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): November 9, 2025

Life360, Inc.
(Exact name of registrant as specified in its charter)

Delaware	**001-42120**	**26-0197666**
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(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.

Life360, Inc., a Delaware corporation ("the Company") is 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 November 10, 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.

The Company is 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 November 10, 2025 at 5:00 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.

In addition, on November 10, 2025, the Company issued a press release announcing that it had entered into an Agreement and Plan of Reorganization (the "Merger Agreement"), dated as of November 9, 2025, by and among the Company, Nativo, Inc. ("Target"), two wholly owned subsidiaries of the Company ("Merger Sub 1" and "Merger Sub 2"), and Shareholder Representative Services LLC, as the stockholders' representative, in a transaction valued at approximately $120 million in a combination of cash and common stock consideration (the "Transaction"). Consummation of the Transaction is subject to the satisfaction or waiver of customary closing conditions and is expected to occur in January 2026. The Merger Agreement contains customary representations, warranties, covenants, and post-closing indemnification obligations of the parties thereto. A copy of the press release is attached hereto as Exhibit 99.3 and is incorporated herein by reference.

The information in Item 2.02 (including Exhibit 99.1) and Item 7.01 (including Exhibits 99.2 and 99.3) 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 replay of the conference call and webcast will be available on the Company's website located at www.life360.com, although the Company reserves the right to discontinue that availability at any time.

Forward-Looking Statements

This Current Report on Form 8-K contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended. The Company 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 statements may include, but are not limited to, statements regarding the proposed acquisition of Nativo, Inc., the expected timing of completion of the Transaction, the anticipated benefits and synergies of the acquisition, the acceleration of the Company's advertising strategy, the integration of technology and teams, and the impact of the Transaction on the Company's financial condition, operating results, business strategy, and growth prospects, as well as other statements regarding future plans, objectives, expectations, and intentions of the Company's management.

Words such as "anticipate," "believe," "expect," "intend," "may," "plan," "should," "will," "estimate," "potential," "project," "forecast," "likely," "target," and similar expressions are intended to identify such forward-looking statements. These statements are based on current expectations, estimates, and projections about the Company's business and industry, management's beliefs, and certain assumptions made by the Company. Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors, many of which are beyond the Company's control. Actual results may differ materially from those expressed or implied in these forward-looking statements as a result of various factors, including, but not limited to, market conditions and economic factors affecting the digital advertising industry; the ability of the Company and Nativo, Inc. to satisfy the conditions to closing the Transaction on the anticipated timeline, or at all; the successful integration of Nativo, Inc.'s technology, teams, and operations into the Company's business; the realization of expected synergies and benefits of the acquisition; and risks described in greater detail under the heading "Risk Factors" in the Company's filings with the U.S. Securities and Exchange Commission ("SEC"), including its most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, and with the Australian Securities Exchange ("ASX").

The Company cautions investors and prospective investors not to place undue reliance on forward-looking statements, which speak only as of the date of this release. Except as required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements to reflect events, circumstances, or new information after the date of this release, whether as a result of new information, future developments, or otherwise. Nothing in this announcement should be relied upon as a promise or guarantee of future performance. The Company may not complete the acquisition of Nativo, Inc., and if the acquisition is completed, there can be no assurance that the anticipated benefits will be realized to the extent described herein or at all.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Media release of the Registrant dated November 10, 2025
99.2	Life360, Inc. Investor Presentation
99.3	Media release of the Registrant dated November 10, 2025
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:	November 10, 2025	By:	/s/ Russell Burke
			Russell Burke
			Chief Financial Officer

November 10, 2025

Life360 Reports Record Q3 2025 Results

Monthly Active Users Reached Approximately 91.6 million; Up 19% Year-Over-Year
All-time record Global Net Additions of 170 thousand Paying Circles, Reaching 2.7 million Total
Total Quarterly Revenue Increased 34% Year-Over-Year to $124.5 million
Annualized Monthly Revenue Increased 33% Year-Over-Year to $446.7 million
Raising Full-Year Outlook for Revenue and Adjusted EBITDA

SAN FRANCISCO, California. Life360, Inc. (Life360 or the Company) (NASDAQ: LIF, ASX: 360), the provider of the market leading family safety and connection mobile application, today announced unaudited financial results for the third quarter (Q3) ended September 30, 2025.

Life360 delivered record results across multiple key metrics, including Monthly Active Users (MAUs), Paying Circles, Net Paying Circle Additions, Subscription Revenue, and Annualized Monthly Revenue (AMR). The Company also reported continued margin expansion and raised full-year guidance for both revenue and Adjusted EBITDA.

The Company also announced today in a separate press release that it has entered into an agreement to acquire Nativo, an advertising technology company, for approximately $120 million in a combination of cash and stock, subject to customary closing conditions.

Life360 Chief Executive Officer Lauren Antonoff stated: “Life360 delivered another record quarter in Q3 as more families made us part of their daily routines during the back-to-school season, driving strong gains in Paying Circles. Our strategy to build a platform that’s relevant to more families in more ways continues to deliver— expanding from location and safety into richer everyday experiences that keep families connected and protected. We’re leaning into momentum across the U.S. and international markets with the launch of our Pet GPS that puts furry family members on the map in the U.S., Canada, the U.K., Australia and New Zealand as we head into the holiday gifting season. With significant runways for growth and innovation ahead, we’re just getting started.”

Life360 Chief Financial Officer Russell Burke added: “Revenue grew 34% year-over-year (YoY) to $124.5 million and Adjusted EBITDA rose 174% YoY to $24.5 million, reflecting disciplined expense management and durable unit economics. While Q3 standalone hardware gross profit and margin were affected by tariff-related costs, we have taken steps to mitigate that impact going forward. With strong core subscription performance, a resilient balance sheet, and our tenth consecutive quarter of positive operating cash flow, we’re raising full-year guidance for both revenue and Adjusted EBITDA.”

Q3'25 Financial Highlights

- Total Q3'25 revenue of $124.5 million, a YoY increase of 34%, with total subscription revenue of $96.3 million, up 34% YoY and core subscription revenue[1] of $90.7 million, up 37% YoY.
- Annualized Monthly Revenue (AMR) of $446.7 million, up 33% YoY.
- Q3'25 Net Income of $9.8 million, up 27% YoY.
- Adjusted EBITDA[2] of $24.5 million increased 174% over $9.0 million in Q3'24.
- Positive Operating Cash Flow of $26.4 million, up 319% YoY.
- Quarter-end cash, cash equivalents and restricted cash of $457.2 million, an increase of $297.0 million from Q3'24, which was primarily the result of net capital raised from the issuance of the June 2025 convertible notes.

Q3'25 Operating Highlights

- Q3'25 global MAU net additions of 3.7 million lifted total MAUs to approximately 91.6 million, up 19% YoY.
- Q3'25 global Paying Circle net additions totaled 170 thousand, setting an all-time record. Total Paying Circles grew 23% YoY to 2.7 million.

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

- Average Revenue Per Paying Circle (ARPPC) increased 8% YoY primarily due to U.S. price increases for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025, a shift in product mix toward higher-priced offerings, and the introduction of higher-priced membership tiers across select international markets throughout 2024.

Key Performance Indicators

(in millions, except ARPPC, ARPPS, ASP, and percentages)	Q3 2025	Q2 2025	Q3 2024	%QoQ	% YoY
Core[3]					
Monthly Active Users (MAU) - Global[4]	91.6	88.0	76.9	4 %	19 %
U.S.	48.7	47.5	42.2	3 %	15 %
International	42.9	40.5	34.7	6 %	24 %
ANZ	3.2	3.1	2.5	5 %	28 %
Paying Circles - Global[5]	2.7	2.5	2.2	7 %	23 %
U.S.	1.9	1.8	1.6	6 %	21 %
International	0.8	0.7	0.6	9 %	29 %
Average Revenue per Paying Circle (ARPPC)[6,7]	$ 137.63	$ 135.42	$ 127.57	2 %	8 %
Life360 Consolidated					
Subscriptions[8]	3.3	3.1	2.8	5 %	16 %
Average Revenue per Paying Subscription (ARPPS)[7,9]	$ 119.33	$ 116.06	$ 106.27	3 %	12 %
Net hardware units shipped[10]	0.9	0.8	0.8	15 %	15 %
Average Selling Price (ASP)[11,12]	$ 11.99	$ 14.81	$ 12.69	(19)%	(6)%
Annualized Monthly Revenue (AMR)	$ 446.7	$ 416.1	$ 336.2	7 %	33 %

- Global MAUs increased 19% YoY to approximately 91.6 million, with Q3'25 net additions of 3.7 million. U.S. MAUs increased 15% YoY, with Q3'25 net adds of 1.2 million. International MAUs increased 24% YoY, with Q3'25 net adds of 2.4 million.
- Q3'25 global Paying Circle net additions of 170 thousand, an all-time record, were driven by strong U.S. and international performance. U.S. Paying Circles increased 21% YoY on the back of improved conversion metrics. International Paying Circles maintained strong momentum, up 29% YoY.
- Q3'25 global ARPPC increased 8% YoY. U.S. ARPPC increased 5% YoY, benefiting from price increases for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025, as well as a shift in product mix towards higher-priced offerings. Q3'25 international ARPPC increased 29% YoY, reflecting the benefit of legacy subscriber price increases, the introduction of higher-priced membership tiers in non-Triple Tier markets, and continued growth in existing Triple Tier markets.
- Q3'25 net hardware units shipped increased 15% YoY primarily driven by increased online retail demand. The Average Selling Price of hardware units shipped decreased 6% YoY primarily due to a shift in channel mix and an increase in discounts.
- September 2025 AMR increased 33% YoY, benefitting from continued subscriber growth as well as an increase in other revenue.

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

Operating Results

Revenue

($ millions)	Three Months Ended September 30, 2025	Three Months Ended September 30, 2024	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
	(unaudited)			
Subscription revenue	$ 96.3	$ 71.8	$ 266.8	$ 199.1
U.S. subscription revenue	*80.0*	*61.8*	*224.0*	*173.7*
International subscription revenue	*16.3*	*10.1*	*42.8*	*25.4*
Hardware revenue	11.3	11.7	32.5	33.8
Other revenue	16.9	9.3	44.3	23.0
Total revenue	$ 124.5	$ 92.9	$ 343.5	$ 256.0

- Q3'25 total subscription revenue increased 34% YoY to $96.3 million, primarily driven by growth in Paying Circles.
- Q3'25 hardware revenue decreased 4% YoY to $11.3 million as higher unit shipments were more than offset by increased discounts and lower revenue related to bundled offerings.
- Q3'25 other revenue increased 82% YoY to $16.9 million due to increases in data and partnership revenue, which includes advertising revenue, and is primarily due to an increased number of partners and higher spend under existing arrangements.

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. Q3'25 core subscription revenue increased 37% YoY primarily driven by a 23% YoY increase in Paying Circles and an 8% higher ARPPC.[13]

($ millions)	Three Months Ended September 30, 2025	Three Months Ended September 30, 2024	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
	(unaudited)			
Subscription revenue	$ 96.3	$ 71.8	$ 266.8	$ 199.1
Non-Core subscription revenue	(5.6)	(5.6)	(17.0)	(16.9)
Core subscription revenue[14]	$ 90.7	$ 66.2	$ 249.8	$ 182.2

Gross Profit

($ millions, except percentages)	Three Months Ended September 30, 2025	Three Months Ended September 30, 2024	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
	(unaudited)			
Gross Profit	$ 97.1	$ 70.0	$ 271.2	$ 193.7
Gross Margin	*78 %*	*75 %*	*79 %*	*76 %*
Gross Margin (Subscription Only)	*85 %*	*85 %*	*86 %*	*85 %*

- Q3'25 gross margin increased to 78% from 75% in the prior year period, primarily due to an increased proportion of higher margin other revenue.

