Q2'25

Investor Presentation

11 Aug 2025 US PT
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Life360

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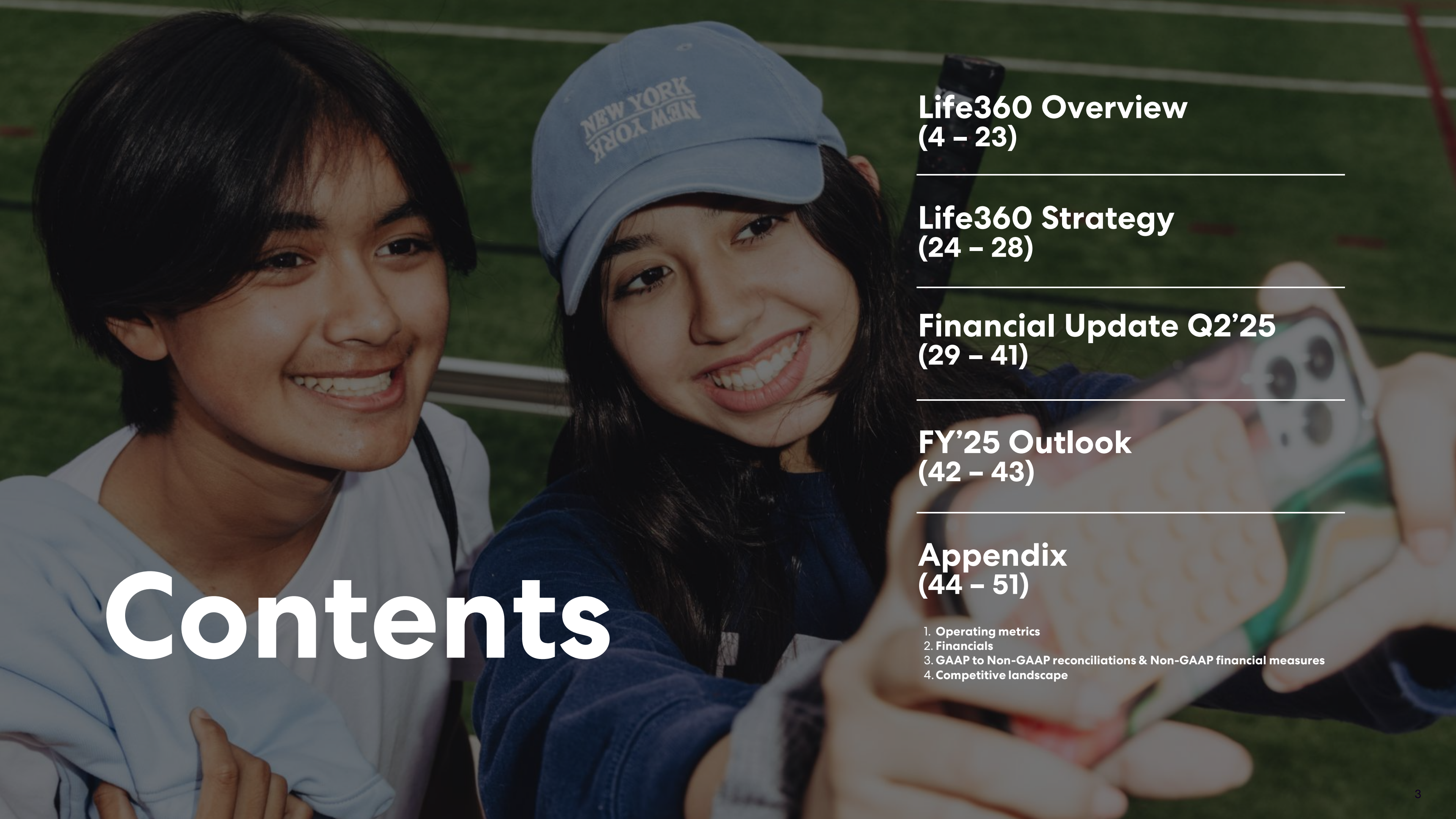


Contents

Life360 Overview

Life360 at a glance

Global scale, durable growth, expanding profitability

~88.0M
Global Monthly Active Users

180+
Countries

428 billion
Miles driven with Life360 Crash Detection[2]

#4
Top Social Networking App[3]

$115.4m
+36% YoY
Q2'25 Revenue

~2.5M
Global Paying Circles

15%
U.S. Penetration[1]

70 billion
Safe arrival notifications[2]

10.4M+
Monthly active Tile devices

$20.3m
18% Margin
Q2'25 Adjusted EBITDA[4]

Note: As of June 30, 2025 unless otherwise stated. [1] U.S. smartphone penetration based on approximately 47.5 million U.S. MAUs as of June 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. [2] LTM as of June 30, 2025. [3] By DAU in the U.S. as of June 30, 2025. Source: Sensor Tower. [4] 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.

Busy families want peace of mind - Life360 makes everyday family life better through safety and connection

Location sharing for the whole family

Private map for your inner circle

Free to use

Built for families

...with safety top of mind

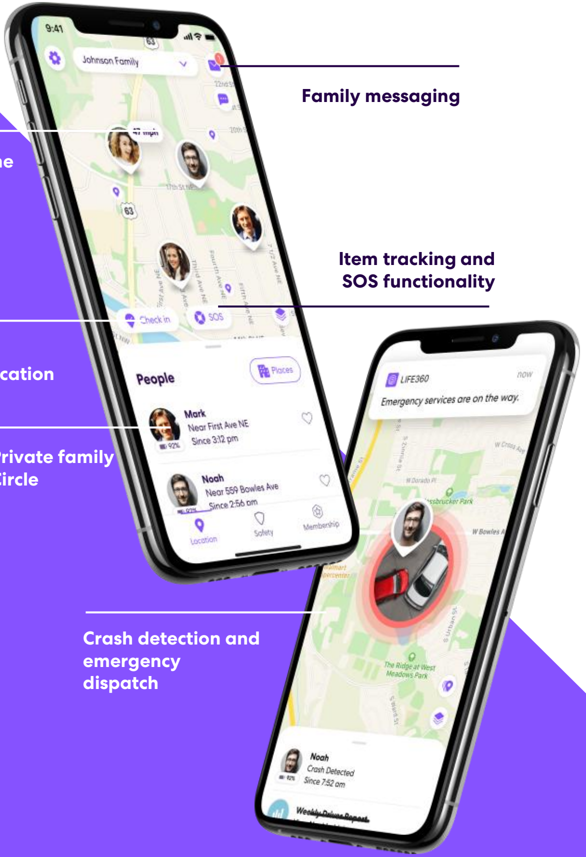
Devices for people, pets, and things

Market leading driving safety

Premium safety services

Keeping people close to the ones they love

The super-app serving families of all types through a distinctive product offering



Family messaging

Real-time driving

Item tracking and SOS functionality

One-tap communication

Private family Circle

Crash detection and emergency dispatch

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

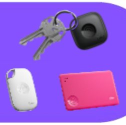
Comprehensive Offering
All-in-one solution for real life

Life360 is uniquely focused on family safety

Providing peace of mind and connection for families creates a competitive moat

Engaging family focus

- Safety Solutions
- Devices



- Cross-Platform
- Proprietary Technology Platform

1 in 7
U.S. Smartphone Owners Use Life360[1]

5x
App Opens per Day[1]

#1 Brand Attribute[2]
"Peace of mind"

50
NPS Score
Considered "Excellent" by NPS Creator, Bain & Co.[3]

$500+ Million
in R&D investment since 2016

[1] As of June 30, 2025. [2] Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). [3] According to April 2024 NPS creator, Bain & Co. for US Adults aged 31-60.

A one-stop holistic experience vs. competitor offerings

Life360 provides the only feature set that combines available isolated point solutions

	Mobile	Devices	Premium Services
Life360	**4.8** Life360 App Ranking *(vs. Find My at 2.8)* **45%** of Total Paying Circles are cross-platform	 **10.4M+** Monthly active Tile devices[1] **65%** of surveyed U.S. pet owner member base has interest in a pet tracker	**Emergency assistance** + **Digital safety** + **Additional safety features**
Competitors		chipolo ANKER AirTag fi	LifeLock by Norton AAA On

[1] As of June 30, 2025.

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

US Lifestyle App Rankings by DAU[1]

Rank	App	Publisher
1	Life360: Stay Connected & Safe	Life360
2	Pinterest	Pinterest
3	Walmart: Shopping & Savings	Walmart
4	Ring - Always Home	Amazon Mobile
5	SHEIN	Sheinside Group

US Social Networking App Rankings by DAU[1]

Rank	App	Publisher
1	Facebook	Meta Platforms
2	WhatsApp Messenger	Meta Platforms
3	Messenger	Meta Platforms
4	Life360: Stay Connected & Safe	Life360
5	Discord	Discord Inc.

Triple Tier Lifestyle App Rankings by DAU[1]

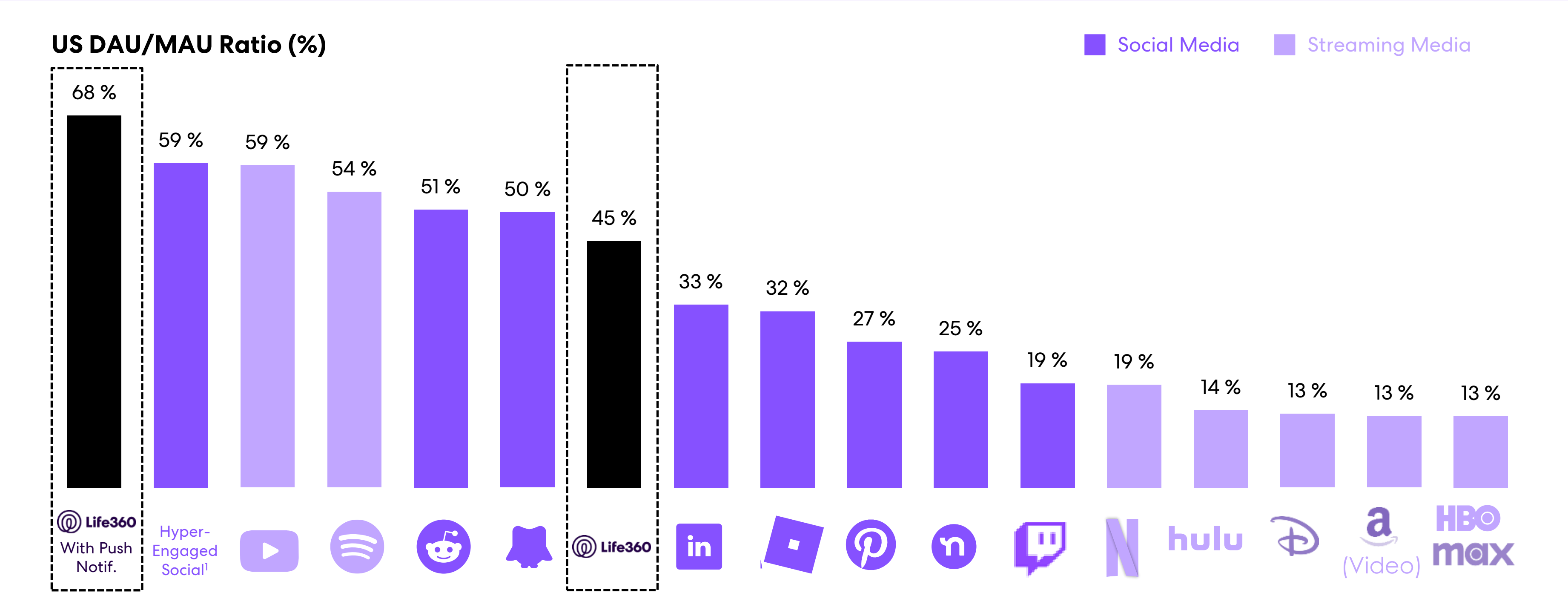
Country	Rank	App	Publisher
Australia	2	Life360: Stay Connected & Safe	Life360
Canada	4	Life360: Stay Connected & Safe	Life360
UK	7	Life360: Stay Connected & Safe	Life360

Triple Tier Social Networking App Rankings by DAU[1]

Country	Rank	App	Publisher
Australia	5	Life360: Stay Connected & Safe	Life360
UK	6	Life360: Stay Connected & Safe	Life360
Canada	8	Life360: Stay Connected & Safe	Life360

Source: Sensor Tower
Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. [1] As of June 2025.

