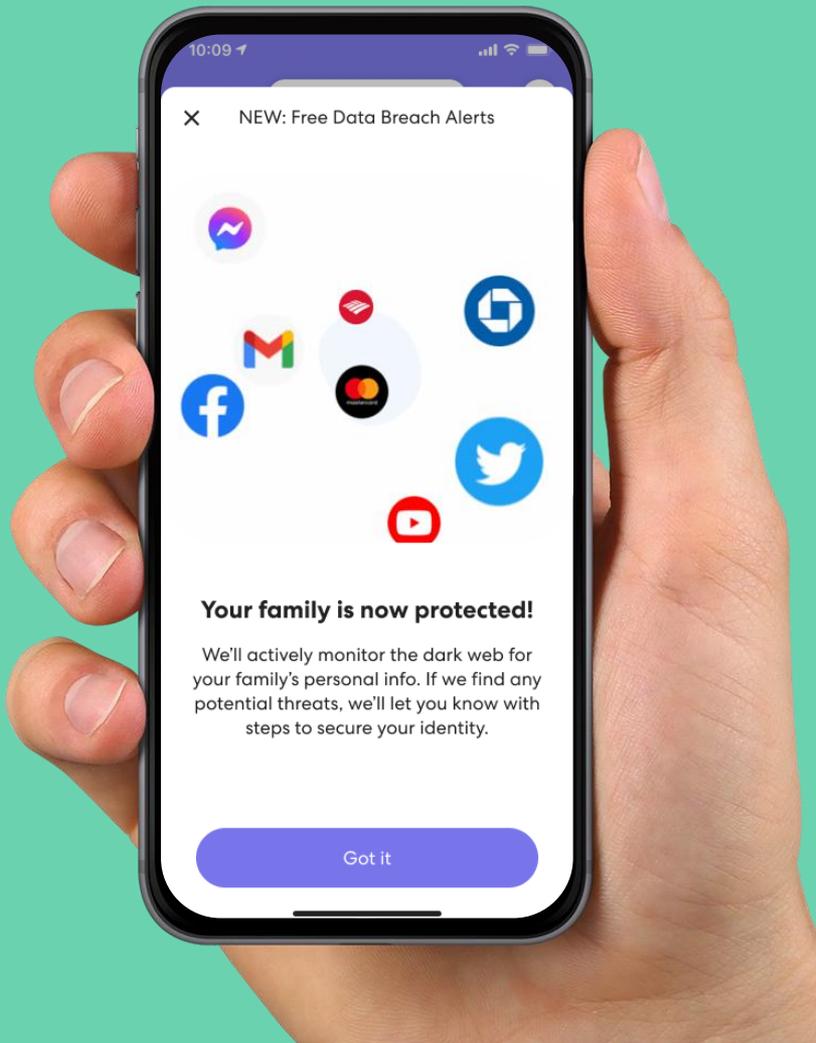
Expand reach and revenue through additional lead gen and new services

