

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 12, 2025

Life360, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

001-42120
(Commission File Number)

26-0197666
(I.R.S. Employer
Identification No.)

1900 South Norfolk Street, Suite 310
San Mateo, CA 94403
(Address of principal executive offices, including zip code)

(415) 484-5244
(Registrant's telephone number, including area code)

Not applicable.
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.001 par value per share	LIF	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 2.02 Results of Operations and Financial Condition.

We are furnishing this Current Report on Form 8-K in connection with the disclosure of information, in the form of textual information from a media release issued on May 12, 2025. A copy of the media release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

Item 7.01 Regulation FD Disclosure.

We are furnishing this Item 7.01 of this Current Report on Form 8-K in connection with the disclosure of information, in the form of the textual information from a PowerPoint presentation to be given during a conference call and webcast on May 12, 2025 at 6:00 p.m. Eastern Time. A copy of the PowerPoint presentation to be used for the conference call and webcast is furnished as Exhibit 99.2 to this Current Report on Form 8-K.

The information in Item 2.02 (including Exhibit 99.1) and Item 7.01 (including Exhibit 99.2) of this Current Report on Form 8-K is furnished and shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

The text included with this Item 2.02 and Item 7.01 of this Current Report on Form 8-K and the replay of the conference call and webcast will be available on our website located at www.life360.com, although we reserve the right to discontinue that availability at any time.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Media release of the Registrant dated May 12, 2025
99.2	Life360, Inc. Investor Presentation
104	Cover Page Interactive Data File - the cover page XBRL tags are embedded within the Inline XBRL document

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

LIFE360, INC.

Dated: May 12, 2025

By: /s/ Russell Burke
Russell Burke
Chief Financial Officer

May 12, 2025

Life360 Reports Record Q1 2025 Results

*Monthly Active Users Reached Approximately 83.7 million
Record Q1 Global Net Additions to Paying Circles of 137 thousand - Reaching 2.4 million Total
Total Quarterly Revenue Grew 32% Year-Over-Year to \$103.6 million
Annualized Monthly Revenue increased 38% Year-Over-Year to \$393.0 million*

SAN FRANCISCO, California. Life360, Inc. ("Life360" or the "Company") (NASDAQ: LIF, ASX: 360), the San Francisco-based leader in family safety and connection, today announced unaudited financial results for the first quarter ended March 31, 2025. Building on continuing momentum from prior quarters, the Company achieved record-breaking results across key metrics, including Monthly Active Users (MAUs), Paying Circles, Subscription Revenue, and Annualized Monthly Revenue.

"Life360 started 2025 strongly, achieving record highs in MAUs, subscribers, and Q1 net additions, while making meaningful progress against our strategic roadmap," said Life360 Co-founder and Chief Executive Officer Chris Hulls.

"In a more cautious consumer spending environment, our performance reflects both the resilience of our business model and the growing demand for our services that keep families safe, connected, and provide peace of mind. As a trusted daily essential for millions, we are uniquely positioned to support families through uncertain times—and beyond."

Life360 Chief Financial Officer Russell Burke added: "Life360 demonstrated continued strong growth and meaningful margin expansion in Q1, with total revenue of \$103.6 million — up 32% year-over-year — while keeping total operating expense growth to 23% YoY. This operational discipline drove Net Income of \$4.4 million, our tenth consecutive quarter of positive Adjusted EBITDA¹, and our eighth consecutive quarter of positive Operating Cash Flow. Looking ahead, even as consumer financial pressures intensify, our core subscription business remains resilient and we have largely mitigated the impacts of an uncertain tariff environment, so that the anticipated overall impact is not material. We remain confident in our ability to continue delivering positive Adjusted EBITDA¹ throughout 2025. Our focus on balancing strong top-line growth with expanding profitability positions us well to succeed in increasingly demanding market conditions."

Q1'25 Financial Highlights

- Total Q1'25 revenue of \$103.6 million, a YoY increase of 32%, with total subscription revenue of \$81.9 million, up 33% YoY and Core subscription revenue² of \$76.2 million, up 37% YoY.
- Annualized Monthly Revenue (AMR) of \$393.0 million, up 38% YoY.
- Q1'25 Net Income of \$4.4 million, which includes other income of \$2.0 million related to dividend and interest income and a benefit from income tax³ of \$0.2 million.
- Adjusted EBITDA¹ of \$15.9 million compared to \$4.3 million in Q1'24.
- Positive Operating Cash Flow of \$12.1 million, up 13% YoY.
- Quarter-end cash, cash equivalents and restricted cash of \$170.4 million, an increase of \$95.8 million from Q1'24, which was primarily the result of net capital raised from the U.S. IPO in Q2'24.

Q1'25 Operating Highlights

- Q1'25 global MAU net additions were 4.1 million, which picked up seasonally after a softer Q4'24. Total MAUs increased 26% YoY to approximately 83.7 million, with significant contribution from organic growth.
- Q1'25 global Paying Circle net additions of 137 thousand were up 43% YoY. Total Paying Circles grew 26% YoY to 2.4 million, supported by improved retention in the U.S.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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- Average Revenue Per Paying Circle ("ARPPC") increased 8% YoY primarily due to U.S. price increases for new and existing subscribers and a shift in product mix toward higher-priced offerings, along with legacy price increases, the launch of Dual Tier memberships in non-Triple Tier countries, and continued growth in Triple Tier memberships in the UK and ANZ.

- Adjusted EBITDA is a Non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA, refer to the "Adjusted EBITDA" and "Supplementary and Non-GAAP Financial Information" sections below.
- Core subscription revenue is defined as subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue which relates to other hardware related subscription offerings. For more information, including the use of this measure, refer to the "Core subscription revenue" section below.
- The provision for (benefit from) income taxes for interim quarterly reporting periods is based on the Company's estimates of the effective tax rates for the full fiscal year in accordance with ASC 740-270, Income Taxes, Interim Reporting. ASC 740-270-25-2 requires that an annual effective tax rate be determined and such annual effective rate be applied to year to date income (loss) in interim periods. The effective tax rate in any quarter may be subject to fluctuations during the year as new information is obtained, which may positively or negatively affect the assumptions used to estimate the annual effective tax rate, including factors such as valuation allowances against deferred tax assets, the recognition or de-recognition of tax benefits related to uncertain tax position, if any, and changes in or the interpretation of tax laws in jurisdictions where the Company conducts business.

Key Performance Indicators

<i>(in millions, except ARPPC, ARPPS, ASP, and percentages)</i>	Q1 2025	Q1 2024	% YoY
Core⁴			
Monthly Active Users (MAU) - Global ⁵	83.7	66.4	26 %
U.S.	45.3	38.8	17 %
International	38.4	27.5	39 %
ANZ	2.9	2.2	33 %
Paying Circles - Global ⁶	2.4	1.9	26 %
U.S.	1.7	1.4	24 %
International	0.7	0.5	33 %
Average Revenue per Paying Circle (ARPPC) ^{7,8}	\$ 133.42	\$ 123.97	8 %
Life360 Consolidated			
Subscriptions ⁹	3.0	2.5	19 %
Average Revenue per Paying Subscription (ARPPS) ^{8,10}	\$ 112.98	\$ 102.02	11 %
Net hardware units shipped ¹¹	0.5	0.5	(8)%
Average Selling Price (ASP) ^{12,13}	\$ 16.99	\$ 16.50	3 %
Annualized Monthly Revenue (AMR)	\$ 393.0	\$ 284.7	38 %

- Core metrics relate solely to the Life360 mobile application.
- A monthly active user ("MAU") is defined as a unique member who engages with our Life360 branded services each month, which includes both paying and non-paying members, and excludes certain members who have a delayed account setup.
- A Paying Circle is defined as a group of Life360 members with a paying subscription that has been billed as of the end of a period.
- ARPPC is defined as annualized subscription revenue recognized and derived from the Life360 mobile application, excluding certain revenue adjustments related to bundled Life360 subscription and hardware offerings, for the reported period divided by the Average Paying Circles during the same period.
- Excludes revenue related to bundled Life360 subscription and hardware offerings of \$(0.4) million and \$(1.2) million for the three months ended March 31, 2025 and the three months ended March 31, 2024, respectively.
- Subscriptions are defined as the number of paying subscribers associated with the Life360, Jobit and Tile brands who have been billed as of the end of the period.
- ARPPS is defined as annualized total subscription revenue recognized and derived from Life360, Tile and Jobit subscriptions, excluding certain revenue adjustments related to bundled Life360 subscription and hardware offerings, for the reported period divided by the average number of paying subscribers during the same period.
- Net hardware units shipped represent the number of tracking devices sold during the period, excluding hardware units related to bundled Life360 subscription and hardware offerings, net of returns by our retail partners and directly to consumers.
- Excludes revenue related to bundled Life360 subscription and hardware offerings of \$0.4 million and \$1.2 million for the three months ended March 31, 2025 and the three months ended March 31, 2024, respectively.
- To determine the net ASP of a unit, we divide hardware revenue recognized, excluding revenue related to bundled Life360 subscription and hardware offerings, for the reported period by the number of net hardware units shipped during the same period.

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- Global MAUs increased 26% YoY to approximately 83.7 million, with Q1'25 net additions of 4.1 million. U.S. MAUs increased 17% YoY, with Q1'25 net adds of 1.7 million. International MAUs increased 39% YoY, with Q1'25 net adds of 2.4 million. Total MAUs in the Triple Tier markets of the UK, Canada, and ANZ increased 36% YoY.
- Q1'25 global Paying Circle net additions of 137 thousand, a Q1 record, were driven by strong performance in both U.S. and international markets. U.S. Paying Circles increased 24% YoY on the back of improved retention metrics. International Paying Circles maintained strong momentum, up 33% YoY. Total Paying Circles in the Triple Tier markets of the UK, Canada, and ANZ increased 26% YoY.
- Q1'25 global ARPPC increased 8% YoY. U.S. ARPPC increased 5% YoY, benefiting from price increases for new and existing subscribers implemented in September 2024 and October 2024, respectively, as well as a shift in product mix towards higher priced products. Q1'25 international ARPPC increased 39% YoY due to legacy subscriber price increases and the launch of Dual Tier in non-Triple Tier markets, as well as legacy subscriber price increases in the Triple Tier UK and ANZ markets.
- Q1'25 net hardware units shipped decreased 8% YoY primarily due to a decrease in enterprise channel sales. The Average Selling Price of hardware units shipped increased 3% YoY primarily due to a shift in channel mix and fewer returns.
- March 2025 AMR increased 38% YoY, benefiting from accelerating subscription revenue momentum and increasing other revenue over the course of Q1'25.

Operating Results

Revenue

	Three Months Ended March 31,	
	2025	2024
(\$ millions)	<i>(unaudited)</i>	
Subscription revenue	\$ 81.9	\$ 61.6
U.S. subscription revenue	69.6	54.5
International subscription revenue	12.2	7.1
Hardware revenue	8.9	10.2
Other revenue	12.8	6.5
Total revenue	\$ 103.6	\$ 78.2

- Q1'25 total subscription revenue increased 33% YoY to \$81.9 million, primarily driven by growth in Paying Circles.
- Q1'25 hardware revenue decreased 13% YoY to \$8.9 million, primarily driven by a reduction in bundled offerings and an increase in discounts.
- Q1'25 other revenue increased 99% YoY to \$12.8 million due to increases in data and partnership revenue, which includes advertising revenue.