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

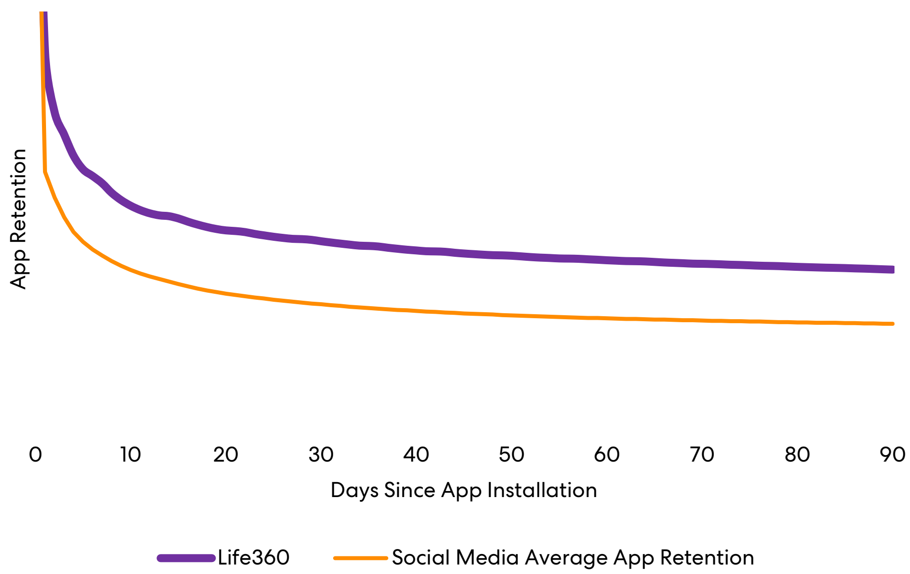


Source: Sensor Tower company as of June 30, 2025; Company Data for Life360 metrics.
[1] Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

Life360 has industry-leading user retention

Everyday safety and delight keep families engaged daily

App Retention by Days Since App Installation[1,2]

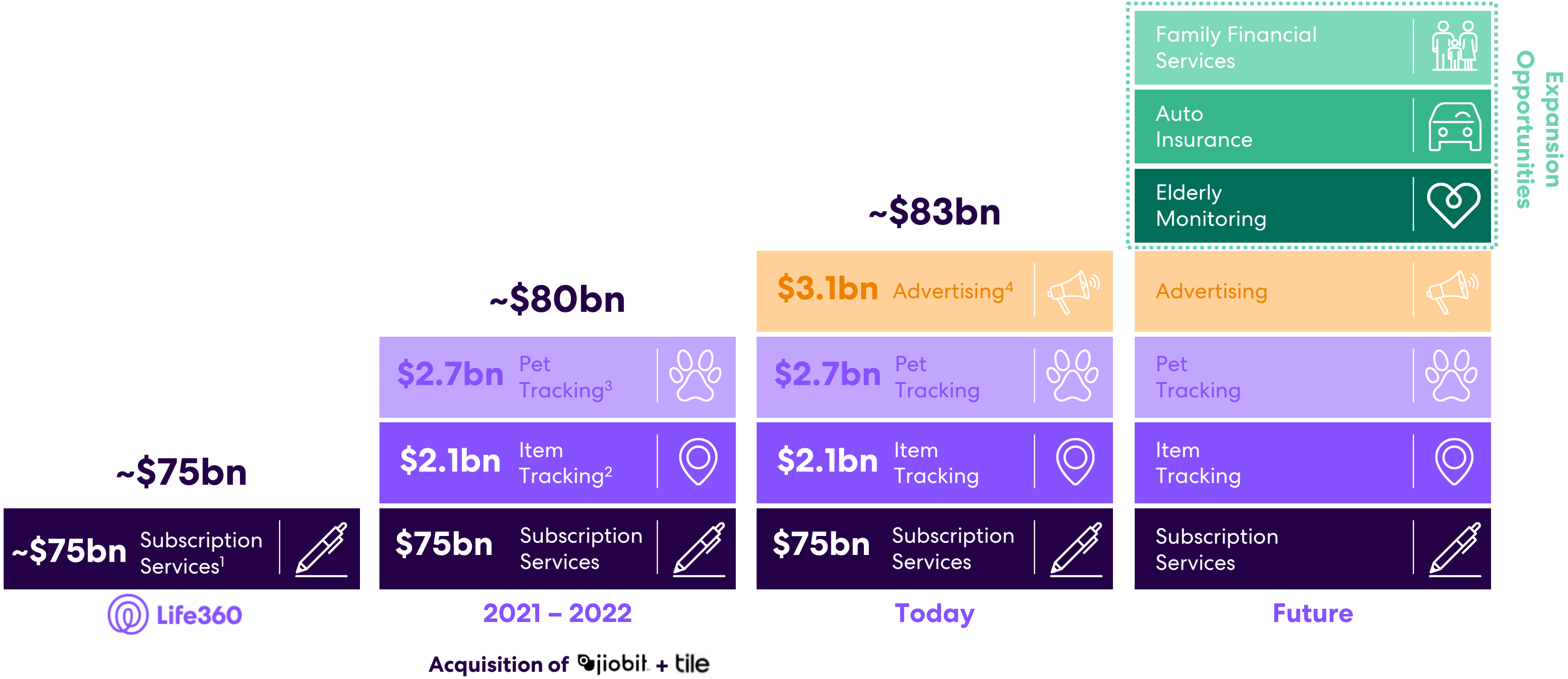


Life360's strong value proposition and core feature set **provides its users with peace of mind** that drives consistent daily app usage and fuels product stickiness

Life360 app retention consistently **outperforms peers – outperforming the social media average by 1.5x** following the first 90 days since app installation, with a widening gap **after the first weeks as families settle into daily use**

Source: Sensor Tower company as of June 30, 2025; Company Data for Life360 metrics.
[1] Social media average represents the average app retention of Linkedin, Pinterest, Duolingo, Reddit, Twitch, Nextdoor, Roblox.
[2] App retention defined as the percentage of users still using an app at a particular time interval after initial installation.

Life360's addressable market opportunities are substantial



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 × Smartphone Adoption Rate), divided by People Per Paying Circle to derive Total Paying Circles, multiplied by Q1'24 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 × Smartphone Adoption Rate).

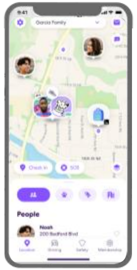
Monetizing our addressable markets

Future Opportunity

Subscription Services

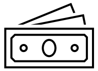
- ✓ Roadside Assistance
- ✓ Medical Assistance
- ✓ SOS
- ✓ Driver Reports
- ✓ Stolen Phone Protection
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Emergency Dispatch
- ✓ Disaster Response
- ✓ Travel Support & More…

Devices

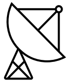


Indirect

First Party Data Monetization



Hubble Partnership

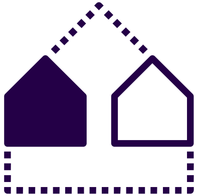


Advertising

Ads for Free Members

Access unique audiences based on First Party Data

Adjacent Markets

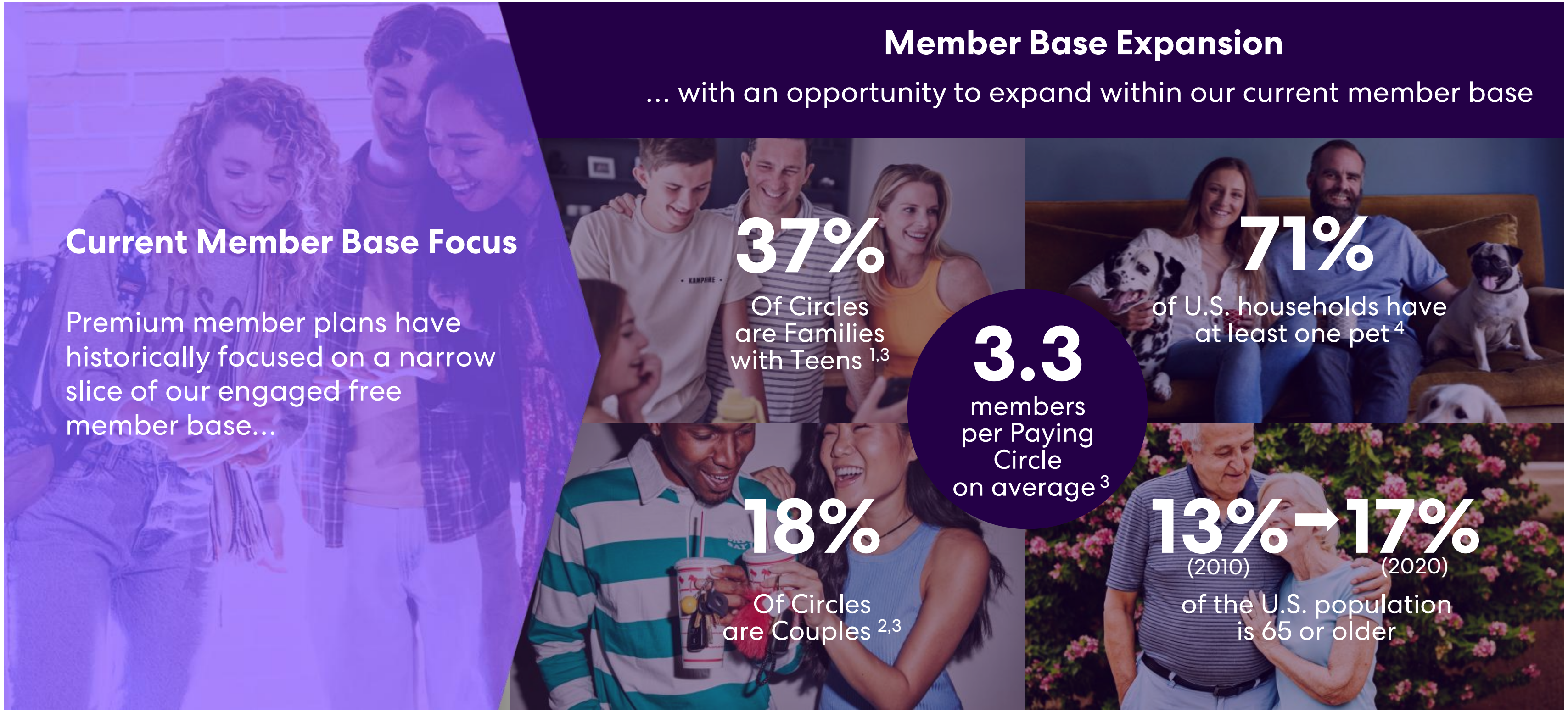


Elderly Monitoring

Auto Insurance

Family Financial Services

Expanding reach beyond parents with teens



Source: U.S. Census Data, American Pet Products Association
Note: The Circle percentages referenced reflect data for free Circles, not Paying Circles. [1] Defined as Circles with at least one member being a parent and one or more teens. [2] Defined as Circles of two members who are spouses or partners. [3] Reflects Circles on a global basis. [4] As of 2024.