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

Operating Expenses

($ millions)	Three Months Ended September 30, 2025	Three Months Ended September 30, 2024	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
	(unaudited)			
Research and development	$ 32.4	$ 29.0	$ 95.1	$ 83.3
Sales and marketing	39.0	30.7	113.2	79.8
General and administrative	20.0	15.2	53.0	44.2
Total operating expenses	**$ 91.4**	**$ 75.0**	**$ 261.3**	**$ 207.3**
Total operating expenses as % of revenue	*73 %*	*81 %*	*76 %*	*81 %*

- Q3'25 operating expenses, excluding commissions, increased 20% YoY, while operating expenses as a percentage of revenue decreased 8%. These results demonstrate our ongoing focus on cost discipline and operational efficiency.
- Q3'25 research and development costs increased 12% YoY, primarily driven by higher personnel-related and technology costs due to Company growth.
- Q3'25 sales and marketing costs increased 27% YoY, primarily due to an increase in commissions, in line with the increase in subscription revenue, and an increase in growth media spend to support strategic initiatives.
- Q3'25 general and administrative expenses increased 31% YoY, primarily driven by higher personnel-related costs due to Company growth.

Cash Flow

($ millions)	Three Months Ended September 30, 2025	Three Months Ended September 30, 2024	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
	(unaudited)			
Net cash provided by operating activities	$ 26.4	$ 6.3	$ 51.8	$ 20.3
Net cash used in investing activities	(1.8)	(1.0)	(33.9)	(3.3)
Net cash provided by (used in) financing activities	(1.6)	(7.2)	278.9	72.5
Net Increase (Decrease) in Cash, Cash Equivalents, and Restricted Cash	23.0	(1.8)	296.8	89.5
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	**$ 457.2**	**$ 160.2**	**$ 457.2**	**$ 160.2**

- Life360 ended Q3'25 with cash, cash equivalents and restricted cash of $457.2 million, an increase of $23.0 million from Q2'25.
- Q3'25 operating cash flow was $26.4 million. This was offset by $1.8 million used in investing activities for internally developed software and construction in progress, and $1.6 million used in financing activities related to costs associated with the issuance of the June 2025 convertible notes.
- Q3'25 net cash provided by operating activities of $26.4 million was higher than Adjusted EBITDA of $24.5 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.

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

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, derivative liability, and investment fair value adjustments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) interest income (v) other income, net, (vi) acquisition, investment, and IPO related transaction costs, (vii) stock-based compensation, (viii) workplace restructuring costs, and (ix) gains and losses on the settlement of convertible notes and derivative liabilities. 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 September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
($ thousands, except percentages)				
Net income (loss)	$ 9,793	$ 7,689	$ 21,177	$ (13,053)
Net income (loss) margin	*8 %*	*8 %*	*6 %*	*(5)%*
Add (deduct):				
Convertible notes fair value adjustment[15]	—	—	—	608
Derivative liability fair value adjustment[15]	—	—	—	1,707
Loss on settlement of convertible notes[16]	—	—	—	440
Gain on settlement of derivative liability	—	—	—	(1,924)
Gain on change in fair value of investments[17]	(821)	(5,389)	(2,090)	(5,389)
Provision for (benefit from) income taxes	427	(4,727)	(179)	2,146
Depreciation and amortization[18]	3,928	2,397	9,859	7,058
Interest income	(4,710)	(2,069)	(9,039)	(4,214)
Other income (expense), net	1,002	(457)	3	415
Acquisition and investment related transaction costs[19]	—	—	1,050	—
Stock-based compensation	14,866	11,460	39,985	30,507
IPO-related transaction costs, including secondary offering costs	—	—	—	5,784
Workplace restructuring costs[20]	—	48	—	153
Adjusted EBITDA	$ 24,485	$ 8,952	$ 60,766	$ 24,238
Adjusted EBITDA margin	*20 %*	*10 %*	*18 %*	*9 %*

- Q3'25 delivered a positive Adjusted EBITDA contribution of $24.5 million versus $9.0 million in Q3'24 as a result of continued strong subscription and other revenue growth as well as improved operating leverage.

2025 Earnings Guidance[21]

For FY'25, Life360 now expects to deliver:

- Consolidated revenue of $474 million to $485 million, increased from prior guidance of $462 million to $482 million, comprised of:
  - Subscription revenue of $366 million to $368 million, increased from $363 million to $367 million;
  - Hardware revenue of $46 million to $50 million, increased from $42 million to $50 million;
  - Other revenue of $62 million to $67 million, increased from $57 million to $65 million; and
- Positive Adjusted EBITDA[22] of $84 million to $88 million, increased from $72 million to $82 million previously.

Investor Conference Call

A conference call will be held today as follows:

US PDT: Monday 10 November 2025 at 2 p.m.
US EDT: Monday 10 November 2025 at 5 p.m.
AEDT: Tuesday 11 November 2025 at 9 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: 940 3054 2373

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

Authorization

Lauren Antonoff, Director 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 91.6 million monthly active users (MAU), as of September 30, 2025, across more than 180 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.

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 Jiobit 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.

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 September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
Subscription revenue	$ 96,300	$ 71,833	$ 266,756	$ 199,090
Hardware revenue	11,312	11,744	32,485	33,833
Other revenue	16,885	9,288	44,261	23,032
Total revenue	124,497	92,865	343,502	255,955
Cost of subscription revenue	14,003	10,659	37,193	30,367
Cost of hardware revenue	11,700	11,213	30,491	29,147
Cost of other revenue	1,659	981	4,633	2,790
Total cost of revenue	27,362	22,853	72,317	62,304
Gross profit	97,135	70,012	271,185	193,651
Operating expenses:				
Research and development	32,410	29,012	95,071	83,283
Sales and marketing	39,024	30,722	113,205	79,818
General and administrative	20,010	15,229	53,037	44,243
Total operating expenses	91,444	74,963	261,313	207,344
Income (loss) from operations	5,691	(4,951)	9,872	(13,693)
Other income (expense):				
Convertible notes fair value adjustment	—	—	—	(608)
Derivative liability fair value adjustment	—	—	—	(1,707)
Loss on settlement of convertible notes	—	—	—	(440)
Gain on settlement of derivative liability	—	—	—	1,924
Gain on change in fair value of investments	821	5,389	2,090	5,389
Interest income	4,710	2,069	9,039	4,214
Other income (expense), net	(1,002)	455	(3)	(5,986)
Total other income (expense), net	4,529	7,913	11,126	2,786
Income (loss) before income taxes	10,220	2,962	20,998	(10,907)
Provision for (benefit from) income taxes	427	(4,727)	(179)	2,146
Net income (loss)	9,793	7,689	21,177	(13,053)
Net income (loss) per share, basic	$ 0.13	$ 0.10	$ 0.28	$ (0.18)
Net income (loss) per share, diluted	0.11	0.09	0.25	(0.18)
Weighted-average shares used in computing net income (loss) per share, basic	77,736,272	74,232,140	76,752,859	71,187,103
Weighted-average shares used in computing net income (loss) per share, diluted	85,794,178	82,083,976	84,760,161	71,187,103
Comprehensive income (loss)				
Net income (loss)	9,793	7,689	21,177	(13,053)
Change in foreign currency translation adjustment	185	—	85	(3)
Total comprehensive income (loss)	$ 9,978	$ 7,689	$ 21,262	$ (13,056)

Condensed Consolidated Balance Sheets

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

(unaudited)

	September 30, 2025	December 31, 2024
Assets		
Current Assets:		
Cash and cash equivalents	$ 455,733	$ 159,238
Accounts receivable, net	66,062	57,997
Inventory	14,135	8,057
Costs capitalized to obtain contracts, net	1,255	1,098
Prepaid expenses and other current assets	19,804	14,599
Total current assets	556,989	240,989
Restricted cash, noncurrent	1,494	1,221
Property and equipment, net	3,175	1,779
Costs capitalized to obtain contracts, noncurrent	946	1,049
Prepaid expenses and other assets, noncurrent	49,811	21,611
Operating lease right-of-use asset	424	683
Intangible assets, net	39,996	40,574
Goodwill	134,619	133,674
Total Assets	$ 787,454	$ 441,580
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	8,891	$ 5,463
Accrued expenses and other current liabilities	27,002	32,015
Deferred revenue, current	46,050	39,860
Total current liabilities	81,943	77,338
Convertible notes, net, noncurrent	309,842	—
Deferred revenue, noncurrent	4,155	5,338
Other liabilities, noncurrent	67	359
Total Liabilities	$ 396,007	$ 83,035
Commitments and Contingencies		
Stockholders' Equity		
Common stock	78	75
Additional paid-in capital	659,761	648,124
Accumulated deficit	(268,521)	(289,698)
Accumulated other comprehensive income	129	44
Total stockholders' equity	391,447	358,545
Total Liabilities and Stockholders' Equity	$ 787,454	$ 441,580

Condensed Consolidated Statements of Cash Flows

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

(unaudited)

	Nine Months Ended September 30, 2025	Nine Months Ended September 30, 2024
Cash Flows from Operating Activities:		
Net income (loss)	$ 21,177	$ (13,053)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	9,859	7,058
Amortization of costs capitalized to obtain contracts	932	974
Amortization of operating lease right-of-use asset	259	247
Stock-based compensation expense, net of amounts capitalized	39,985	30,507
Non-cash interest expense, net	727	59
Convertible notes fair value adjustment	—	608
Derivative liability fair value adjustment	—	1,707
Loss on settlement of convertible notes	—	440
Gain on settlement of derivative liability	—	(1,924)
Gain on change in fair value of investments	(2,090)	(5,389)
Non-cash revenue from investments	(905)	(965)
Provision for credit losses	825	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(8,890)	(6,670)
Prepaid expenses and other assets	(6,314)	3,506
Inventory	(6,078)	(9,689)
Costs capitalized to obtain contracts, net	(986)	(1,287)
Accounts payable	3,540	12,058
Accrued expenses and other current liabilities	(5,830)	(2,736)
Deferred revenue	5,913	5,108
Other liabilities, noncurrent	(294)	(270)
Net cash provided by operating activities	51,830	20,289
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2,825)	—
Internally developed software	(4,538)	(3,228)
Purchase of property and equipment	(1,565)	(63)
Convertible note investment	(25,000)	—
Net cash used in investing activities	(33,928)	(3,291)
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	50,770	5,564
Taxes paid related to net settlement of equity awards	(47,292)	(23,371)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions	—	93,000
Payments of U.S. initial public offering issuance costs	—	(2,719)
Proceeds from issuance of convertible senior notes	320,000	—
Payments of debt issuance costs	(10,884)	—
Purchase of capped calls	(33,728)	—
Net cash provided by financing activities	278,866	72,474
Net Increase in Cash, Cash Equivalents, and Restricted Cash	296,768	89,472
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	$ 457,227	$ 160,185

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

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 income (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 transaction costs related to acquisitions, investments, and our IPO. 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 Reconciliation[23]