Core Subscription Revenue

- Core subscription revenue is defined as GAAP subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue, which we define as GAAP subscription revenue from other hardware related subscription offerings, for the reported period. Core subscription revenue represents revenue derived from and the overall success of our core product offering. Q1'25 core subscription revenue increased 37% YoY primarily driven by a 26% YoY increase in Paying Circles and an 8% higher ARPPC.¹⁴

	Three Months Ended March 31,	
	2025	2024
(\$ millions)	<i>(unaudited)</i>	
Subscription revenue	\$ 81.9	\$ 61.6
Non-Core subscription revenue	(5.7)	(5.8)
Core subscription revenue ¹⁵	\$ 76.2	\$ 55.8

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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¹⁴ Refer to the 'Key Performance Indicators' section above for additional information regarding the impact of bundled offerings on KPI calculations for the periods presented.

¹⁵ Beginning with the second quarter of 2024, this definition was updated and calculated in accordance with GAAP.

Gross Profit

	Three Months Ended March 31,	
	2025	2024
	<i>(unaudited)</i>	
<i>(\$ millions, except percentages)</i>		
Gross Profit	\$ 83.5	\$ 60.0
Gross Margin	81 %	77 %
Gross Margin (Subscription Only)	88 %	85 %

- Q1'25 gross margin increased to 81% from 77% in the prior year period, primarily due to the increased proportion of other revenue.

Operating Expenses

	Three Months Ended March 31,	
	2025	2024
	<i>(unaudited)</i>	
<i>(\$ millions)</i>		
Research and development	\$ 30.4	\$ 27.3
Sales and marketing	35.3	24.7
General and administrative	15.6	14.4
Total operating expenses	\$ 81.4	\$ 66.4
<i>Total operating expenses as % of revenue</i>	<i>79 %</i>	<i>85 %</i>

- Q1'25 operating expenses, excluding commissions, increased 21% YoY despite revenue growth of 32%, demonstrating continued strong operating leverage.
- Q1'25 research and development costs increased 12% YoY, primarily driven by higher personnel-related costs, technology, and outside services spend due to Company growth.
- Q1'25 sales and marketing costs increased 43% YoY, primarily due to an increase in commissions, in line with the increase in subscription revenue, and an increase in growth media spend.
- Q1'25 general and administrative expenses increased 9% YoY, primarily driven by Company growth.

Cash Flow

	Three Months Ended March 31,	
	2025	2024
	<i>(unaudited)</i>	
<i>(\$ millions)</i>		
Net cash provided by operating activities	\$ 12.1	\$ 10.7
Net cash used in investing activities	(4.3)	(1.1)
Net cash provided by (used in) financing activities	2.2	(5.7)
Net Increase in Cash, Cash Equivalents, and Restricted Cash	9.9	3.9
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	\$ 170.4	\$ 74.6

- Life360 ended Q1'25 with cash, cash equivalents and restricted cash of \$170.4 million, an increase of \$9.9 million from Q4'24.
- Q1'25 operating cash flow was \$12.1 million. An additional \$2.2 million was provided by financing activities, primarily from the exercise of stock options. Additionally, \$4.3 million was used for investing activities, which includes a \$2.8 million payment in connection with the Fantix asset acquisition and payments for internally developed software.

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- Q1'25 net cash provided by operating activities of \$12.1 million was lower than Adjusted EBITDA of \$15.9 million primarily due to the timing of receipts and payables. See the Adjusted EBITDA section below for the definition and reconciliation of Adjusted EBITDA.

Adjusted EBITDA

To supplement our condensed consolidated financial statements prepared and presented in accordance with GAAP, we use certain non-GAAP financial measures, as described below, to facilitate analysis of our financial and business trends and for internal planning and forecasting purposes. For more information, see the "Supplementary and Non-GAAP Financial Information" section below.

Non-GAAP financial measures include adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA") and Adjusted EBITDA Margin. Adjusted EBITDA is defined as net income (loss), excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) other income, net, (v) acquisition-related transaction costs, (vi) stock-based compensation, and (vii) workplace restructuring costs. These items are excluded from Adjusted EBITDA because they are non-cash in nature, because the amount and timing of these items are unpredictable, or because they are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful.

The following table presents a reconciliation of Net income (loss), the most directly comparable GAAP measure, to Adjusted EBITDA:

	Three Months Ended March 31,	
	2025	2024
<i>(\$ thousands, except percentages)</i>		
Net income (loss)	\$ 4,378	\$ (9,777)
Net income (loss) margin	4 %	(12)%
Add (deduct):		
Convertible notes fair value adjustment ¹⁶	—	608
Derivative liability fair value adjustment ¹⁶	—	1,707
Provision for (benefit from) income taxes	(214)	1,394
Depreciation and amortization ¹⁷	2,862	2,295
Other income, net	(1,975)	(311)
Acquisition-related transaction costs ¹⁸	993	—
Stock-based compensation	9,889	8,261
Workplace restructuring costs ¹⁹	—	105
Adjusted EBITDA	<u>\$ 15,933</u>	<u>\$ 4,282</u>
Adjusted EBITDA margin	<u>15 %</u>	<u>5 %</u>

¹⁶ To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.

¹⁷ Includes depreciation on fixed assets and amortization of intangible assets.

¹⁸ Relates to costs incurred in connection with the asset acquisition of Fantix, Inc., including one-time bonus payments.

¹⁹ Relates to non-recurring personnel and severance related expenses.

- Q1'25 delivered a positive Adjusted EBITDA contribution of \$15.9 million versus \$4.3 million in Q1'24 as a result of continued strong subscription and other revenue growth and improved operating leverage.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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2025 Earnings Guidance²⁰

For FY'25, Life360 expects to deliver the following metrics:

- Consolidated revenue of \$450 million - \$480 million comprised of:
 - Subscription revenue of \$355 million - \$365 million;
 - Hardware revenue of \$40 million - \$50 million;
 - Other revenue of \$55 million - \$65 million; and
- Positive Adjusted EBITDA²¹ of \$65 million - \$75 million.

²⁰ With respect to forward looking non-GAAP guidance, we are not able to reconcile the forward-looking non-GAAP adjusted EBITDA measure to the closest corresponding GAAP measure without unreasonable efforts because we are unable to predict the ultimate outcome of certain significant items, which are fluid and unpredictable in nature. In addition, the Company believes such a reconciliation would imply a degree of precision that may be confusing or misleading to investors. These items include, but are not limited to, litigation costs and fair value adjustments. These items may be material to our results calculated in accordance with GAAP.

²¹ Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA, refer to the "Adjusted EBITDA" section above and the "Supplementary and Non-GAAP Financial Information" section below.

Investor Conference Call

A conference call will be held today as follows:

US PDT: Monday 12 May 2025 at 3 p.m.

US EDT: Monday 12 May 2025 at 6 p.m.

AEST: Tuesday 13 May 2025 at 8 a.m.

The call will be held as a Zoom audio webinar.

Participants wishing to ask a question should register and join via their browser [here](#). Participants joining via telephone will be in listen only mode.

Dial in details

U.S.: +1 669 444 9171

Australia: +61 2 8015 6011

Other countries: [details](#)

Meeting ID: 994 2971 6688

A replay will be available after the call at <https://investors.life360.com>.

Authorization

Chris Hulls, Director, Co-Founder and Chief Executive Officer of Life360 authorized this announcement being given to ASX.

About Life360

Life360, a family connection and safety company, keeps people close to the ones they love. The category-leading mobile app and Tile tracking devices empower members to stay connected to the people, pets, and things they care about most, with a range of services, including location sharing, safe driver reports, and crash detection with emergency dispatch. As a remote-first company based in the San Francisco Bay Area, Life360 serves approximately 83.7 million monthly active users (MAU), as of March 31, 2025, across more than 170 countries. Life360 delivers peace of mind and enhances everyday family life in all the moments that matter, big and small. For more information, please visit life360.com.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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Contacts

For U.S. investor inquiries:

Raymond (RJ) Jones
rjones@life360.com

For U.S. media inquiries:

Lynnette Bruno
press@life360.com

For Australian investor inquiries:

Jolanta Masojada, +61 417 261 367
jmasojada@life360.com

For Australian media inquiries:

Giles Rafferty, +61 481 467 903
grafferty@firstadvisers.com.au

Forward-looking statements

This announcement and the accompanying presentation and conference call contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Life360 intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements regarding Life360's intentions, objectives, plans, expectations, assumptions and beliefs about future events, including Life360's expectations with respect to the financial and operating performance of its business, including subscription revenue, hardware revenue, other revenue and consolidated revenue and ability to create new revenue streams; the resiliency of Life360's core subscription business; the ability of Life360 to adapt to and mitigate the impact of macroeconomic considerations including tariffs and trade barriers; its ability to deliver contextually relevant advertisements that enhance the user experience by leveraging its extensive first-party location data; Adjusted EBITDA, and operating cash flow; expectations regarding MAUs and other member metrics; its capital position; future growth and market opportunities; plans to launch new features and products; the impact of price increases and expansion of product offerings in the UK, Australia and New Zealand on future results of operations; its expectations of growth in its data business; its expectation of a new enterprise revenue stream and enhanced location capabilities of its hardware devices as a result of its partnership with Hubble; its focus on developing a GPS lineup, built on Jibit technology, the timing of new devices, and the potential for the next generation of hardware to drive a new wave of subscription growth; as well as Life360's expectations of any changes to the information disclosed herein. The words "anticipate", "believe", "expect", "project", "predict", "will", "forecast", "estimate", "likely", "intend", "outlook", "should", "could", "may", "target", "plan" and other similar expressions can generally be used to identify forward-looking statements. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward-looking statements. Investors and prospective investors are cautioned not to place undue reliance on these forward-looking statements as they involve inherent risk and uncertainty (both general and specific) and should note that they are provided as a general guide only and should not be relied on as an indication or guarantee of future performance. There is a risk that such predictions, forecasts, projections and other forward-looking statements will not be achieved. Subject to any continuing obligations under applicable law, Life360 does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date of this announcement, to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statements are based.

Although Life360 believes that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, Life360 can give no assurance that such expectations and assumptions will prove to be correct and, actual results may vary in a materially positive or negative manner. Forward-looking statements are subject to known and unknown risks, uncertainty, assumptions and contingencies, many of which are outside Life360's control, and are based on estimates and assumptions that are subject to change and may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include risks related to the preliminary nature of financial results, risks related to Life360's business, market risks, Life360's need for additional capital, and the risk that Life360's products and services may not perform as expected, as described in greater detail under the heading "Risk Factors" in Life360's ASX and SEC filings, including its Annual Report on Form 10-K filed with the Securities and Exchange Commission on February 27, 2025, Quarterly Reports on Form 10-Q, and other reports filed with the SEC. To the maximum extent permitted by law, responsibility for the accuracy or completeness of any forward-looking statements whether as a result of new information, future events or results or otherwise is disclaimed. This announcement should not be relied upon as a recommendation or forecast by Life360. Past performance information given in this document is given for illustrative purposes only and is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward-looking statements, forecast financial information, future share price performance or any underlying assumptions. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of Life360.