Freemium membership model to support families’ needs and enable monetization

LIfe360's premium services provide benefits focused on driving and digital safety

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

12% of US Paying Circles[1]

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)

84% of US Paying Circles[1]

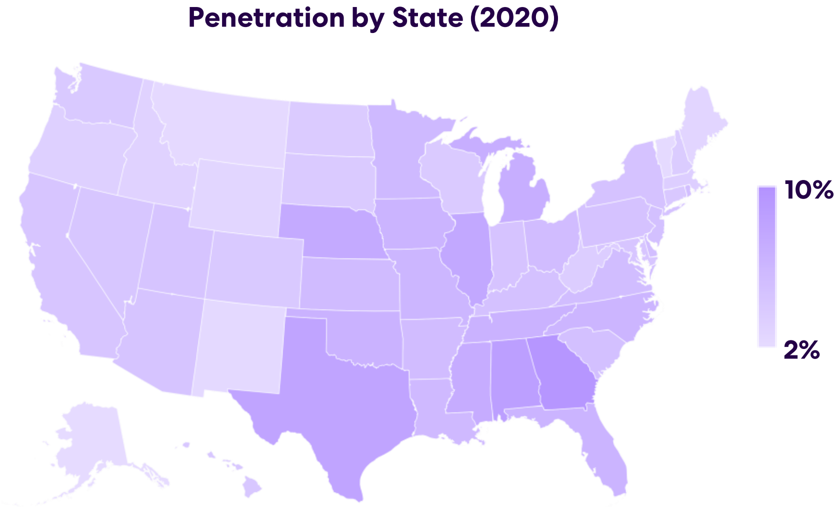
PLATINUM MEMBERSHIP
$24.99/mo

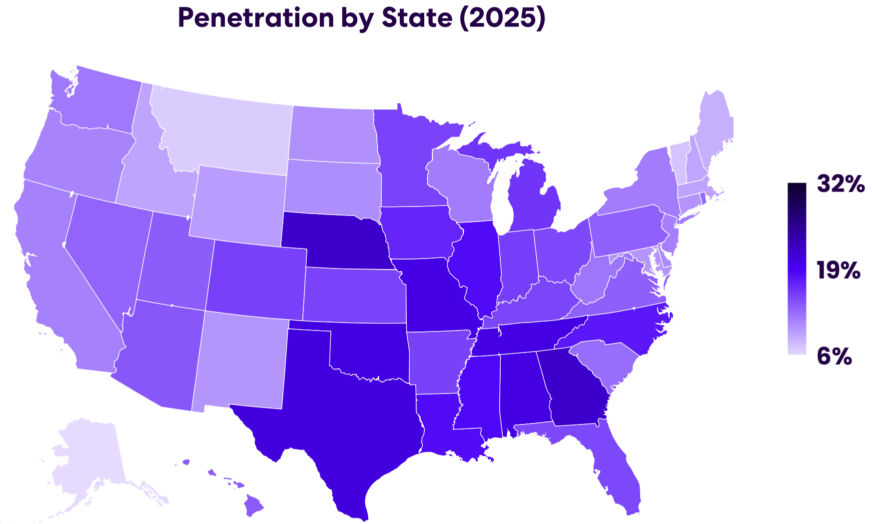
- + Credit Monitoring
- + Disaster Response
- + Medical Assistance
- + Travel Support
- + Free Towing (50mi Radius)
- + Stolen Funds Reimbursement ($1M)
- + Stolen Phone Protection ($500)

4% of US Paying Circles[1]

[1]As of June 30, 2025. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region.

Long remaining runway in U.S. penetration





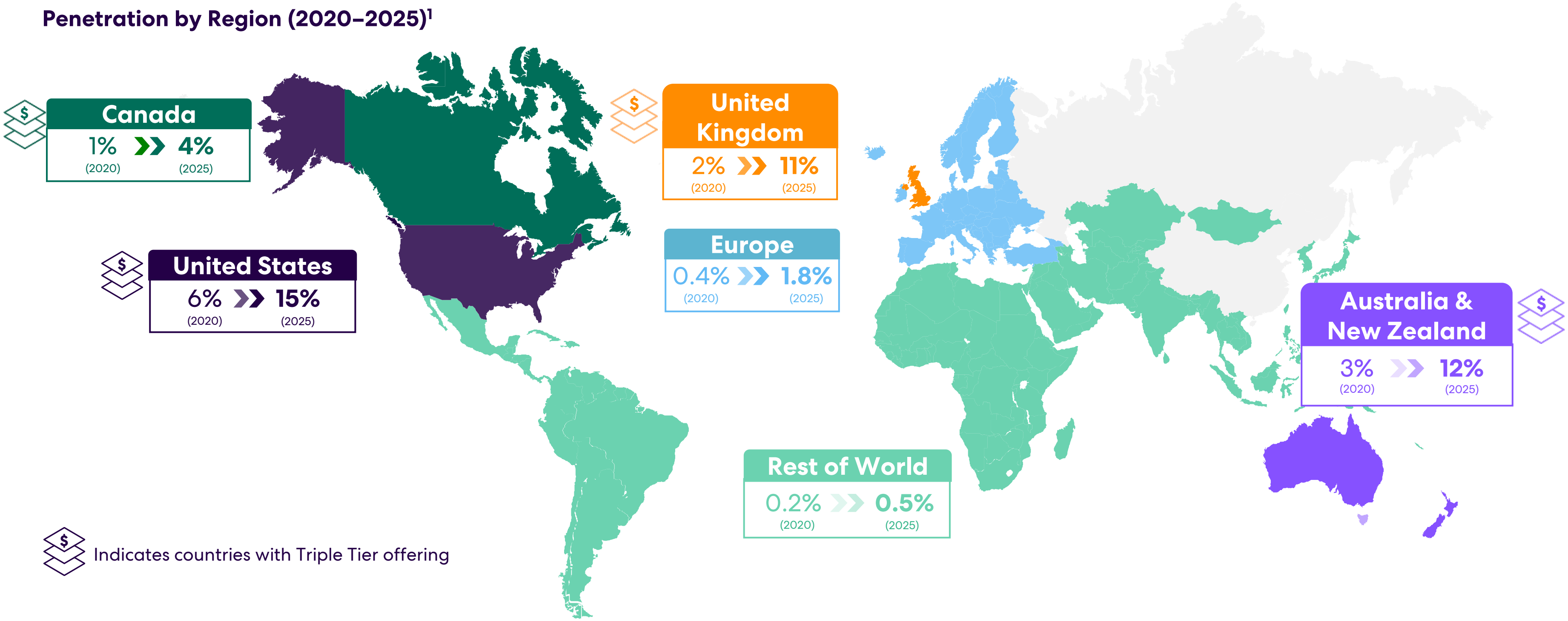
States with more than 6% penetration in 2020 experienced **over 163% penetration growth on average from June 2020 to June 2025**, underpinning the remaining meaningful runway in the U.S.

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

Large global opportunity for membership

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

Penetration by Region (2020–2025)[1]



Indicates countries with Triple Tier offering

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 June 30, 2025 unless otherwise noted.

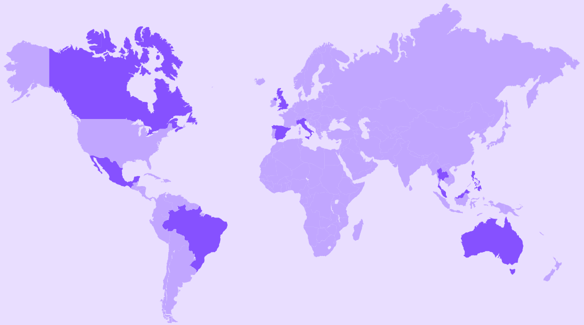
Scaling the international opportunity

Growing usage and increasing monetization globally

Top 10 International MAU countries[1]

(70% of total International)

1. United Kingdom
2. Brazil
3. Mexico
4. Australia
5. Italy
6. Philippines
7. Malaysia
8. Canada
9. Spain
10. Thailand

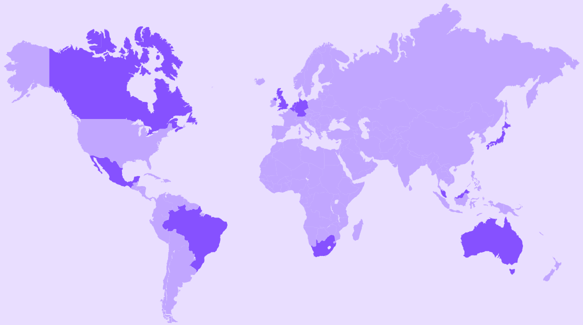


[1]Data as of Q2'25

Top 10 International Revenue countries[1]

(77% of total International)

1. United Kingdom
2. Australia
3. Canada
4. Brazil
5. Mexico
6. Germany
7. Japan
8. South Africa
9. Netherlands
10. Malaysia



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)

Other Membership Tiers

Rest of World: Non-Triple Tier Countries

- Subscription revenue growth opportunity
- Providing enhanced value to subscribers through expanded feature set

New monetization opportunities from free user base

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

Our differentiated audience...

48M
U.S. Monthly Active Users

5x
App Opens per Day

45%
MAUs Open the App Daily

1 in 7
U.S. Smartphone Owners Use Life360

Illustrative Customer Profiling & Audience Segment

*"US, 70th percentile **household income**, **Moms**, who have visited a **Walmart** in the last 30 days"*

*"**1 million users** visited **Walmart** in the course of the last 30 days"*

... 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

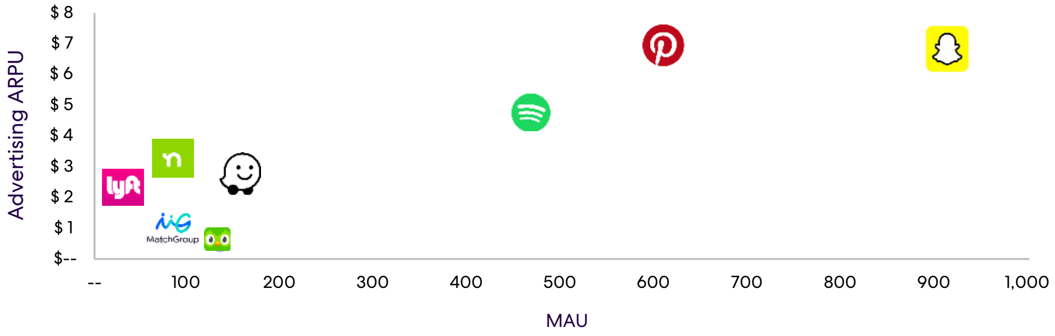
Loyal User Base of families that retains on the platform[1]

Note: All metrics as of June 30, 2025 unless otherwise noted. [1] Based on MAU and Paying Circles by Registration Year data.