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
(in millions)				
Cost of subscription revenue, GAAP	$ 14.0	$ 10.7	$ 37.2	$ 30.4
Less: Depreciation and amortization, GAAP	(1.7)	(0.4)	(3.3)	(1.1)
Less: Stock-based compensation, GAAP	(0.5)	(0.2)	(1.3)	(0.6)
Total cost of subscription revenue, Non-GAAP	$ 11.8	$ 10.1	$ 32.5	$ 28.7
Cost of hardware revenue, GAAP	$ 11.7	$ 11.2	$ 30.5	$ 29.1
Less: Depreciation and amortization, GAAP	(1.0)	(0.9)	(2.9)	(2.7)
Less: Stock-based compensation, GAAP	(0.4)	(0.2)	(1.1)	(0.6)
Total cost of hardware revenue, Non-GAAP	$ 10.3	$ 10.1	$ 26.5	$ 25.8
Cost of other revenue, GAAP	$ 1.7	$ 1.0	$ 4.6	$ 2.8
Less: Depreciation and amortization, GAAP	(0.2)	—	(0.4)	—
Total cost of other revenue, Non-GAAP	$ 1.5	$ 1.0	$ 4.2	$ 2.8
Cost of revenue, GAAP	$ 27.4	$ 22.9	$ 72.3	$ 62.3
Less: Depreciation and amortization, GAAP	(2.9)	(1.3)	(6.6)	(3.8)
Less: Stock-based compensation, GAAP	(0.9)	(0.4)	(2.4)	(1.2)
Total cost of revenue, Non-GAAP	$ 23.6	$ 21.1	$ 63.3	$ 57.3

GAAP Operating expenses to Non-GAAP Operating Expenses Reconciliation[24]

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2025	2024	2025	2024
(in millions)				
Research and development expense, GAAP	$ 32.4	$ 29.0	$ 95.1	$ 83.3
Less: Depreciation and amortization, GAAP	—	—	—	(0.1)
Less: Stock-based compensation, GAAP	(7.3)	(6.6)	(20.8)	(18.4)
Less: Other, GAAP	—	—	(0.7)	—
Total Research and development, Non-GAAP	$ 25.1	$ 22.4	$ 73.5	$ 64.8
Sales and marketing expense, GAAP	$ 39.0	$ 30.7	$ 113.2	$ 79.8
Less: Depreciation and amortization, GAAP	(1.1)	(1.1)	(3.2)	(3.2)
Less: Stock-based compensation, GAAP	(2.1)	(0.9)	(5.4)	(2.3)
Total Sales and marketing expense, Non-GAAP	$ 35.9	$ 28.8	$ 104.6	$ 74.4
General and administrative expense, GAAP	$ 20.0	$ 15.2	$ 53.0	$ 44.2
Less: Stock-based compensation, GAAP	(4.7)	(3.6)	(11.4)	(8.7)
Less: Other, GAAP	—	—	(0.3)	—
Total General and administrative expense, Non-GAAP	$ 15.4	$ 11.6	$ 41.4	$ 35.6
Total Operating expenses, GAAP	$ 91.4	75.0	261.3	207.3
Less: Depreciation and amortization, GAAP	(1.1)	(1.1)	(3.2)	(3.2)
Less: Stock-based compensation, GAAP	(14.0)	(11.1)	(37.6)	(29.3)
Less: Other, GAAP	—	—	(1.0)	—
Total Operating expenses, Non-GAAP	$ 76.4	$ 62.8	$ 219.5	$ 174.8

Footnotes

1. 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 above.
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, refer to the "Adjusted EBITDA" and "Supplementary and Non-GAAP Financial Information" sections above.
3. Core metrics relate solely to the Life360 mobile application.
4. An 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.
5. 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.
6. 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.
7. Excludes revenue related to bundled Life360 subscription and hardware offerings of $(0.1) million and $(0.8) million for the three and nine months ended September 30, 2025, respectively, and $(1.4) million and $(4.0) million for the three and nine months ended September 30, 2024, respectively.
8. Subscriptions are defined as the number of paying subscribers associated with the Life360, Jiobit and Tile brands who have been billed as of the end of the period.
9. ARPPS is defined as annualized total subscription revenue recognized and derived from Life360, Tile and Jiobit 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.
10. 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 direct consumers.
11. Excludes revenue related to bundled Life360 subscription and hardware offerings of $0.1 million and $0.7 million for the three and nine months ended September 30, 2025, respectively, and $1.4 million and $3.9 million the three and nine months ended September 30, 2024, respectively.
12. 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.
13. Refer to the 'Key Performance Indicators' section for additional information regarding the impact of bundled offerings on KPI calculations for the periods presented.
14. Beginning with the second quarter of 2024, the definition of Core subscription revenue was updated and calculated in accordance with GAAP.
15. To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.
16. Relates to the settlement of the July 2021 Convertible Notes and September 2021 Convertible Notes.
17. Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the Q3'25 10-Q for the definition and additional information on the Related Party Investment and Convertible Note Investment.
18. Includes depreciation on fixed assets and amortization of intangible assets.
19. Relates to costs incurred in connection with the Convertible Note Investment and the asset acquisition of Fantix, Inc., including one-time bonus payments.
20. Relates to non-recurring personnel and severance related expenses.
21. 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.
22. 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 above.
23. For the definition of cost of revenue, Non-GAAP, refer to the "Supplementary and Non-GAAP Financial Information" section above.
24. For the definition of operating expenses, Non-GAAP, refer to the "Supplementary and Non-GAAP Operating Information" section above.


Q3'25
Investor Presentation
10 Nov 2025 U.S. PT | 11 Nov 2025 AEDT
Life360

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Contents


01
Life360
Overview

Life360 at a glance

Global scale, durable growth, expanding profitability

~91.6M Global Monthly Active Users	**180+** Countries	**463 billion** Miles driven with Life360 Crash Detection[2]	**#7** Top Social Networking App[3]	**$124.5m** **+34% YoY** Q3'25 Revenue
~2.7M Global Paying Circles	**16%** U.S. Penetration[1]	**77 billion** Safe arrival notifications[2]	**10.5M+** Monthly active Tile devices	**$24.5m** **20% Margin** Q3'25 Adjusted EBITDA[4]

Note: As of September 30, 2025 unless otherwise stated. [1] U.S. smartphone penetration based on approximately 48.7 million U.S. MAUs as of September 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. [2] LTM as of September 30, 2025. [3] By DAU in the U.S. as of September 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 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

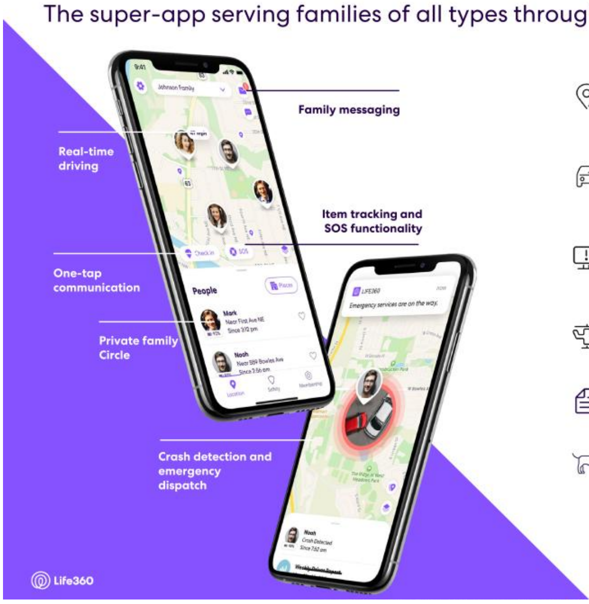
Market leading driving safety

Devices for people, pets, and things

Premium safety services

Keeping people close to the ones they love

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



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

Pet Finder Network
Real-Time tracking, escape alerts, and a community-powered Pet Finding Network

Life360 is uniquely focused on family safety

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

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

5x App Opens per Day[1]

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

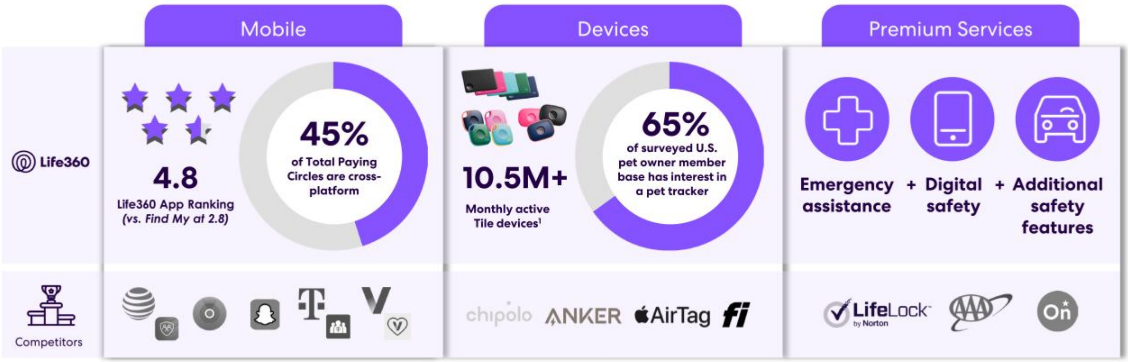
59 NPS Score
Considered "Excellent" by NPS Creator, Bain & Co.[3]

$500+ Million in R&D investment since 2016

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

A one-stop holistic experience vs. competitor offerings

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



[1] As of September 30, 2025.

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

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 September 2025.

Life360

U.S. Lifestyle App Rankings by DAU[1]

1	Life360: Stay Connected & Safe	Life360
2	Pinterest	Pinterest
3	Walmart: Shopping & Savings	Walmart
4	Ring - Always Home	Amazon Mobile
5	SHEIN	Sheinside Group
6	eBay	eBay Inc.
7	McDonald's	McDonalds USA

U.S. Social Networking App Rankings by DAU[1]

1	Facebook	Meta Platforms
2	WhatsApp Messenger	Meta Platforms
3	Messenger	Meta Platforms
4	Discord	Discord Inc.
5	Threads	Meta Platforms
6	Telegram	Telegram
7	Life360: Stay Connected & Safe	Life360

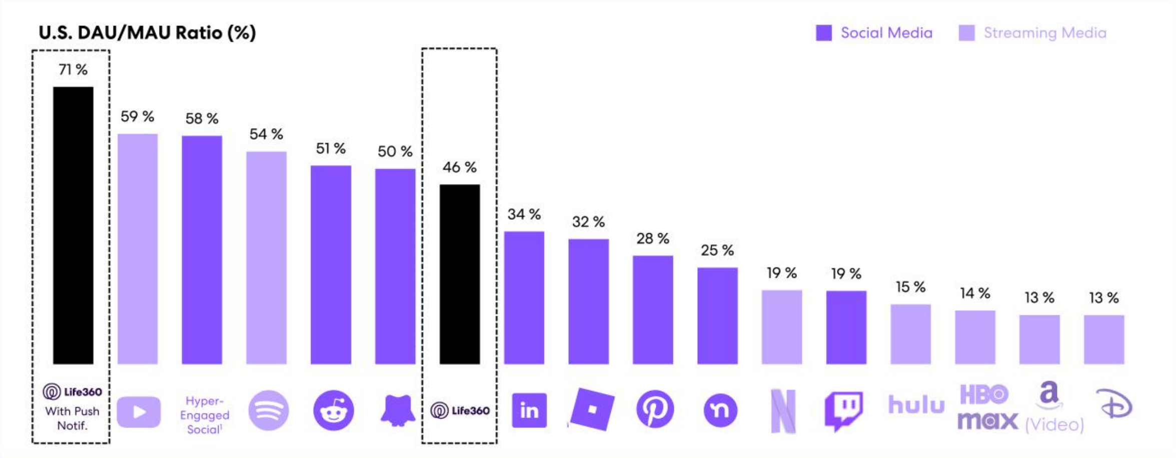
Triple Tier Lifestyle App Rankings by DAU[1]