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**Condensed Consolidated Statements of Operations and Comprehensive
Income (Loss)**

(Dollars in U.S. \$, in thousands, except share and per share data)
(unaudited)

	Three Months Ended March 31,	
	2025	2024
Subscription revenue	\$ 81,874	\$ 61,579
Hardware revenue	8,907	10,188
Other revenue	12,843	6,460
Total revenue	103,624	78,227
Cost of subscription revenue	10,141	9,315
Cost of hardware revenue	8,597	8,012
Cost of other revenue	1,337	887
Total cost of revenue	20,075	18,214
Gross profit	83,549	60,013
Operating expenses:		
Research and development	30,403	27,258
Sales and marketing	35,308	24,733
General and administrative	15,649	14,401
Total operating expenses	81,360	66,392
Income (loss) from operations	2,189	(6,379)
Other income (expense):		
Convertible notes fair value adjustment	—	(608)
Derivative liability fair value adjustment	—	(1,707)
Other income, net	1,975	311
Total other income (expense), net	1,975	(2,004)
Income (loss) before income taxes	4,164	(8,383)
Provision for (benefit from) income taxes	(214)	1,394
Net income (loss)	4,378	(9,777)
Net income (loss) per share, basic	\$ 0.06	(0.14)
Net income (loss) per share, diluted	0.05	(0.14)
Weighted-average shares used in computing net income (loss) per share, basic	75,699,493	68,535,626
Weighted-average shares used in computing net income (loss) per share, diluted	83,445,337	68,535,626
Comprehensive income (loss)		
Net income (loss)	4,378	(9,777)
Change in foreign currency translation adjustment	1	1
Total comprehensive income (loss)	\$ 4,379	\$ (9,776)

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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Condensed Consolidated Balance Sheets

(Dollars in U.S. \$, in thousands)
(unaudited)

	March 31, 2025	December 31, 2024
Assets		
Current Assets:		
Cash and cash equivalents	\$ 168,852	\$ 159,238
Accounts receivable, net	52,009	57,997
Inventory	9,571	8,057
Costs capitalized to obtain contracts, net	1,178	1,098
Prepaid expenses and other current assets	18,499	14,599
Total current assets	250,109	240,989
Restricted cash, noncurrent	1,503	1,221
Property and equipment, net	2,598	1,779
Costs capitalized to obtain contracts, noncurrent	1,000	1,049
Prepaid expenses and other assets, noncurrent	21,951	21,611
Operating lease right-of-use asset	598	683
Intangible assets, net	43,044	40,574
Goodwill	134,619	133,674
Total Assets	\$ 455,422	\$ 441,580
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	5,212	\$ 5,463
Accrued expenses and other current liabilities	27,065	32,015
Deferred revenue, current	41,757	39,860
Total current liabilities	74,034	77,338
Deferred revenue, noncurrent	4,845	5,338
Other liabilities, noncurrent	263	359
Total Liabilities	\$ 79,142	\$ 83,035
Commitments and Contingencies		
Stockholders' Equity		
Common Stock	76	75
Additional paid-in capital	661,479	648,124
Accumulated deficit	(285,320)	(289,698)
Accumulated other comprehensive income	45	44
Total stockholders' equity	376,280	358,545
Total Liabilities and Stockholders' Equity	\$ 455,422	\$ 441,580

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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Condensed Consolidated Statements of Cash Flows
(Dollars in U.S. \$, in thousands)
(unaudited)

	Three Months Ended March 31,	
	2025	2024
Cash Flows from Operating Activities:		
Net income (loss)	\$ 4,378	\$ (9,777)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	2,862	2,295
Amortization of costs capitalized to obtain contracts	283	341
Amortization of operating lease right-of-use asset	84	81
Stock-based compensation expense, net of amounts capitalized	9,889	8,261
Non-cash interest expense, net	—	128
Convertible notes fair value adjustment	—	608
Derivative liability fair value adjustment	—	1,707
Non-cash revenue from investments	(367)	(446)
Provision for credit losses	339	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	5,648	5,144
Prepaid expenses and other assets	(4,238)	3,272
Inventory	(1,514)	(2,239)
Costs capitalized to obtain contracts, net	(314)	(398)
Accounts payable	(139)	3,492
Accrued expenses and other current liabilities	(6,526)	(3,073)
Deferred revenue	1,771	1,381
Other liabilities, noncurrent	(96)	(89)
Net cash provided by operating activities	12,060	10,688
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2,825)	—
Internally developed software	(1,398)	(1,089)
Purchase of property and equipment	(124)	—
Net cash used in investing activities	(4,347)	(1,089)
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	12,770	2,401
Taxes paid related to net settlement of equity awards	(10,587)	(8,110)
Net cash provided by (used in) financing activities	2,183	(5,709)
Net Increase in Cash, Cash Equivalents, and Restricted Cash	9,896	3,890
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period		
	160,459	70,713
Cash, Cash Equivalents, and Restricted Cash at the End of the Period		
	\$ 170,355	\$ 74,603

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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Supplementary and Non-GAAP Financial Information

We report our financial results in accordance with GAAP, however, management believes that certain non-GAAP financial measures, such as Adjusted EBITDA, and the other measures presented in the tables below 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 non-GAAP financial measures in this media release 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.

Our non-GAAP financial measures are presented for supplemental informational purposes only, may not be comparable to similarly titled measures used by other companies and should not be used as substitutes for analysis of, or superior to, our operating results as reported under GAAP. Additionally, we do not consider our non-GAAP financial measures as superior to, or a substitute for, the equivalent measures calculated and presented in accordance with GAAP. 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.

Non-GAAP cost of revenue is presented to understand margin economically and non-GAAP operating expenses are presented to understand operating efficiency. Non-GAAP cost of revenue and Non-GAAP operating expenses present direct and indirect expenses adjusted for non-cash expenses, such as stock-based compensation, depreciation and amortization, and non-recurring expenses, such as workplace restructuring costs, and acquisition-related transaction costs. A reconciliation of GAAP financial information to Non-GAAP financial information for cost of revenue and operating expenses has been provided as supplementary information below.

GAAP Cost of Revenue to Non-GAAP Cost of Revenue Reconciliation²²

	Three Months Ended March 31,	
	2025	2024
<i>(in millions)</i>		
Cost of subscription revenue, GAAP	\$ 10.1	\$ 9.3
Less: Depreciation and amortization, GAAP	(0.8)	(0.3)
Less: Stock-based compensation, GAAP	(0.2)	(0.2)
Total cost of subscription revenue, Non-GAAP	\$ 9.2	\$ 8.9
Cost of hardware revenue, GAAP	\$ 8.6	\$ 8.0
Less: Depreciation and amortization, GAAP	(1.0)	(0.9)
Less: Stock-based compensation, GAAP	(0.2)	(0.2)
Total cost of hardware revenue, Non-GAAP	\$ 7.4	\$ 6.9
Cost of other revenue, GAAP	\$ 1.3	\$ 0.9
Less: Depreciation and amortization, GAAP	(0.1)	—
Total cost of other revenue, Non-GAAP	\$ 1.3	\$ 0.9
Cost of revenue, GAAP	\$ 20.1	\$ 18.2
Less: Depreciation and amortization, GAAP	(1.8)	(1.2)
Less: Stock-based compensation, GAAP	(0.4)	(0.3)
Total cost of revenue, Non-GAAP	\$ 17.9	\$ 16.6

²² For the definition of cost of revenue, Non-GAAP, refer to the Supplementary and Non-GAAP Financial Information section above.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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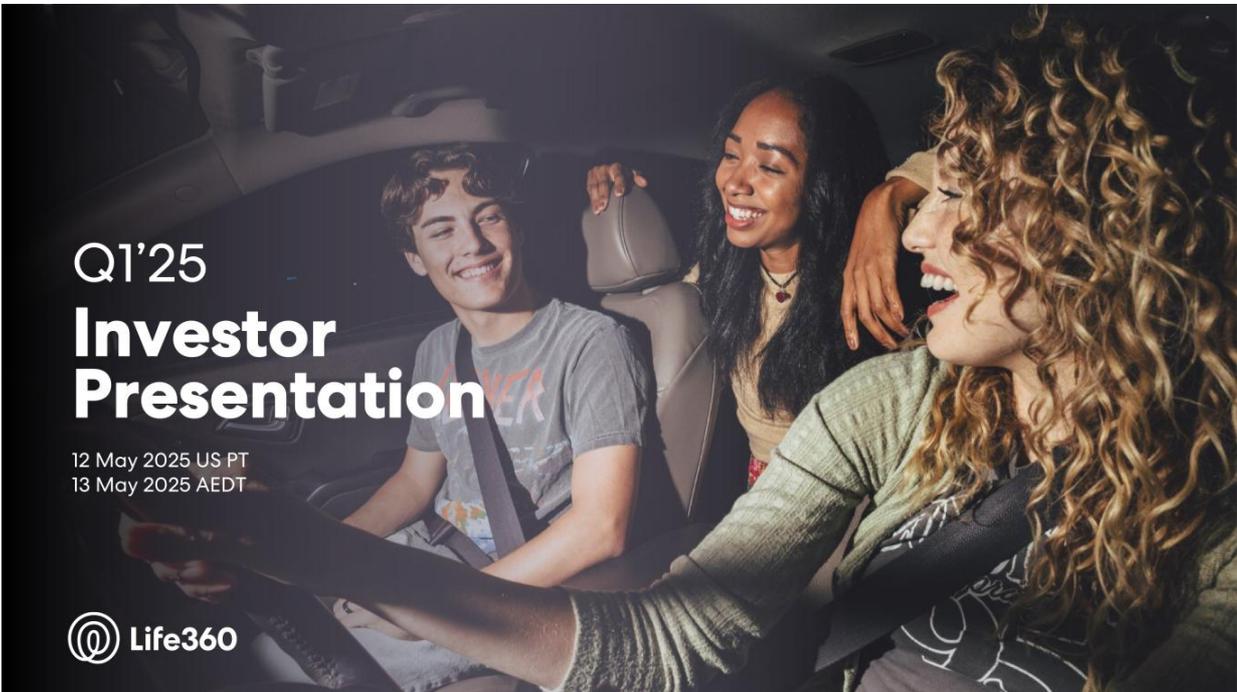
GAAP Operating expenses to Non-GAAP Operating Expenses Reconciliation²³

	Three Months Ended March 31,	
	2025	2024
<i>(in millions)</i>		
Research and development expense, GAAP	\$ 30.4	\$ 27.3
Less: Stock-based compensation, GAAP	(5.7)	(5.3)
Less: Other, GAAP	(0.7)	—
Total Research and development, Non-GAAP	<u>\$ 23.9</u>	<u>\$ 21.9</u>
Sales and marketing expense, GAAP	\$ 35.3	\$ 24.7
Less: Depreciation and amortization, GAAP	(1.1)	(1.1)
Less: Stock-based compensation, GAAP	(1.3)	(0.6)
Total Sales and marketing expense, Non-GAAP	<u>\$ 32.9</u>	<u>\$ 23.0</u>
General and administrative expense, GAAP	\$ 15.6	\$ 14.4
Less: Stock-based compensation, GAAP	(2.5)	(2.0)
Less: Other, GAAP	(0.3)	(0.1)
Total General and administrative expense, Non-GAAP	<u>\$ 12.9</u>	<u>\$ 12.3</u>
Total Operating expenses, GAAP	\$ 81.4	\$ 66.4
Less: Depreciation and amortization, GAAP	(1.1)	(1.1)
Less: Stock-based compensation, GAAP	(9.5)	(7.9)
Less: Other, GAAP	(1.0)	(0.1)
Total Operating expenses, Non-GAAP	<u>\$ 69.8</u>	<u>\$ 57.3</u>