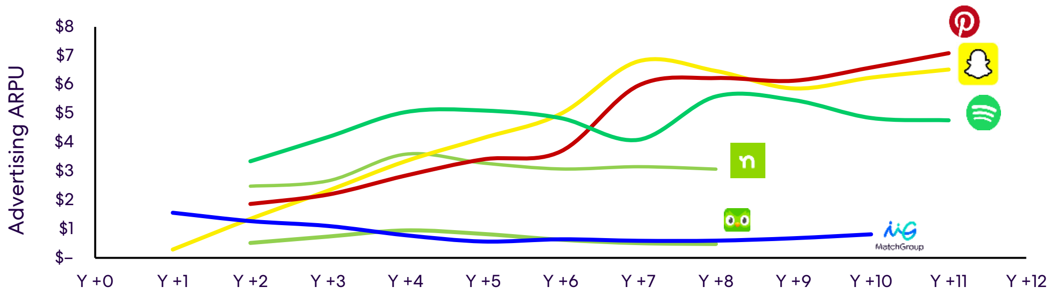
The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)[1,2]



Ad Revenue ARPU from Launch[1,3]



Year of in-app Advertising Launch

Large Market Opportunity

$402bn

Global Mobile Advertising Spend[4]
(2024 estimate)

[1]Based 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 0.5275. [2]Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. [3]Limited Y + 0 and Y + 1 ARPU data is publicly available. [4]Data.ai, a Sensor Tower company.

Life360's ad solutions close the gap in real-world retail markets

Elevating the advertising experience through a dynamic suite of ad solutions

Place Ads

Map Banners

Place Pins

Uplift: Footfall Measurement

Offsite Audiences

Life360's Diverse Suite of In-app & offsite Ad Products

Life360 Advantage

- ✓ Self-identified demographics
- ✓ Household context
- ✓ Continuity of location signal

UPLIFT BY LIFE360

Life360 closes the measurement gap in retail advertising with context-aware, footfall-driving media

84%

of U.S. retail sales happen in physical stores[1]

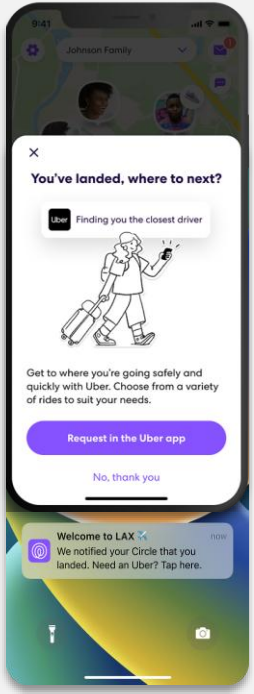
Lack of digital ad platforms built to measure foot traffic

Source: U.S. Census Data

[1] As of Q1'25

High-impact advertising brand partnerships

Life360 delivers context-aware experiences through place ads



Uber

Immediate rideshare demand capture

Life360 identifies travelers at the exact moment they land at the airport and sends push notifications prompting an Uber booking.

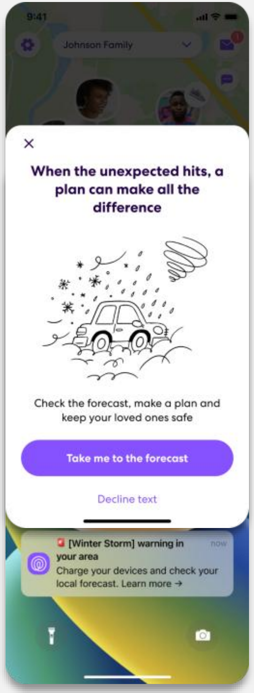
32M

Push notifications sent[1]

12%

Click-through rates on notification[1]

Strong Performance Since Launch



AccuWeather

Real-time severe weather alerts

Life360 provides members with critical, life-saving weather details based on a member's exact location, boosting visits to the Accuweather platform.

3M

Push notifications sent[2]

35%+

of alerts in Texas associated with floods[2]

In Action: July 2025 Central Texas Floods

- 24/7 location sharing provides continuity of signal for precise, highly relevant advertising based on member behavior and location
- Life360's uniquely valuable user base - millions of highly engaged members with high-disposable incomes - amplifies campaign success
- Strong click-through rates highlight how location-powered experiences that deliver safety and peace of mind resonate meaningfully with members

[1] As of October 2024 to January 2025.
[2] During the week of July 4th, 2025.

Life360 Strategy

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

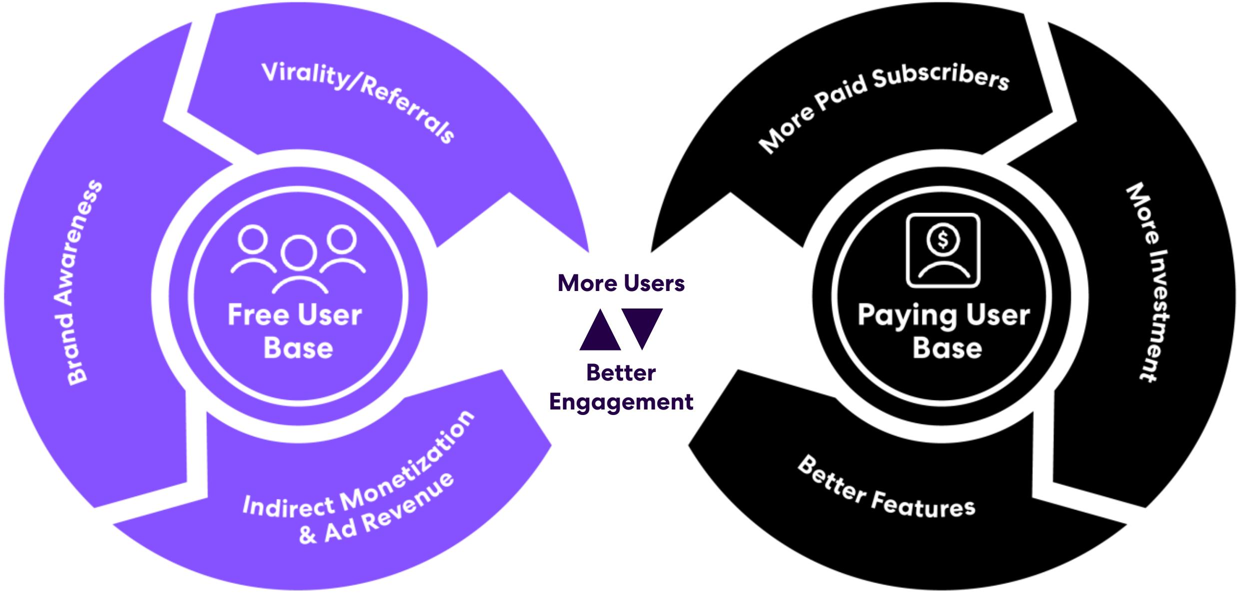
By meeting family needs at every life stage and strengthening relationships with members

Expand profitability

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

Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages



Life360’s digital based freemium business

Freemium model becomes powerful at scale

Monetization: Advertising + Data + Lead Gen + Premium Subscription + Referral Fees Other Sales[1]

New Member Onboarding	Free Member	Paid Subscriber	Paid Subscriber
Frictionless download & registration	Experience features	Upsell to Paid Subscriber	Upsell to higher tier + Other products

Marketing Efforts — **Conversion / Retention initiatives**

Member Experience & Product Efforts

Cost to provide: Hosting & other technology costs + Membership benefit costs + app store commissions + Referral costs[1]

- 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

[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 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 updates thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC.

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 not projections; 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 updates 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.

Financial Update Q2’25

Q2’25 Achievements

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

Growing our audience

~88.0m

Global Monthly Active Users (MAU)
+ 25% YoY

34%

YoY growth in International MAU

Scaling paid offerings

~2.5m

Global Paying Circles
+ 25% YoY

136k

Quarterly net adds, an all-time Q2 record

Creating new revenue streams

Initial infrastructure established to build advertising revenue stream

hubble NETWORK ĀURA Uber

Establishing new B2B partnerships to drive indirect monetization

Expanding profitability

$115.4m

Q2’25 Revenue
+36% YoY

$20.3m

Q2’25 Adjusted EBITDA[1]
18% Margin

[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.

Q2'25 Results Summary

Delivering on growth

$M	Q2'25	Q2'24	$ Change	% ch YoY
Revenue				
Subscription	88.6	65.7	22.9	35 %
Hardware	12.3	11.9	0.4	3 %
Other	14.5	7.3	7.2	100 %
Total revenue	**115.4**	**84.9**	**30.5**	**36 %**
Annualized Monthly Revenue (AMR)[1]	416.1	304.8	111.3	36 %
Operating expenses	88.5	66.0	22.5	34 %
Net Income (Loss)	7.0	(11.0)	18.0	(164)%
Adjusted EBITDA (Non-GAAP)[2]	20.3	11.0	9.3	85 %
Cash and cash equivalents[3]	434.2	162.0	272.2	168 %
Operating cash flow	13.3	3.3	10.1	310 %

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

[1]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.

[2] 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.