Australia	2	Life360: Stay Connected & Safe (Life360)
Canada	5	Life360: Stay Connected & Safe (Life360)
United Kingdom	7	Life360: Stay Connected & Safe (Life360)

Triple Tier Social Networking App Rankings by DAU[1]

Australia	6	Life360: Stay Connected & Safe (Life360)
United Kingdom	7	Life360: Stay Connected & Safe (Life360)
Canada	8	Life360: Stay Connected & Safe (Life360)

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

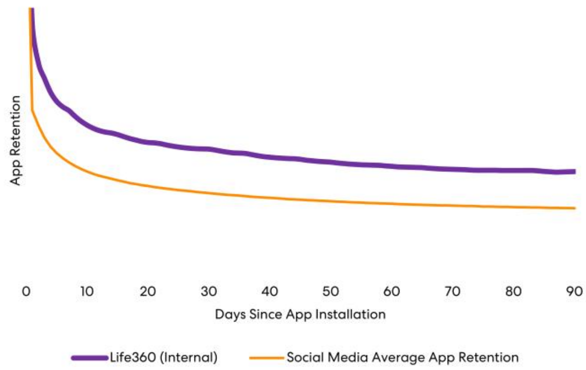


Source: Sensor Tower company as of September 30, 2025; Company Data for Life360 metrics.
[1] Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

Life360 has industry-leading user retention

Everyday safety and delight keep families engaged daily

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

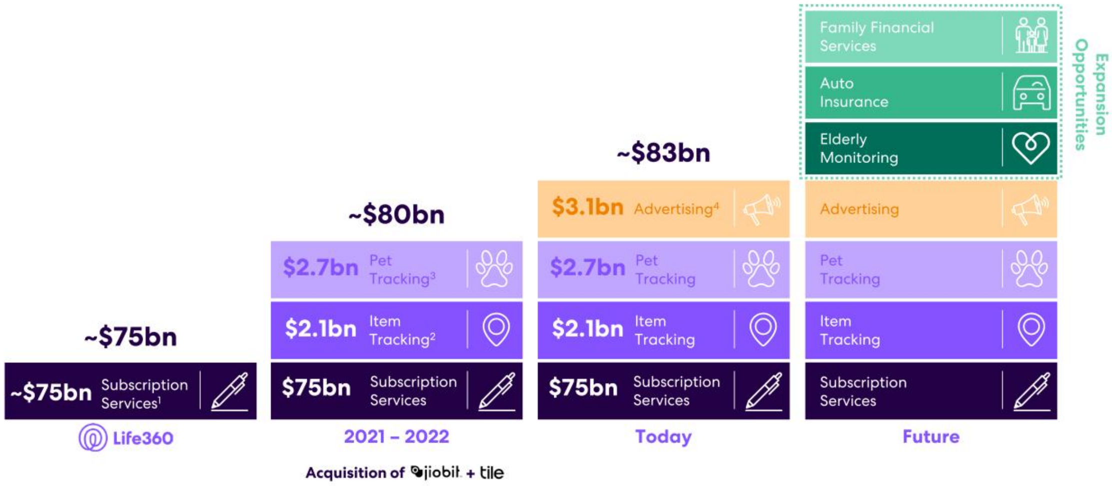


Life360's strong value proposition and core feature set **provides its users with peace of mind** that drives consistent daily app usage and fuels product stickiness

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 September 30, 2025; Peer group data represents U.S. App Store only; 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	Devices	Indirect	Advertising	Adjacent Markets

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

NEW: Real-Time Pet Tracking and Pet Finder Network[1]

Indirect

First Party Data Monetization

Hubble Partnership

Advertising

Ads for Free Members

Access unique audiences based on First Party Data

Adjacent Markets

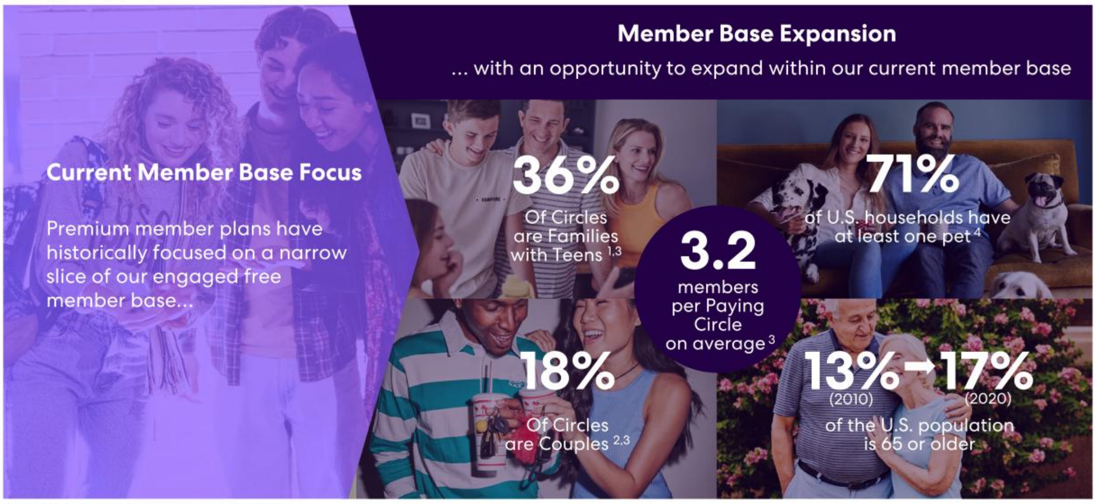
Elderly Monitoring

Auto Insurance

Family Financial Services

[1]Real-Time Pet Tracking and Pet Finder Network are only available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

Expanding reach beyond parents with teens



Source: U.S. Census Data, American Pet Products Association

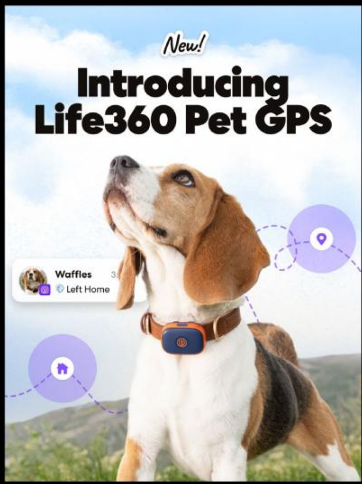
Note: The Circle percentages referenced reflect data for free Circles, not Paying Circles. [1] Defined as Circles with at least one member being a parent and one or more teens. [2] Defined as Circles of two members who are spouses or partners. [3] Reflects Circles on a global basis as of September 30, 2025. [4] As of 2024.

Pet platform launch

Entering the pet space with Pet GPS and the Pet Finder Network

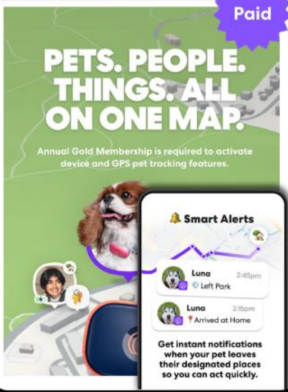
Pet Finder Network

Free!



Your Pet on the Life360 Map

Paid



Life360 Pet GPS

Paid

- Real-time tracking via GPS, BLE, and WiFi
- $49.99 MSRP with Gold membership required[2]
- Up to 14 day battery lift per charge + 6 month Reserve Mode
- Safety light
- Water-resistant
- Georeferences and escape alerts
- Universal attachment fits most standard collars
- Escaped Pet instantly notifies your Circle, with optional safety light & audible ring

[1] Activation fee of $79.99 is waived for the first device added to a Circle

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 (U.S., UK, Canada, ANZ)

FREE MEMBERSHIP
$0.00/mo

- ✓ SOS
- ✓ Place Alerts (2 places)
- ✓ Location History (2 days)
- ✓ Crash Detection
- ✓ Family Driving Summary
- ✓ Battery Monitoring
- ✓ **NEW: Pet Profile & Pet Finder Network**

SILVER MEMBERSHIP
$7.99/mo

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

12% of U.S. Paying Circles[1]

GOLD MEMBERSHIP
$14.99/mo

- + Place Alerts (unlimited)
- + 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)
- + **NEW: Real-Time Pet Tracking[2]**

84% of U.S. Paying Circles[1]

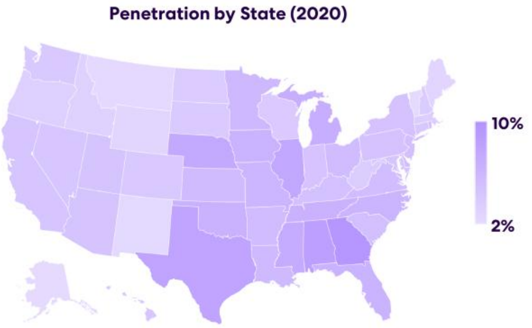
PLATINUM MEMBERSHIP
$24.99/mo

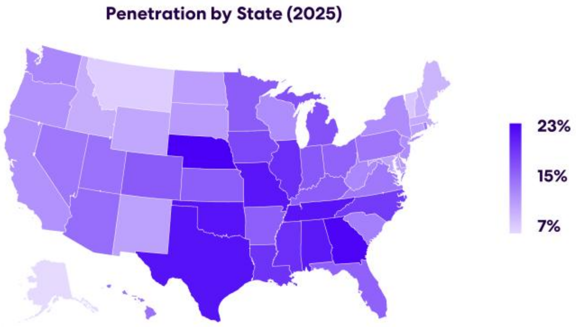
- + Credit Monitoring
- + Disaster Response
- + Medical Assistance
- + Travel Support
- + Free Towing (50mi Radius)
- + Stolen Funds Reimbursement ($1M)
- + Stolen Phone Protection ($500)

4% of U.S. Paying Circles[1]

[1]As of September 30, 2025. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region. [2]Real-Time Pet tracking available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

Long remaining runway in U.S. penetration





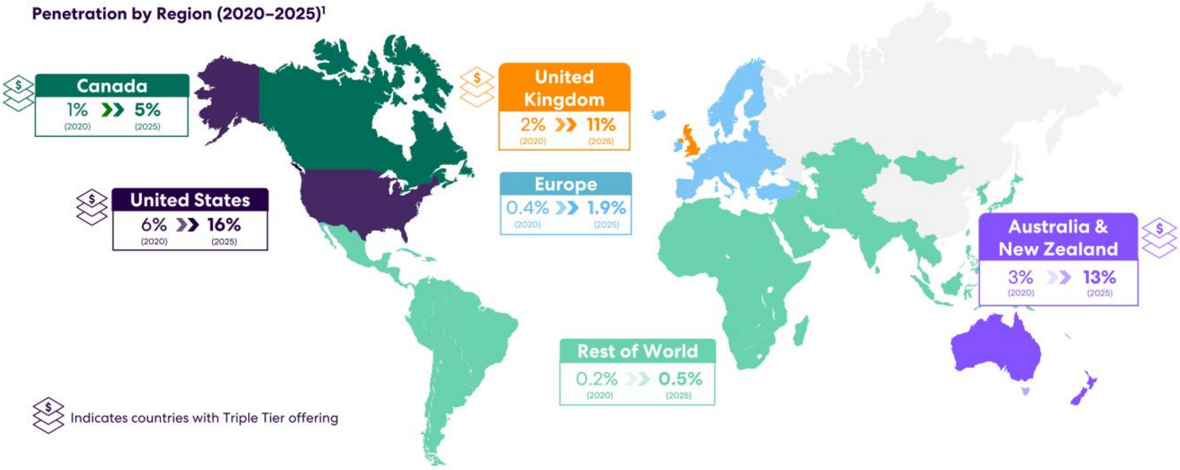
States with more than 6% penetration in 2020 experienced **over 162% penetration growth on average from September 2020 to September 2025**, underpinning the remaining meaningful runway in the U.S.