²³ For the definition of operating expenses, Non-GAAP, refer to the Supplementary and Non-GAAP Operating Information section above.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

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Q1'25
**Investor
Presentation**

12 May 2025 US PT
13 May 2025 AEDT



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- 2. Financials
- 3. GAAP to Non-GAAP reconciliations & Non-GAAP financial measures
- 4. Competitive landscape



01

Life360 Overview

Life360's mission is to keep people close to the ones they love

Offering a holistic solution to improve everyday family life

Location sharing for the whole family

Private map for your inner circle



Free to use



Built for families



...supercharged with safety

Market leading driving safety



Devices for people, pets, and things



Premium safety services

Life360 at a glance

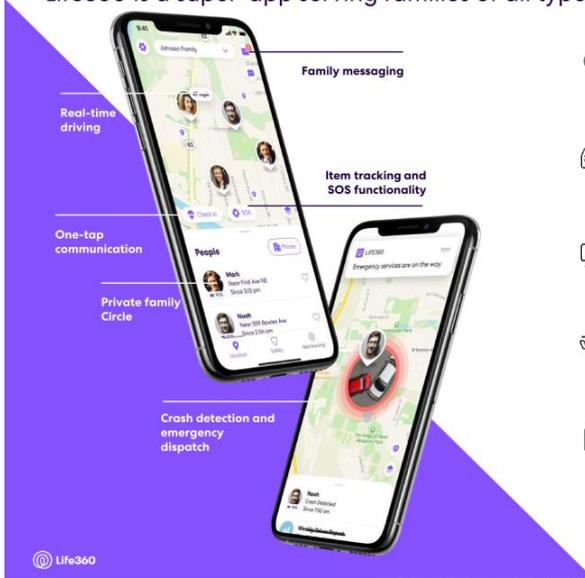
Global scale, durable growth, expanding profitability



Note: As of March 31, 2025 unless otherwise stated. ¹ Available in 183 countries through Google Play Store. ² U.S. smartphone penetration based on approximately 45.3 million U.S. MAUs as of March 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. ³ LTM as of March 31, 2025. ⁴ By Daily Active Users on the Apple App Store in the U.S. as of March 2025. Source: data.ai, a Sensor Tower company. ⁵ Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA see Appendix 3.

Distinctive product offering

Life360 is a super-app serving families of all types



Location Sharing and Item Tracking
Effortless daily coordination with advanced location sharing and item tracking

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

Digital Safety
Protection and prevention for each family member

Emergency Dispatch
Expert assistance any time, anywhere

Comprehensive Offering
All-in-one solution for real life



Significant opportunity to continue to expand TAM



Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, International Monetary Fund (IMF), Public Company Filings, and Company Data

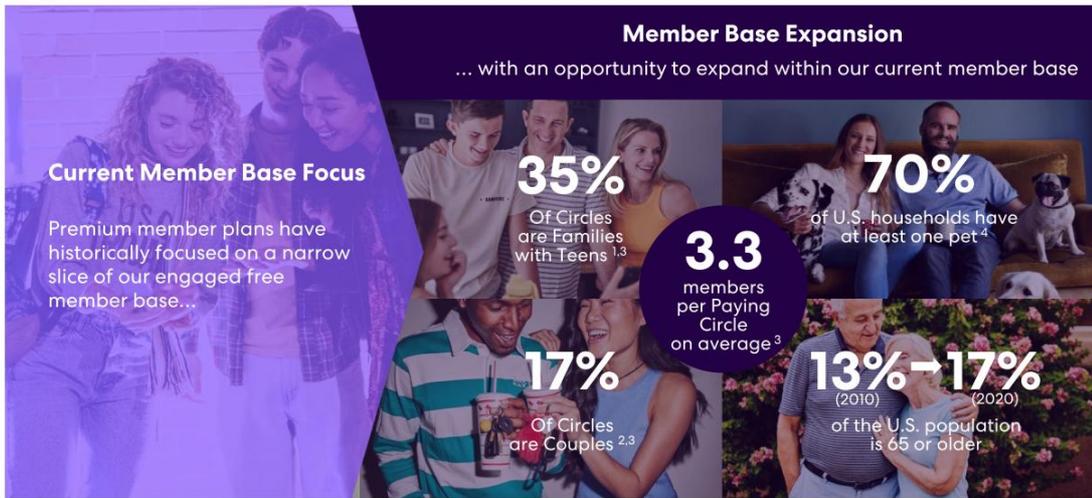
¹ Smartphone-Equipped Population of Asia Pacific, excluding China, Eurasia, excluding Russia, Middle East and North Africa, United States, and Canada (Total Population x Smartphone Adoption Rate), divided by People Per Paying Circle to derive Total Paying Circles, multiplied by Q124 Average Revenue Per Paying Circle.

² Intellectual Market Insights Research - AirTag Market Overview.

³ Grandview Research - Pet Wearables Market

⁴ 2023 Average Advertising Revenue Per User of Meta, Snap, Uber, Spotify, Reddit, and Duolingo, multiplied by Smartphone-Equipped Population across the U.S. (Total Population x Smartphone Adoption Rate).

Expanding reach beyond parents with teens



Source: U.S. Census Data, HealthForAnimals
Note: The circle percentages referenced reflect data for free circles, not paying circles. ¹Defined as Circles with at least one member being a parent and one or more teens. ²Defined as Circles of two members who are spouses or partners. ³Reflects circles on a global basis. ⁴As of 2021.

Monetizing our addressable markets

Future Opportunity

Subscription Services



- ✓ Roadside Assistance
- ✓ Medical Assistance
- ✓ SOS
- ✓ Driver Reports
- ✓ Stolen Phone Protection
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Emergency Dispatch
- ✓ Disaster Response
- ✓ Travel Support & More...

Devices



Indirect



First Party Data Monetization



Hubble Partnership



Advertising



Ads for Free Members



Access unique audiences based on First Party Data



Adjacent Markets



Elderly Monitoring



Auto Insurance



Family Financial Services



The aspirational goals that drive our strategy



#1

Brand for everyday family life



150M+

Monthly Active Users



\$1B+

Revenue



35%+

AEBITDA margins

Note: Long-term targets are aspirational, they are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any amendments thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC. Nothing in this presentation should be regarded as a representation by any person that these goals will be achieved and the Company undertakes no duty to update its goals.

Life360 strategy

Powerful network effects driving significant long-term growth opportunity



Grow our audience

By building a leading position as a global family brand



Scale paid offerings

By driving higher retention and conversion through increased value for members



Create new revenue streams

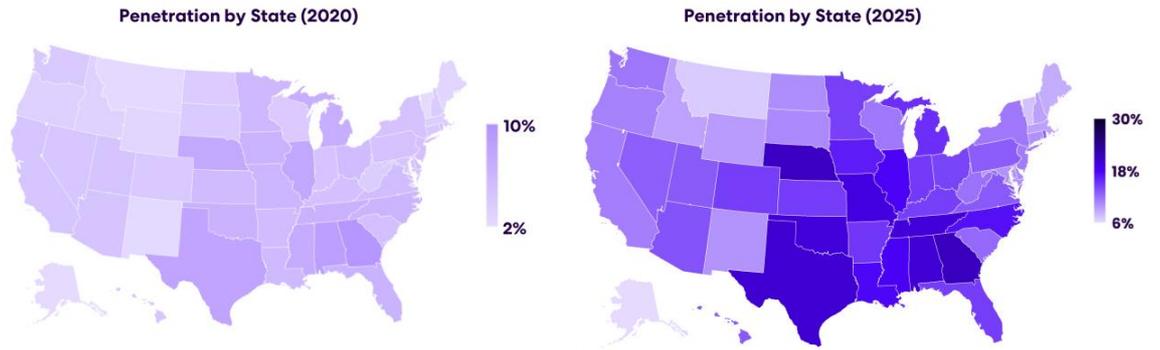
By meeting family needs at every life stage and strengthening relationships with members



Expand profitability

By leveraging the expense base, and balancing growth investment with financial discipline

Long remaining runway in U.S. penetration



States with more than 6% penetration in 2020 experienced **over 146% penetration growth on average from March 2020 to March 2025**, underpinning the remaining meaningful runway in the U.S.

Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.

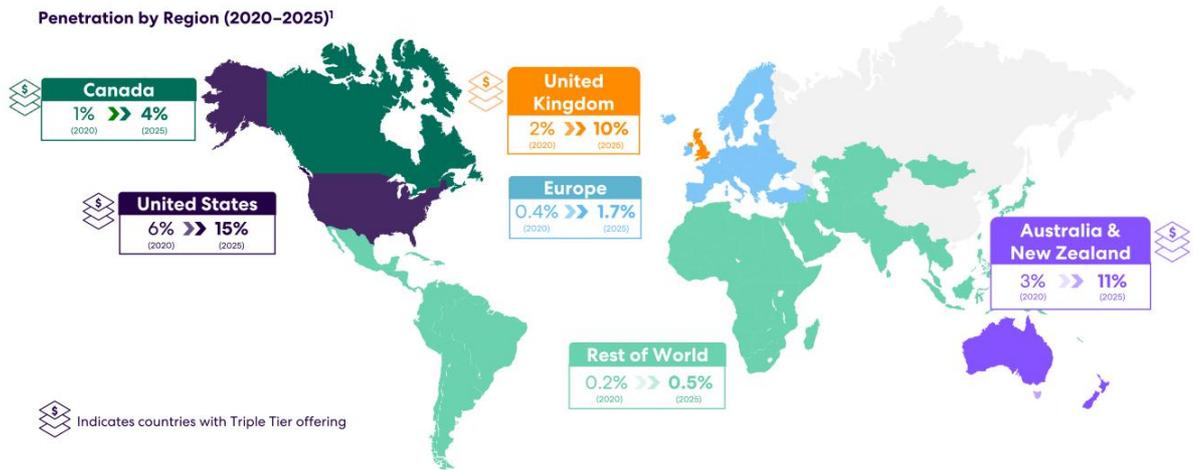




Large global opportunity

International penetration, while expanding, trails the U.S., with large upside opportunity

Penetration by Region (2020–2025)¹



Source: GSMA Mobile Economy Report, Pew Research Center, International Monetary Fund (IMF), and Company Data.

¹ Estimated number of Life360 members as a percentage of smartphone-enabled population by region; Rest of World excludes Russia and China; Penetration rates of March 31, 2025 unless otherwise noted.

One of the highest DAUs across all apps in the U.S.

Source: data.ai, a Sensor Tower company.
 Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. ¹Life360 ranked 13th on iOS in the US by DAUs as of March 2025 on iPhone. ²Life360 ranked 4th in the US in the social networking category on iOS by DAUs as of March 2025 on a unified basis.