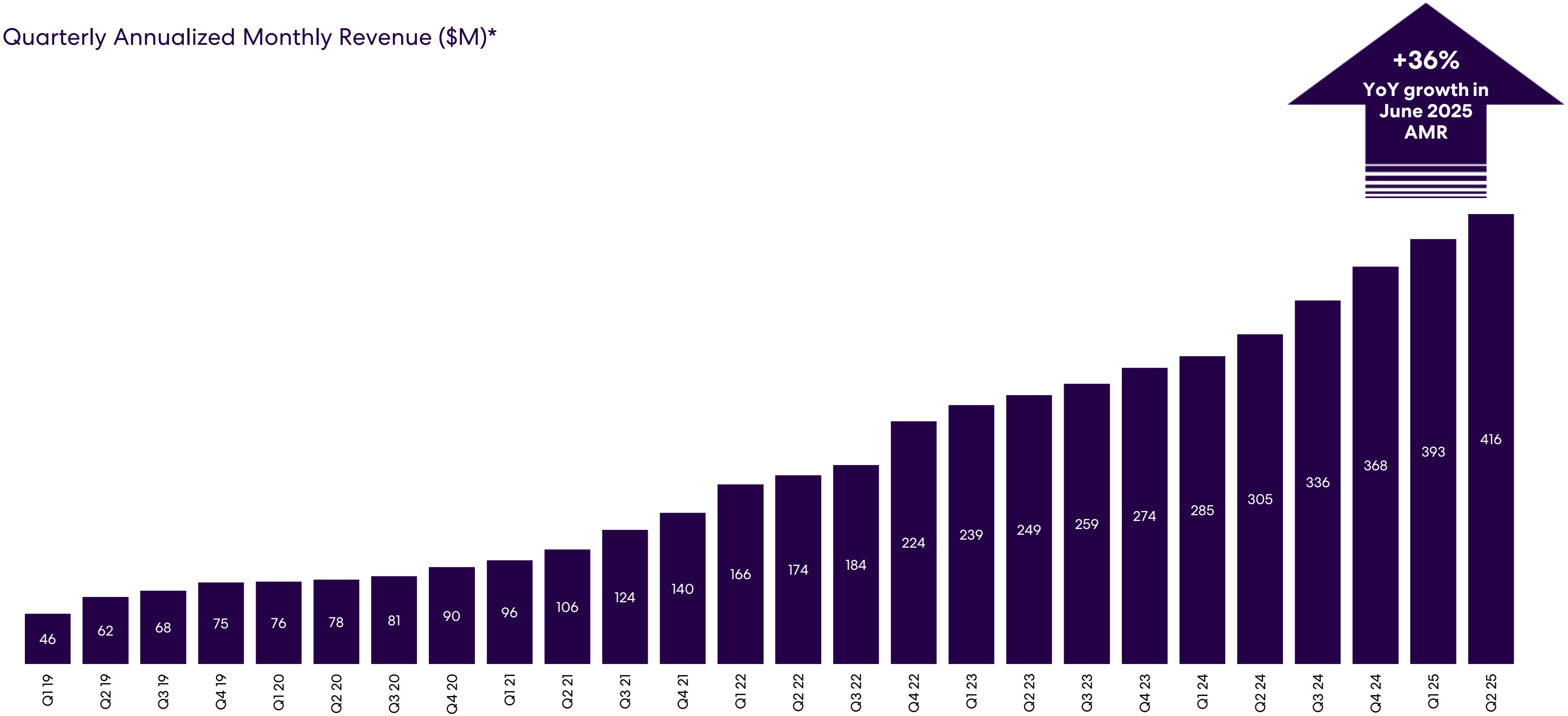
[3] Cash and cash equivalents includes Restricted Cash.

Commentary

- Continued strong subscription revenue momentum, up 35% including hardware subscriptions, and 38% for Life360 subscriptions
- Hardware revenue increase of 3%, primarily driven by an increase in units sold
- Other revenue increase of 100% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 36% to $416.1 million
- Operating expenses, excluding commissions, increased 34% and declined as a percentage of revenue, demonstrating a continued focus on cost discipline
- Adjusted EBITDA expansion driven by strong subscription revenue growth and increased operating leverage

Continued Strong Revenue Momentum

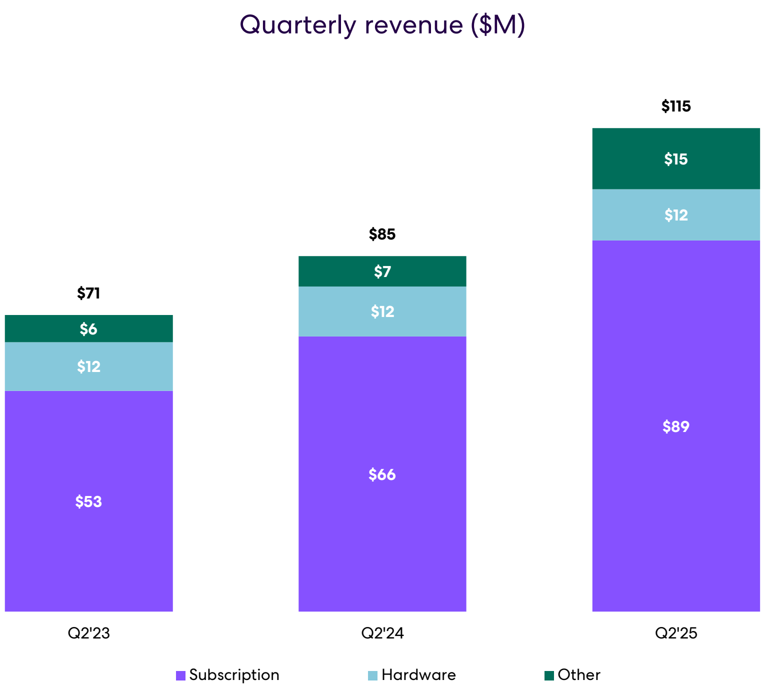
Quarterly Annualized Monthly Revenue ($M)*

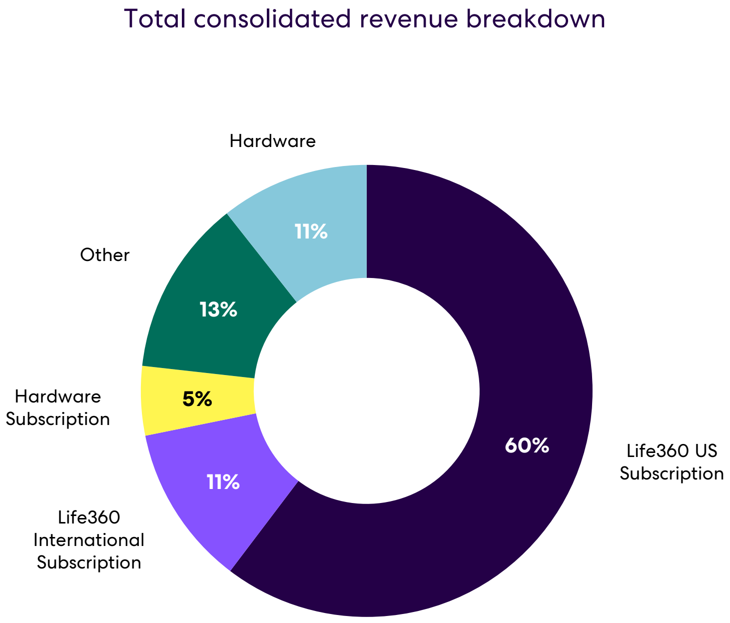


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

Consolidated Revenue

Q2’25 year over year growth of 36%



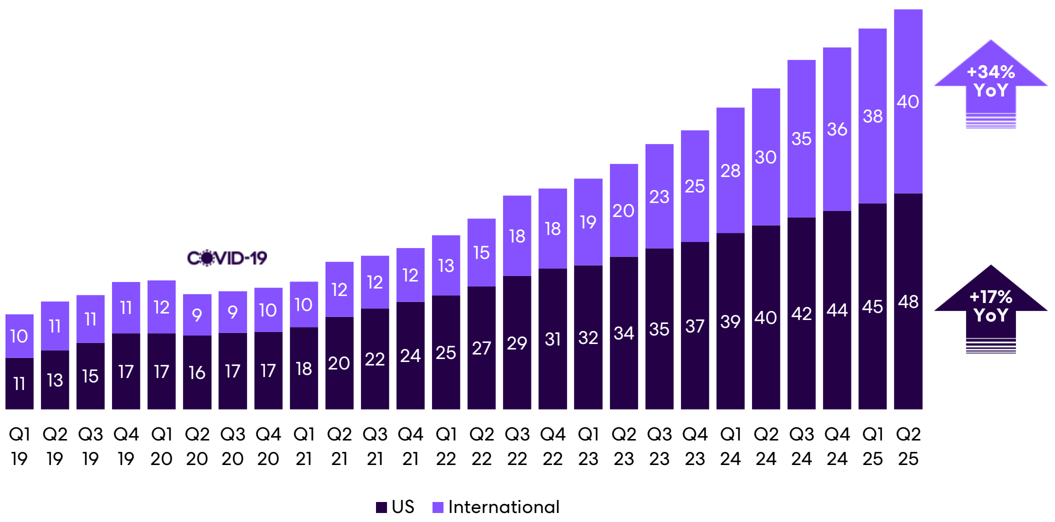


Note: Numbers may not add or recalculate due to rounding.

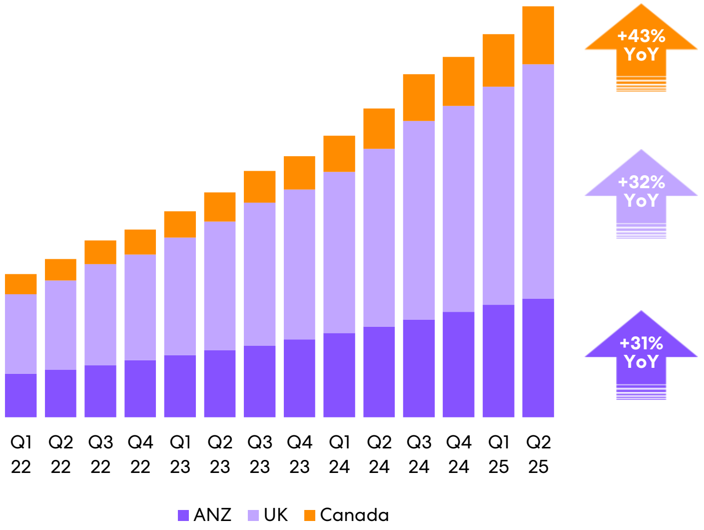
Global MAU

Q2'25 year over year growth of 25%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU

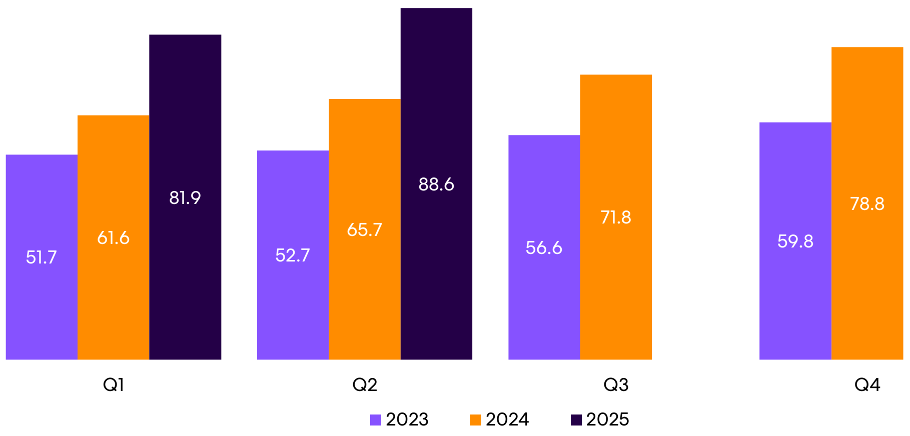


Note: Numbers may not add or recalculate due to rounding.