Launch of Data Breach Alerts

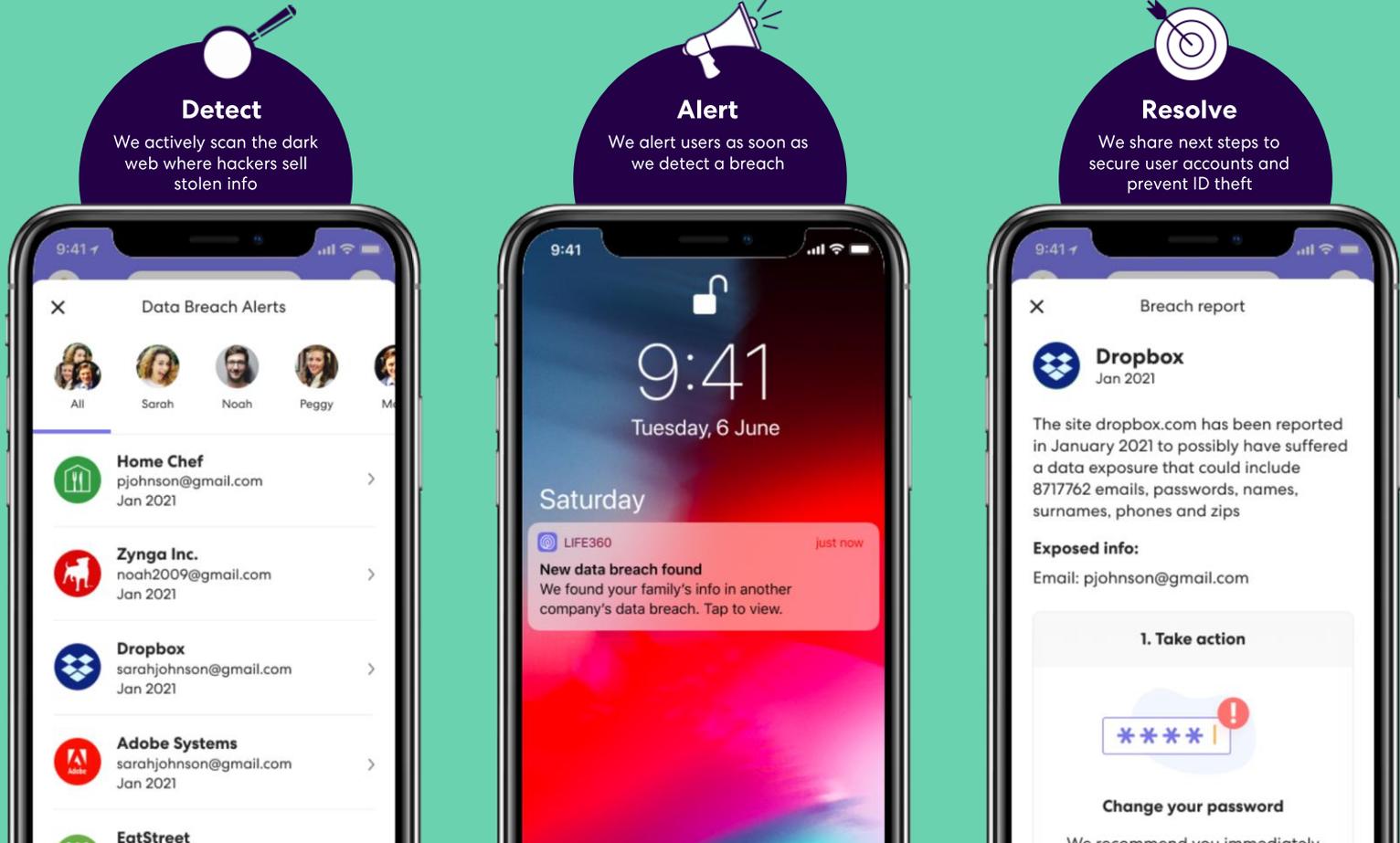
Supports the whole family to roam safely online

Why ID data breach alerts?

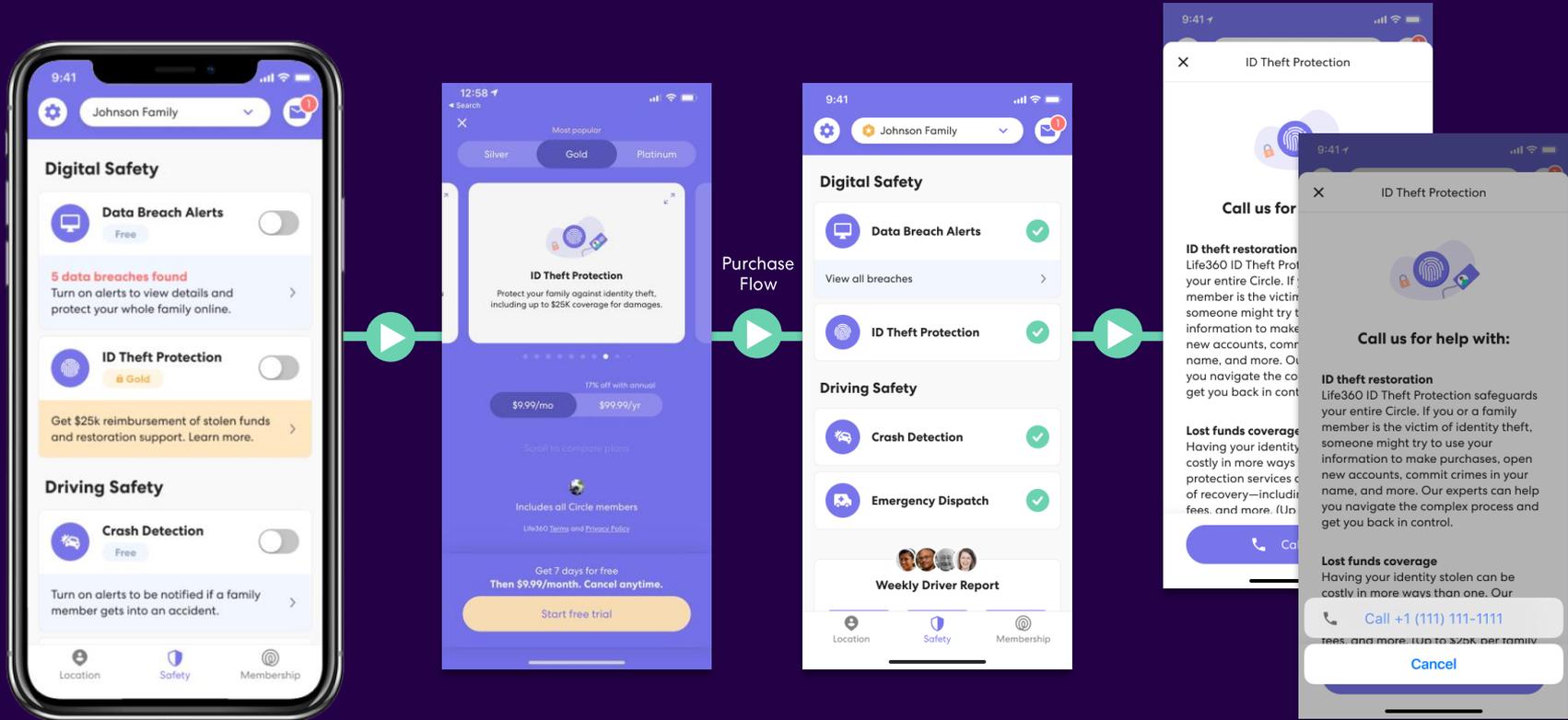
- **25%** more internet usage during the pandemic
- **1 in 3** surveyed Life360 members have experienced ID theft
- **1M+** children have their identities stolen each year
- **3x** higher cost for families with children to resolve fraud than those without