US iOS App Rankings by DAU ¹

13 Life360 Family Locator
 Life360

1	YouTube	Google	16	Netflix	Netflix
2	Facebook	Meta	17	Chrome Browser	Google
3	TikTok	ByteDance	18	X	Twitter
4	Snapchat	Snap	19	Microsoft Outlook	Microsoft
5	Instagram	Instagram	20	Discord	Discord
6	Gmail	Google	21	SaReed	Woodoo Gaming
7	Facebook Messenger	Meta	22	The Weather Channel	The Weather Company
8	Spotify	Spotify	23	Google Photos	Google
9	WhatsApp Messenger	WhatsApp	24	ChatGPT	OpenAI
10	Google	Google	25	LinkedIn	LinkedIn
11	Google Maps	Google	26	Yahoo Mail	Yahoo
12	Amazon	Amazon	27	SHEN	Shen
13	Life360 Family Locator	Life360	28	Reddit	reddit
14	Pinterest	Pinterest	29	NewsBreak	Particle Media
15	NOBLOX	Roblox	30	Pandora	Pandora

#13

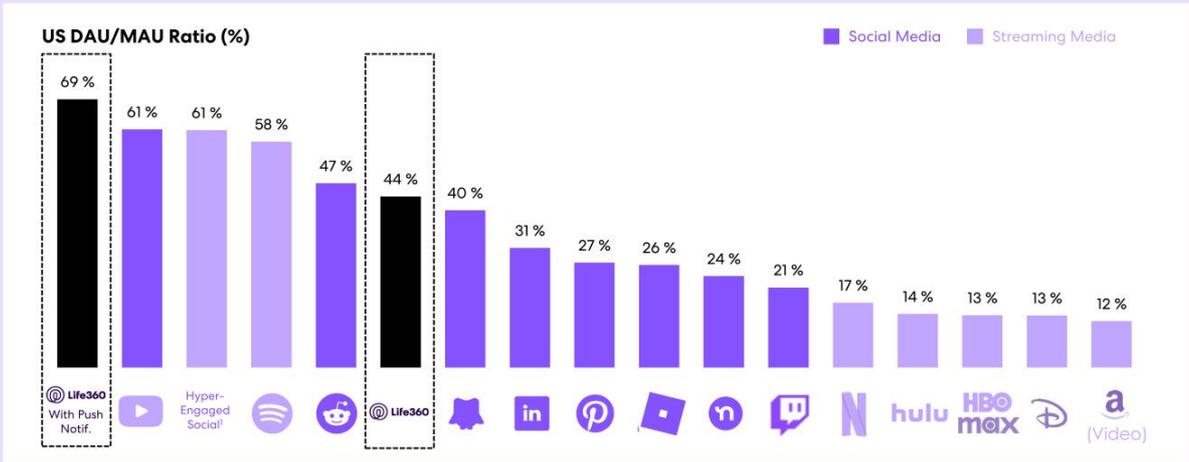
US iOS Social Networking App Rankings by DAU ²

4 Life360 Family Locator
 Life360

1	Facebook	Meta	16	Signal Private Messenger	Open Whisper Systems
2	Facebook Messenger	Meta	17	BAND	NAVER
3	WhatsApp Messenger	WhatsApp	18	Viber	Viber Media
4	Life360 Family Locator	Life360	19	Wizz	Wizz
5	Discord	Discord	20	Zangi Messenger	Secret Phone
6	ReReal	Woodoo Gaming	21	Tumblr	Tumblr
7	Threads	Instagram	22	Marco Polo Video Walkie Talkie	Jays Communications
8	GroupMe	Skype	23	Messenger Kids	Meta
9	Google Duo	Google	24	Bluesky Social	Bluesky PBLLC
10	Red - Shop the World	Xingm	25	Skype	Skype
11	WeChat	Tencent	26	HoYoLAB	miHoYo
12	LINE	LINE	27	rendi	Iconic Hearts
13	Telegram	Telegram	28	Grindr	Grindr
14	Locket Widget	Locket Labs	29	KakaoTalk	Kakao
15	TextNow	TextNow	30	PI Network	SocialChain

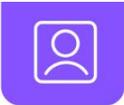
#4

Strong U.S. Engagement – rivals the biggest names in social and streaming media



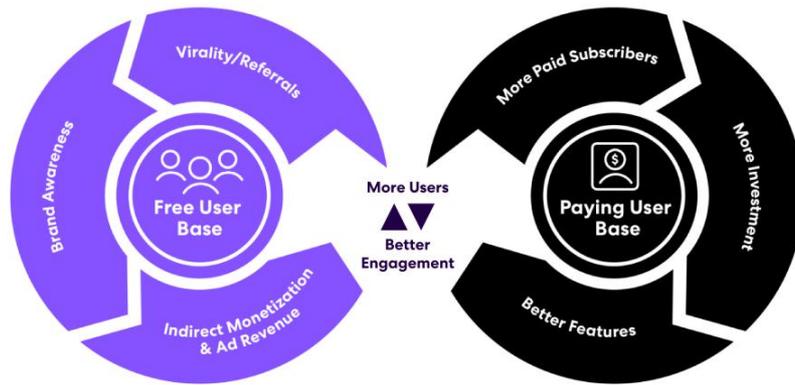
Source: Sensor Tower company as of March 31, 2025; Company Data for Life360 metrics.
¹ Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).





Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages





Loyal and engaged user base enables monetization through Triple Tier membership

Current Triple Tier Membership Bundles (US, UK, Canada, ANZ)

FREE MEMBERSHIP
\$0.00/mo

- ✓ SOS
- ✓ Place Alert (2 places)
- ✓ Location History (2 days)
- ✓ Crash Detection
- ✓ Family Driving Summary
- ✓ Battery Monitoring

SILVER MEMBERSHIP
\$7.99/mo

- + Place Alert (5 places)
- + Location History (7 days)
- + Stolen Phone Protection (\$100)
- + Ad-Free Experience

13% of US Paying Circles¹

GOLD MEMBERSHIP
\$14.99/mo

- + Place Alert (99 places)
- + Location History (30 days)
- + Individual Driver Reports
- + Roadside Assistance
- + 24/7 Emergency Dispatch
- + ID Theft Protection
- + Free Towing (5mi Radius)
- + Stolen Funds Reimbursement (\$25K)
- + Stolen Phone Protection (\$250)

83% of US Paying Circles¹

PLATINUM MEMBERSHIP
\$24.99/mo

- + Credit Monitoring
- + Disaster Response
- + Medical Assistance
- + Travel Support
- + Free Towing (50mi Radius)
- + Stolen Funds Reimbursement (\$1M)
- + Stolen Phone Protection (\$500)

4% of US Paying Circles¹

¹As of March 31, 2025. Note: Membership bundles shown represent U.S. offering. Services differ slightly by region.



Scaling the international opportunity

Growing usage and increasing monetization globally



 Life360



Triple Tier

UK, ANZ & CA

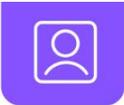
- High income markets similar to the U.S. with a driving culture
- Subscription benefits around driving and digital safety (e.g., roadside assistance and identity theft protection)

Dual Tier

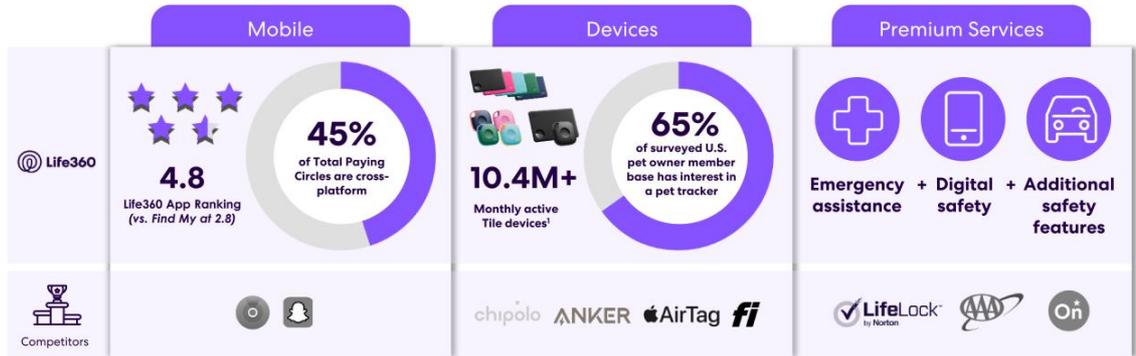
Rest of World: Non-Triple Tier Countries

- Subscription revenue growth opportunity
- Learnings to inform next targets for Triple Tier offerings

Life360 is a one-stop holistic experience vs competitors



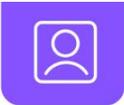
With the only combined feature set across all of these isolated point solutions



¹As of March 31, 2025.

Life360's family safety focus creates a competitive moat

Providing peace of mind and engagement for families versus generic solutions



- 
1 in 7
U.S. Smartphone Owners Use Life360¹

- 5x**
App Opens per Day¹


- 
#1 Brand Attribute²
"Peace of mind"

- 50** 
NPS Score Considered "Excellent" by NPS Creator, Bain & Co.³

- 
\$375+ Million
in R&D investment since 2016

¹As of March 31, 2025. ²Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). ³According to April 2024 NPS creator, Bain & Co. for US Adults aged 31-60.





New monetization opportunities from free user base

Our differentiated audience can deliver value to B2B data providers and advertisers

Our differentiated audience...



... has the potential to deliver significant value while maintaining privacy at the forefront of our member experience

Valuable Targeting Opportunities based on user insights



First Party Data Advantage based on location



Globally Recognized Brand Focused on safety and connection

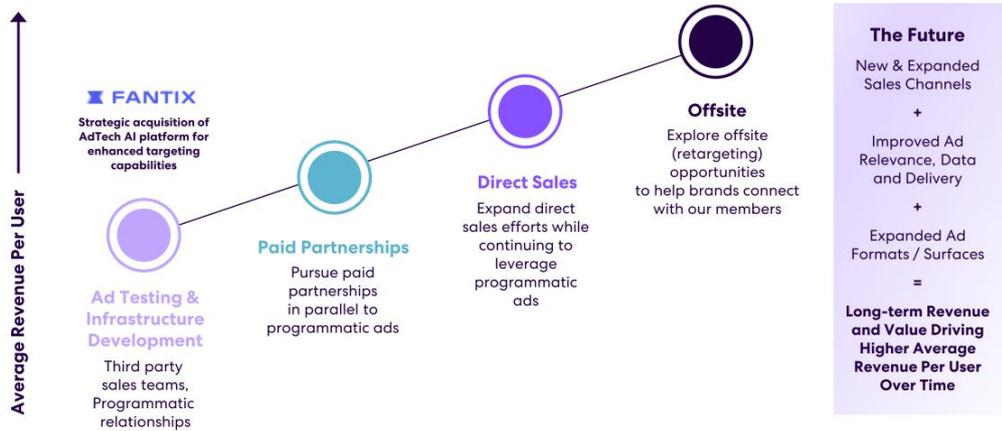


Loyal User Base of families that retains on the platform!