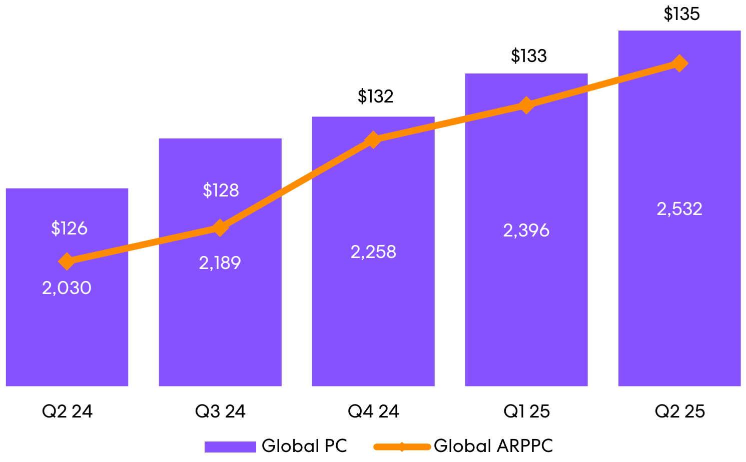
Subscription Revenue

35% revenue growth underpinned by 25% YoY uplift in Paying Circles and 8% YoY increase in ARPPC

Consolidated Quarterly Subscription revenue ($M)



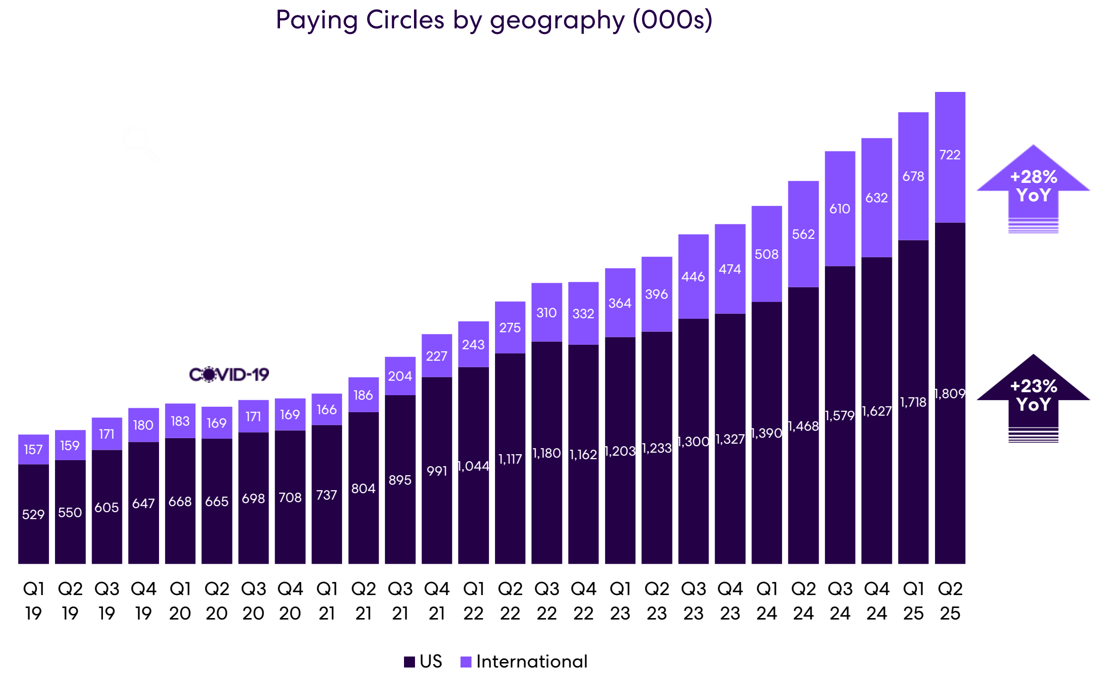
Global Paying Circles and Global ARPPC

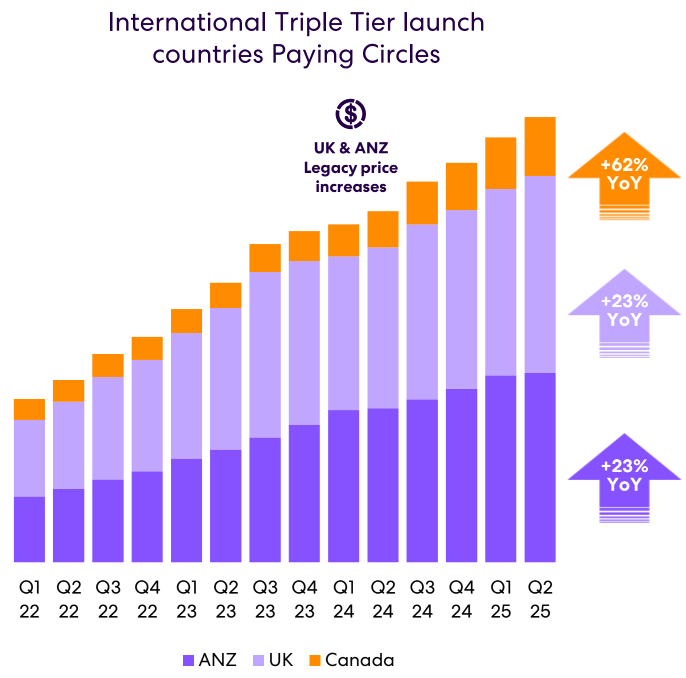


- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 35% YoY in Q2'25 including the contribution of hardware subscriptions
- Core Life360 subscription revenue growth of 38% YoY in Q2'25, benefitting from strong Paying Circles growth of 25% YoY
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. for new and existing annual subscribers in 2024 and a shift in product mix towards higher priced products
- Additional uplift from international regions throughout 2024 due to legacy subscriber price increases and the launch of higher priced membership tiers in non-Triple Tier markets, as well as continued growth in existing Triple Tier markets

Paying Circles

Q2'25 year over year growth of 25%, while raising prices and improving customer value



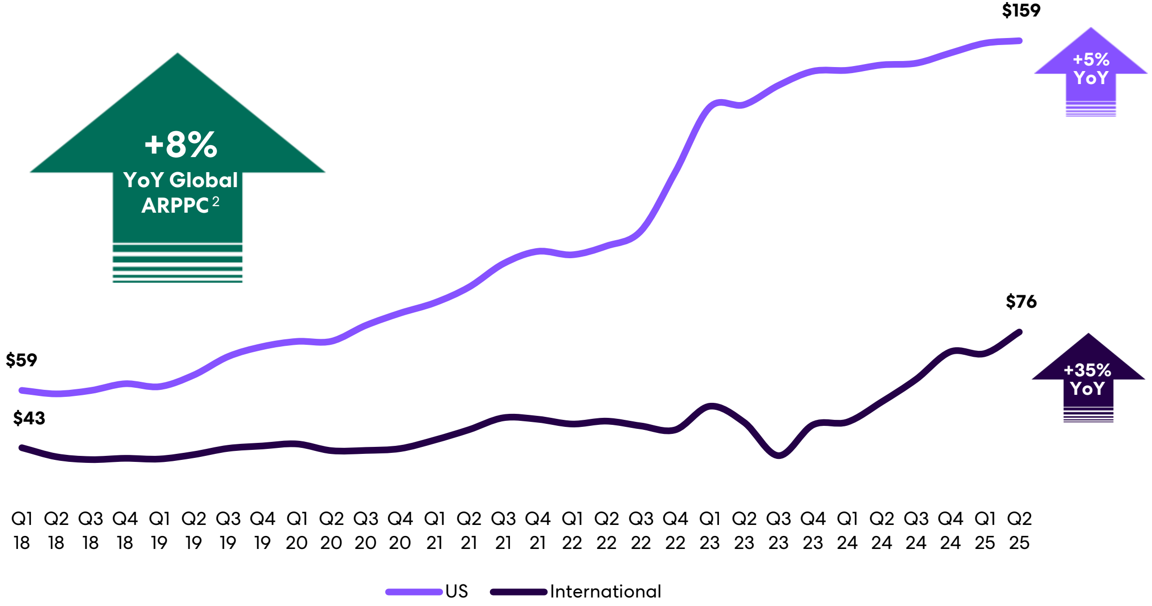


Note: Numbers may not add or recalculate due to rounding.

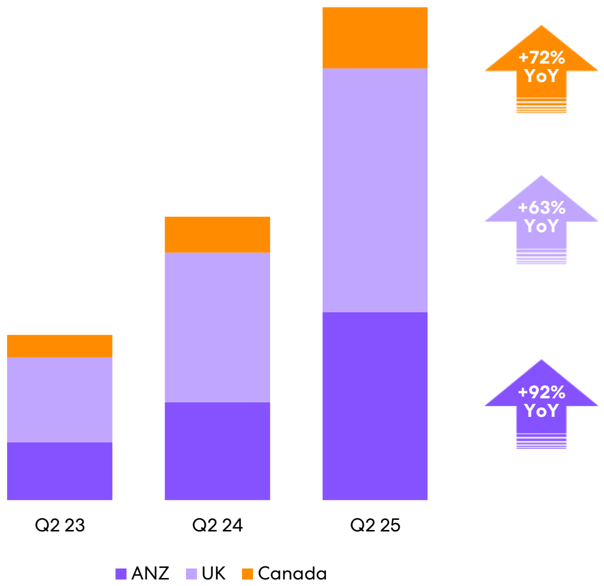
Average Revenue Per Paying Circle (ARPPC)

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

Average Revenue Per Paying Circle (ARPPC) ($)[1]



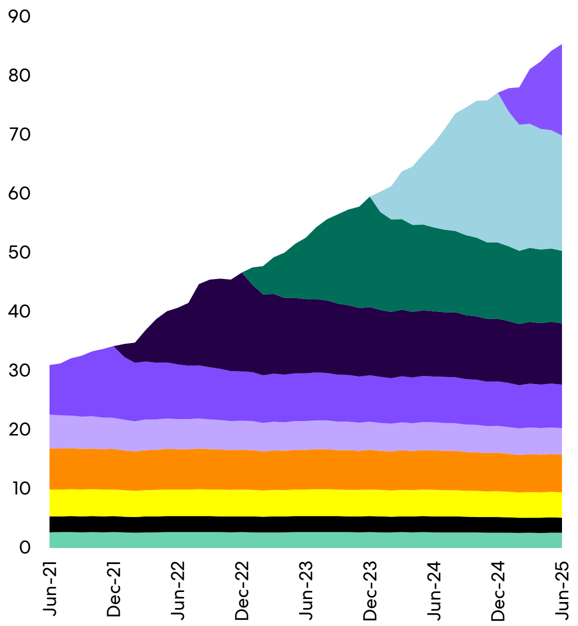
International Triple Tier launch countries revenue



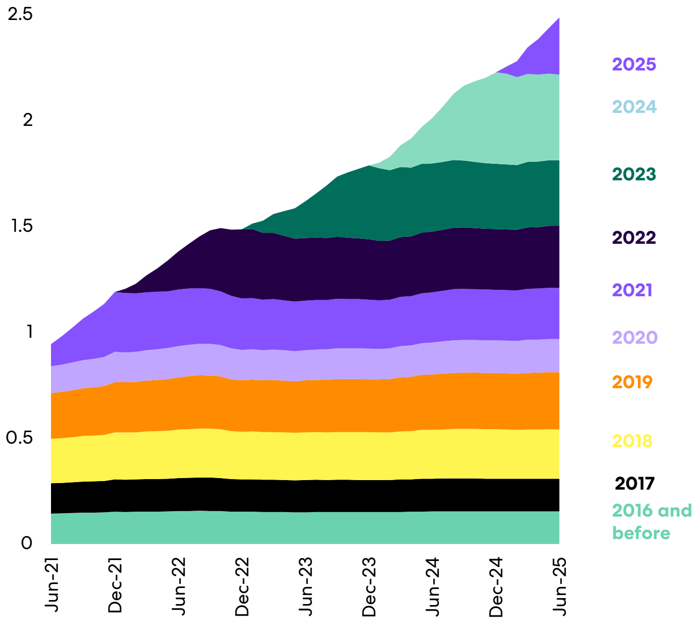
[1] U.S. Price increase took effect across all Membership tiers starting in August 2022.
[2] The uplift to global ARPPC was tempered by a 3% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