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]



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 September 30, 2025 unless otherwise noted.

Scaling the international opportunity

Growing usage and increasing monetization globally

Top 10 International MAU countries[1]
(65% of total International)

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

[1]Data as of Q3'25

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 brands and advertisers

Our differentiated audience...

49M
U.S. Monthly Active Users

5x
App Opens per Day

46%
MAUs Open the App Daily

1 in 7
U.S. Smartphone Owners Use Life360

Illustrative Customer Profiling & Audience Segment

*"U.S., 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

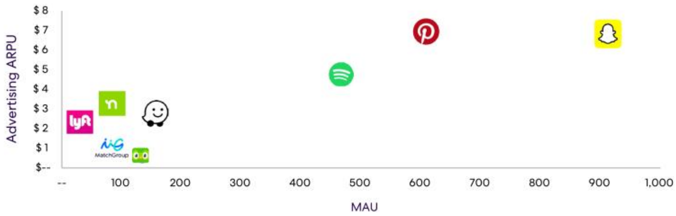
Loyal User Base of families that retain on the platform[1]

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

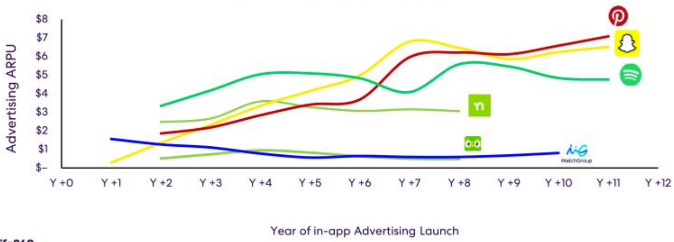
The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

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



Ad Revenue ARPU from Launch[1,3]



Life360

Large Market Opportunity

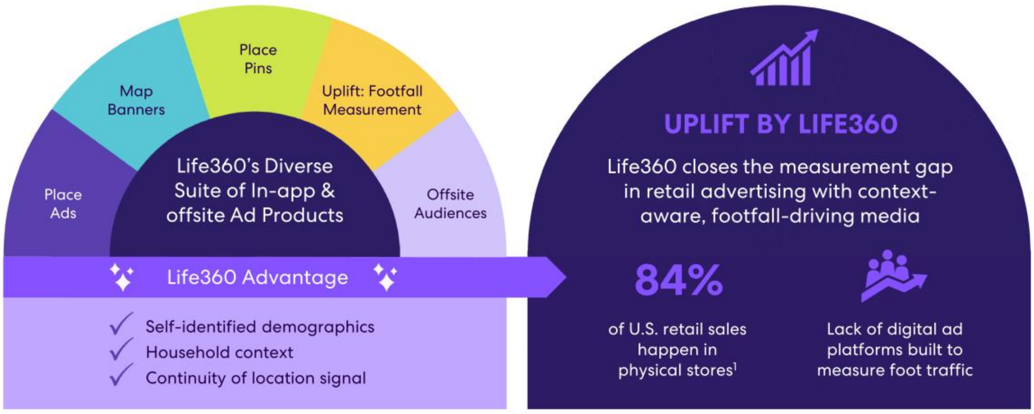
$402bn

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



Source: U.S. Census Data
[1] As of Q2'25

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.

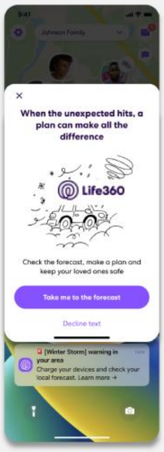
34M

Push notifications sent[1]

14%

Click-through rates on notification[1]

Strong Performance Since Launch



AccuWeather

Real-time severe weather alerts

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

47M

Push notifications sent[1]

7%

Click-through rates on notification[1]

Critical Support Driving Engagement

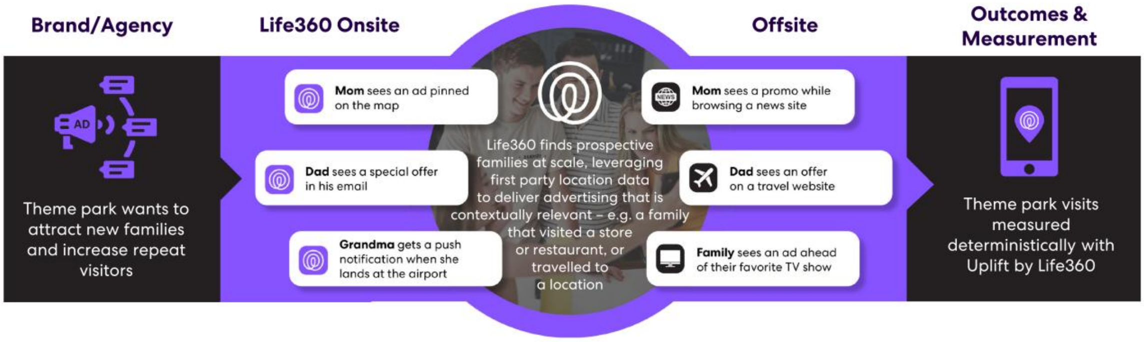
- 24/7 location sharing provides continuity of signal for precise, highly relevant advertising based on member behavior and location
- Life360's uniquely valuable user base - millions of highly engaged members with high-disposable incomes - amplifies campaign success
- Strong click-through rates highlight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

[1] For the period July 2025 to September 2025.

02 Advertising Update

Life360 Ads Network Vision

The Family Ads Platform that delivers experiences and outcomes for brands, while offering benefits to members that make everyday family life better



Our Advertising Platform

Expanding capability and scale with strategic acquisitions and partnerships

Ad Tech & Infrastructure Development

Acquisitions combined with Life360's unique user base and advertising solutions deliver an end-to-end platform at scale

FANTIX
Q1 2025

Place Ads
Uplift

Nativo
Q1 2026[1]

Paid Partnerships

Partnerships bring highly relevant in-app experiences and ads for Life360 members and their families

Uber
Q3 2024

AURA
Q2 2025

AccuWeather
Q3 2025

Direct Sales

Nativo provides Life360 with a proven, world-class and scaled sales team

Nativo
Q1 2026[1]

Offsite

Nativo amplifies Life360's scale with direct access to premium advertiser brands and agencies, and relationships with a network of premium publishers

Nativo
Q1 2026[1]

1. Subject to transaction close in Q1 2026

Nativo accelerates Life360's advertising roadmap

Nativo transforms our advertising platform into an end-to-end offering with best-in-class technology, established relationships, and experienced sales team

Advanced Ad Renderer

Ad renderer technology to easily deploy custom ad formats and dynamic landing page experiences at scale

Unique Demand & Publisher Network

Seasoned direct sales team generating unique demand from agencies and brands – bought managed, programmatic and self-serve

Proprietary Targeting

Proprietary privacy-compliant, predictive targeting that uses unique engagement signals and outperforms

Advanced Measurement

Robust measurement capabilities including real-time surveys, attention metrics and advanced insights with easy UI

Why publishers choose Nativo

Superior tech drives better monetization, faster and at lower cost

Best-in-Class Technology

Suite of tools for activating and accelerating direct-sold ads businesses – sell more with less effort

275%

Avg. eCPM lift from standard display

FORTUNE BUSINESS INSIDER

Better Monetization

Nativo's creative ad renderer makes premium ads and custom formats easy to deploy and manage

#1

Ranking among competitors

meredith Robb Report

Faster Results

Deploy in weeks rather than months with an enterprise-level and feature-rich ad stock

2 weeks

Typical integration time

FAST COMPANY AXIOS

Progressing towards our ads vision

Combination creates a differentiated platform at scale – accelerating Life360's advertising roadmap and creating value across the ad-tech value chain

High Level Ad-Tech Value Chain

	Demand Side Platforms (DSPs)	Customer Data Platforms	Measurement Platforms	Supply Side Platforms (SSPs)*	Publishers	
Demand Side Brands Ad Agencies	Integrations enable advertisers to buy digital ad inventory in an automated way (e.g. The Trade Desk & Amazon DSP)	Collect, unify, and organize first-party (1P) and third-party (3P) data signals	Unified layer of reporting into performance, ensuring safety, viewability, and attribution	Allow publishers to manage, optimize, and sell their ad inventory	Content creators and platforms that own the ad inventory (e.g. websites, apps, media outlets)	**Supply Side** Consumers
Life360 Standalone	Select integrations with limited demand	Unique 1P location data, with early capabilities with 3rd parties	Uplift - unique measurement capabilities with limited GTM capacity	Limited off-app capabilities	In-app inventory with limited offsite audiences for publishers	 **Standalone Roadmap Progress**
Life360 + Nativo	Direct integrations with key DSPs incl. Amazon, positioning Life360 as an attractive partner for large DSPs	Complementary custom audience creation based on 1P data at scale to drive outcome-based optimization	Complementary measurement tools at scale to capture full funnel performance	Full SSP capabilities incl. direct integrations with 400+ premium publishers and 20k+ websites and apps	Enable cross-format and cross-platform campaigns with premium publishers (e.g. premium display, CTV etc.)	 **Combined Roadmap Progress**

Life360 + Nativo Delivers a High Value, End-to-End Differentiated Platform at Scale for Advertisers


03
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

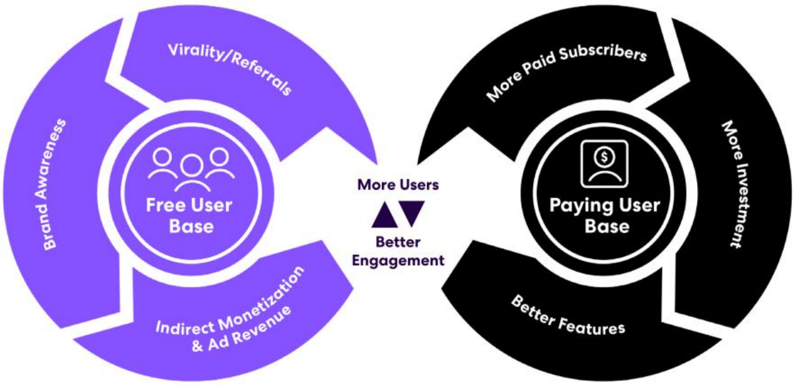
By meeting family needs at every life stage and strengthening relationships with members

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 Frictionless download & registration	**Free Member** Experience features	**Paid Subscriber** Upsell to Paid Subscriber	**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	**150M+**	**$1B+**	**35%+**
Brand for everyday family life	Monthly Active Users	Revenue	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.