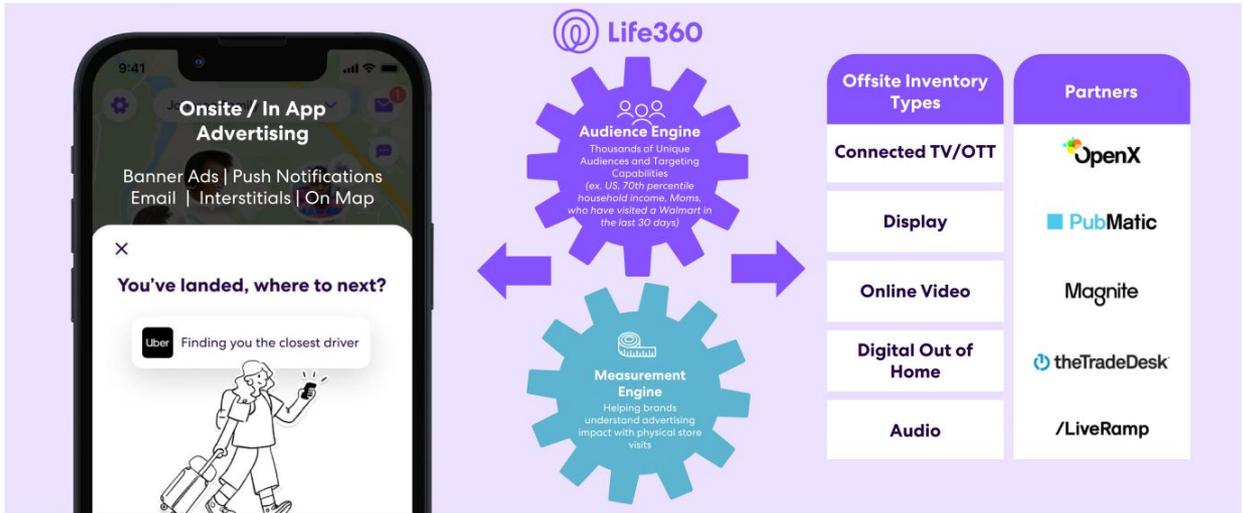
Note: All metrics as of March 31, 2025 unless otherwise noted. † Based on MAU and Paying Circles by Registration Year data.

High value offsite and direct sales advertising are differentiators for Life360's advertising model



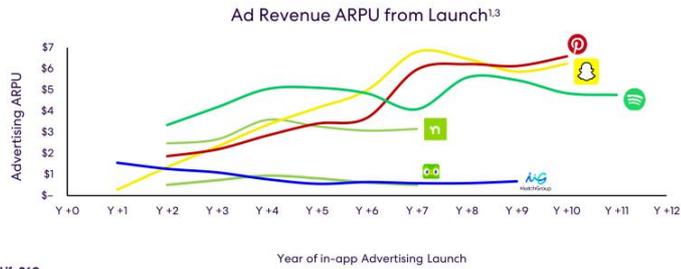
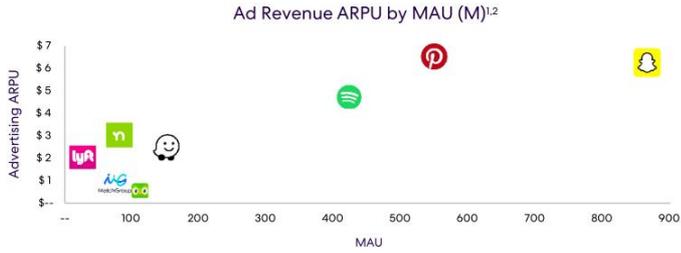


Life360's differentiated advertising platform reach and capabilities



The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue



Large Market Opportunity

\$402bn

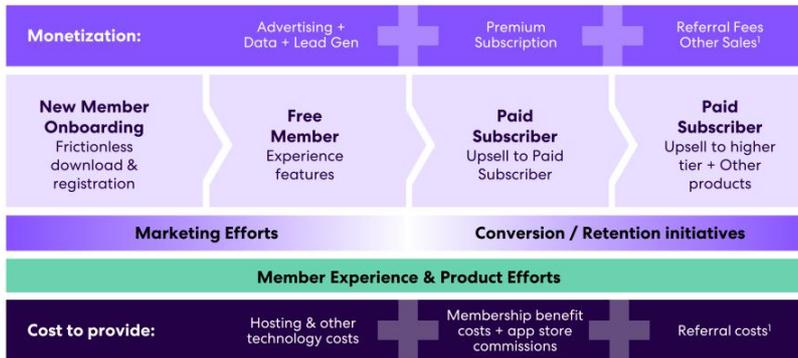
Global Mobile Advertising Spend⁴
(2024 estimate)

¹Based on public filings, Wall Street Journal, FactSet Consensus Estimates, Reuters, Visible Alpha Consensus Estimates. Nextdoor MAU estimated using a WAU to MAU conversion rate of 0.59. Match Group MAU estimated using a Payer to MAU conversion rate of 0.165. Snapchat MAU estimated using a DAU / MAU conversion rate of 0.5735. ²Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. ³Limited Y = 0 and Y = 1 ARPU data is publicly available. ⁴Data.ai, a Sensor Tower company.

Investor Presentation | May 2025 25

Life360's digital based freemium business

Freemium model becomes powerful at scale

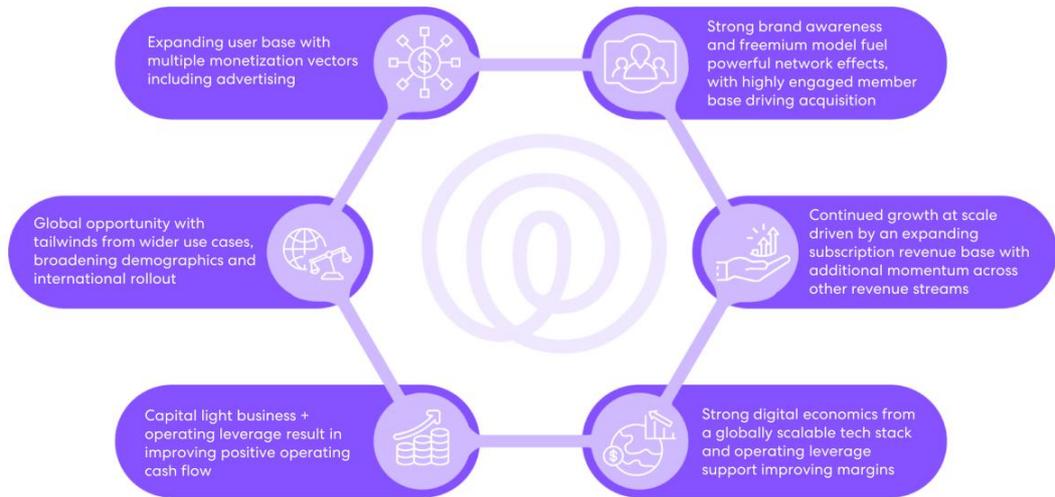


¹ Represents potential revenue and costs associated with future opportunities. This statement is forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and these variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any amendments thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC.



- Strong word of mouth drives organic growth, supporting efficient customer acquisition spend
- Digital economics enables efficient scaling of user base, with low cost/high margin subscription services
- Growing free member base:
 - creates a competitive moat
 - increases premium member acquisition pool and
 - provides indirect monetization opportunities, including advertising

Life360's highly attractive financial model





02

Financial Update Q1'25

Q1'25 Achievements

Cementing our position as the market-leading family safety membership service



Growing our audience

~83.7m

Global Monthly Active Users (MAU)
+ 26% YoY

39%

YoY growth in International MAU



Scaling paid offerings

~2.4m

Global Paying Circles
+ 26% YoY

137k

Quarterly net adds, an all-time Q1 record



Creating new revenue streams



Initial infrastructure established to build advertising revenue stream



Expansion of B2B indirect monetization



Expanding profitability

\$103.6m

Q1'25 Revenue
+32% YoY

\$15.9m

Q1'25 Adjusted EBITDA
15% Margin

Q1'25 Results Summary

Delivering on growth

\$M	Q1'25	Q1'24	\$ Change	% ch YoY
Revenue				
Subscription	81.9	61.6	20.3	33 %
Hardware	8.9	10.2	(1.3)	(13)%
Other	12.8	6.5	6.4	99 %
Total revenue	103.6	78.2	25.4	32 %
Annualized Monthly Revenue (AMR)¹				
Annualized Monthly Revenue (AMR) ¹	393.0	284.7	108.3	38 %
Operating expenses				
Operating expenses	81.4	66.4	15.0	23 %
Net Income (Loss)	4.4	(9.8)	14.2	
Adjusted EBITDA (Non-GAAP) ²	15.9	4.3	11.7	272 %
Cash and cash equivalents³				
Cash and cash equivalents ³	170.4	74.6	95.8	128 %
Operating cash flow	12.1	10.7	1.4	13 %

Note: Numbers may not add or recalculate due to rounding.

¹AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.

²Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA see Appendix 3.

³Cash and cash equivalents includes Restricted Cash.

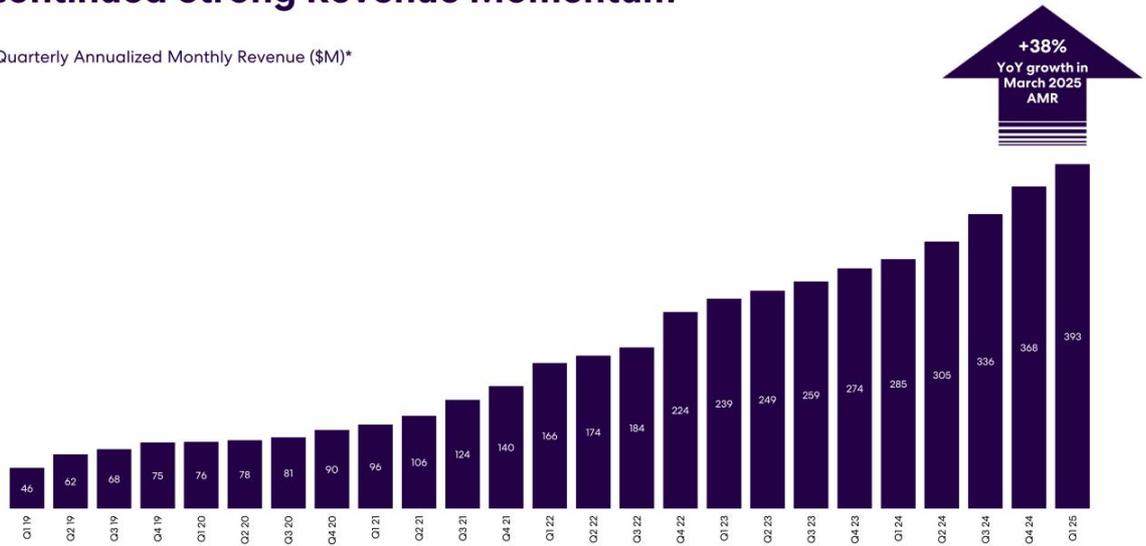


Commentary

- Continued strong subscription revenue momentum, up 33% including hardware subscriptions, and 37% for Life360 subscriptions
- Hardware revenue decrease of 13%, primarily driven by a reduction in bundled offerings and an increase in discounts
- Other revenue increase of 99% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 38% to \$393.0 million
- Operating expenses increased 23%, demonstrating strong operating leverage given the revenue uplift of 32%
- Adjusted EBITDA expansion driven by strong subscription revenue growth and increased operating leverage

Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)*

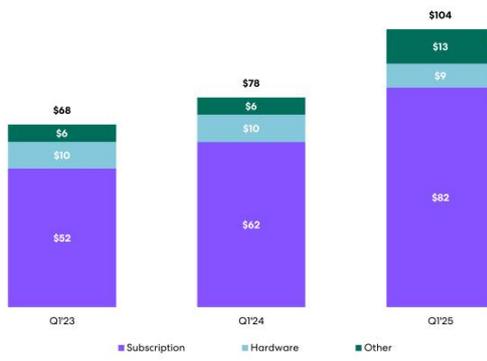


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.