How Data Breach Alerts work



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

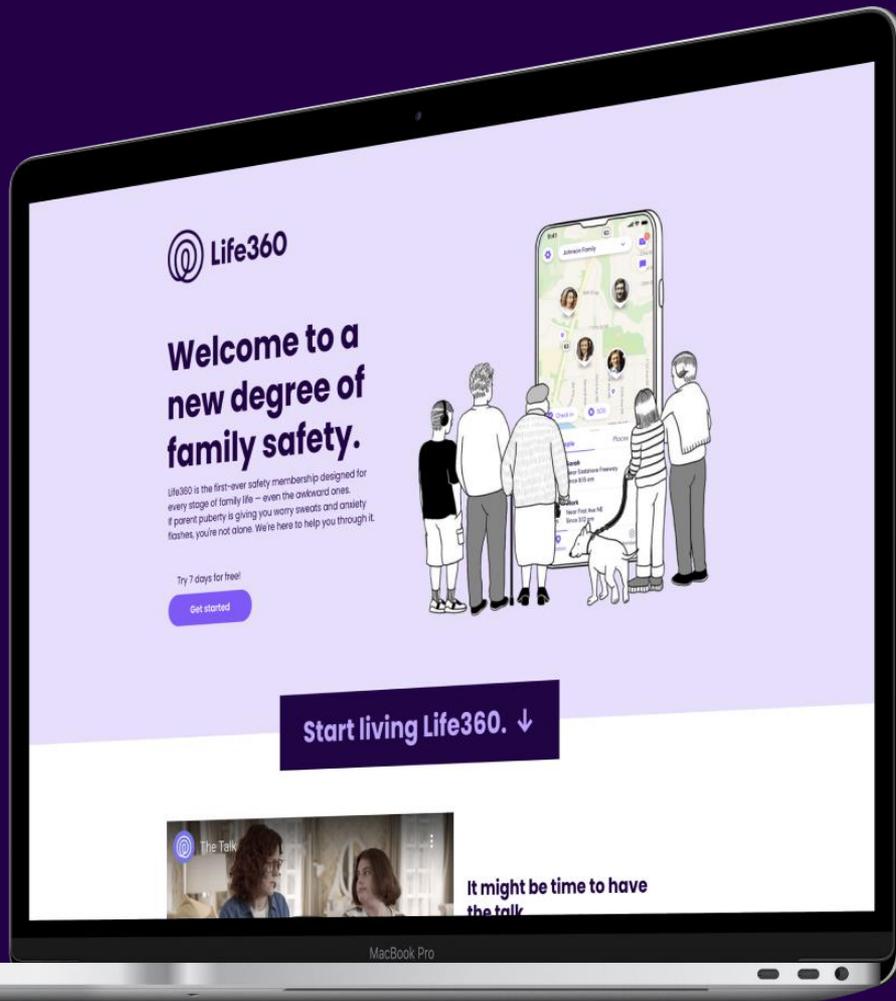
Parents with children aged 6-17

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





Q&A

@ Life360



Thank you

Life360 Investor Relations

<https://investors.life360.com>