04
Financial Update Q3'25

Q3'25 Achievements

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

Growing our audience	Scaling paid offerings	Creating new revenue streams	Expanding profitability
~91.6m Global Monthly Active Users (MAU) + 19% YoY	**~2.7m** Global Paying Circles + 23% YoY	Initial infrastructure established to build advertising revenue stream	**$124.5m** Q3'25 Revenue +34% YoY
24% YoY growth in International MAU	**170k** Quarterly net adds, an all-time record	hubble AURA Uber Establishing new B2B partnerships to drive indirect monetization	**$24.5m** Q3'25 Adjusted EBITDA[1] 20% 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 to Adjusted EBITDA see Appendix 3.

Q3'25 Results Summary

Delivering on growth

$M	Q3'25	Q3'24	$ Change	% ch YoY
Revenue				
Subscription	96.3	71.8	24.5	*34 %*
Hardware	11.3	11.7	(0.4)	*(4)%*
Other	16.9	9.3	7.6	*82 %*
Total revenue	**124.5**	**92.9**	**31.6**	***34 %***
Annualized Monthly Revenue (AMR)[1]	446.7	336.2	110.5	*33 %*
Operating expenses	91.4	75.0	16.5	*22 %*
Net Income	9.8	7.7	2.1	*27 %*
Adjusted EBITDA (Non-GAAP)[2]	24.5	9.0	15.5	*174 %*
Cash and cash equivalents[3]	457.2	160.2	297.0	*185 %*
Operating cash flow	26.4	6.3	20.1	*317 %*

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 to Adjusted EBITDA see Appendix 3.
[3] Cash and cash equivalents includes Restricted Cash.

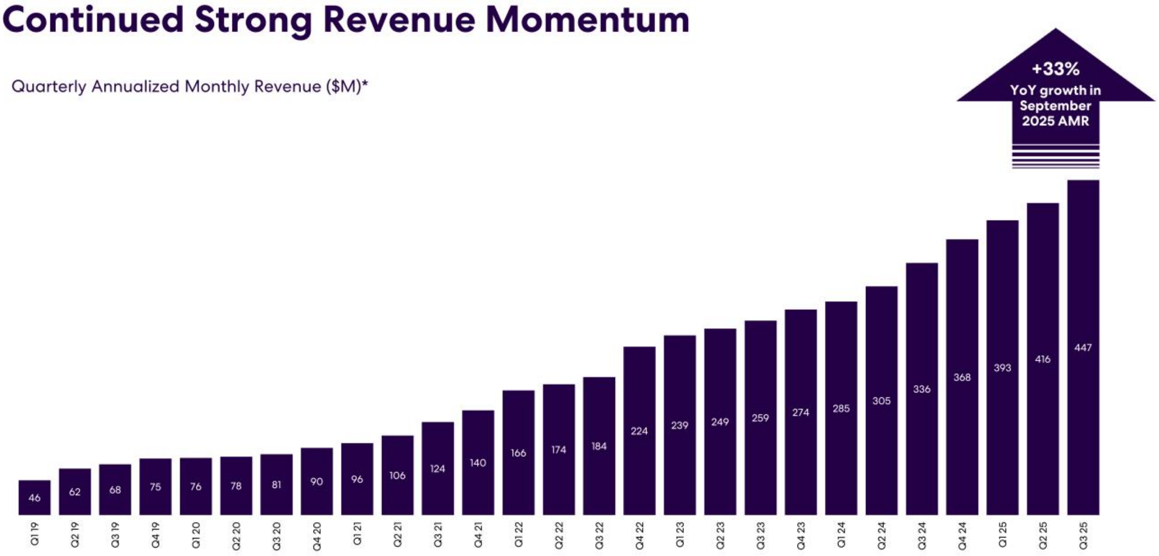
Life360

Commentary

- Continued strong subscription revenue momentum, up 34% primarily driven by Life360 core subscription revenue up 37% to $90.7 million and the growth in Paying Circles up 23%
- Hardware revenue decrease of 4%, as higher unit shipments were more than offset by increased discounts and lower revenue related to bundled offerings
- Other revenue increase of 82% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 33% to $446.7 million
- Operating expenses, excluding commissions, increased 20% and declined 8% 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

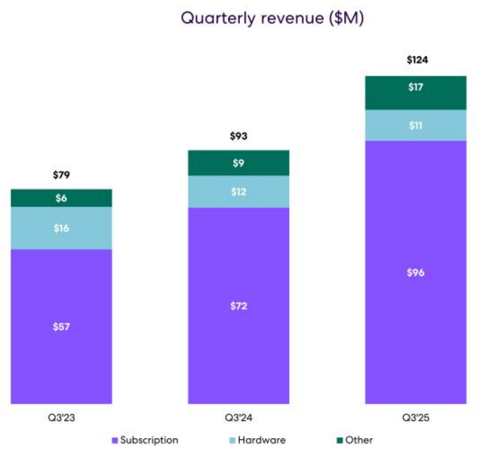
Quarterly Annualized Monthly Revenue ($M)*

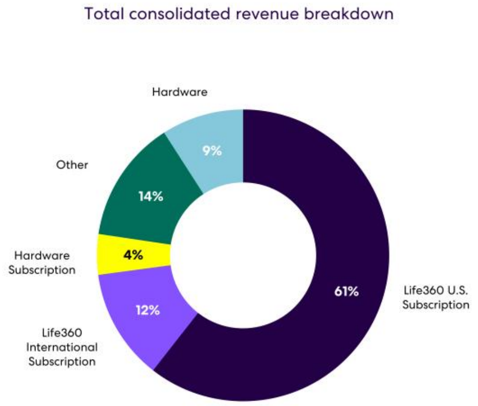


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

Consolidated Revenue

Q3'25 year over year growth of 34%



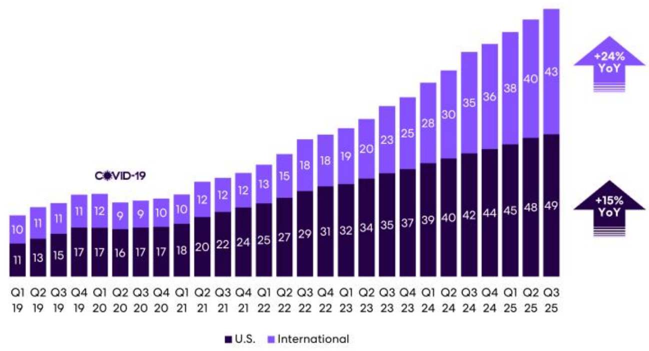


Note: Numbers may not add or recalculate due to rounding.

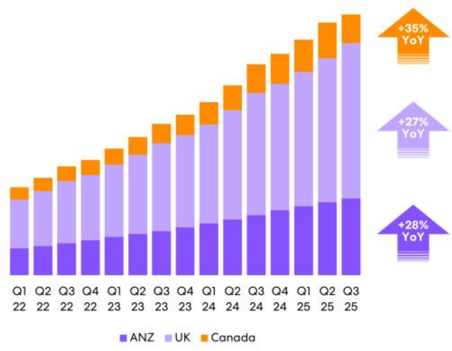
Global MAU

Q3'25 year over year growth of 19%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU)(M)



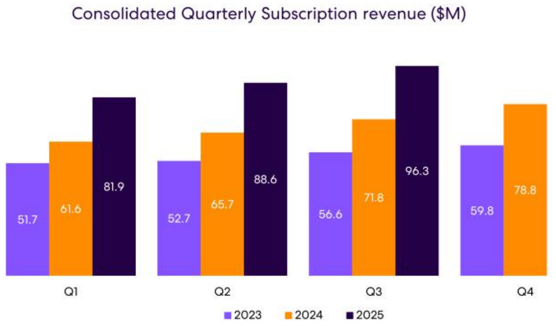
International Triple Tier launch countries MAU

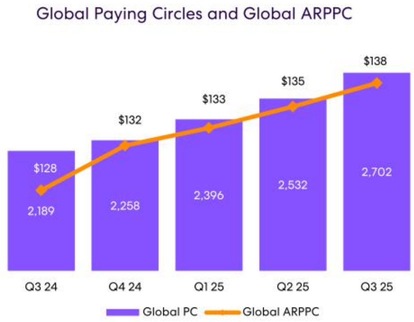


Note: Numbers may not add or recalculate due to rounding.

Subscription Revenue

34% revenue growth underpinned by 23% YoY uplift in Paying Circles and 8% YoY increase in ARPPC



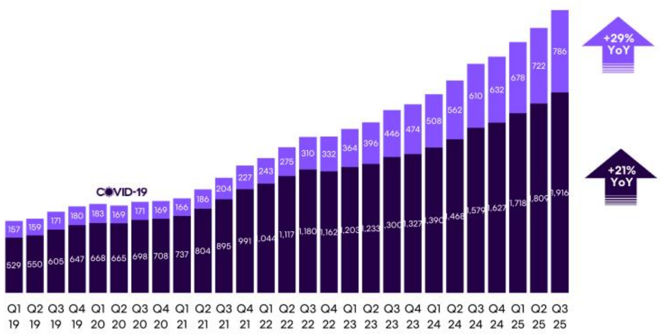


- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 34% YoY in Q3'25
- Core Life360 subscription revenue growth of 37% YoY in Q3'25, benefitting from strong Paying Circles growth of 23% YoY
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025 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

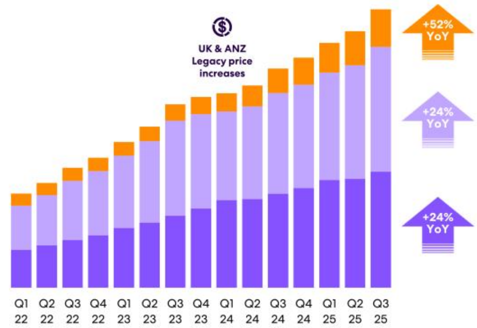
Paying Circles

Q3'25 year over year growth of 23%, while raising prices and improving customer value

Paying Circles by geography (000s)



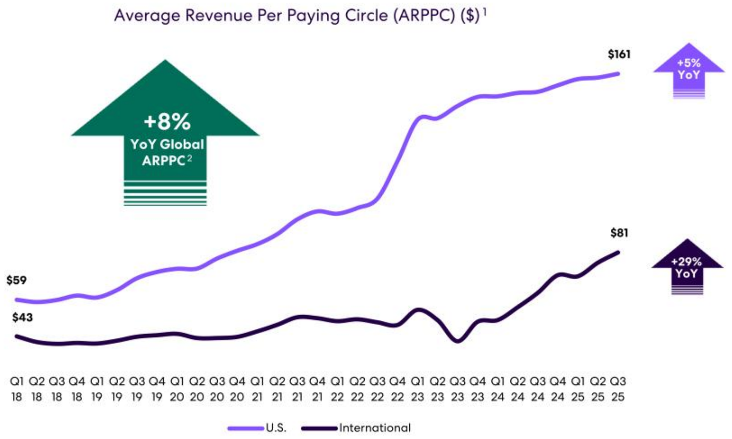
International Triple Tier launch countries Paying Circles

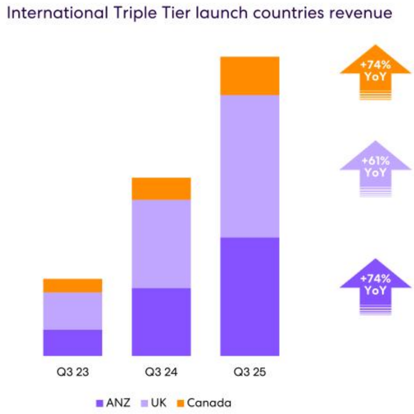


Note: Numbers may not add or recalculate due to rounding.