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

Global MAU by Member Registration Year (M)



Global Paying Circles by Member Registration Year (M)

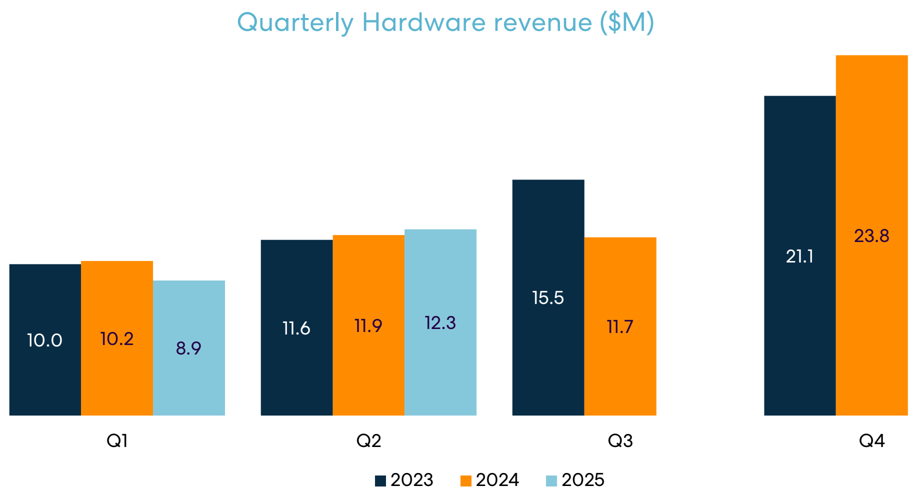


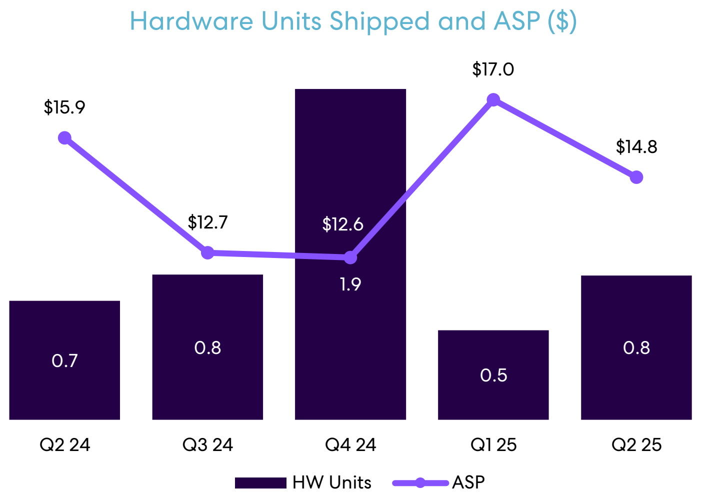
- MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics** and **ability to convert free members to paid over the long-term**
- Consistent historical net subscriber retention across member registration years, driving net **subscription revenue retention rate that is approximately 100%** [1]

[1] Based on the average monthly subscription revenue for the six months ended June 30, 2025 compared to the prior six-month period

Hardware Revenue

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

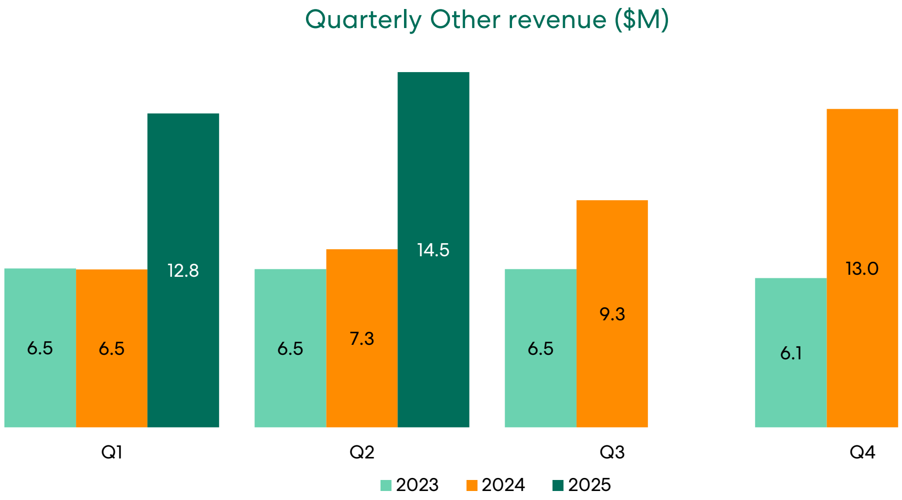


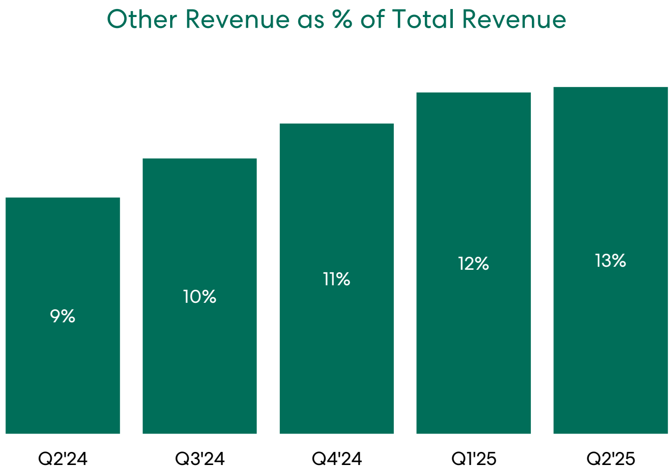


- Q2'25 hardware revenue increase of 3% YoY, primarily driven by an increase in units sold
- Net hardware units shipped increased 21% YoY due to an increase in online retail channel sales despite a 7% YoY decrease in Q2'25 ASP primarily due to a shift in channel mix and increase in promotional discounts
- Observed continued growth 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



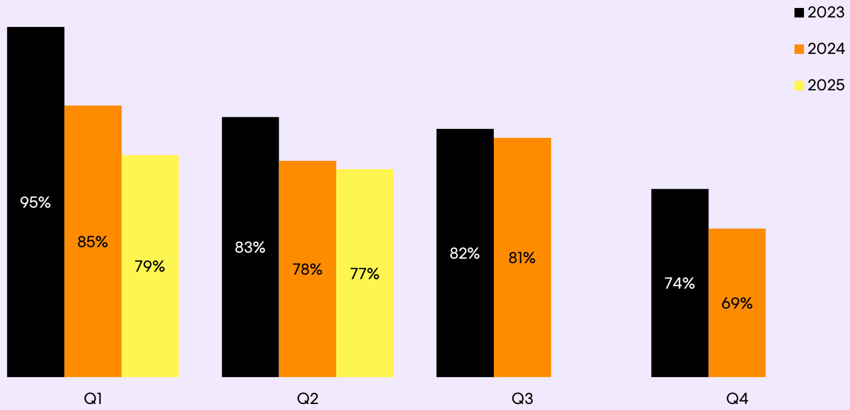


- Q2’25 Other revenue growth of 100% YoY reflects increases in data and partnership revenue, which includes advertising revenue
- Significant uplift in Q2’25 YoY driven primarily by advertising revenue contribution and renegotiated data agreement with Placer.ai in July 2024
- Other revenue continues 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

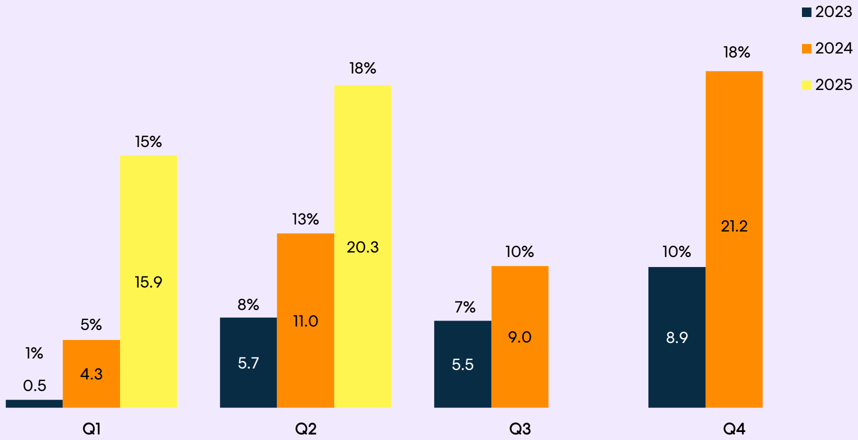
Expanding Profitability

Leveraging the cost base as we scale with strong Adjusted EBITDA margin expansion YoY

Operating Expenses declining as a % of revenue



Adjusted EBITDA ($M) & Margin (%)



- Operating expenses as a % of revenue have declined over time, reaching 77% in Q2'25, demonstrating continued strong operating leverage
- Adjusted EBITDA margin expansion to 18% in Q2'25 driven by strong subscription revenue growth and increased operating leverage

FY'25 Outlook

Outlook

For FY’25, Life360 now expects to deliver:

- **Consolidated revenue of $462 million to $482 million, increased from prior guidance of $450 million to $480 million, comprised of:**
    - **Subscription revenue of $363 million to $367 million, increased from $355 million to $365 million;**
    - **Hardware revenue of $42 million to $50 million, increased from $40 million to $50 million;**
    - **Other revenue of $57 million to $65 million, increased from $55 million to $65 million; and**
- **Positive Adjusted EBITDA[1] of $72 million to $82 million, increased from $65 million to $75 million previously.**