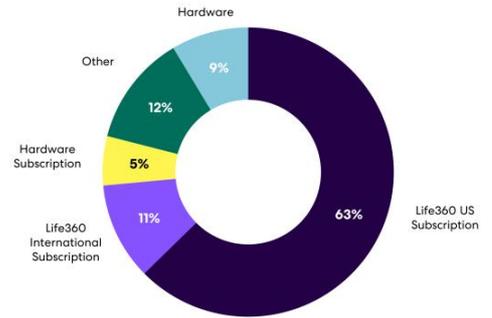
Consolidated Revenue

Q1'25 year over year growth of 32%

Quarterly revenue (\$M)



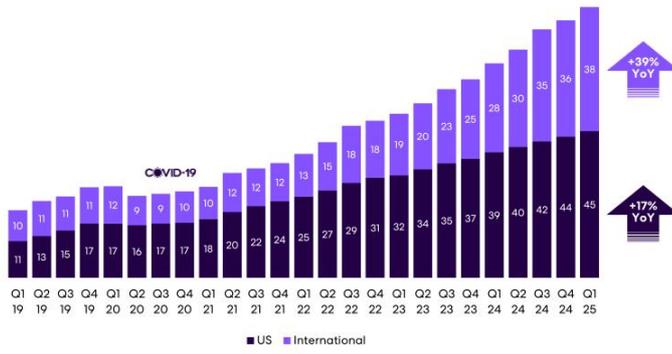
Total consolidated revenue breakdown



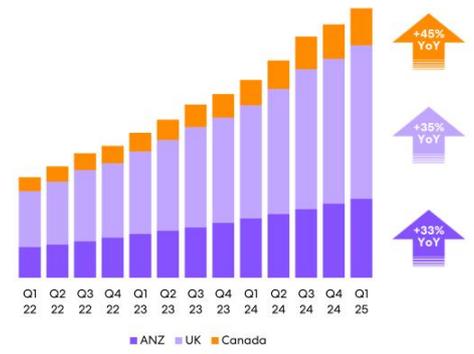
Global MAU

Q1'25 year over year growth of 26%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU



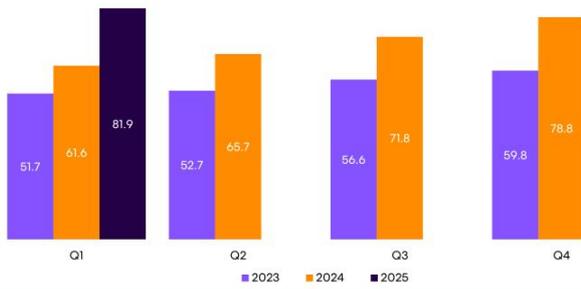
Note: Numbers may not add or recalculate due to rounding.



Subscription Revenue

33% revenue growth underpinned by 26% YoY uplift in Paying Circles and 8% YoY increase in ARPPC

Consolidated Quarterly Subscription revenue (\$M)



Global Paying Circles and Global ARPPC

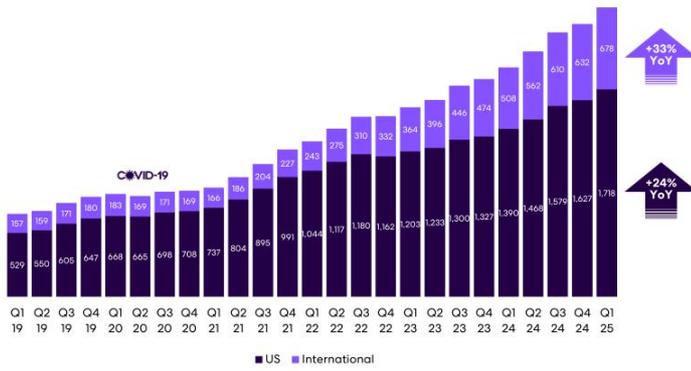


- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 33% YoY in Q1'25 including the contribution of hardware subscriptions
- Core Life360 subscription revenue growth of 37% YoY in Q1'25, benefitting from strong Paying Circles growth of 26% YoY
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. for new and existing subscribers and a shift in product mix towards higher priced products
- Additional uplift from international regions due to legacy subscriber price increases and the launch of Dual Tier in non-Triple Tier markets, as well as legacy subscriber price increases in the Triple Tier UK and ANZ markets

Paying Circles

Q1'25 over year growth of 26%, while raising prices and improving customer value

Paying Circles by geography (000s)



International Triple Tier launch countries Paying Circles

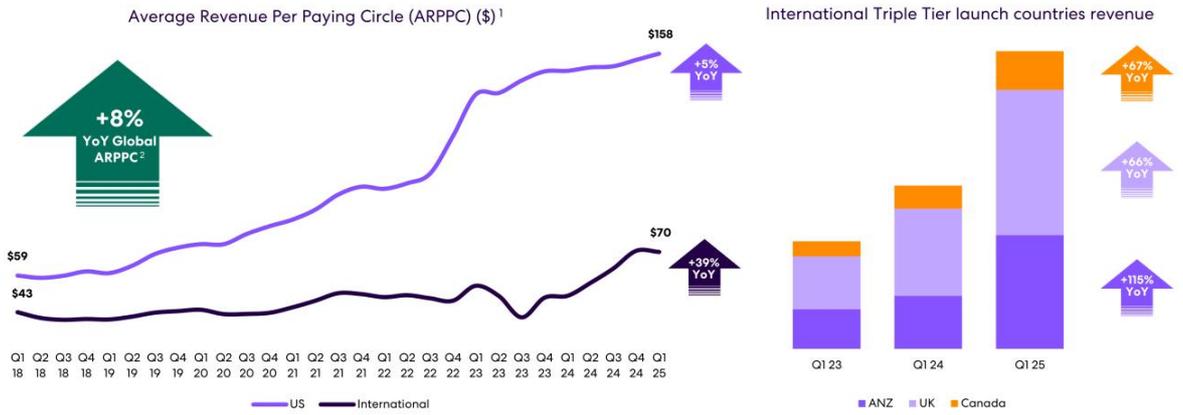


Note: Numbers may not add or recalculate due to rounding.



Average Revenue Per Paying Circle (ARPPC)

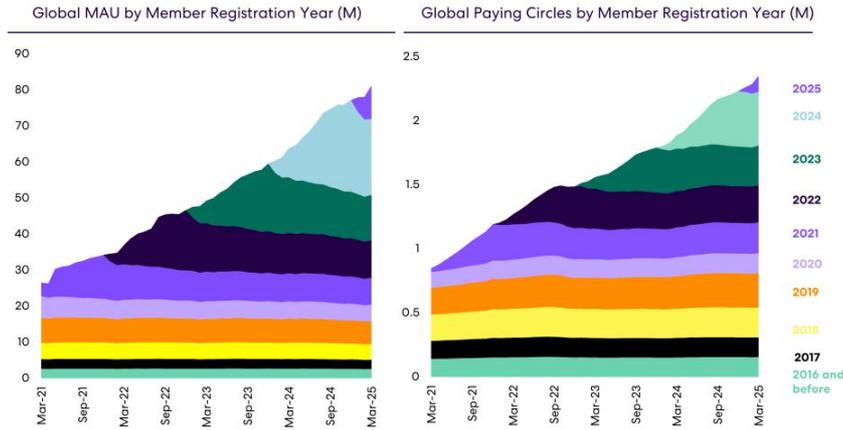
Triple Tier launches and annual subscription price increases driving ARPPC in the US and internationally



¹ U.S. Price increase took effect across all Membership tiers starting in August 2022.

² The uplift to global ARPPC was tempered by a 6% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

Strength of Free User Engagement Drives Consistent Net Subscriber Retention Over Time



- Charts highlight that MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics and ability to convert free members to paid over the long-term**
- Net subscriber retention has historically been consistent across member registration years, driving net **subscription revenue retention rate that is approximately 100%**¹

¹Based on the average monthly subscription revenue for the six months ended December 31, 2024 compared to the prior six-month period

Hardware Revenue

Continued growth in percentage of U.S. Life360 subs with an active linked Tile



- Q1'25 hardware revenue decrease of 13% YoY, primarily driven by a reduction in bundled offerings and an increase in discounts
- Q1'25 ASP increased 3% YoY primarily due to a shift in channel mix and fewer returns while net hardware units shipped decreased 8% YoY primarily due to a decrease in enterprise channel sales
- Observed YoY increase in Tiles sold into Life360 user base, which is expected to continue with full integration of premium Tile features into Life360 app

Other Revenue

Revenue uplift supported by advertising ramp-up and continued monetization of free user base



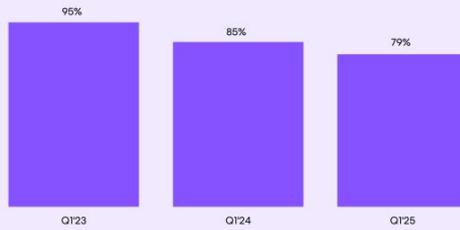
- Q1'25 Other revenue growth of 99% YoY reflects increases in data and partnership revenue, which includes advertising revenue
- Significant uplift in Q1'25 YoY driven primarily by advertising revenue contribution and renegotiated data agreement with Placer.ai in July 2024

- Other revenue continues to expand as a percentage of total revenue, driving positive impacts on gross margin
- Expectation of significant long term growth potential as part of broader advertising and free user monetization strategy

Expanding Profitability

Leveraging the cost base as we scale with Adjusted EBITDA margin expansion of 10% YoY

Operating Expenses declining as a % of revenue



Adjusted EBITDA (\$M) & Margin (%)



- Operating expenses as a % of revenue have declined over time, reaching 79% in Q1'25, demonstrating strong continued operating leverage

- Adjusted EBITDA margin expansion to 15% in Q1'25 driven by strong subscription revenue growth and increased operating leverage
- Q1'25 represents 10th consecutive quarter of positive Adjusted EBITDA



03

FY'25 Outlook

Outlook

For FY'25, Life360 expects to deliver the following metrics:

- Consolidated revenue of \$450 - \$480 million comprised of:
 - Subscription revenue of \$355 million - \$365 million;
 - Hardware revenue of \$40 million - \$50 million;
 - Other revenue of \$55 million - \$65 million; and
- Positive Adjusted EBITDA¹ of \$65 million - \$75 million.