Average Revenue Per Paying Circle (ARPPC)

Triple Tier launches and annual subscription price increases driving ARPPC in the U.S. and internationally

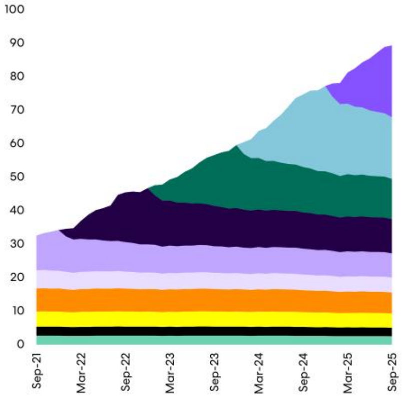




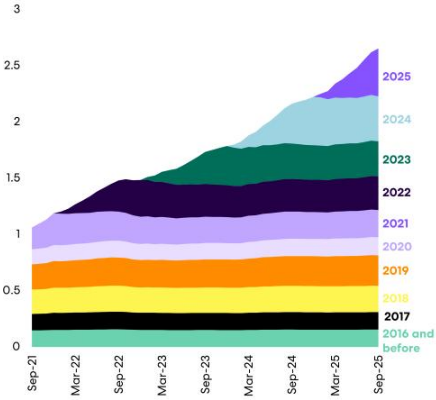
[1] U.S. Price increase took effect across all Membership tiers starting in August 2022.
[2] The uplift to global ARPPC was tempered by a 4% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have 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)

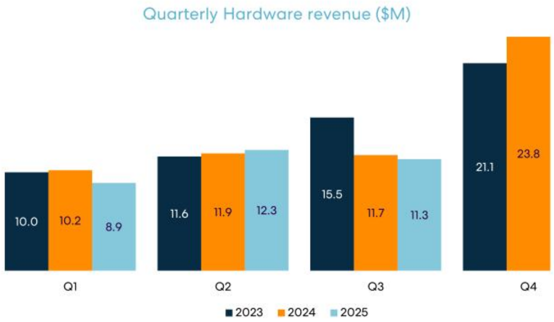


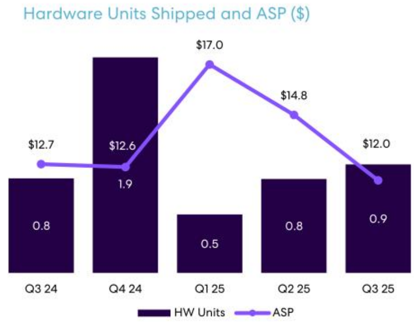
- MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics** and **ability to convert free members to paid over the long-term**
- Consistent historical net subscriber retention across member registration years, driving net **subscription 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

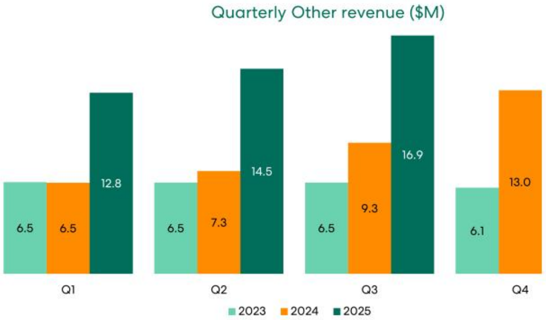


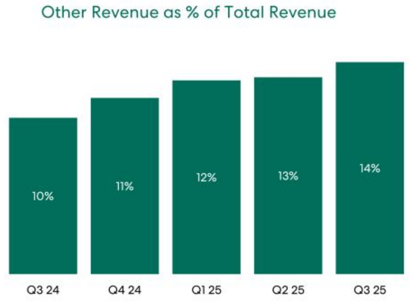


- Q3'25 hardware revenue decrease of 4% YoY, as higher unit shipments were more than offset by increased discounts and lower revenue related to bundled offerings
- Net hardware units shipped increased 15% YoY due to an increase in online retail demand
- Q3'25 ASP decreased 6% YoY primarily due to a shift in channel mix and increase in 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



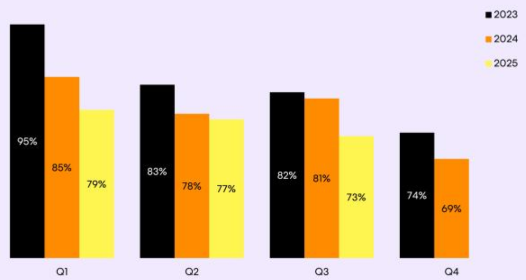


- Q3'25 Other revenue growth of 82% YoY reflects increases in data and partnership revenue, which includes advertising revenue, and is primarily due to an increased number of partners and higher spend under existing arrangements
- Significant uplift in Q3'25 YoY driven primarily by advertising revenue 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

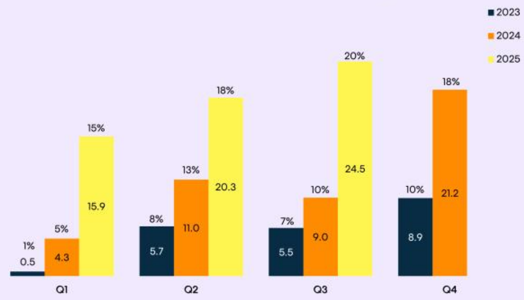
Expanding Profitability

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 (%)



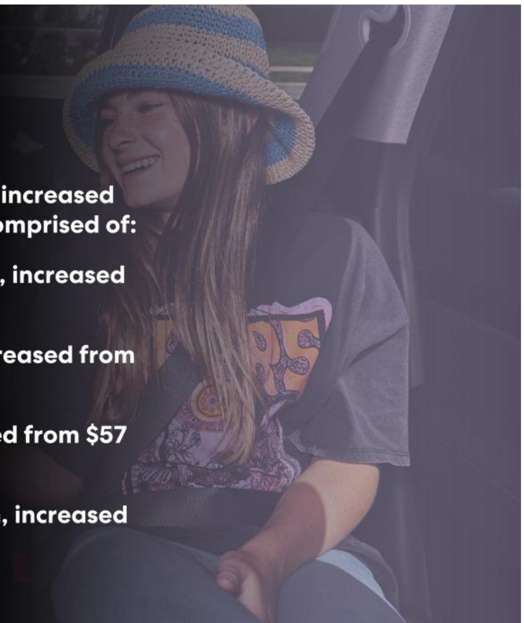
- Operating expenses as a % of revenue have declined over time, reaching 73% in Q3'25, demonstrating continued strong operating leverage
- Adjusted EBITDA margin expansion to 20% in Q3'25 driven by strong subscription revenue growth and increased operating leverage


05
FY'25
Outlook

Outlook

For FY'25, Life360 now expects to deliver:

- **Consolidated revenue of $474 million to $485 million, increased from prior guidance of $462 million to $482 million, comprised of:**
  - **Subscription revenue of $366 million to $368 million, increased from $363 million to $367 million;**
  - **Hardware revenue of $46 million to $50 million, increased from $42 million to $50 million;**
  - **Other revenue of $62 million to $67 million, increased from $57 million to $65 million; and**
- **Positive Adjusted EBITDA[1] of $84 million to $88 million, increased from $72 million to $82 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 to Adjusted EBITDA, see Appendix 3

06 Appendix

APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024
Life360 Core[1]					
Monthly Active Users (MAU) - Global	91.6	88.0	83.7	79.6	76.9
U.S.	48.7	47.5	45.3	43.7	42.2
International	42.9	40.5	38.4	36.0	34.7
ANZ	3.2	3.1	2.9	2.7	2.5
Paying Circles - Total	2.7	2.5	2.4	2.3	2.2
U.S.	1.9	1.8	1.7	1.6	1.6
International	0.8	0.7	0.7	0.6	0.6
Average Revenue per Paying Circle (ARPPC)	$ 137.63	$ 135.42	$ 133.42	$ 131.76	$ 127.57
Life360 Consolidated					
Subscriptions	3.3	3.1	3.0	2.9	2.8
Average Revenue per Paying Subscription (ARPPS)	$ 119.33	$ 116.06	$ 112.98	$ 110.43	$ 106.27
Net hardware units shipped	0.9	0.8	0.5	1.9	0.8
Average Sale Price (ASP)	$ 11.99	$ 14.81	$ 16.99	$ 12.56	$ 12.69
Annualized Monthly Revenue (AMR)	$ 446.7	$ 416.1	$ 393.0	$ 367.6	$ 336.2
Additional KPI Related Information					
Subscription revenue	$ 96.3	$ 88.6	$ 81.9	$ 78.8	$ 71.8
Non-Core subscription revenue	$ (5.6)	$ (5.7)	$ (5.7)	$ (5.7)	$ (5.6)
Core subscription revenue[2]	$ 90.7	$ 82.9	$ 76.2	$ 73.1	$ 66.2
Subscription revenue bundling related adjustment	$ (0.1)	$ (0.3)	$ (0.4)	$ (0.6)	$ (1.4)
Hardware revenue bundling related adjustment	$ 0.1	$ 0.3	$ 0.4	$ 0.4	$ 1.4

[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 September 30, 2025	2024
Revenue		
Subscription revenue	$ 96.3	$ 71.8
Hardware revenue	11.3	11.7
Other revenue	16.9	9.3
Total revenue	**124.5**	**92.9**
Cost of Revenue		
Cost of subscription revenue	14.0	10.7
Cost of hardware revenue	11.7	11.2
Cost of other revenue	1.7	1.0
Total cost of revenue	27.4	22.9
Gross Profit	**97.1**	**70.0**
Operating expenses		
Research and development	32.4	29.0
Sales and marketing	39.0	30.7
General and administrative	20.0	15.2
Total operating expenses	91.4	75.0
Income (loss) from operations	**5.7**	**(5.0)**
Other income (expense), net		
Gain on change in fair value of investments	0.8	5.4
Interest income	4.7	2.1
Other income (expense), net	(1.0)	0.5
Total other income (expense), net	4.5	7.9
Income before income taxes	**10.2**	**3.0**
Provision for (benefit from) income taxes	0.4	(4.7)
Net income	**$ 9.8**	**$ 7.7**
Net income per share, basic	$ 0.13	$ 0.10
Net income per share, diluted	$ 0.11	$ 0.09
Weighted-average shares used in computing net income per share, basic	77,736,272	74,232,140
Weighted-average shares used in computing net income per share, diluted	85,794,178	82,083,976