[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

Appendix

APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024
Life360 Core[1]					
Monthly Active Users (MAU) - Global	88.0	83.7	79.6	76.9	70.6
U.S.	47.5	45.3	43.7	42.2	40.5
International	40.5	38.4	36.0	34.7	30.1
ANZ	3.1	2.9	2.7	2.5	2.4
Paying Circles - Total	2.5	2.4	2.3	2.2	2.0
U.S.	1.8	1.7	1.6	1.6	1.5
International	0.7	0.7	0.6	0.6	0.6
Average Revenue per Paying Circle (ARPPC)	$ 135.42	$ 133.42	$ 131.76	$ 127.57	$ 125.96
Life360 Consolidated					
Subscriptions	3.1	3.0	2.9	2.8	2.7
Average Revenue per Paying Subscription (ARPPS)	$ 116.06	$ 112.98	$ 110.43	$ 106.27	$ 104.00
Net hardware units shipped	0.8	0.5	1.9	0.8	0.7
Average Sale Price (ASP)	$ 14.81	$ 16.99	$ 12.56	$ 12.69	$ 15.92
Annualized Monthly Revenue (AMR)	$ 416.1	$ 393.0	$ 367.6	$ 336.2	$ 304.8
Additional KPI Related Information					
Subscription revenue	$ 88.6	$ 81.9	$ 78.8	$ 71.8	$ 65.7
Non-Core subscription revenue	$ (5.7)	$ (5.7)	$ (5.7)	$ (5.6)	$ (5.5)
Core subscription revenue[2]	$ 82.9	$ 76.2	$ 73.1	$ 66.2	$ 60.2
Subscription revenue bundling related adjustment	$ (0.3)	$ (0.4)	$ (0.6)	$ (1.4)	$ (1.3)
Hardware revenue bundling related adjustment	$ 0.3	$ 0.4	$ 0.4	$ 1.4	$ 1.3

[1] Core metrics relate solely to the Life360 mobile application.
[2] 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. 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 June 30, 2025	2024
Revenue		
Subscription revenue	$ 88.6	$ 65.7
Hardware revenue	12.3	11.9
Other revenue	14.5	7.3
Total revenue	**115.4**	**84.9**
Cost of Revenue		
Cost of subscription revenue	13.0	10.4
Cost of hardware revenue	10.2	9.9
Cost of other revenue	1.6	0.9
Total cost of revenue	24.9	21.2
Gross Profit	**90.5**	**63.6**
Operating expenses		
Research and development	32.3	27.0
Sales and marketing	38.9	24.4
General and administrative	17.4	14.6
Total operating expenses	88.5	66.0
Income (loss) from operations	**2.0**	**(2.4)**
Other income (expense), net		
Loss on settlement of convertible notes	—	(0.4)
Gain on settlement of derivative liability	—	1.9
Gain on change in fair value of investments	1.3	—
Other income (expense), net	3.4	(4.6)
Total other income (expense), net	4.6	(3.1)
Income (loss) before income taxes	**6.6**	**(5.5)**
Provision for (benefit from) income taxes	(0.4)	5.5
Net income (loss)	**$ 7.0**	**$ (11.0)**
Net income (loss) per share, basic	$ 0.09	$ (0.15)
Net income (loss) per share, diluted	$ 0.08	$ (0.15)
Weighted-average shares used in computing net income (loss) per share, basic	76,797,385	70,760,080
Weighted-average shares used in computing net income (loss) per share, diluted	84,476,048	70,760,080

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

APPENDIX 2

Balance Sheet

$M		June 30, 2025		December 31, 2024
Current Assets:				
Cash and cash equivalents	$	432.7	$	159.2
Accounts receivable, net		58.9		58.0
Inventory		9.7		8.1
Costs capitalized to obtain contracts, net		1.2		1.1
Prepaid expenses and other current assets		18.7		14.6
Total current assets		521.2		241.0
Restricted cash, noncurrent		1.5		1.2
Property and equipment, net		3.0		1.8
Costs capitalized to obtain contracts, noncurrent		1.0		1.0
Prepaid expenses and other assets, noncurrent		49.2		21.6
Operating lease right-of-use asset		0.5		0.7
Intangible assets, net		42.5		40.6
Goodwill		134.6		133.7
Total Assets	**$**	**753.6**	**$**	**441.6**
Liabilities and Stockholders' Equity				
Current Liabilities:				
Accounts payable	$	3.0	$	5.5
Accrued expenses and other current liabilities		27.2		32.0
Deferred revenue, current		42.8		39.9
Total current liabilities		73.0		77.3
Convertible notes, net, noncurrent		309.3		—
Deferred revenue, noncurrent		4.5		5.3
Other liabilities, noncurrent		0.2		0.4
Total Liabilities	**$**	**386.9**	**$**	**83.0**
Commitments and Contingencies				
Stockholders' Equity				
Common stock		0.1		0.1
Additional paid-in capital		644.9		648.1
Accumulated deficit		(278.3)		(289.7)
Accumulated other comprehensive (loss) income		(0.1)		0.0
Total stockholders' equity		**366.7**		**358.5**
Total Liabilities and Stockholders' Equity	**$**	**753.6**	**$**	**441.6**

Cash Flow

		Six Months Ended June 30, 2025		2024
Cash Flows from Operating Activities:				
Net income (loss)	$	11.4	$	(20.7)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:				
Depreciation and amortization		5.9		4.7
Amortization of costs capitalized to obtain contracts		0.6		0.7
Amortization of operating lease right-of-use asset		0.2		0.2
Stock-based compensation expense, net of amounts capitalized		25.1		19.0
Non-cash interest expense, net		0.2		0.1
Convertible notes fair value adjustment		—		0.6
Derivative liability fair value adjustment		—		1.7
Loss on settlement of convertible notes		—		0.4
Gain on settlement of derivative liability		—		(1.9)
Gain on change in fair value of investments		(1.3)		—
Non-cash revenue from investments		(0.6)		(0.9)
Provision for credit losses		0.4		—
Changes in operating assets and liabilities, net of acquisition:				
Accounts receivable, net		(1.2)		1.6
Prepaid expenses and other assets		(5.5)		6.0
Inventory		(1.6)		(1.4)
Costs capitalized to obtain contracts, net		(0.6)		(0.8)
Accounts payable		(2.6)		4.1
Accrued expenses and other current liabilities		(7.5)		(0.8)
Deferred revenue		2.8		1.5
Other liabilities, noncurrent		(0.2)		(0.1)
Net cash provided by operating activities		**25.4**		**13.9**
Cash Flows from Investing Activities:				
Cash paid for acquisition		(2.8)		—
Internally developed software		(3.5)		(2.3)
Purchase of property and equipment		(0.8)		(0.1)
Convertible note investment		(25.0)		—
Net cash used in investing activities		**(32.1)**		**(2.3)**
Cash Flows from Financing Activities:				
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants		29.6		4.5
Taxes paid related to net settlement of equity awards		(25.8)		(15.9)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions		—		93.0
Payments of U.S. initial public offering issuance costs		—		(1.8)
Proceeds from issuance of convertible senior notes		320.0		—
Payments of debt issuance costs		(9.6)		—
Purchase of capped calls		(33.7)		—
Net cash provided by financing activities		**280.5**		**79.7**
Net Increase in Cash, Cash Equivalents, and Restricted Cash		273.8		91.3
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period		160.5		70.7
Cash, Cash Equivalents, and Restricted Cash at the End of the Period		**434.2**		**162.0**

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

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

$M	Three Months Ended June 30, 2025	2024
Cost of subscription revenue, GAAP	13.0	10.4
Less: Depreciation and amortization	(0.9)	(0.4)
Less: Stock-based compensation	(0.7)	(0.2)
Total cost of subscription revenue, Non-GAAP	**11.5**	**9.8**
Cost of hardware revenue, GAAP	10.2	9.9
Less: Depreciation and amortization	(1.0)	(0.9)
Less: Stock-based compensation	(0.4)	(0.2)
Total cost of hardware revenue, Non-GAAP	**8.8**	**8.8**
Cost of other revenue, GAAP	1.6	0.9
Less: Depreciation and amortization	(0.2)	—
Total cost of other revenue, Non-GAAP	**1.5**	**0.9**
Cost of revenue, GAAP	24.9	21.2
Less: Depreciation and amortization	(2.0)	(1.3)
Less: Stock-based compensation	(1.2)	(0.4)
Total cost of revenue, Non-GAAP	**21.7**	**19.5**

Operating expenses

$M	Three Months Ended June 30, 2025	2024
Research and development expense, GAAP	32.3	27.0
Less: Stock-based compensation	(7.8)	(6.5)
Total Research and development, Non-GAAP	**24.5**	**20.5**
Sales and marketing expense, GAAP	38.9	24.4
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(2.0)	(0.8)
Total Sales and marketing expense, Non-GAAP	**35.8**	**22.5**
General and administrative expense, GAAP	17.4	14.6
Less: Stock-based compensation	(4.2)	(3.1)
Less: Other	(0.1)	(0.3)
Total General and administrative expense, Non-GAAP	**13.1**	**11.2**
Total Operating expenses, GAAP	88.5	66.0
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(14.1)	(10.4)
Less: Other	(0.1)	(0.3)
Total Operating expenses, Non-GAAP	**73.3**	**54.3**

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

APPENDIX 3

Non-GAAP Financial Measures

$M	Three Months Ended June 30,	
	2025	2024
Net income (loss)	7.0	(11.0)
Add (deduct):		
Loss on settlement of convertible notes[1]	—	0.4
Gain on settlement of derivative liability	—	(1.9)
Gain on change in fair value of investment[2]	(1.3)	—
Provision for (benefit from) income taxes	(0.4)	5.5
Depreciation and amortization[3]	3.1	2.4
Other income, net	(3.4)	(1.0)
Investment related transaction costs[4]	0.1	—
Stock-based compensation	15.2	10.8
IPO-related transaction costs, including secondary offering costs	—	5.8
Adjusted EBITDA	**20.3**	**11.0**

[1] Relates to the settlement of the July 2021 Convertible Notes and September 2021 Convertible Notes.
[2] Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the Q2'25 10-Q for the definition and additional information on the Related Party Investment and Convertible Note Investment.
[3] Includes depreciation on fixed assets and amortization of intangible assets.
[4] Relates to costs incurred in connection with the Convertible Note Investment

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) loss on settlement of convertible notes, (ii) gain on settlement of derivative liability, (iii) gain on change in fair value of investments, (iv) provision for (benefit from) income taxes, (v) depreciation and amortization, (vi) other income, net, (vii) investment related transaction costs, (viii) stock-based compensation, and (ix) IPO-related transaction 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	AAA		AT&T	GeoZilla	LifeLock by norton	NOONLIGHT	On			
Monthly Price	*$14.99*	*$10.00*	*Free*	*$7.99*	*$14.99*	*$79.99*	*$4.99*	*$34.99*	*Free*	*$10.00*	*$14.99*
Membership	Family circle	Individual	Individual	Family	Individual	Family	Individual	Family	Individual	Individual	Individual
Features											
Available on iOS & Android	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Roadside Assistance	✓	✓		✓				✓			✓
SOS Alert	✓						✓	✓		✓	✓
Driver Reports	✓				✓						✓
Stolen Phone Reimbursement	✓			✓							
Credit Monitoring	*Platinum Only*	✓				✓					
ID Theft Protection	✓	✓				✓					
Crash Detection	✓				✓		✓	✓			✓
Disaster Assistance	*Platinum Only*							✓			
Travel Assistance	*Platinum Only*	✓									
Location Sharing	✓		✓	✓	✓			✓	✓	✓	✓
Stolen Funds Reimbursement	✓	✓				✓					
Item Tracking	✓		✓								
In-App Messaging	✓								✓		
Pet Tracking	✓										

Note: Pricing and feature information sourced from publicly available data. Feature sets for cellular providers reflect those of their associated family safety apps. Life360 feature set and pricing represents the Gold Membership, with select features available at the Platinum Membership for $24.99

Thank You

Life360