¹ Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income (Loss) to Adjusted EBITDA, see Appendix 3



04

Appendix

APPENDIX 1

Operating Metrics

(In millions, except ARPPC, ARPPS, ASP)	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023
Life360 Core⁽¹⁾						
Monthly Active Users (MAU) - Global	83.7	79.6	76.9	70.6	66.4	61.4
U.S.	45.3	43.7	42.2	40.5	38.8	36.8
International	38.4	36.0	34.7	30.1	27.5	24.6
ANZ	2.9	2.7	2.5	2.4	2.2	2.0
Paying Circles - Total	2.4	2.3	2.2	2.0	1.9	1.8
U.S.	1.7	1.6	1.6	1.5	1.4	1.3
International	0.7	0.6	0.6	0.6	0.5	0.5
Average Revenue per Paying Circle (ARPPC)	\$ 133.42	\$ 131.76	\$ 127.57	\$ 125.96	\$ 123.97	\$ 124.17
Life360 Consolidated						
Subscriptions	3.0	2.9	2.8	2.7	2.5	2.4
Average Revenue per Paying Subscription (ARPPS)	\$ 112.98	\$ 110.43	\$ 106.27	\$ 104.00	\$ 102.02	\$ 102.17
Net hardware units shipped	0.5	1.9	0.8	0.7	0.5	1.7
Average Sale Price (ASP)	\$ 16.99	\$ 12.56	\$ 12.69	\$ 15.92	\$ 16.50	\$ 11.50
Annualized Monthly Revenue (AMR)	\$ 393.0	\$ 367.6	\$ 336.2	\$ 304.8	\$ 284.7	\$ 274.1
Additional KPI Related Information						
Subscription revenue	\$ 81.9	\$ 78.8	\$ 71.8	\$ 65.7	\$ 61.6	\$ 59.8
Non-Core subscription revenue	\$ (5.7)	\$ (5.7)	\$ (5.6)	\$ (5.5)	\$ (5.8)	\$ (5.9)
Core subscription revenue⁽²⁾	\$ 76.2	\$ 73.1	\$ 66.2	\$ 60.2	\$ 55.8	\$ 53.9
Subscription revenue bundling related adjustment	\$ (0.4)	\$ (0.6)	\$ (1.4)	\$ (1.3)	\$ (1.2)	\$ (1.2)
Hardware revenue bundling related adjustment	\$ 0.4	\$ 0.4	\$ 1.4	\$ 1.3	\$ 1.2	\$ 1.2

¹Core metrics relate solely to the Life360 mobile application.

²Core subscription revenue is defined as subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue which relates to other hardware related subscription offerings. Beginning with the second quarter of 2024, this definition has been updated and calculated in accordance with GAAP.

APPENDIX 2

Income Statement

\$ in millions, except share and per share data	Three Months Ended March 31,	
	2025	2024
Revenue		
Subscription revenue	\$ 81.9	\$ 61.6
Hardware revenue	8.9	10.2
Other revenue	12.8	6.5
Total revenue	103.6	78.2
Cost of Revenue		
Cost of subscription revenue	10.1	9.3
Cost of hardware revenue	8.6	8.0
Cost of other revenue	1.3	0.9
Total cost of revenue	20.1	18.2
Gross Profit	83.5	60.0
Operating expenses		
Research and development	30.4	27.3
Sales and marketing	35.3	24.7
General and administrative	15.6	14.4
Total operating expenses	81.4	66.4
Income (loss) from operations	2.2	(6.4)
Other income (expense), net		
Convertible notes fair value adjustment	—	(0.6)
Derivative liability fair value adjustment	—	(1.7)
Other income, net	2.0	0.3
Total other income (expense), net	2.0	(2.0)
Income (loss) before income taxes	4.2	(8.4)
Provision for (benefit from) income taxes	(0.2)	1.4
Net income (loss)	\$ 4.4	\$ (9.8)
Net income (loss) per share, basic	\$ 0.06	(0.14)
Net income (loss) per share, diluted	\$ 0.05	(0.14)
Weighted-average shares used in computing net income (loss) per share, basic	75,699,493	68,535,626
Weighted-average shares used in computing net income (loss) per share, diluted	83,445,337	68,535,626

Note: Numbers may not add or recalculate due to rounding.



APPENDIX 2

Balance Sheet

\$M	March 31, December 31,	
	2025	2024
Current Assets:		
Cash and cash equivalents	\$ 168.9	\$ 159.2
Accounts receivable, net	52.0	58.0
Inventory	9.6	8.1
Costs capitalized to obtain contracts, net	1.2	1.1
Prepaid expenses and other current assets	18.5	14.6
Total current assets	250.1	241.0
Restricted cash, noncurrent	1.5	1.2
Property and equipment, net	2.6	1.8
Costs capitalized to obtain contracts, noncurrent	1.0	1.0
Prepaid expenses and other assets, noncurrent	22.0	21.6
Operating lease right-of-use asset	0.6	0.7
Intangible assets, net	43.0	40.6
Goodwill	134.6	133.7
Total Assets	\$ 455.4	\$ 441.6
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	\$ 5.2	\$ 5.5
Accrued expenses and other current liabilities	27.1	32.0
Deferred revenue, current	41.8	39.9
Total current liabilities	74.0	77.3
Deferred revenue, noncurrent	4.8	5.3
Other liabilities, noncurrent	0.3	0.4
Total Liabilities	\$ 79.1	\$ 83.0
Commitments and Contingencies		
Stockholders' Equity		
Common Stock	0.1	0.1
Additional paid-in capital	661.5	648.1
Accumulated deficit	(285.3)	(289.7)
Total stockholders' equity	374.3	358.5
Total Liabilities and Stockholders' Equity	\$ 455.4	\$ 441.6

Note: Numbers may not add or recalculate due to rounding.



Cash Flow

	Three Months Ended March 31,	
	2025	2024
Cash Flows from Operating Activities:		
Net income (loss)	\$ 4.4	\$ (9.8)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	2.9	2.3
Amortization of costs capitalized to obtain contracts	0.3	0.3
Amortization of operating lease right-of-use asset	0.1	0.1
Stock-based compensation expense, net of amounts capitalized	9.9	8.3
Non-cash interest expense, net	—	0.1
Convertible notes fair value adjustment	—	0.6
Derivative liability fair value adjustment	—	1.7
Non-cash revenue from investments	(0.4)	(0.4)
Provision for credit losses	0.3	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	5.6	5.1
Prepaid expenses and other assets	(4.2)	3.3
Inventory	(1.5)	(2.2)
Costs capitalized to obtain contracts, net	(0.3)	(0.4)
Accounts payable	(0.3)	3.5
Accrued expenses and other current liabilities	(6.5)	(3.1)
Deferred revenue	1.8	1.4
Other liabilities, noncurrent	(0.1)	(0.1)
Net cash provided by operating activities	12.1	10.7
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2.8)	—
Internally developed software	(1.4)	(1.1)
Purchase of property and equipment	(0.3)	—
Net cash used in investing activities	(4.3)	(1.1)
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	12.8	2.4
Taxes paid related to net settlement of equity awards	(0.6)	(8.1)
Net cash provided by financing activities	2.2	(5.7)
Net increase in Cash, Cash Equivalents, and Restricted Cash	9.9	3.9
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period	160.5	157.7
Cash, Cash Equivalents and Restricted Cash at the End of the Period	170.4	161.6

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

(\$M)	Three Months Ended March 31,	
	2025	2024
Cost of subscription revenue, GAAP	10.1	9.3
Less: Depreciation and amortization	(0.8)	(0.3)
Less: Stock-based compensation	(0.2)	(0.2)
Total cost of subscription revenue, Non-GAAP	9.2	8.9
Cost of hardware revenue, GAAP	3.6	3.0
Less: Depreciation and amortization	(1.0)	(0.9)
Less: Stock-based compensation	(0.2)	(0.2)
Total cost of hardware revenue, Non-GAAP	7.4	6.9
Cost of other revenue, GAAP	1.3	0.9
Less: Depreciation and amortization	(0.1)	—
Total cost of other revenue, Non-GAAP	1.3	0.9
Cost of revenue, GAAP	20.1	18.2
Less: Depreciation and amortization	(1.8)	(1.2)
Less: Stock-based compensation	(0.4)	(0.3)
Total cost of revenue, Non-GAAP	17.9	16.6

Operating expenses

(\$M)	Three Months Ended March 31,	
	2025	2024
Research and development expense, GAAP	30.4	27.3
Less: Stock-based compensation	(5.7)	(5.3)
Less: Other	(0.7)	—
Total Research and development, Non-GAAP	23.9	21.9
Sales and marketing expense, GAAP	35.3	24.7
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(1.3)	(0.6)
Total Sales and marketing expense, Non-GAAP	32.9	23.0
General and administrative expense, GAAP	15.5	14.4
Less: Stock-based compensation	(2.5)	(2.0)
Less: Other	(0.3)	(0.1)
Total General and administrative expense, Non-GAAP	12.9	12.3
Total Operating expenses, GAAP	81.4	66.4
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(9.5)	(7.9)
Less: Other	(1.0)	(0.1)
Total Operating expenses, Non-GAAP	69.8	57.3

Note: Numbers may not add or recalculate due to rounding.



APPENDIX 3

Non-GAAP Financial Measures

\$M	Three Months Ended March 31,	
	2025	2024
Net income (loss)	4.4	(9.8)
Add (deduct):		
Convertible notes fair value adjustment ⁽¹⁾	—	0.6
Derivative liability fair value adjustment ⁽¹⁾	—	1.7
Provision for (benefit from) income taxes	(0.2)	1.4
Depreciation and amortization ⁽²⁾	2.9	2.3
Other income, net	(2.0)	(0.3)
Acquisition-related transaction costs ⁽³⁾	1.0	—
Stock-based compensation	9.9	8.3
Workplace restructuring costs ⁽⁴⁾	—	0.1
Adjusted EBITDA	15.9	4.3

¹To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.

²Includes depreciation on fixed assets and amortization of intangible assets.

³Relates to costs incurred in connection with the asset acquisition of Fantix, Inc., including one-time bonus payments.

⁴Relates to non-recurring personnel and severance related expenses.

Note: Numbers may not add or recalculate due to rounding.



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

Adjusted EBITDA

In addition to total revenue, net income (loss) and other results under GAAP, we utilize a non-GAAP calculation of adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). Adjusted EBITDA is defined as net income (loss), excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) other income, net, (v) acquisition-related transaction costs, (vi) stock-based compensation, and (vii) workplace restructuring costs.

These items are excluded from Adjusted EBITDA because they are non-cash in nature, because the amount and timing of these items are unpredictable, or because they are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe Adjusted EBITDA provides 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 Adjusted EBITDA in this presentation because it is a key measurement 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, 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 income (loss) and our other GAAP results.

The table presents a reconciliation of net income (loss), the most directly comparable GAAP measure, to Adjusted EBITDA.

APPENDIX 4

Competitive Landscape

	 Life360	 Verizon	 AAA	 OnStar	 LifeLock <small>by Allstate</small>	 NOONLIGHT		
Monthly Price	\$24.99	\$14.99	\$10.00	\$14.99	\$79.99	\$4.99	Free	Free
Membership	Family circle	Individual	Individual	Individual	Family circle	Individual	Individual	Individual
Features								
Available on iOS & Android	✓	✓	✓	✓	✓	✓		✓
Roadside Assistance	✓	✓	✓					
SOS Alert	✓	✓				✓		
Driver Reports	✓	✓		✓				
Stolen Phone Reimbursement	✓							
Credit Monitoring	✓		✓		✓			
ID Theft Protection	✓		✓		✓			
Crash Detection	✓	✓		✓		✓		
Disaster Assistance	✓							
Travel Assistance	✓		✓					
Location Sharing	✓	✓		✓			✓	✓
Stolen Funds Reimbursement	✓		✓		✓			
Item Tracking	✓						✓	
In-App Messaging	✓							✓

Note: Pricing and feature information sourced from publicly available data.





Thank
You