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

APPENDIX 2

Balance Sheet

$M	September 30, 2025	December 31, 2024
Current Assets:		
Cash and cash equivalents	$ 455.7	$ 159.2
Accounts receivable, net	66.1	58.0
Inventory	14.1	8.1
Costs capitalized to obtain contracts, net	1.3	1.1
Prepaid expenses and other current assets	19.8	14.6
Total current assets	557.0	241.0
Restricted cash, noncurrent	1.5	1.2
Property and equipment, net	3.2	1.8
Costs capitalized to obtain contracts, noncurrent	0.9	1.0
Prepaid expenses and other assets, noncurrent	49.8	21.6
Operating lease right-of-use asset	0.4	0.7
Intangible assets, net	40.0	40.6
Goodwill	134.6	133.7
Total Assets	**$ 787.5**	**$ 441.6**
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	$ 8.9	$ 5.5
Accrued expenses and other current liabilities	27.0	32.0
Deferred revenue, current	46.1	39.9
Total current liabilities	81.9	77.3
Convertible notes, net, noncurrent	309.8	—
Deferred revenue, noncurrent	4.2	5.3
Other liabilities, noncurrent	0.1	0.4
Total Liabilities	**$ 396.0**	**$ 83.0**
Commitments and Contingencies		
Stockholders' Equity		
Common stock	0.1	0.1
Additional paid-in capital	659.8	648.1
Accumulated deficit	(268.5)	(289.7)
Accumulated other comprehensive income	0.1	—
Total stockholders' equity	**$ 391.4**	**$ 358.5**
Total Liabilities and Stockholders' Equity	**$ 787.5**	**$ 441.6**

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

Cash Flow

$M	Nine Months Ended September 30, 2025	2024
Cash Flows from Operating Activities:		
Net income (loss)	$ 21.2	$ (13.1)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	9.9	7.1
Amortization of costs capitalized to obtain contracts	0.9	1.0
Amortization of operating lease right-of-use asset	0.3	0.2
Stock-based compensation expense, net of amounts capitalized	40.0	30.5
Non-cash interest expense, net	0.7	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	(2.1)	(5.4)
Non-cash revenue from investments	(0.9)	(1.0)
Provision for credit losses	0.8	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(8.9)	(6.7)
Prepaid expenses and other assets	(6.3)	3.5
Inventory	(6.1)	(9.7)
Costs capitalized to obtain contracts, net	(1.0)	(1.3)
Accounts payable	3.5	12.1
Accrued expenses and other current liabilities	(5.8)	(2.7)
Deferred revenue	5.9	5.1
Other liabilities, noncurrent	(0.3)	(0.3)
Net cash provided by operating activities	**51.8**	**20.3**
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2.8)	—
Internally developed software	(4.5)	(3.2)
Purchase of property and equipment	(1.6)	(0.1)
Convertible note investment	(25.0)	—
Net cash used in investing activities	**(33.9)**	**(3.3)**
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	50.8	5.6
Taxes paid related to net settlement of equity awards	(47.3)	(23.4)
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	—	(2.7)
Proceeds from issuance of convertible senior notes	320.0	—
Payments of debt issuance costs	(10.9)	—
Purchase of capped calls	(33.7)	—
Net cash provided by financing activities	**278.9**	**72.5**
Net Increase in Cash, Cash Equivalents, and Restricted Cash	296.8	89.5
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	**$ 457.2**	**$ 160.2**

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

$M	Three Months Ended September 30, 2025		2024	
Cost of subscription revenue, GAAP	$	14.0	$	10.7
Less: Depreciation and amortization, GAAP		(1.7)		(0.4)
Less: Stock-based compensation, GAAP		(0.5)		(0.2)
Total cost of subscription revenue, Non-GAAP	**$**	**11.8**	**$**	**10.1**
Cost of hardware revenue, GAAP	$	11.7	$	11.2
Less: Depreciation and amortization, GAAP		(1.0)		(0.9)
Less: Stock-based compensation, GAAP		(0.4)		(0.2)
Total cost of hardware revenue, Non-GAAP	**$**	**10.3**	**$**	**10.1**
Cost of other revenue, GAAP	$	1.7	$	1.0
Less: Depreciation and amortization, GAAP		(0.2)		—
Total cost of other revenue, Non-GAAP	**$**	**1.5**	**$**	**1.0**
Cost of revenue, GAAP	$	27.4	$	22.9
Less: Depreciation and amortization, GAAP		(2.9)		(1.3)
Less: Stock-based compensation, GAAP		(0.9)		(0.4)
Total cost of revenue, Non-GAAP	**$**	**23.6**	**$**	**21.1**

Operating expenses

$M	Three Months Ended September 30, 2025		2024	
Research and development expense, GAAP	$	32.4	$	29.0
Less: Stock-based compensation, GAAP		(7.3)		(6.6)
Total Research and development, Non-GAAP	**$**	**25.1**	**$**	**22.4**
Sales and marketing expense, GAAP	$	39.0	$	30.7
Less: Depreciation and amortization, GAAP		(1.1)		(1.1)
Less: Stock-based compensation, GAAP		(2.1)		(0.9)
Total Sales and marketing expense, Non-GAAP	**$**	**35.9**	**$**	**28.8**
General and administrative expense, GAAP	$	20.0	$	15.2
Less: Stock-based compensation, GAAP		(4.7)		(3.6)
Total General and administrative expense, Non-GAAP	**$**	**15.4**	**$**	**11.6**
Total Operating expenses, GAAP	$	91.4	$	75.0
Less: Depreciation and amortization, GAAP		(1.1)		(1.1)
Less: Stock-based compensation, GAAP		(14.0)		(11.1)
Total Operating expenses, Non-GAAP	**$**	**76.4**	**$**	**62.8**

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

APPENDIX 3

Non-GAAP Financial Measures

$M	Three Months Ended September 30, 2025	2024
Net income	9.8	7.7
Add (deduct):		
Gain on change in fair value of investments[(1)]	(0.8)	(5.4)
Provision for (benefit from) income taxes	0.4	(4.7)
Depreciation and amortization[(2)]	3.9	2.4
Interest income	(4.7)	(2.1)
Other income (expense), net	1.0	(0.5)
Stock-based compensation	14.9	11.5
Adjusted EBITDA	**24.5**	**9.0**

1 Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the Q3'25 10-Q for the definition and additional information on the Related Party Investment and Convertible Note Investment.

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

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 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, excluding (i) gain on change in fair value of investments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) interest income, (v) other income (expense), net, and (vi) stock-based compensation.

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, the most directly comparable GAAP measure, to Adjusted EBITDA.

APPENDIX 4

Competitive Landscape

	Life360	AAA		AT&T		LifeLock	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[1]	✓										

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. [1]Real-Time Pet racking and Pet Finder Network are only available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.


Thank you.
Life360

Life360 to Acquire Nativo, Accelerating Growth and Expanding Its Advertising Platform

Life360 and Nativo will combine family and location insights with premium publisher reach to help brands connect with families across more channels

SAN FRANCISCO, Nov. 10, 2025 -- Life360 (Nasdaq: LIF; ASX: 360), the leading family connection and safety company, today announced that it has entered into a definitive agreement to acquire Nativo, a leading advertising technology company that helps brands create and distribute engaging, premium ad experiences across premium publisher sites. The transaction is valued at approximately $120 million in a combination of cash and stock, subject to customary closing conditions.

The acquisition advances the Life360 advertising strategy by uniting its rich first-party family and location insights with Nativo's broad publisher network and advanced advertising technology, helping brands reach families in more relevant places and with more relevant messages, inside the Life360 app and offsite.

"Acquiring Nativo is an exciting step forward as we build a durable, mission-aligned advertising business," said Lauren Antonoff, Chief Executive Officer, Life360. "This acquisition accelerates our roadmap, adding capabilities that typically take platforms years to develop. It allows us to scale faster and bring high-quality, contextual advertising to market sooner — all while enhancing, not disrupting, the Life360 member experience."

"At Nativo, we've spent years building technology that makes advertising more effective by enabling ads to be seamlessly integrated, relevant, and non-interruptive to the user experience," said Justin Choi, Founder and Chief Executive Officer, Nativo. "Joining Life360 allows us to apply that philosophy at scale. Life360 supports the most important network in our lives, our families. Together we can help brands connect with them in meaningful ways within the content and apps they rely on every day."

Building a Full-Funnel, Family-Safe Advertising Platform
With Nativo, Life360 will create the leading, most effective location-based targeting and measurement platform, helping brands reach families in relevant moments with messages that matter.

Nativo's full ad-tech stack, experienced sales team, and direct integrations with hundreds of publishers will expand the reach of Life360 beyond its app, enabling advertisers to connect with modern, mobile families across CTV, mobile, and premium web and app environments. The combination creates a differentiated, full-funnel solution that blends Life360 real-world intelligence with Nativo's creative and programmatic expertise to drive measurable impact — all within a privacy-forward, family-safe ecosystem.

Life360 advertising innovation will fuel continued investment in Life360's core member experience, while responsibly expanding opportunities for brands and publishers to connect with families in ways that are trusted, relevant, and mutually valuable.

The transaction is expected to close in January 2026. Stifel is serving as Life360's financial advisor, and Sidley Austin LLP is serving as its legal advisor. Perella Weinberg Partners is serving as Nativo's financial advisor and Cooley LLP is serving as legal advisor.

About Life360
Life360, a family connection and safety company, keeps people close to the ones they love. The category-leading mobile app, Tile tracking devices, and Pet GPS tracker 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 91.6 million monthly active users (MAU), as of September 30, 2025, across more than 180 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.

About Nativo
Nativo empowers brands and publishers with the most advanced platform for premium ad experiences—built to connect advertisers more effectively and help publishers grow. Nativo's innovative technology delivers better advertising through better technology, enabling advertisers to engage audiences with premium, relevant content, while helping publishers unlock new revenue streams through non-disruptive, high-quality ad experiences. For more information, visit www.nativo.com.

Forward-Looking Statements
This press release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended. 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 statements may include, but are not limited to, statements regarding the proposed acquisition of Nativo, the expected timing of completion of the transaction, the anticipated benefits and synergies of the acquisition, the acceleration of Life360's advertising strategy, the integration of technology and teams, and the impact of the transaction on Life360's financial condition, operating results, business strategy, and growth prospects, as well as other statements regarding future plans, objectives, expectations, and intentions of Life360's management.

Words such as "anticipate," "believe," "expect," "intend," "may," "plan," "should," "will," "estimate," "potential," "project," "forecast," "likely," "target," and similar expressions are intended to identify such forward-looking statements. These statements are based on current expectations, estimates, and projections about Life360's business and industry, management's beliefs, and certain assumptions made by Life360. Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors, many of which are beyond Life360's control. Actual results may differ materially from those expressed or implied in these forward-looking statements as a result of various factors, including, but not limited to, market conditions and economic factors affecting the digital advertising industry; the ability of Life360 and Nativo to satisfy the conditions to closing the transaction on the anticipated timeline, or at all; the successful integration of Nativo's technology, teams, and operations into Life360's business; the realization of expected synergies and benefits of the acquisition; and risks described in greater detail under the heading "Risk Factors" in Life360's filings with the U.S. Securities and Exchange Commission ("SEC"), including its most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, and with the Australian Securities Exchange ("ASX").

Life360 cautions investors and prospective investors not to place undue reliance on forward-looking statements, which speak only as of the date of this release. Except as required by law, Life360 undertakes no obligation to publicly update or revise any forward-looking statements to reflect events, circumstances, or new information after the date of this release, whether as a result of new information, future developments, or otherwise. Nothing in this announcement should be relied upon as a promise or guarantee of future performance. Life360 may not complete the acquisition of Nativo, and if the acquisition is completed, there can be no assurance that the anticipated benefits will be realized to the extent described herein or at all.

Contacts

For U.S. investor inquiries:
Raymond (RJ) Jones
rjones@life360.com

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

For U.S. media inquiries:
Lynnette Bruno
press@life360.com

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